



Analyze Digital Marketing Strategy in Singing Competition for Kids at Polbeng Business Expo Chapter II

Retno Saputri¹, Armita Novriana Rambe²

¹ Politeknik Negeri Bengkalis, Jl. Bathin Alam, Sungai Alam, Kecamatan Bengkalis, Kabupaten Bengkalis, Riau
retnosaputrii03@gmail.com¹, armitanovriana@polbeng.ac.id²

ARTICLE INFO

Received: (1 September 2025)

Received in revised:

(28 October 2025)

Accepted: (10 November 2025)

Published: (29 December 2025)

Open Access

ABSTRACT

This study analyzes the digital marketing strategies used in the Children's Singing Competition at Polbeng Business Expo Chapter II by applying six digital marketing indicators proposed by Nandini (2012): accessibility, interactivity, entertainment, credibility, irritation, and informativeness. Using a qualitative descriptive method, data were collected through interviews, observations, and documentation involving the parents or guardians of participants. The results showed that Instagram and WhatsApp were the most effective channels for disseminating information because they were practical and easily accessible. Interactivity was reflected in the quick responses of the committee, which strengthened communication and reduced confusion among participants. Visual content such as posters and videos was considered attractive, credible, and informative, encouraging parents to register their children. Irritation was minimal, with only minor notes regarding long texts in some promotional materials. Overall, the findings are consistent with previous studies that emphasize the importance of visual quality, message clarity, content consistency, and responsive communication in digital marketing. This study shows that integrated digital strategies greatly support event promotion and offer practical insights for future digital campaigns in educational and artistic events.

Keywords: Singing Competition, Marketing, Digital Marketing, Polbeng Business Expo

1. Introduction

The creative industry is one of the main drivers of global economic growth because it is able to open up new job opportunities while promoting the cultural and artistic values of society. This sector is not only oriented towards economic aspects, but also plays an important role in preserving cultural identity, strengthening individual creativity, and improving the quality of human resources. Through the integration of innovation, technology, and local cultural heritage, the creative industry contributes significantly to sustainable development that balances economic, social, and cultural aspects. In this context, creative activities become a strategic means to encourage community participation, expand spaces for expression, and create added value that can be felt widely.

Within the creative industry, artistic activities such as singing competitions play an important role as a forum for showcasing individual talent, developing self-confidence, and strengthening social interaction from an early age. Artistic activities not only serve as entertainment, but also as an educational medium that can foster character, creativity, and courage in children to express their potential. In addition, artistic activities also contribute to building community identity and strengthening social relationships between individuals, especially when carried out in public spaces involving various elements of society. These arts and creativity activities are also part of the Meetings, Incentives, Conventions, and Exhibitions (MICE) sector, which plays a strategic role in supporting the growth of the creative economy and tourism. In the context of education, the MICE sector serves as a practical learning tool that allows students to develop managerial, communication, teamwork, and problem-solving skills in a real-world setting.

The Bengkalis State Polytechnic, as a vocational education institution, has a strategic role in supporting regional economic growth by strengthening creative activities and empowering Micro, Small, and Medium Enterprises (MSMEs). This role is realized through the implementation of the Polbeng Business Expo Chapter II, which was designed by students of the International Business Administration Study Program as a business exhibition oriented towards sustainability. This activity aims to develop the potential of local MSMEs, expand business networks, and increase the competitiveness of local products, while also providing a space for educational and creative activities that can be accessed by the wider Bengkalis community.

* Corresponding author

E-mail addresses: retnosaputrii03@gmail.com

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Figure 1. Logo Polbeng Business Expo Chapter II

As part of the Polbeng Business Expo Chapter II series of events, this exhibition not only features an MSME bazaar, but also holds various educational and art competitions aimed at children, one of which is a Singing Competition. This activity is designed not only as a competition, but also as a platform for self-development that provides space for children to express their potential, boost their confidence, and gain experience performing in public from an early age. The Singing Competition was held on the main stage of the expo, making it one of the main attractions for visitors and creating a more lively and interactive atmosphere. The presence of this competition also contributes to increasing visitor enthusiasm for the entire expo series, including the 133 MSME tenants participating, thereby creating synergy between arts, education, and strengthening the MSME sector.

