

Utilization of Facebook as a Promotional Media in Growing Brand Awareness of Mobiloka

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Abstract

Digital marketing communications through social media make a new breakthrough in the corporate marketing world, like Facebook. Many companies see the rapid development of social media as an opportunity to market their products to a wider range of people. One company that uses social media Facebook for digital marketing communications to cultivate brand awareness is Mobiloka.com. The purpose of this study is to know the digital marketing communications Mobiloka.com through Facebook social media to grow brand awareness in 2017. Type of research is descriptive-qualitative research with data analysis techniques by doing in-depth interviews obtained from several sources and data collection Mobiloka.com. The results of research, mobiloka using The Facebook ads and choice picture and video content with creative telling story.

Keywords: Digital Marketing Communication, Facebook, Promotion

Introduction

The development of user internet in Indonesia encourages a great potential for the creation of e-commerce automotive. The trend of e-commerce automotive in Indonesia is still not popular because transactions internet may not be attractive to prospective buyers of expensive products, because people might think it would be better if they saw the products in the showroom and talked to sales staff directly. Even so many e-commerce automotive began to appear in Indonesia, such as Mobil123.com, Rajamobil.com,

Mobilwow.com, Carmudi.co.id, Mobiloka.com and many others due to the still large automotive market share in Indonesia, according to statement from Mr. Christian as General Manager of Mobiloka.com.

Today, e-commerce is not just about buying and selling products online, e-commerce covers the entire process of developing, marketing, selling, shipping, servicing, and paying consumers with the support of a network of business partners around the world. The system e-commerce relies heavily on resources internet

and other information technologies to support business development. In addition to business development, the use of resources internet can be seen from the number of potential user internet around the world that have increased from year to year.

Digital marketing communication through social media makes a new breakthrough in the world of corporate marketing media. Interactive allows reciprocal information flow to enable users to participate and modify the content of information at that time (real time). Unlike traditional forms of marketing communication such as advertisements whose communication is one-way, media interactive allows users to perform various functions such as receiving and changing information and images, asking questions, answering questions and of course making purchases (Morissan, 2010:24).

Facebook has interactive capabilities like other social media so Facebook is considered superior to traditional media which is only one-way in conveying its communication message. Facebook is also able to provide feedback direct so that the right communication is created. This is motivated by the number of users Facebook active reach Facebook's extensive, and can be accessed anytime and anywhere with computer or gadget devices provided the internet is available.

Mobiloka.com is an based e-commerce automotive provider of various automotive needs such as new and used cars and is a safe and trusted place for every transaction between buyers and sellers. Mobiloka.com also has several other products offered such as Rental, Auction, Car Insurance, New and Used Car Loans, and Articles about the automotive world that are always updated every day.

The challenge faced by Mobiloka.com's marketing communications division is to foster brand awareness that is felt to be lacking, judging by the small number of people who decide to make automotive transactions on the website Mobiloka.com. Mobiloka.com is e-commerce a relatively new automotive, of course Mobiloka.com needs to work harder to attract brand awareness in the minds of consumers with the advantages of the company through digital marketing communication

Through social media Facebook's, according to a statement from Mr. Christian as General Manager of Mobiloka.com. To increase brand awareness, Mobiloka.com uses digital marketing communication through social media Facebook with the aim of growing brand awareness. Brand awareness is a measure of the strength of the brand's existence in the minds of the public. To increase brand awareness is needed the right

digital marketing communication to get a special plot in the minds of prospective customers. Brand awareness is the brand's ability to come into the minds of consumers when thinking of a particular product category (Shimp, 2003 : 11).

Based on the description above and by conducting interviews and observations, the researchers are interested in conducting research on how to implement digital marketing communication through social media Facebook conducted by Mobiloka.com to raise awareness. This view of reality, can be understood micro-micro social media concepts and product promotion. Problems to be examined.

Based on the description above, what will be revealed is how Facebook Social Media Utilization as a Promotional Media in Growing Mobiloka Brand Awareness in 2017. The aim of this research is to find out how to use social media facebook as a promotional media in fostering the awareness of Mobiloka brand .com in 2017.

