

REFERENCES

- Dafa, P. M., & Hariyanti, P. (2021). Efektivitas Penggunaan Instagram Stories Pada Akun @male.id Terhadap Pembentukan Brand Awareness dan Minat Beli di Kalangan Mahasiswa Universitas Islam Indonesia. *Jurnal Mahasiswa Komunikasi Cantrik*, 1, 41-54.
- Abjamis, A. R. (2021). Perancangan Program Komunikasi Pemasaran Media Sosial Pada UKM Sepatu Qic'Out Zaki Shoes Menggunakan Metode Benchmarking dan Analytic Hierarchy Process. *e-Proceeding of Engineering* .
- Agrell, P., & Bogetoft, P. (2011). *Development of benchmarking models for distribution system operators in Belgium*. Belgium: Sumicsid SPRL.
- Alfonzo, P. (2019). Instagram in the library. In *Mastering Mobile through Social Media: Creating Engaging Content on Instagram and Snapchat* (Vol. 55 No.2).
- Alma, B. (2007). *Manajemen Pemasaran dan Pemasaran jASA*. Bandung: Alfabeta.
- Alwisy, A. (2018). Criteria-based ranking of green building design factors according to leading rating systems. *Energy and Buildings*, 178, 347-359.
- Amirudin, A., & Triyono, S. (2018). Expositive Acts on Instagram: Knowing What People Intent to "Write" on their Captions through Pragmatics Perspective. *International Journal of Applied Linguistics and English Literature*, 7(4), 129.
- Andersen, B., & Pettersen, P. G. (1996). *The Benchmarking Handbook*. England: Chapman & Hall.
- Arofah, H. I. (2019, August 28). *Punya Brand? Berapa Posting Instagram Ideal Dalam Sehari?* Retrieved from TopCareer.id: <https://topcareer.id/read/2019/08/28/2412/punya-brand-berapa-posting-instagram-ideal-dalam-sehari/>
- Artanti, A. D., Rohayati, Y., & Kusmayanti, I. N. (2021). *Perancangan Perbaikan Aktivitas Pemasaran Pada Instagram Usaha Nona Manis Menggunakan Metode Benchmarking dan Analytical Hierachy Process (AHP)*.
- Arviana, G. N. (2022, February 04). *Hashtag Instagram: Apa Itu, Jenis, Cara Menggunakan, dan Manfaatnya untuk Marketer*. Retrieved from Glints: https://glints.com/id/lowongan/hashtag-instagram/#.YgL1xPVBx_R
- Atmoko, B. D. (2012). *Instagram Handbook*.
- Azwar, S. (2000). *Reliabilitas dan Validitas, Pustaka Belajar*. Yogyakarta.

- Bainotti, L., Caliendo, A., & Gandini, A. (2020). From archive cultures to ephemeral content, and back: Studying Instagram Stories with digital methods. In *New Media and Society* (pp. 1-21).
- Bakshi, P., & Chahal, H. (2014). *Examining Intellectual Capital and Competitive Advantage Relationship: Role of Innovation and Organizational Learning*. India.
- Belanche, D., Cenjor, I., & Perez, R. A. (2019). Instagram Stories versus Facebook Wall: an advertising effectiveness analysis. *Spanish Journal of Marketing - ESIC*, 23(1), 69-94.
- Bisp, S., Sorensen, E., & Grunert, K. G. (1998). Using the key success factor concept in competitor intelligence and benchmarking. *Competitive Intelligence Review*, 9(3), 55-67.
- Bose, R. (2008). Competitive intelligence process and tools for intelligence analysis. *Industrial Management & Data Systems*, 108 No.4(ISSN: 0263-5577), 510-528.
- Calof, J. L., & Wright, S. (2008, July 25). Competitive Intelligence: A practitioner, academic and inter-disciplinary perspective. *European Journal of Marketing*, 42 No.7/8, 717-730.
- Chaffey, D. (2016). *Digital Marketing Strategy, Implementation, and Practice* (6th edition ed.). United Kingdom: Pearson.
- Clyne, G. (2019). *Social Media Marketing Mystery (2 Manuscripts in 1)*.
- Colakoglu, T. (2011). The Problematic Of Competitive Intelligence: How To Evaluate& Develop Competitive Intelligence? *7th International Strategic Management Conference* . 24, pp. 1615-1623. Elsevier Ltd.
- Cooper , D. R., & Schindler, P. S. (2006). *Business Research Methods*. Mc Graw-Hill.
- Dragolea, L., & Cotirlea, D. (2009). Benchmarking-a valid strategy for the long term? *Annales Universitatis Apulensis Series Oeconomica*, 11 No.2.
- Dwirini, E., Rohayati, Y., & Fashanah, A. (2015, Agustus 02). Analisa Kebutuhan Produk Dodol Guavagua Menggunakan Integrasi Model Kano dan Product Quality Di UKM Barokah Alam Ciwidey. *e-Proceeding of Engineering*, 2.
- Elmas, M. S. (2017, March). Pengendalian Kualitas Dengan Menggunakan Metode Statistical Quality Control (SQC) Untuk Meminimumkan Produk Gagal Pada Toko Roti Barokah Bakery. *Jurnal Penelitian Ilmu Ekonomi WIGA*, 7, 15-22.
- Emulti, D., & Kathawala, Y. (1997). An Overview of benchmarking process a tool & for continous improvement and competitive advantage. *Benchmarking for Quality Management & Technology*, 4(4), 229-243.