To support the success of Singing Competition Chapter II, marketing plays an important role. Based on the definition of the American Marketing Association (AMA), marketing is the process of planning and implementing concepts, pricing, promotion, and distribution (of ideas, products, and services) so that exchanges can be created to meet the needs of customers and companies simultaneously. Meanwhile, According to Laksana (2019) in Arjaya (2023), marketing is the meeting of sellers and buyers to conduct transactions involving goods or services. Thus, the definition of a market no longer refers to a place but to the meeting between sellers and buyers in offering a product to consumers.

Digital marketing has become a relevant strategy in the context of promoting these activities. Kotler and Keller (2018) state that digital marketing encompasses various channels, including social media, email, and websites. Purwana et al. (2019) added that digital marketing enables companies to interact with customers directly, provide relevant information, and increase consumer engagement. Furthermore, according to Zulfa & Rahmah (2022) in Arimurti et al (2024), one thing that can be adopted from digital marketing is the use of social media, which plays a role in reducing promotional costs and has a wider reach.

In practice, the effectiveness of digital marketing can be analyzed through several indicators. Nandini (2012) in Gie et al. (2024) puts forward six indicators of digital marketing, namely accessibility, interactivity, entertainment, credibility, irritation, and informativeness. Accessibility is the user's ability to access information and services provided by online advertising. Accessibility is generally related to how users can access social media sites. Interactivity is a level of two-way communication that refers to the mutual ability of advertisers and consumers to communicate and respond to the input they receive. Entertainment is the ability of advertising to provide pleasure or entertainment to consumers. Many advertisements provide entertainment while including information. Credibility is the level of online consumers' trust in advertisements that appear or the extent to which advertisements provide information about them that is trustworthy, impartial, competent, credible, and specific. Irritation is a disturbance in online advertising, such as manipulating advertisements to lead to fraud or lousy consumer experiences regarding online advertising. Informativeness is the ability of advertising to supply information to consumers, which is its essence. Advertisements must also provide an accurate picture of a product to provide economic benefits for consumers. The digital marketing indicators proposed by Nandini (2012) were chosen because they comprehensively describe the audience's experience, covering aspects of accessibility, interactivity, entertainment, credibility, irritation, and informativeness. This model is relevant to the context of children's art activities that involve parents as decision makers, making it more appropriate than digital marketing models that are oriented towards sales or conversion.

Based on the above description, the application of digital marketing in the Singing Competition at Polbeng Business Expo Chapter II is important to be studied in more depth. As a children's art activity held in the context of a business and vocational education exhibition, the success of promotion is not only determined by the extent to which information is conveyed to the audience, but also by how easily the information can be accessed, communicated interactively, presented attractively, and able to build trust and comfort for parents as decision makers. In addition, the characteristics of the audience, which includes children and parents, require a promotional strategy that is not only informative but also communicative and tailored to the needs of both parties. Therefore, this study focuses on analyzing the digital marketing strategies implemented by the Singing Competition committee using six digital marketing indicators to

obtain a comprehensive picture of the effectiveness of the event's promotion in supporting audience participation and engagement. The findings from this study are also expected to provide practical insights for event organizers and educational institutions in designing more targeted and effective digital promotion strategies for similar activities in the future.

Unlike digital marketing research on events or MSMEs, which generally focuses on product promotion and sales growth, this study places children's art activities in the context of business exhibitions and vocational education as the object of study. This study not only analyzes the effectiveness of digital media, but also examines how digital marketing strategies reach parents as decision makers while building children's interest as participants. Thus, this study provides a conceptual contribution to understanding the application of digital marketing in community-based educational art activities, which has been relatively limited in previous studies.

2. Research Method

This study uses a qualitative descriptive method that aims to describe and analyze in depth the digital marketing strategies used in the Singing Competition for Kids at Polbeng Business Expo Chapter II. This approach is used to understand the perceptions, experiences, and assessments of parents or guardians of participants regarding the content and digital promotion strategies that have been implemented. Data collection techniques used in-depth interviews, observation, and documentation (Sugiyono, 2020). Informants in this study were selected using purposive sampling, consisting of five parents or guardians who met the criteria and were directly involved in receiving and responding to digital promotional content, taking into account a qualitative approach that emphasizes data depth and information richness. According to Sugiyono (2010) in Lenaini (2021), purposive sampling is a method used to ensure that the research sample is selected based on certain considerations so that the information obtained is more representative.