Literature Review

Definition of Marketing Communication.

Marketing communication is a marketing activity that seeks to disseminate information, influence / persuade, and remind the target market of the company and its products to be willing to accept, buy, and be loyal to the products offered by

the company concerned (Tjiptono, 2008 : 219).

Marketing communication is a means by which companies try to inform, persuade and remind consumers directly or indirectly about products and brands sold. In essence, marketing communication represents the 'voice' of the company and its brand and is a means by which companies can make dialogue and build relationships with consumers. Marketing communication also carries out many functions for consumers. Marketing communication can tell or show consumers about how and why the product is used, by what kind of people, and where and when. Consumers can learn about who makes the product and what the company's goals and brands are; and they can get incentives or rewards for the experiment or use. (Kotler & Kevin Lane Keller, 2009:172).

Marketing communication includes three main objectives, namely to disseminate information (informative communication), influence to make purchases or attract consumers (persuasive communication), and remind the audience to do repurchase (communication reminds) (Prisgunanto, 2006: 69).

The response or response of consumers as communicants includes: First, effects Cognitive, which form a certain awareness of information. Second, effect

Affective, which is giving influence to do something. What is expected is the purchase reaction. Third. Effects Conative or behavioral that form audience patterns into subsequent behavior. The expected behavior is repurchase. In general there are three basic levels for the securities hierarchy in the practice of marketing communication. This can be considered as a stage and position where the customer or audience responds and understands a product from the results of their interaction through marketing communication. These stages are divided into the following levels: (Prisgunanto, 2006:69):

1. Stage of knowings (know / know),
2. Stage feelings (feel/ desire),
3. Stage actions (actions affected).

The relationship between the purpose of communication and the response of the audience related to the stages in the message reception process can be seen in the following figure:

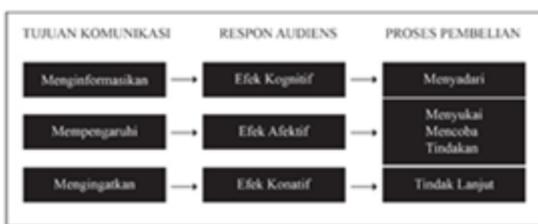


Figure 1. Communication Objectives, Audience Response, Purchasing Process
Source: Ilham Prisgunanto 2006, reprocessed images

Digital Marketing Communication. The internet helps companies to build stronger brand relationships with consumers, employees and various other stakeholders

through the power of two-way communication. Many companies are encouraged to give greater attention to the internet along with the increasing demands of consumers to conduct two-way communication. Consumer demands sometimes cause problems for the company, namely how to manage and manage this two-way communication (Morissan, 2010:3).

In an effort to manage communication interactive that is getting better through the internet, today there are quite a lot of companies building intranets which are internal corporate communication media and extranets which are external communication media such as suppliers and distributors. This condition is the company experimenting to find the best way to integrate interactive communication into their marketing communications, among others by improving existing facilities broadband (Morissan, 2010 : 318).

Social Media Management Facebook For Brand Awareness: Ministry of Trade Determining the Goals of Social Media Management. Because each social media has a different character and user products, the determination of goals and objectives must be measured and directed. The first stage is to determine objects for each platform by paying attention to the character of each product. Facebook has

the most number of users and the most comprehensive features compared to other social media. For social media maniac users, Facebook has become a new world with a variety of facilities and preoccupations in it. It is the right step if the publication of content for the general public is centered on the page Facebook.

1. For certain segments that require communication intensive, create a group Facebook. To intensify management, a group should be managed by targeted community members, or at least involve members actively in managing content within the group. [3]
2. Minimize Accounts, Maximize Content. After arranging the number and function of official accounts, maximize content creation in each account. Involve public relations staff to be involved in creating an account, but keep focusing on the delivery and management by a team to be more controlled. Increase the quantity of content from the PR team, so that the quality of the content distributed to social media can be improved. [4] The lack of content forces managers to display content as it is, thereby reducing followers' interest in enjoying content. Content that lacks comment and thumbs up, it is impossible to spread to other social media users. The best content is articles or video or image

content that has photographic aesthetic value or contains easily digestible information. When showing photos of activities, choose the best and most appropriate photo in describing the activity. If necessary, add a watermark that does not disturb the user in enjoying the photo.

