The Influence of Social Media, Content Creators, and Brand Image on Music School Promotion Strategies

Zevy Rizky Yusrahamdani[1], Agustinus Rusdianto Berto[2]
Endah Murwani[3], Mohamad Donie Aulia[4]*

m.donie.aulia@email.unikom.ac.id[4]*

Universitas Multimedia Nusantara[1,2,3] Jl. Scientia Boulevard Gading, Curug Sangereng, Serpong, Kabupaten Tangerang, Banten 15810
International Women University[4]* Jl. Pasir Kaliki No.179, Pamoyanan, Kec. Cicendo, Kota Bandung, Jawa Barat 40173

ABSTRACT

Social media is now widely used for promotion, improving communication skills with the market. This medium allows companies to display products, provide information, and answer questions through direct messages. Content creators play an important role in turning ideas into content concepts that are in line with the company's branding. They create engaging and relevant content for the target audience, ensuring that the promotional message is effective. The brand image is formed from the association remembered by the customer, which influences the choice of product based on positive or negative experiences. Educational institutions can be successful through planned promotions. The purpose of this study is to analyze the influence of social media, content creators, and brand image on the promotion strategy of YMS Bandung music school, using quantitative methods and multiple linear regression analysis. The data collection technique uses a questionnaire. The results of the analysis showed that there was no influence between social media, content creators, and brand image individually, but there was a simultaneous positive and significant influence on the promotion strategy. For YMS Bandung music school, these findings show that integrating efforts to effectively utilize social media, collaborating with content creators, and maintaining a strong brand image is essential to improve promotional strategies.

Keywords   :   Brand Image; Content Creator; Social Media; YMS Bandung Music School; Promotion Strategy

ABSTRAK

Media sosial kini banyak digunakan untuk promosi, meningkatkan kemampuan komunikasi dengan pasar. Media ini memungkinkan perusahaan menampilkan produk, memberikan informasi, dan menjawab pertanyaan melalui pesan langsung. Konten kreator berperan penting dalam mengubah ide menjadi konsep konten yang sesuai dengan branding perusahaan. Mereka menciptakan konten menarik dan relevan untuk audiens target, memastikan pesan promosi efektif. Citra merek terbentuk dari asosiasi diingatan pelanggan, yang mempengaruhi pilihan produk berdasarkan pengalaman positif atau negatif. Lembaga

pendidikan dapat sukses melalui promosi yang terencana. Tujuan penelitian ini adalah menganalisis pengaruh media sosial, konten kreator, dan citra merek terhadap strategi promosi sekolah musik YMS Bandung, menggunakan metode kuantitatif dan analisis regresi linier berganda. Teknik pengumpulan data menggunakan kuesioner. Hasil analisis menunjukkan bahwa tidak ada pengaruh antara media sosial, konten kreator, dan citra merek secara individual, tetapi terdapat pengaruh positif dan signifikan secara simultan terhadap strategi promosi. Bagi sekolah musik YMS Bandung, temuan ini menunjukkan bahwa mengintegrasikan upaya memanfaatkan media sosial secara efektif, berkolaborasi dengan pembuat konten, dan mempertahankan citra merek yang kuat) sangat penting untuk meningkatkan strategi promosi.

Kata Kunci : Citra Merek; Konten Kreator; Media Sosial; Sekolah Musik YMS Bandung; Strategi Promosi

INTRODUCTION

Social media as tools that can be used as a means of promotion vary. Through social networks, promotions can erase distance and time. Therefore, the use of social media as a means of product promotion is increasingly being carried out and entrepreneurs in the offline and online fields should use it to attract consumer interest in buying products or services. Several social media are recommended as a means of promotion such as Instagram, Path, Line, WhatsApp, YouTube, and others (Raheni, 2018). According to research conducted by Soegoto and his colleagues in 2020 as cited by Dwi Santy and colleagues in 2021, social media can improve communication skills with the market. Social media allows companies to showcase products, provide product information, and answer market questions through direct messages. This certainly has a positive impact on increasing product marketability.