- Ferreira, N. M. (2021, January 21). *The Best Time to Post on Social Media in 2021 A [Infographic]*. Retrieved from Oberlo: <https://www.oberlo.com/blog/best-time-post-social-media>
- Firmansyah, N. (2021). *Segala Hal yang Harus diketahui Tentang Reels*. Starngage.
- Fitriani, D., & Syafran, L. O. (2017, April). Analisis Atribut Produk Nata De Coco Pada Home Industri Salku Coco Mandiri di Kecamatan Tembilihan Kota Kabupaten Indragiri Hilir. *Jurnal Valuta*, 3.
- Gaskin, S., Griffin, A., Hauser, J., Katz, G., & Klein, R. (2010). Voice of Customer . *Wiley International Encyclopedia of Marketing*.
- Goetsch, D., & Stanley, D. (1994). *Quality Management*. Prentice Hall.
- Goodwin, M. (2016). *Instagram Marketing for Business: How To Get More Targeted Followers And Build A Brand On Instagram*. Amazon Digital Services LLC.
- Guarte, J., & Barrios, E. (2006). Estimation Under Purposive Sampling. *Communications in Statistics—Simulation and Computation*. .
- Gustafson, T., & Chabot, B. (2007). *Brand Awareness*. Cornell Maple Bulletin 105.
- Harista, E. (2017). Penggunaan Bahasa Persuasi di Media Sosial dalam Berdakwah pada Akun Facebook 'Yusuf Mansur (Official)'. *Jurnal Dakwah dan Pengembangan Sosial Kemanusiaan*.
- Hartini, H. I., & Faizah , H. (2017). Kesantunan Berbahasa dalam Komentar Caption Instagram. *Jurnal Online Mahasiswa Fakultas Keguruan dan Ilmu Pendidikan Universitas Riau*.
- Istiqomah, A. H., Rohayati, Y., & Sagita, B. H. (2020). *Perancangan Perbaikan Program Komunikasi Pemasaran (Media Sosial Instagram) VRILL Industries Menggunakan Metode Benchmarking dan Analytical Hierarchy Process*.
- Kementerian Komunikasi dan Informatika Republika Indonesia. (2018). *Kiat Bikin Infographis Keren dan Berkualitas Baik*. Kementerian Komunikasi dan Informatika Republika Indonesia.
- Kotler, P. (2000). *Marketing Management*. New Jersey Prentice Hall.
- Kotler, P., & Keller, K. L. (2009). *Manajemen Pemasaran*. Eirlangga.
- Kotler, P., Kartajaya, H., & Setiawan, I. (2017). *Marketing 4.0 Moving from Traditional to Digital*. Canada: John Wiley & Sons, Inc., Hoboken, New Jersey.
- Kurniawan, P. (2017). Pemanfaatan media sosial Instagram sebagai komunikasi pemasaran modern pada Batik Burneh. *Journal of Management studies*, 11 No.2 .
- Lakshmanprabu, S. K., Shankar, K., Gupta, D., Khanna, A., Rodrigues, J. P., Pinheiro, P. R., & de Albuquerque, V. H. (2018). Ranking analysis for