3. Center the Interaction/Communication Funnel. Of the many social media, companies must decide how to communicate with the target audience, and how consumers can communicate with the team in charge of managing social media. This is important to do, so that communication is more centralized and interactions can be more controlled. The company may specify that a complaint or question is directed through an official email. Or by following the method of managing several official Twitter accounts, namely by setting working hours to interact with followers. That is, outside the prescribed hours, there will be no response from the manager d. Allocate Budget to Advertise. Advertising on Facebook effectively increases the number of followers and intensifies interaction on a page. But even if the allocation of large advertising funds, if the advertised content is not good, then the money will evaporate in vain. In addition to Facebook, also allocate a budget to conduct activities online involving social

media users. Invite users to distribute educational content from companies to other consumers. Advertising on news sites in the form of adverts and advertorials can also be selected, according to the type of program or campaign being held. Another option is to allocate money for shopping Ad-word or advertisements based on keywords provided by the Google search engine.

4. Periodic Analysis and Evaluation. To get an accurate analysis of the website company's, activate the feature Google Analytics. With this analytical facility from Google, managers web can identify links coming in from outside (backlinks), so that promotional and advertising activities in online media and social media can be evaluated more accurately. Utilizing the website keyword monitoring on social media is also a wise choice, because it will facilitate the work of social media teams in capturing and analyzing conversations that develop in the internet user community. One of the leading is Keyhole.co to monitor every keyword circulating on several social media.
5. Use Social Media Analysis Data Wisely. Social media is a place of crowds of people and content without an adequate verification process. Because the accuracy of developing information and data is not

100 percent guaranteed, the results of the analysis and evaluation must also be returned to the company policy and the actual conditions that developed (Tim Pusat Humas kementerian Perdagangan RI, 2014 : 164).

In this case, the results of the analysis and monitoring of mass media can be used as a tool to test and evaluate social media. In addition, the following patterns of social media management can be used as a general basis for social media to produce results:

1. Research and Review. Beginning with identifying trusted information sources, collecting and selecting data, writing it creatively, then adding visual elements to increase the attractiveness of the content.
2. Display Content. Don't forget to convert existing data to all kinds of content, then display everything.
3. Spread on Social Media. Use social media to spread content, and use interesting and clear invitation sentences, so that people who find them are interested in clicking on the link inside.
4. Actively interact. Engage in discussions, answer questions and establish conversations with readers to increase interest other readers and to have the content distributed to reappear on the timeline(timeline) them.

5. Analyze the results. Perform monitoring and analysis, make a report, then do not get bored to always learn from the best in order to identify the most appropriate social media to improve management.

Brand Awareness. Brand awareness /brand awareness is the ability of a potential buyer to recognize, recalling the brand as part of a specific product category. Part of a product category needs to be emphasized because there is a strong relationship between product categories and the brands involved. For example, publications about flights Garuda Indonesia will not help brand awareness of Garuda Beans. Brand awareness requires continuum ranging from the uncertain feeling that a particular brand has been known before, so that consumers believe that the product is the only brand in a product group. This continuum can be represented at different levels of brand awareness which can be described in the following pyramid (Durianto,2004:55) .

Method In this study the type of research used is descriptive-qualitative research. Descriptive research is a method of observing changes in a particular situation, condition or period, to describe a fact that is investigated.

Informants were selected purposively by using informant background on research

problems. General Manager of Mobiloka, Digital Marketing of Mobiloka.com, and Deputy and Mobiloka.com consumer representatives by conducting in-depth interviews and documentation studies.