This technique provided flexibility for the researcher to explore information more deeply in accordance with digital marketing indicators based on Nandini's (2012) theory, which includes accessibility, interactivity, entertainment, credibility, irritation, and informativeness. Data analysis techniques used the Miles and Huberman (2014) model, which consists of data reduction, data presentation, and conclusion drawing. The application of the Miles and Huberman model in this study enabled systematic and structured qualitative data analysis. Data reduction was carried out by selecting interview statements relevant to the six digital marketing indicators, while data presentation was organized in narrative form to facilitate interpretation. Conclusions were drawn by identifying patterns and relationships between indicators and respondents' perceptions. This analysis process ensured the credibility and consistency of the research findings.

Tabel 1. Interview Questions

Indicator	Question
Accessibility	Where did you first find out about this children's singing competition?
	What social media platform did you use to view the competition information?
Interactivity	Do you feel that communication with the organizers through digital media such as WhatsApp or Instagram went well?
Entertainment	What was your first impression when you saw the promotional content on social media?
	What type of content caught your attention the most?
	Do you feel that the promotional content encouraged you to enroll your child? Why?
Credibility	What do you think is the quality of the visuals and messages in the content?
Irritation	Did you ever feel annoyed or disturbed by the frequency or type of promotional content shared about the singing competition?
	In your opinion, was there any part of the digital promotion (such as messages, captions, or visual?) that felt excessive, confusing, or uncomfortable to see?
Informativeness	Do you think the promotional content (posters, captions, videos) is easy to understand and informative?

Source: Processed Data 2025

3. Result and Discussion

3.1 Result

This section presents the results of research obtained from in-depth interviews with parents of participants in the Children's Singing Competition at the Polbeng Business Expo Chapter II. This analysis focuses on evaluating the effectiveness of the digital marketing strategies implemented by the organizing committee using six indicators proposed by Nandini (2012), namely accessibility, interactivity, entertainment, credibility, irritation, and informativeness. Each indicator is discussed based on empirical

findings obtained from respondents' experiences in accessing, interpreting, and responding to digital promotional content. The presentation of research results is supported by direct quotes from respondents to strengthen the validity of the findings and provide a comprehensive understanding of how digital marketing strategies are perceived by the target audience.

1. Accessibility

Accessibility is an initial indicator that determines the extent to which the audience can obtain information about an activity. In the context of children's competitions, parents play a major role as information seekers and decision makers. The interview results on the accessibility indicator show that respondents obtained information through various channels, such as Instagram, WhatsApp, direct socialization at schools, and information from relatives. This was conveyed by Mrs. MAP, one of the assistants to the singing competition participants.

"I first received information from Bengkalis State Polytechnic students who conducted outreach at schools, and the social media platform used to view this competition is Instagram."

Information accessibility was perceived as high because the organizing committee utilized digital platforms that were already familiar to parents, particularly Instagram and WhatsApp. Socialization at schools also increased the reach of information. Instagram functioned as the primary entry point for initial information, while WhatsApp facilitated follow-up communication. This multi-channel approach reduced information barriers and strengthened the reach of promotion across different parent segments. This aligns with Nandini's accessibility indicators, which state that information must be easy to find, easy to access, and use media relevant to the target users.

2. Interactivity

Interactivity reflects the quality of two-way communication between event organizers and audiences in digital promotions. In children's competitions, responsive communication is essential for parents to obtain clarity regarding the technical aspects of the competition. The interview results on the interactivity indicator show that most respondents stated that communication with the committee via WhatsApp went very well. As stated by Mrs. YSA as follows:

"I communicated with the committee via WhatsApp, the committee was excellent, responded quickly, and that was very good."

