

LIST OF GLOSSARIES

Term	Description	Page First Used
Analytical hierarchy process	: It is a decision-supporting model outlining complex multi-factor or multi-criterion problems into one hierarchy.	13
Average likes	: The number of users who liked in the last 12 posts on an Instagram account.	11
Benchmarking	: One method to find the key or secret of success and then adapt and improve it so that it can be applied to institutions that carry out benchmarking.	13
Brand awareness	: The buyer's ability to recognize and also mention every brand in the market without having to categorize it in detail for the process of buying the product in question.	4
Aesthetics	: The branch of science, which studies the processes and rules for creating a work of art, can evoke positive feelings for the person who sees and feels the work.	11
Competitive intelligence	: Methods for identifying, collecting, analyzing, and distributing intelligence about a product, customer, competition, or other aspect of the business environment necessary to support directors and managers in strategic decision-making for a particular organization.	26
Consistency index	: Consistency values produced in an n-order matrix	36
Consistency ratio	: The result of a comparison of the value of the Consistency Index (CI) with the value of the Random Index (RI).	36
Digital Marketing	: Marketing done through digital media	10
Engagement	: An indicator used to be able to see the level of audience engagement related to online business media accounts.	4
Engagement Rate	: Engagement ratings are denoted by percentages.	8
Feeds	: This feature can be a photo and video in the form of an Instagram homepage that contains posts from other users that we follow on Instagram.	11
Caption	: Text briefly above or below a picture in a book, magazine, or newspaper that describes the image or explains what the person in it is doing or saying, and additional information/brief description that is usually located under an image or photo	11
Profile	: Additional information/brief description that is usually located under an image or photo	11
Story	: Set photos or videos from the last 24 hours that don't appear in your followers feed and don't stay on your profile.	11

Term	Description	Page First Used
Reels	: The new feature creates short, 15-second videos with audio options, effects, and other creative tools.	11
Fluctuation	: A symptom that exhibits the state of rising and falling prices and uncertainty	3
Prime Time	: The time when most viewers	40
In-Depth Interview	: The process of obtaining information for research purposes by means of Q&A while face-to-face between the interviewer and the respondent or person interviewed, with or without using the guidelines (guide) of the interview where the interviewer and informant are involved in a relatively long social life	11
Hashtag	: Use the symbol '#' in front of any words	40
Best Practices	: The best experience of a person or group's success in carrying out tasks, including in addressing various problems in a particular environment.	33
Content Creator	: People who create material (content) that has educational and entertainment value.	84
Content Writer	: Professional writers who create a variety of interesting and quality content and publish it on the internet.	85
Layout	: The layout that becomes a reference when composing the page of a design.	40
Filter	: A filter is a circuit that can select a frequency to flow the desired frequency and survive, or discard other frequencies.	19
Insight	: Insight is a value result of the discovery of patterns and trends obtained from collected data (analysis), so that it can be used as a purpose, reference, or reliable data.	19
Priority Ranking	: A ranking system for binary packages, indicating how important it is for users to have them installed, and ranging from extra to required.	33
Biodata	: A section on your profile page where you include some information about yourself and/or your business.	7
Social Media Index	: Shows the percentage of traffic the online publishing industry receives from social media every single day.	10
Swipe Up	: Instagram features used to change business profiles and have followers 10 thousand and above by moving up	19

Term	Description	Page First Used
Shape (Design Element)	: A set of lines placed close together, having diameter, height and width. It is a 2 (two) dimensional object.	65
Texture	: Visualization of the surface that can be assessed by being seen or groaned. In practice, texture is often categorized as the pattern of an object's surface.	65
Followers	: People who follow an Instagram account	8
Metric	: Metrics are individual dimensional elements that can be measured as numbers or ratios.	21
Pairwise Comparison	: Pairwise Comparison is a paired comparison method that can be used to derive related tendencies from each of the criteria being compared.	35
Typography	: Typography is the science or ability to arrange letters or characters for visual publications, both printed and non-printed. The hope is that by applying typography, readers can get a certain impression and feel comfortable when reading it.	65
Geomean	: The average value obtained by multiplying all the data in a sample group.	36
Insight	: Business features that give you information about your followers and the content they are most interested in.	19
Template	: Pattern or order with a particular shape	74
Persuasive	: A text that is persuading or inviting.	11
Open Hours	: The times when a business such as a restaurant, store, bank, or bar is open for people to use it:	68
Events	: A thing or point that will be carried out in a planned and arranged manner for a purpose. An event is carried out based on a plan that has been neatly arranged from even small things that must be considered, even if events are not done or implemented suddenly.	74