Result and Discussion. Mobiloka.com (www.mobiloka.com) is a comprehensive automotive market site that acts as a consumer automotive assistant to help the process of buying and selling cars from start to finish. Mobiloka.com was founded at the end of 2014, aiming to become the preferred automotive market in Indonesia with the largest network that guarantees the security of buying and selling new and used cars. Mobiloka.com is anportal e-commerce automotivewith features that are different fromportals e-commerce other automotive. Prospective buyers can compare cars that will be purchased with other cars, store search data and can subscribe to email alerts with filters predefined. Other features are the latest information on the automotive world, such as test drive reviews, tips, to dealership ratings. Furthermore, there are excellent features that distinguish Mobiloka.com from other car buying and selling sites, namelyappearance and features user friendly. Mobiloka.com has several social media accounts like Facebook, Instagram, Twitter and Youtube. But since its establishment, Mobiloka.com has been more

active in managing social media Facebook than other social media. As stated by Mr. Michael Tanno, the following:

“Because for automotive customers are easier to reach using Facebook. Likewise for brand awareness company. We all also know that Facebook must have everyone and the scope is also quite wide (Depth Interview with GM Mobiloka, 2017).

The same is true of the statement expressed by Mr. Christian Adhi Putra regarding the selection of social media Facebook in Mobiloka.com’s digital marketing communication, as follows:

“Because Facebook itself includes social media which is popular for now and I think it is suitable for company ads that are still start up like Mobiloka at the moment (Depth Interview with GM Mobiloka, 2017)”.

Here is the view fanpage Facebook Mobiloka. com:



Figure 2. Fanpage Facebook Mobiloka.com
Source: <https://www.facebook.com/mobiloka/>

Mobiloka.com’s Steps in Encouraging Consumers to Do Concept AISAS Mobiloka.com’s. Digital marketing communication using social media Facebook

is an option because Facebook is a social media that is quite popular in Indonesia. Of course with the popularity of social media Facebook, making Mobiloka.com can easily reach the target audience in its digital marketing communication. Facebook itself consists of two types. The first is an ordinary friend account and the second is account fanpage/ page. Mobiloka.com chooses to use type accounts fanpage/page because it is easy to manage and is indeed very suitable to increase closeness with the target audience.

1. Manage social media Facebook effectively

social media management Facebook is important for Mobiloka.com because social media Facebook can display the informative side of the company. Such as the selection of photos in the fanpage header is useful as a reminder to the customer about the ongoing promo or features owned by Mobiloka.com. Some content on social media is Facebook also deliberately directed to the website link Mobiloka.com to redirect traffic and increase visitors on the website Mobiloka. com. Until now, content flowed on the wall fanpage Facebook Mobiloka.com is followed by 108,722 (followers) people and 108,832 likes. Content that flows on the fanpage Facebook Mobiloka.com if clicked, then most of the content will point to the website link Mobiloka.com. The team involved in account management consists of General Manager and Digital Marketing of

Mobiloka.com.

2. Choosing social media content Facebook the right social media content is Facebook Mobiloka.com's in the form of photos/images and videos selected by the team and uploaded. In conveying the message of digital marketing communication. On the use of video content on social media Facebook, it turns out getting more/more responses getting viewers than photos/images. For the contents of the message on social media content Facebook's, Mobiloka.com is quite creative and dynamic in making the content of the message so that it attracts the interest of consumers to grow the company's brand awareness. Like the contents of a message about car rental in Jakarta, the best DP of various car brands, buying cars online is getting easier, used cars are bought at higher prices, special promos for Eid al-Fitr, and many others. Of all the contents of the message in digital marketing communication through social media Facebook, Mobiloka.com's main focus is for the Indonesian people to always use Mobiloka.com for their automotive / vehicle business.