The findings show that interactivity is not limited to engagement on public social media, but also extends to personal communication via WhatsApp. Quick response times and clear explanations reduce parents' uncertainty about competition procedures. This confirms that interactivity in digital marketing is not only measured through comments or likes, but through the organizer's ability to maintain responsive and solution-oriented communication, which directly influences parents' decision-making process.

3. Entertainment

The entertainment aspect of digital promotion plays an important role in attracting the audience's attention, especially in activities targeting children and families. Content that is visually appealing, creative, and age-appropriate can evoke emotional engagement. The results of the interviews on the entertainment indicator show that respondents gave positive ratings to the entertainment aspect of the promotional content. This was stated by Mrs. DR, a parent of a competition participant, in an interview:

"The content is interesting, the brochure is also good, suitable for early age participants, and the color selection is also very good. From what I saw, the most interesting content was in the H-7 and H-1 Singing Competition content. This content is very motivating because last year I also registered my child for the Singing Competition, and I was enthusiastic and immediately responded to the registration with the aim of encouraging my child to perform."

The entertainment value of the promotional content contributes to emotional engagement without obscuring the clarity of the information. Visual consistency, appropriate color choices, and child-friendly designs support audience interest, especially among parents looking for activities that promote their children's self-confidence. However, the entertainment works effectively because it is balanced with informative elements, preventing misunderstandings or excessive visual distractions.

4. Credibility

Credibility in digital promotion relates to the level of trust the audience has in the information and visuals presented by the organizer. For parents, credibility is an important factor because it reflects the professionalism and seriousness of the committee in organizing the event. The interview results

on the credibility indicator show that the visual quality and clarity of the message were rated highly by respondents. As stated by Mrs. MK:

"Great, because it's easy to understand and we as the audience are immediately interested."

The credibility of digital content is greatly influenced by visual quality and clarity of message. Based on the findings, all respondents assessed that the Singing Competition content met good quality standards, from video clarity to the clarity of the message conveyed. This shows that the committee succeeded in building public trust through the presentation of professional content. Credibility in the study was built through consistency of information across various platforms, rather than through formal institutional branding. This shows that credibility remains vulnerable if content consistency is not maintained over time. According to Nandini's credibility indicators, content with high production quality will increase audience trust in the organizer.

5. Irritation

Irritation indicators are used to assess whether digital promotional content causes discomfort or boredom for the audience. In digital promotions, irritation can arise from excessive posting frequency, unclear messages, or uncomfortable visual displays. The results of the interview using the irritation indicator show that the majority of respondents were not bothered by the promotional content, but there was one minor point that needed attention. As stated by Mrs. DR:

"No, because I really like advertisements that are simple and interesting. ... The use of words that are too long makes the text small. It should be more detailed so that people can better understand the intent and purpose of digital promotion."

Although most respondents did not experience significant irritation, the dense text on some promotional visuals indicated the possibility of mild irritation. Long text results in smaller font sizes, reducing readability, especially on mobile screens. From a design perspective, these findings indicate the need for a clearer layout hierarchy, concise messaging, and the separation of detailed information into captions or follow-up messages. Without these adjustments, even informative content can lose its effectiveness due to visual fatigue.

6. Informativeness

Informativeness reflects the ability of digital promotional content to convey information clearly, completely, and relevantly to the audience. In children's competitions, parents need detailed information in order to make the right decisions. The interview results on the Informativeness indicator show that the promotional content is very informative and easy to understand. This is as stated by Mrs. LD below:

"It is very easy to understand and informative because it covers all the important information."

Informativeness emerges as a key strength in digital marketing strategies. The availability of comprehensive and structured information reduces the need for parents to seek clarification through various channels. This confirms that informative content serves not only to convey information but also as a mechanism to improve decision-making efficiency for parents as key decision-makers. According to the informativeness indicator, informative content must provide sufficient detail, be easy to understand, and be relevant to users, and all these aspects are confirmed in the research findings.

3.2 Discussion

The results of the research on six digital marketing indicators, namely accessibility, interactivity, entertainment, credibility, irritation, and informativeness, indicate that the digital marketing strategy implemented in the Singing Competition for Kids at Polbeng Business Expo Chapter II demonstrated generally positive performance based on parents' perceptions. Overall, the findings across all indicators reveal a consistent pattern, in which the digital content presented by the organizing committee was perceived as accessible, visually structured, informative, responsive in communication, and relatively minimal in causing disruption. This pattern suggests that the processes of planning, implementation, and content curation play an important role in shaping audience acceptance of digital promotional activities.