According to data from We Are Social, the number of active social media users in Indonesia continues to increase every year. In January 2022, the number reached 191 million people, an increase of 12.35% compared to the previous year which reached 170 million people. Even so, its growth has fluctuated from 2014 to 2022. The highest increase in the number of social media users was recorded in 2017 with a figure of 34.2%, but the increase slowed to 6.3% in the previous year. However, in 2022, this figure increased again. The most widely used social media by the people of Indonesia is WhatsApp with 88.7%, followed by Instagram with 84.8%, and Facebook with 81.3%. TikTok is also quite popular with users reaching 63.1%, while Twitter reaching 62.8%. (Dataindonesia.id, 2022).

Yovie Music School (YMS) Bandung City branch, began to be established in 2016 with a total of 25 students. Until 2022, the highest number of students was recorded at 344 students (20190. Social Media is used by YMS to inform learning activities and new student registration (promotion). The use of this social media (IG and YouTube) began in 2018 until now. According to Puspitarini and Nuraeni (2019), every company always carries out promotional activities that are effective in attracting consumers' attention by making persuasive messages. Currently, Instagram, YouTube, and other social media are not only used as a means of entertainment but also as a medium to carry out business activities.

YMS Bandung also uses content creators to promote their products through social media. The very big role of content creators in making ideas that will be developed into the concept of content. Furthermore, content creators will follow up on it into content with the desired identity and branding to meet the company's promotional goals. Currently, there is a rise in advertising in the form of videos, therefore companies are in dire need of content creators (Oktavinatoro, 2020). Content creators in carrying out their roles also experience several obstacles, namely physical, semantic, communication processes, and psychological. Content creators try to find solutions to every obstacle so that they can still carry out their roles properly and responsibly (Br Bukit, 2021).

Brand Image is a customer's perception of a brand based on brand associations held in the customer's memory. Things that are pleasant for him can be remembered by a person, especially for the selection of products to be used, whether goods or services. The product will leave an imprint on the customer's mind for better or worse depending on the product itself (Purnamasari et al., 2020).

Promotional activities for educational institutions are an important strategy to achieve their goals and objectives. An educational institution can achieve success through well-planned promotions. The promotion strategy planning stage is one of the crucial steps that need to be considered. Before carrying out promotional activities, several things need to be prepared, including planning that includes the division of tasks and the creation of schedules. Then, the implementation stage is when promotional activities are carried out. After that, the evaluation and assessment stage become important, where a report is made on the things found during the implementation of the promotion, such as the results, the obstacles faced, and the response to the promoted object. Thus, planning, implementation, and evaluation are important cycles in the promotion activities of educational institutions (Fajry, F et al, 2024).

Manurung & Anom (2023) concluded that the promotion strategy of Dotudo Music Edutainment using brochures and social media is considered the right step. Their ability to communicate and coordinate with students' guardians is also considered effective in maintaining the school's image. Additionally, they offer comprehensive and quality programs, which helps to strengthen their music learning branding. Other contributing factors are the presence of experienced teachers, complete facilities, innovative excellent programs, and a pleasant learning atmosphere. By leveraging social media such as Instagram, Facebook, and TikTok, as well as the traditional approach with brochures, Dotudo Music Edutainment can reach a wider audience. By presenting engaging and relevant content, as well as engaging students in the marketing process, they managed to build a strong brand image and raise public awareness of the quality of their music school.

In the research of Untari and Fajariana (2018), it was concluded that the use of social media to promote products and services is simple but has an extraordinary effect. Every month there are 700 million active users of social media. Initially, the Instagram application was a simple photo application and developed into a platform that can build a business visual identity in the form of photos and videos that provide interesting and unique information.