Here are examples of automotive article content in fanpage Facebook Mobiloka.com:

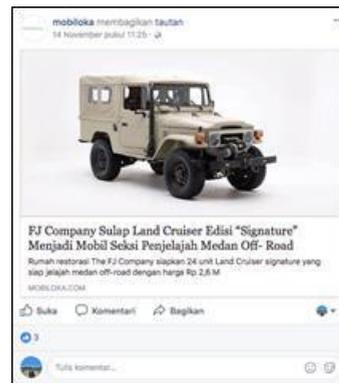


Figure 3 Automotive articles in fanpage Facebook Mobiloka.com
Source: <https://www.facebook.com/mobiloka/>

Here are examples of new car promo content on fanpage Facebook Mobiloka.com:



Figure 4. New car promo in fanpage Facebook Mobiloka.com
Source: <https://www.facebook.com/mobiloka/>

Here is an example of the content of selling used cars in fanpages Facebook Mobiloka.com:



Figure 5. Selling used cars in fanpages Facebook Mobiloka.com
Source: <https://www.facebook.com/mobiloka/>

Here is an example of video content on fanpage Facebook Mobiloka.com:



Figure 6. Video on fanpage Facebook Mobiloka.com page

Source: <https://www.facebook.com/mobiloka/>

3. The Using Facebook Ads for digital marketing communication

Use of Facebook Ads is the right step in Mobiloka.com digital marketing communication because it can reach a wider audience according to the selection of the audience and the budget spent. The content of Facebook Ads itself is a campaign that is being run by Mobiloka.com, and the campaign usually lasts for two weeks. The target audience for Facebook Ads Mobiloka.com is young people and adults among the ages between the ages of 20-40 years who routinely uses social media Facebook/ arguably active Facebook.

For allocation budget Facebook Ads, Mobiloka.com spends approximately two hundred thousand rupiah during the campaign or for two weeks. After the campaign is complete, Mobiloka.com can see the results of Facebook The ads are via Ad Manager on the Facebook fanpage Mobiloka.com. Mobiloka.com advertise on Facebook Ads using the CPC/Cost Per Click type, where the costs incurred are adjusted according to the number of clicks obtained.

The selection of Facebook Ads Mobiloka.com type CPC / Cost Per Click aims to

reach audience a broader and ultimately effective for digital marketing communication in growing brand awareness in the minds of consumers Mobiloka.com.

Here is an example of Facebook Ads

Mobiloka.com's content:



Figure 7. Facebook Ads on Mobiloka.com
Source: <https://www.facebook.com/mobiloka/>

4. Analyzing and evaluating digital marketing communications using social media Facebook Conducting analysis and evaluation of digital marketing communications using social media is Facebook useful for optimizing the next period of digital marketing communication. In other words, Mobiloka.com can monitor the development of content and interactions on social media Facebook's and monitor the habits of followers fanpage by learning the statistics provided on the menu Insight fanpage Facebook Mobiloka.com. From evaluation through the menu Insight on fanpage Facebook, Mobiloka.com as of November 2017 experienced a significant increase seen

from consumer response and the number of viewers in video content.

Mobiloka.com analysis in determining the audience audience on Facebook The ads, as stated by Mr. Michael Tanno below:

"Most of the target audience / viewers on Facebook are young customers who must always enter the routine to open Facebook. Examples are between the ages of 20 to 40 years. And usually if the automotive target is male."[1]

Results Facebook Ads Mobiloka.com month November 2017 as follows: Result Link Clicks:4240 Result Link Clicks is the number of audience who look for then clicking/opening the Facebook Ads Mobiloka.com during November 2017. People Reached:223 402 Reached People are the number of audience seeing but not to click / open Facebook Ads Mobiloka.com during November 2017. Amount Spent: \$ 227.55 Amount Spent is the total cost that has been incurred for Facebook Ads Mobiloka. comduring November 2017 in units of dollars USD. Or if it is worth around three million rupiah.

5. The Qualification of social media teams

Qualifications of social media team Facebook Mobiloka.com'sare in line with what the company expects in its digital marketing communication. Having a professional background and experience

related to digital marketing communication and social media, as well as experience in the automotive world, especially buying and selling new and used cars. Discussion. Utilizing Facebook as a promotional medium for Mobiloka.com to foster brand awareness consumer.

The thing that Mobiloka.com has done in digital marketing communication is using its social media Facebook, then the interactions that are built. so that it can foster brand awareness in the minds of consumers.