- online customer reviews of products using opinion mining with clustering. In *Complexity*.
- Larte, S. (2018). Instagram as a marketing tool for luxury brands. *International Journal of Management and Business Research*, 8 No.1 , 120-126.
- Laura, J. R., & Mitja, K. (2017, November 4). The Use of the Kano Model to Enhance Customer Satisfaction. *Research Papers*, 50.
- Leaver, T., Highfield, H., & Abidin, C. (2020). *Instagram: Visual Social Media Cultures*. Cambridge Medford polity Ann Arbor, Michigan ProQues.
- Lim, Y. M., Yap, C. S., & Lau, T. C. (2011). The effectiveness of online advertising in purchase decision: Liking, recall and click. *Australian Journal of Basic and Applied Sciences*, 5(9), 1517-1524.
- Linggani, A. D., Amani, I., & Wulandari, S. (2019, Agustus 2). Pengukuran Kepuasan Pelanggan Indihome Bandung Barat Menggunakan Integrasi Model Kano dan Metode Service Quality. *e-Proceeding of Engineering*, 6.
- Lister, M., Dovey, J., Giddings, S., Grant, I., & Kelly, K. (2009). *New Media: A Critical Introduction 2nd Edition*.
- Mahendra, I. E., & Parmitihi, N. (2015). *Statistik Dasar dalam Penelitian Pendidikan*. Surabaya: Paramita.
- Maryolein, S., Hapsari, N. D., & Oktaviani, R. C. (2019). Instagram Sebagai Media Publikasi dalam Membangun Brand Awareness Jakarta Aquarium. *Avant Garde*, 7 No 01.
- Miles, J. (2019). *Instagram Power*. United States: Code Mantra.
- Miranda, S. (2017, February). Pengaruh Instagram Sebagai Media Online Shopping Fashion Terhadap Perilaku Konsumtif Mahasiswi Fakultas Ilmu Sosial dan Ilmu Politik Universitas Riau. *JOM FISIP*, 4 No.1 .
- Mui, C. K., & Ming, L. T. (2020). A Critical Review on Impression Rate and Pattern on Social Media Sites. *International Conference on Digital Transformation and Applications (ICDXA)* .
- Murdifin, H., & Nurnajamuddin, M. (2012). *Manajemen Produksi Modern*. Jakarta: PT. Bumi Aksara.
- Nengsi, S., Lestari, R., & Husna, R. (2012). ntegrasi Metode Importance Performance Analysis Dan Model Kano Dalam Peningkatan Kualitas Pelayanan. *Jurnal Matematika UNAND*, 31-39.
- Nofirza, & Kus, I. (2011). Aplikasi Metode Kano dalam Analisis Indikator Kualitas Pelayanan di Rumah Sakit Arifin Ahmad Pekanbaru. *Jurnal Sains, Teknologi dan Industri*.
- Nooten, P. (2021, July 30). *Jadwal Jam Uploud Reels Instagram Biar Cepat Viral*. Retrieved 2022, from Pietter Nooten.com:

<https://www.pieternooten.com/jadwal-jam-uploud-reels-instagram-biar-cepat-viral/>