The research of Bruhn et al., (2012) aims to investigate the relative impact of brand communication on brand equity through social media compared to traditional media. In juxtaposition of different industries aims to: investigate whether the two communication instruments have an impact on consumer-based brand equity; compare the size of the

effects of these two communication instruments; and separate the impact from the social media communications made by users made by the company. A total of 393 datasets from three different industries, namely tourism, telecommunications, and pharmaceuticals, were generated using standard online surveys. Structural equation modeling is used in the analysis of data obtained to investigate social media and traditional media interactions in general, as well as in the examination of industry-specific differences. The results of the empirical study show that both traditional communication and social media communication have a significant influence on brand equity. While traditional media has a stronger impact on brand awareness, social media communication greatly influences brand image. User-generated social media communications exert a major influence on the hedonistic brand image whereas company-created social media communications are proven to have an important impact on functional brand image. In addition, the study highlights significant differences between the industries studied. The research described in this paper is pioneering because it juxtaposes the impact of social media and traditional media on brand equity – a topic that has grown in interest to companies in the era of Facebook and Twitter but has so far largely remained uninvestigated. Additionally, the distinction between company-made and user-generated social media communications, which is increasingly important, as companies see their brand's marketing power shifting to consumers through social media platforms, offers valuable insights for marketing practitioners and academics.

Nurman (2020) stated that in the competitive education market, universities pay special attention to a brand image to ensure high demand among their target audience. The positive image of each university affects the prestige of an educational institution, as well as the formation of a positive image and ranking of the overall state education system. In this regard, the relevance of studying the brand image of colleges emerges. The issue of the need to form and maintain the brand of a professional higher education educational institution, and the functions and elements of the brand structure are considered. The article reflects the specificity of educational services in the context of establishing the university brand. A review of the approach to determine the criteria for evaluating the university's brand according to various independent rankings was conducted. The study analyzed the variables of factors that affect the reputation and relevance of the university among students. In addition to the theoretical part of the research, this article reviews the results of interviews with respondents.

Research by Nurimani (2022) stated that Instagram social media is a means of promoting Clo_id products. Instagram has 1.4 billion users. The problem formulated is how the concept of Instagram social media content carried out by clothing products Clo_id attracts potential consumers. The results of the study show that the concept of Instagram social media content Clo_id follows the current trend by combining 3 aspects. A solution to promotional competition on Instagram social media by creating and releasing new products. Sa'diya (2017) concluded that social media has characteristics so that users can measure, hear, and search indefinitely. Product posts on Instagram (IG) in the form of photos or videos, if the product is seen more often, will make IG users slowly remember the brand. Furthermore, research by Permana & Cendana (2019) finds that many Indonesian traders in selling have not taken advantage of information technology, one of which is through social media. Social media such as Facebook, Instagram, and Twitter can be used to sell its merchandise.

In addition, Lontoh, et al. (2020) concluded that a promotional strategy by utilizing information technology using social media such as Facebook, Instagram, Youtube, and others, will be more efficient and practical. Social media activities are carried out to upload photos and videos related to the place. The purpose of this study is to analyze the use of social media in the development of marketing of tourist attractions in Lake Linow. The research method used is qualitative descriptive with data collection techniques such as literature studies and interviews. The result of this research is that Lake Linow Resort and Restaurant has carried out promotional activities through social media very effectively and efficiently.

The research of Alves & Raposo (2016) conducted a content analysis and systematized articles on social media marketing in the Web of Science database. Forty-four studies were analyzed according to variations on the systematic review approach, which involved synthesis and interpretation-based assessments. The results show how most of the analyzed research focuses on consumer perspectives in terms of the use, sharing, and influence of social media on consumer decisions and perceptions. Studies that focus on corporate perspectives are not only centered on the use of social media, but also on the implementation, optimization, and measurement of results. Most studies are quantitative and published in recent years. The study not only reaches certain conclusions for both theory and practice but also defines future research lines according to the gaps detected by the results of the study.

Tiago & Veríssimo (2014) stated that due to changes in consumer behavior require companies to rearrange marketing strategies in digital form. Most of the research is focused more on customers than on companies. To remedy these shortcomings, this study adopts a corporate perspective to facilitate an understanding of digital marketing and the use of social media concerning its benefits and inhibitors. Internet-based apps enhance marketing by implementing innovative forms of communication and creating shared content. The rise of digital marketing should focus on the company's relationship-based interactions with customers.

The question in this study is which variables from social media, Creator Content, and Brand Image have the greatest (dominant) influence on YMS Bandung's Promotion Strategy. Thus, the objectives of this study are: a. to find out the Influence of social media on YMS Bandung Promotion Strategy, b. to find out the Influence of Content Creators on YMS Bandung Promotion Strategy, c. to find out the Influence of Brand Image on YMS Bandung Promotion Strategy, d. to find out the Influence of social media, Creator Content, Brand Image on YMS Bandung Promotion Strategy.

