

## GLOSSARY

Terms	Description	First occurrence on page
Analytical Hierarchy Process	: Methods that organize and analyze complex decisions that consist of three parts, namely objectives, alternatives, and criteria that will be used to assess alternatives.	i
Home Industry	: Home Industry is a business unit/company on a small scale engaged in a particular industry. Usually, this business only uses one or two houses as production, administration and marketing centers at the same time.	v
Brand Awareness	: The level of consumers' ability to recognize or remember a brand based on the name, logo, and other characters used by the brand.	1
Followers	: Mentions for followers on an Instagram account.	1
Engagement	: Two-way or interactive communication between the marketer and the target market.	1
<i>repurchase rate</i>	: Consumers repurchase rate.	2
E-commerce	: A collection of technologies, applications, and businesses that connect companies or	2

individuals as consumers to conduct electronic transactions, exchange goods, and exchange information via the internet or television, www, or other computer networks.

Influencer	: Those who can influence the purchasing decisions of the target audience. Furthermore, influencers are also expected to be able to influence people's perceptions and preferences in general towards a brand.	15
In Depth Interview	: The interview technique carried out in the study was by way of question and answer while face to face with respondents without using interview guidelines.	22
Endorsement	: Form of advertising cooperation with people who are widely known to gain recognition, trust, and high awareness of target consumers.	29