Analysis of the steps for using Facebook by Mobiloka

The steps that Mobiloka.com has done for: a) Mobiloka.com do activities Facebook Ads in the form campaigns of new car promo from various brands, b) Mobiloka.com post content consisting of photos, images and videos. And also Mobiloka.com always offers attractive promos such as cheap car DP, c) Content on fanpage Facebook Mobiloka.com directs to the website link Mobiloka.com, d) Mobiloka.com using various message content on its social media Facebook. Starting from car rental in Jakarta, the best DP of various car brands, buying cars online more easily, used cars purchased at higher prices, special promos for Eid al-Fitr, and many others, e) Mobiloka.com analyzes and evaluates the development of content and interactions on social media

Facebook through the menu Insight.

While interactions are built to foster consumers' brand awareness: **a)** The interaction that was built from Facebook Mobiloka consumers attracted, **b)** attention through Facebook Ads and spread organically so that it paves the way for social media advertising messages Facebook Mobiloka.com to have the next effect on consumers, **c)** Attract consumers to find out and know more about the contents of the message conveyed about the promotions offered by Mobiloka.com and consumers easily digest what the message delivered by Mobiloka.com through social media Facebook, **d)** Redirect traffic on Facebook to visit the website Mobiloka.com so that visitors to the website Mobiloka.com will also increase, **e)** Encourage consumers to make purchase decisions via message content on Mobiloka.com digital marketing communications through social media Facebook expect consumers to share their experiences from buying/transaction actions via the internet or directly.

The thing that needs to be studied from this research is to explore the suitability between the consumer behavior model, namely AISAS is the achievement of the process of using social media as a promotional medium by a company. AISAS is an consumer behavior model online developed by Dentsu Group which is one of the largest advertising companies in the world

established in Japan. This model AISAS is considered to be able to explain consumer behavior more accurately than previous models. AISAS is formed from Attention, Interest (interest), Search, Action, and Share.

This change in behavior patterns is driven by the rapid development of technology internet so as to create a digital era or online. In essence, first, the Dentsu IMC approach is based on an in-depth study of ideas that emerge from consumers. Second, not only focus on the reach and frequency of message delivery to the target audience (quantity) but also by involving consumers (quality). Third, the communication strategy is directed at creating scenarios that direct consumers to voluntarily seek information about products, buy products, and then spread positive word-of-mouth to other consumers. Fourth, communication must see the consumer connection point with the brand.



Figure 8. AISAS Model by Dentsu
Source: Sugiyama 2011, reprocessed images

So what Mobiloka.com did in its digital marketing communication was in accordance with the concept to encourage consumer behavior AISAS, namely:

1. Encourage consumer interest. The

contents of the message both ad narratives, pictures of the choice of car products are encouraged to foster public interest. Curiosity arose to look at the photos that were shared, videos, and offers submitted.

2. Encourage consumers to search (Search). Mobiloka makes keywords from videos shared by mobiloka on you tube for example. So mobiloka has encouraged consumers to search.
3. Encourage action. Consumers can write comments and ask directly about the price of the item, the down payment mechanism and the car installments offered.
4. Finally invite to share. Consumers who have received product information on Facebook are encouraged to share this information with their closest family first as a matter of discussion in the decision making process. Then you can divide again into other people.

Conclusions and Recommendation

Conclusions. Mobiloka.com utilizes Facebook by conducting digital marketing communications in 2017 focusing on social media Facebook in the form of accounts fanpage to foster brand awareness in the minds of consumers and managed by the team in accordance with digital marketing communication Mobiloka.com. Mobiloka.com in the selection of content for social media Facebook, using content in the form of

images and videos and incorporating diverse and creative message content aims to attract web Mobiloka.com and the Indonesian people always use Mobiloka.com for their automotive/vehicle business. Facebook Ads is a feature on fanpage Facebook is often used by Mobiloka.com to reach wider audiences and allocations budget that are not too expensive but in accordance with the digital marketing communication that is being run by the company.

Suggestion.

Suggestions that can be submitted to: To the next researcher, It is necessary to research the two-way dialogue on social media Facebook with consumer comments on Facebook fanpage Mobiloka.com's to establish good relationships with consumers.

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