RESEARCH METHOD

A research paradigm is a framework of thinking that explains how the researcher's perspective on the facts of social life and the researcher's treatment of science or theory is constructed as a fundamental view of a discipline about what is the subject matter that should be studied (Ridha, 2017). This study uses a quantitative paradigm, namely the traditional, positivist, experimental, empirical paradigm, and emphasizes the testing of theories through the measurement of research variables with numbers and data analysis with statistical procedures (Pratiwi & Ekawati, 2020).

Research methods vary depending on the researcher's decision which is based on rational considerations in choosing the right method. However, in choosing a method, the researcher must return to the basic question of why and for what the research was conducted. Many experts have expressed their views on the proper formulation of research methods.

According to the online Indonesian Language Dictionary, method is defined as an orderly way used to carry out a job in order to achieve the desired goal. This is also interpreted as a systematic way of working to facilitate the implementation of an activity to achieve the specified goals. Meanwhile, research is defined as a thorough examination; investigation; data collection, processing, analysis, and presentation activities that are carried out systematically and objectively to solve a problem or test a hypothesis to develop general principles (Zaluchu, S. E, 2020).

The method used in this study is quantitative. The quantitative method views science as empirical research in which phenomena can be reduced to empirical indicators that represent truth. From an ontological point of view (reality), there is only one truth in which objective reality in human beings is independent. Sale, Lohfeld, and Brazil (2002) explain that epistemologically, the investigator and the investigated are considered independent entities. Therefore, researchers are only able to study phenomena without influencing or being influenced by them (Firmansyah, M., & Masrun, M, 2021).

Figure 1 the following is a framework of thought that describes the relationship between variables and research hypotheses.
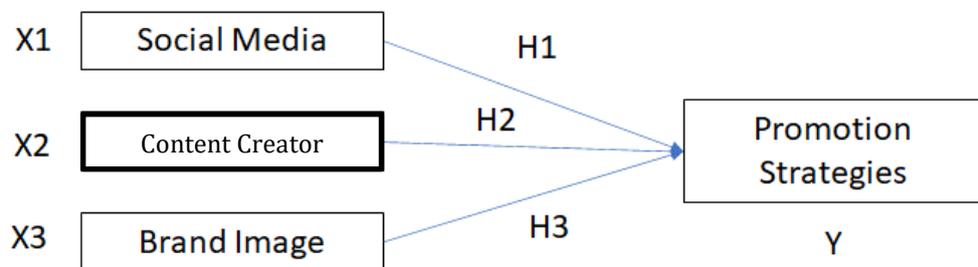
Source: Researcher Analysis, 2024

Figure 1. Framework of Thought

Based on Figure 1, the theoretical hypothesis of this study, H1 is Social Media has a positive and significant effect on YMS Bandung's Promotion Strategy, H2 is Creator Content has a positive and significant effect on YMS Bandung's Promotion Strategy, H3 is Brand Image has a positive and significant effect on YMS Bandung's Promotion Strategy, H4 is Social Media, Creator Content and Brand Image have a positive and significant effect on YMS Bandung's Promotion Strategy

The population in this study is YMS Bandung students in 2022 who have respondent characters including gender, age, current job, and domicile. The number of students recorded in 2022 until November is 314 students. This study uses the Stratified Random Sampling method, which is something obtained by separating population elements into 'Non-Overlapping' groups, called strata, and then selecting a simple random sample of each stratum (Madyana in Wulandari, 2013). The Purposive Sampling criteria for respondents as decision makers are YMS Antapani Bandung students.

According to Arikunto in Wulandari (2013), if the population is more than 100 people, it is taken in the range of 5%-10% or a maximum of 30% of the total population. In this study, it was determined that the number of samples was 5%-10% of the number of students in 2022 which amounted to 314 students, so that the number of research samples was 30 students. The data collection technique used in this study is field research using the method of field observation, interviews, and questionnaires Questions that are prepared in the form of questionnaires are distributed to the respondents in order to provide answers.