- Nurkholiq, A., Saryono, O., & Setiawan, I. (2019, Oktober 2). Analisis Pengendalian Kualitas (Quality Control) Dalam Meningkatkan Kualitas Produk. *Jurnal Ekonlogi Ilmu Manajemen*, 6.
- Nurrahmah, A., Rismaningsih, F., Hernaeny, U., Pratiwi, L., Yati, F., Riaddin, D., . . . Setiawan, J. (2021). *Pengantar Statistika 1*. Bandung: Media Sains Indonesia.
- Nuryadi, Astuti, T. D., Utami, E. S., & Budiantara, M. (2017). *Dasar-Dasar Statistik Penelitian*. Yogyakarta: SIBUKU MEDIA.
- Perdana, A. (2022). *Instagram Reels, Fitur Baru saingan Tiktok*. Glints.
- Perdana, A. (2022, January 06). *Kenalan dengan Instagram Reels, Fitur Baru yang Dianggap Saingan TikTok*. Retrieved from glints: <https://glints.com/id/lowongan/instagram-reels-adalah/#.YfonHPVBy3I>
- Permana, R. S., Puspitasari, L., & Indriani, S. S. (2019). Industri film Indonesia dalam perspektif sineas Komunitas Film Sumatera Utara. *Jurnal Kajian Televisi dan Film*.
- Pinem, W. (2020). *60+ Fitur Instagram*. Seni Berpikir.
- Pitkänen, A., & Martikainen, I. (2019). The Significance of Consumers Perceived Authenticity to Engagement-Explorative Research of Influencer Marketing in Instagram. *Explorative Research of Influencer Marketing in Instagram, LIU- IEI-FI*.
- Putri, V. M., Rohayati, Y., & Kusmayanti, I. N. (2021). Rancangan Perbaikan Media Pemasaran Online Pada Instagram Locus Coffee Menggunakan Metode Benchmarking dan Analytic Hierarchy Process (AHP). *e-Proceeding of Engineering*.
- Ramli, K. (2013). Analisis Benchmarking terhadap Biaya Produksi pada PT Karunia Alam Segar.
- Rara, R. (2021, July 05). *Beauty Journal*. Retrieved from Journal Sociolla: <https://journal.sociolla.com/lifestyle/tiktok-vs-reels>
- Redcomm. (2021, November 19). *5 Cara Efektif Meningkatkan Penjualan Melalui Fitur Highlight Story Instagram*. Retrieved from Redcomm: <https://redcomm.co.id/knowledges/5-cara-efektif-meningkatkan-penjualan-melalui-fitur-highlight-story-instagram?readmore=true>
- Redcomm. (2021). *Strategi Memanfaatkan Instastory untuk Promosi*. Indonesia: Redcomm Indonesia .
- Rosalina, I. (2012). Efektivitas Program Nasional Pemberdayaan Masyarakat MandiriPerkotaan Pada Kelompok Pinjaman Bergulir Di Desa Mantren Kec Karangrejo Kabupaten Madetaan. *Jurnal Efektivitas Pemberdayaan Masyarakat*, 01.

- Ryan, D., & Jones, C. (2009). *Understanding Digital Marketing: Marketing strategies for engaging the digital generation*. Kogan Page Limited.
- Ryan, D., & Jones, C. (2011). *The Best Digital Marketing Campaigns In The World: Mastering The Art of Customer Engagement*. U.K & U.S: Kogan Page Limited.
- Saaty, T. L. (1994). How to Make a Decision: The Analytic Hierarchy Process. *INFORMS Journal on Applied Analytics*, 24 No.6, 19-43.
- Saaty, T. L., & Vagas, L. G. (2012). *Models, Methods, Concepts & Applications of the Analytic Hierarchy Process* (Vol. 175). (F. S. Hillier, & C. C. Price, Eds.) New York: Springer.
- Saaty, T. L., & Vargas, L. G. (2006). *DECISION MAKING WITH THE ANALYTIC NETWORK PROCESS Economic, Political, Social and Technological Applications with Benefits, Opportunities, Costs and Risks*. (F. S. Hillier, Ed.) USA: Springer.
- Saaty, T. L., Wei, L., & Gu, W. (2018). Evaluating and Optimizing Technological Innovation Efficiency of Industrial Enterprises Based on Both Data and Judgments. *International Journal of Information Technology and Decision Making*, 17, 9-43.
- Sachamanorom, W., & Senoo, D. (2016). Voice of the Customer Through Customer Cocreation: The Case of Fuji Xerox Japan. *Pacific Asia Conference on Information Systems*.
- Saladin, D. (2006). *Manajemen Pemasaran*. Bandung: Linda Karya .
- Salafudin. (2010). *Statistika Terapan Untuk Penelitian Sosial*. Yogyakarta: Gema Media.
- Salsabella, S. (2021). Design of Makaroni Kendo Instagram Marketing Improvement Program Using Benchmarking dan Analytic Hierarchy Process (AHP). *e-Proceeding of Engineering* .
- Sanjaya, R., & Tarigan, J. (2009). *Creative Digital Marketing*. Jakarta: Elex Media Komputindo.
- Santoso, S. (2000). *Buku Latihan Spss Statistik Parametrik*. Jakarta: Elex Media Komputindo.
- Sari, A. D. (2021). Pemanfaatan Media Pembelajaran Dengan Menggunakan Fitur "Reels Instagram" Pada Pembelajaran Bahasa dan Sastra Indonesia di Masa Pandemi Covid-19. *Prosiding Seminar Nasional PBSI-IV Tahun 2021*.
- Setiawan, R. (2019, April 16). *Biar Makin Laku, Ini Waktu Terbaik buat Posting Dagangan di Medsos*. Retrieved from Lifepal: <https://lifepal.co.id/media/online-marketing-buat-jualan-produk/>
- Shahid, H. a. (2017). The Impact of Brand Awareness on The consumers' Purchase Intention. 22(ISSN 2422-8451).