The characteristics of the target audience in the Singing Competition for Kids activity also constitute a critical factor influencing the implementation of the digital marketing strategy. The primary audience of this activity consists not only of children as participants, but also parents who act as key decision makers in the registration process. Therefore, an effective digital marketing strategy needs to accommodate the informational and emotional needs of both audience segments simultaneously. The findings of this study indicate that visual, informative, and communicative content is able to address parents' need for clarity while also attracting children's interest through age-appropriate and engaging presentations. This finding

highlights the importance of aligning digital content design with audience characteristics in the planning of promotional strategies.

The six indicators further suggest that the effectiveness of a digital marketing strategy does not rely on a single element, but rather emerges from the integration of multiple components such as visual design quality, clarity of messaging, frequency of content dissemination, interaction quality, and targeted information delivery. For instance, informative and credible content contributes to strengthening parents' trust, while entertaining elements help maintain children's interest as target participants. This indicates that digital marketing strategies function not only as channels for information dissemination, but also as mechanisms for building emotional engagement among both parents and children. In addition, accessibility and responsive interaction appear to play an important role in reducing communication barriers, thereby facilitating parents' understanding of the technical aspects of the competition.

When examined more closely, each digital marketing indicator is interconnected and cannot operate independently. Accessibility, for example, may become less effective if it is not supported by responsive interactivity. Similarly, entertaining content may lose its potential impact if it is not accompanied by clear and reliable information. In the context of the Singing Competition for Kids, the integration of these six indicators is reflected in the dissemination of initial information through Instagram, followed by more intensive communication via WhatsApp, and reinforced by visually structured and easy-to-understand promotional materials. This integrated approach illustrates how coordinated use of multiple digital platforms contributes to the overall implementation of promotional activities..

Based on the analysis of six digital marketing indicators, the findings of this study are relevant to the research by Hermansah & Utami (2024) that Instagram is an effective promotional medium for event organizers because it is able to present information in a practical way that is easily accessible to the audience. In that study, Instagram was used as the main medium for providing information, building communication with potential clients, and disseminating service updates quickly. These findings are in line with this study on the indicators of accessibility, informativeness, and interactivity, where Instagram became the main channel for parents of participants to access initial information and updates on activities and receive quick responses via DM or WhatsApp.

This finding also underscores that Instagram functions not only as a dissemination platform, but also as a gateway for further communication between organizers and the audience. Access to information through Instagram is subsequently reinforced by direct interaction via WhatsApp, creating a structured and efficient communication flow. Such integration of multiple platforms enhances audience convenience in accessing information and reduces the potential for miscommunication. Accordingly, accessibility and interactivity contribute not only at a technical level, but also in shaping audience trust and satisfaction with the promotional process.

The study by Parasari et al. (2025) also shows that digital marketing strategies play a role in increasing brand awareness through consistent and interesting content. These findings are relevant to the credibility and entertainment indicators in this study, where visual quality, design consistency, and engaging content style have been proven to increase parents' interest and trust in the events held. Creative and visually strong content also encourages positive responses from the audience, as reflected in the respondents' feedback regarding the Singing Competition promotional material.

The entertainment aspect found in this study not only serves as entertainment, but also as a means of building a professional and credible image for the event organizers. Visually appealing, consistent, and trend-appropriate content shows that the committee has a well-thought-out promotional plan. This indirectly enhances the perception of credibility in the eyes of parents, as the content presented reflects the seriousness and quality of the event's organization. Thus, entertainment and credibility are two indicators that reinforce each other in shaping the audience's positive perception of the Singing Competition.

Furthermore, the findings of this study are also supported by Santiya et al. (2025), who explain that the quality of visual content in digital marketing greatly influences consumer decisions. In their study, visuals that are attractive, informative, and relevant to the audience's needs can increase consumer interest in purchasing. This correlation is evident in this study, where visual quality (HD videos, poster designs, and content aesthetics) contributes to the perception of the committee's credibility and influences parents' decisions to enroll their children in the competition.