This study uses statistical analysis to find out the meaning of the relationship between variables. Until now, statistical analysis is the only scientifically accountable tool for calculating the magnitude of the relationship between variables, predicting the influence of independent variables on dependent variables, and looking at the percentage or average magnitude of a variable being measured.

A common and easy-to-use software program to assist researchers in conducting data analysis, both data processing and analysis, is Microsoft Excel. In this context, the measurement of responses from respondents is usually measured using the Likert scale. The analysis technique that is often used is the multiple linear regression technique. Linear regression analysis is a statistical technique used to explain the influence of independent variables on dependent variables. One of the important assumptions that must be met to test hypotheses on parameters in multiple linear regression analysis is the absence of a strong correlation between independent variables (multicollinearity) (Marcus, et al., 2012).

RESULTS AND DISCUSSION

The number of respondent samples amounted to 30 people with the characteristics of 18 women (60%) and 12 men (40%). The youngest age range is 7 years old and the oldest is 47 years old. The dominant occupation is students (elementary, junior high, high school) as much as 76%. The most length of time student study at YMS Bandung is under one year, around 50%.

Correlation Value

Table 1. Correlation Value

Regression Statistics	
Multiple R	0,577855198
R Square	0,33391663
Adjusted R Square	0,257060857
Standard Error	1,514220561
Observations	30

Source: Processed Data, 2024

The correlation value between Social Media (X1), Content Creators (X2), Brand Image (X3) and Promotion Strategies (Y) is 0.5778, including the medium category. The correlation coefficient (r) ranges from -1 to +1. A value of 0.5778 suggests that as the independent variables (Social Media, Content Creators, Brand Image) increase, there is a

tendency for the dependent variable (Promotion Strategies) to also increase. Values between 0.5 and 0.7 are typically classified as medium correlations, indicating a predictable relationship without being too strong or too weak. Social Media (X1): A positive correlation suggests that effective use of social media platforms is associated with improved promotion strategies. Content Creators (X2): This indicates that collaboration with content creators is likely to enhance the effectiveness of promotional activities. Brand Image (X3): A strong or positive brand image may contribute to better promotion strategies, influencing customer perceptions and behaviors. A correlation of 0.5778 highlights that these factors (X1, X2, X3) collectively contribute to shaping effective Promotion Strategies (Y). While not perfect, this correlation implies that there might be a need to focus on improving these aspects to enhance promotional effectiveness.

Significance F

Table 2. Significance F

ANOVA

	df	SS	MS	F	Significance F
Regression	3	29,88553842	9,961846141	4,344717587	0,013109278
Residual	26	59,61446158	2,292863907		
Total	29	89,5			

Source: Processed Data, 2024

Based on Table 2, the significance value of < alpha = 0.05, so it can be concluded that there is a significant influence between the simultaneous variables Social Media (X1), Content Creators (X2), Brand Image (X3), and Promotion Strategies (Y). When the p-value is less than 0.05, it indicates strong evidence against the null hypothesis, leading to the conclusion that there is a significant effect. In this case, since the p-value is < 0.05, it suggests that there is a statistically significant influence among the independent variables — Social Media (X1), Content Creators (X2), and Brand Image (X3) — on the dependent variable, Promotion Strategies (Y). The simultaneous influence means that when considering Social Media, Content Creators, and Brand Image together, they collectively have a significant impact on Promotion Strategies. This underscores the idea that these variables do not just independently affect Promotion Strategies but work in conjunction, likely amplifying their overall effect. For marketers and brands, this finding suggests that integrating efforts across these areas (such as utilizing social media effectively, collaborating with content creators, and maintaining a strong brand image) is crucial for enhancing promotional strategies. Businesses should leverage these insights to optimize their marketing campaigns, ensuring that they address all three aspects to maximize the effectiveness of their promotions. In summary, a significance value of less than 0.05 indicates that there is a statistically significant influence exerted by the combined effect of Social Media, Content Creators, and Brand Image on Promotion Strategies. This highlights the importance of these variables in developing effective promotional strategies.