- Shahid, Z., & al, e. (2017). The Impact of Brand Awareness on The consumers' Purchase Intention. *Journal of Marketing and Consumer Research*, 33(ISSN 2422-8451).
- Shahid, Z., Hussain, T., & aZafar, F. (2017). The Impact of Brand Awareness on The consumers' Purchase Intention. *Journal of Marketing and Consumer Research*, 33(ISSN 2422-8451).
- Shinta, A. (2011). *Manajemen Pemasaran*. Malang: Universitas Brawijaya Press (UB Press).
- Siagian, S. P. (2007). *Manajemen Strategik*. Jakarta: PT Bumi Aksara.
- Singarimbun, & Effendi. (2011). *Metode Penelitian Survei*. Jakarta : LP3S.
- Singh, B., Grover, S., Singh, V., & Attri, R. (2015). An analytic hierarchy process for benchmarking of automobile car service industry in Indian context. *Management Science Letters*, 543-554.
- star, A. (2021, August 27). *Bikin Engagement Naik, Konten Instagram yang Wajib Dicoba*.
- Sudarsono, H. (2020). *Buku Ajar: Manajemen Pemasaran*. Jawa Timur : CV. Pustaka Abadi.
- Sugiyono. (2005). *Metode Penelitian Kualitatif*. Bandung: Alfabeta.
- Sugiyono. (2013). *Metode Penelitian Kuantitatif Kualitatif dan R&B*. Bandung: Alfabeta.
- Surapranata, S. (2005). *Analisis, validitas, reliabilitas, dan interpretasi hasil tes : Implementasi kurikulum 2004 / penulis, Sumarna Surapranata*. Remaja Rosdakarya.
- Syaifullah. (2010). *Pengenalan Metode AHP (Analytic Hierarchy Process)*.
- Tahmasebifard, H. (2018). The role of competitive intelligence and its subtypes on achieving market performance. *Cogent Business & Management*, 5(1).
- Tjiptono, F. (2008). *Strategi Pemasaran*. Yogyakarta: ANDI.
- Universitas Jurnalistik. (2020, November 20). *Jurnalistik Fotografi: Cara Penulisan Caption Pada Foto Jurnalistik* . Retrieved from Universitas Jurnalistik.
- Valentini, C., Romenti, S., Murtarelli, G., & Pizzetti, M. (2018). Digital visual engagement: influencing purchase intentions on Instagram. *Journal of Communication Management*, 22(4), 362-381.
- Wahyuniardi, R., Syaifulbachri, A., & Algaza, R. (2018, October). Analisis Kepuasan Pelanggan Terhadap Bauran Pemasaran Menggunakan Integrasi Importance Performance Analysis dan Model Kano (Studi Kasus : L'societe Dine and Bar Bandung). *Jurnal Rekayasa Sistem Industri*, 07.
- Watson, G. H. (2007). *Strategic Benchmarking Reloaded with Six Sigma*. Canada: John Wiley & Sons.

- Widyastuti, S. (2017). *Manajemen Komunikasi Pemasaran Terpadu*. Jakarta: FEB-UP Press.
- Yasmin, & Rosyidah, M. (2018, April 1). Pengendalian Kualitas Produk Dengan Pendekatan Metode SPC di PDAM Tirta Musi. *E-Jurnal Universitas Muhammadiyah Palembang*, 3.
- Yogaswara, D. R., Rohayati, Y., & Tripiawan, W. (2021). Perancangan Perbaikan Program Komunikasi Pemasaran Online Pada Instagram Mentai Go Menggunakan Metode Benchmarking dan AHP. *e-Proceeding of Engineering*.
- Yustian, O. R. (2015). Analisis Pengembangan Produk Berbasis Quality Function Deployment (QFD) (Studi Kasus pada Produk Susu PT. MSA. *Jurnal Ekonomi dan Bisnis*, 23-42.
- Zainurossalamia, S. (2020). *Manajemen Pemasaran Teori & Strategi*. Nusa Tenggara Barat: Forum Pemuda Aswaja.
- Zulhadi, T., Saleh, S., & Anggaraini, R. (2017). Analisis Laik Fungsi Jalan Nasional Batas Kota Sigli – Beureunuen Menggunakan Metode Analytic Hierarchy Process. *Jurnal Teknik Sipil*, 1(1), 251-262.