Overall, the three previous studies reinforce the relevance of the present findings. The use of Instagram as a primary platform, the emphasis on visual content quality, consistency of messaging, and responsive interaction collectively emerge as important elements in enhancing the effectiveness of digital marketing strategies. At the same time, minor findings related to irritation particularly concerning text readability as noted by one respondent align with existing literature that emphasizes the importance of visual clarity in digital messaging to avoid reducing informational effectiveness. Consequently, this study not only supports existing theoretical perspectives, but also highlights practical considerations regarding concise and readable content presentation in digital campaigns.

Although the level of irritation identified in this study was relatively low, issues related to text density and readability remain important considerations in digital content design. In the context of promoting children's activities, visual clarity is especially critical, as parents require information that can be understood quickly and efficiently. Therefore, careful management of visual elements such as font size, text density, and layout organization is necessary to ensure that promotional messages remain effective

without compromising audience comfort. These findings further emphasize that the effectiveness of digital marketing is shaped not only by message content, but also by the manner in which information is visually presented.

This study provides practical and academic contributions to the study of digital marketing in children's events and educational activities, namely Singing Competitions. Practically, the results of this study can be used as a reference for organizers of similar events in designing effective, measurable digital promotion strategies that are tailored to the characteristics of the audience. Academically, this research reinforces the application of Nandini's (2012) six digital marketing indicators in the context of children's arts and educational activities, which have been relatively limited in previous studies. Thus, this research expands the application of digital marketing theory to the community-based educational event sector.

4. Conclusion

Based on the analysis of six digital marketing indicators according to Nandini (2012), namely accessibility, interactivity, entertainment, credibility, irritation, and informativeness, this study concludes that the digital marketing strategy applied to the Singing Competition for Kids at Polbeng Business Expo Chapter II has generally been effective in supporting audience engagement and participant participation. Instagram served as the primary medium for disseminating initial information due to its accessibility and visual appeal, while WhatsApp functioned as an effective supporting medium in facilitating responsive two-way communication between the committee and parents as decision-makers.

The integration of attractive visual content, clear information delivery, and fast and communicative interactions proved to be able to build parents' trust and encourage interest in registering their children. However, this study also found limitations in the visual design aspect, particularly related to text density and font size in some promotional materials, which had the potential to reduce the audience's readability and comfort. These findings indicate that the effectiveness of digital marketing strategies is not only determined by the completeness of information, but also by the clarity of layout and visual hierarchy in conveying messages.

Academically, this study expands the application of Nandini's (2012) digital marketing indicators in the context of education- and community-based children's art activities, which has been relatively limited in previous studies. Practically, the results of this study emphasize the importance of integrating digital platforms, tailoring content to audience characteristics, and managing concise and easy-to-read visual designs as key factors in improving the effectiveness of promoting similar activities in the future.

Based on the results of research and discussion regarding the effectiveness of digital marketing strategies at the Singing Competition for Kids at Polbeng Business Expo Chapter II, several recommendations can be formulated to improve the quality of promotion and optimize digital media in future events.

- a. The presentation of information in promotional materials needs to be simplified, particularly by reducing the use of overly long text to improve readability and avoid causing micro-irritation for users.
- b. Two-way communication can be optimized through interactive Instagram features such as Q&A, polls, or special highlights, giving the audience more space to ask questions, respond, and interact directly.
- c. The quality of visual content needs to be maintained consistently, in terms of design, color, and resolution, and supported by a structured posting schedule to maintain credibility and increase brand awareness of the activity.
- d. TikTok and Facebook can still be utilized through short video formats that show the training process, behind the scenes, or participant testimonials to increase engagement and expand audience reach. However, the main focus can still be directed at one or two of the most effective platforms, such as Instagram, so that the strategy is more focused and not spread across too many channels.
- e. A systematic post-event evaluation needs to be carried out to identify the most effective types of content, audience interaction patterns, and responses from participants' parents. The results of this evaluation can be used as a basis for developing a more focused, relevant, and data-driven promotional strategy for the next Chapter.

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