P-value

Table 3. P-value

	Coefficients	Standard Error	t Stat	P-value
Intercept	4,247931289	2,30490995	1,842992299	0,076760087
x1	0,014619259	0,032632761	0,447993342	0,657868819
x2	0,230787327	0,192399327	1,199522528	0,241142232
x3	0,385068515	0,221804166	1,736074313	0,094388634

Source: Processed Data, 2024

Based on Table 3, the P-value > alpha = 0.05, so it can be concluded that there is no significant influence between the variables Social Media (X1), Content Creators (X2), Brand Image (X3) and Promotion Strategies (Y). A p-value greater than 0.05 suggests that the evidence against the null hypothesis is weak. Therefore, we cannot conclude that there is a statistically significant relationship between the independent variables (Social Media X1, Content Creators X2, Brand Image X3) and the dependent variable (Promotion Strategies Y). This means the differences or effects observed in the data could very well be due to random chance rather than a true underlying relationship. The conclusion indicates that factors like Social Media, Content Creators, and Brand Image do not have a statistically significant influence on Promotion Strategies collectively. This suggests that even though these factors might play a role in marketing or promotion, the data does not provide strong enough evidence to support that they have a meaningful impact in this particular study or context. For marketers and businesses, this finding implies that strategies rooted solely in enhancing social media presence, collaborating with content creators, or improving brand image may not yield significant improvements in promotion strategies. It may also suggest the need for further research or exploration of other variables that could influence Promotion Strategies. Investigating potential confounding variables or conducting a deeper analysis might help clarify these relationships better, or it may lead businesses to consider other approaches or factors that impact promotional effectiveness. In summary, a p-value greater than 0.05 indicates that there is no statistically significant influence of Social Media, Content Creators, and Brand Image on Promotion Strategies. As a result, we cannot conclude that these factors reliably affect promotional outcomes based on the current data.

CONCLUSION

The results of the analysis showed that there were several factors that played a role in the promotion strategy of YMS Bandung. Social Media does not have a significant influence on the promotional strategy implemented. This shows that even though Social Media is a popular platform, its use in the context of YMS Bandung promotion does not have the expected impact. Furthermore, Content Creators also did not show a significant influence on YMS Bandung's promotional strategy. Although Content Creators can attract the attention of the audience, the results of this analysis indicate that their contribution in influencing YMS Bandung's promotional decisions is still limited. In addition, Brand Image also does not have a significant influence on YMS Bandung's promotional strategy. A strong brand image is usually expected to increase the effectiveness of promotions, but in this case, the results of the analysis show that this is not the case. However, when viewed

simultaneously, Social Media, Content Creators, and Brand Image turned out to have a positive and significant influence on YMS Bandung's promotional strategy. This shows that although each factor does not affect individually, the combination of the three can have a greater and more effective impact in improving YMS Bandung's promotional strategy. Therefore, it is important for YMS Bandung to consider the integration of these three elements in planning their promotional strategy going forward.

RECOMMENDATIONS

In the next study, there are several steps that can be taken to improve the quality and depth of the analysis. One of them is to increase the number of respondent samples. By increasing the sample size, the study will have a better representation of the population studied. This is important because the more respondents involved, the higher the likelihood that the results of the study reflect the actual conditions on the ground. An increase in the number of samples can also increase the validity and reliability of the data obtained, as well as provide greater statistical power in the analysis. In addition, it is important to formulate more comprehensive questions in the dimension of research variables. More in-depth and structured questions can help unearth richer and more relevant information from respondents. For example, if the research focuses on the influence of Social Media on promotional strategies, the questions can include aspects such as the most effective types of content, the frequency of Social Media use, as well as respondents' perceptions of various Social Media platforms. Thus, a more comprehensive question will allow researchers to gain deeper insights into the factors that influence promotion strategies. The addition of the dimension of research variables can also be considered. For example, researchers can explore other variables that may be influential, such as consumer behavior, market trends, or other external factors. By expanding the scope of the variables studied, researchers can obtain a more holistic picture of the dynamics that occur in the context studied. Overall, these measures will not only improve the quality of research, but also make a more meaningful contribution to the development of science in the field under study. With a more comprehensive approach, the results of the research are expected to provide more precise and applicable recommendations for practitioners in the field.

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