Designing Improvements In Online Marketing Media On Instagram Janjian Coffee Housepoint Using Benchmarking Methods And Analytic Hierarchy Process (Ahp)

1st Yohana Deachrist
Telkom University
Faculty of Industrial Engineering
Bandung, Indonesia
yohanadeachrist@student.telkomuni
versity.ac.id

2nd Yati Rohayati
Telkom University
Faculty of Industrial Engineering
Bandung, Indonesia
yatirohayati@telkomuniversity.ac.id

3rd Ima Normalia Kusmayanti
Telkom University
Faculty of Industrial Engineering
Bandung, Indonesia
kusmayanti@telkomuniversity.ac.id

Abstract

Janjian Coffee is a local coffee shop from Bekasi established in January 2020. Janjian Coffee focuses on selling ready to drink coffee with 11 various kinds of coffee. Currently, Janjian Coffee sells through offline and online store. Janjian Coffee has a good quality coffee proven by customer. However, Janjian Coffee income got fluctuation and did not reach the target. The one of causes is low brand awareness of Instagram Janjian Coffee due to poor digital marketing activity not optimize to use Instagram as marketing communication media. This research uses a benchmarking method for identify the gaps and determine best practices of Instagram benchmark partners performance by observations. The Analytic Hierarchy Process (AHP) is a tool used for decision making to get the priority ranking of five criteria (feeds, caption, profile, story, and caption) and 17 sub criteria of Instagram and obtained from Voice of Customer (VoC) and based on previous research. The results of this research, Janjian Coffee know the root causes of problem and get the effective solutions. The effective solution is designing the improvements for Instagram Janjian Coffee performance by implementing the importance order of criteria (features) and sub criteria Instagram. Research also creates implementation plan from design improvements that validated and in accordance with the ability of Janjian Coffee.

Keywords: Janjian Coffee, Media Communication Marketing, Instagram, Benchmarking, Analytic Hierarchy Process

I. INTRODUCTION

Indonesia is an agricultural country, based on the central statistics agency until 2020 that the Percentage of Informal Labor of the Agricultural Sector is above 70% for each city. With increased coffee consumption which is also characterized by the phenomenon of more new coffee shops due to more people who like coffee. Coffee is one of the agricultural products produced from various regions. Coffee consumption in Indonesia is increasing in large quantities and increasing. Janjian Coffee House Point (or commonly referred to as "Janjian Coffee") is a coffee shop that was established in January 2020 located in Pondok Timur Mas, Galaxy Bekasi which is the second branch of Janjian Beranda Sua located in Ciawi. Janjian Coffee to make sales not only comes directly to the Coffee Shop, but also through online, namely direct message Instagram and Tokopedia. Janjian Coffee focuses on selling ready-to-drink coffee, by having many kinds of coffee menu variations such as 11 kinds, eight kinds of signature coffee, and three kinds of flavored coffee. Janjian Coffee serves good coffee

with unique variations. However, the income obtained by Janjian Coffee still does not reach the revenue target of 50 million rupiah and got fluctuation.

To identify the root cause of not reach the revenue target, the researchers conduct observation that good coffee must be proven that the quality of the product is good. First, secondary data is obtained through third parties, namely google reviews conducted through customer feedback. Review on google that Janjian Coffee gets a rating of 4.7/5 and many get feedback that Janjian Coffee sells coffee with excellent quality and is accepted by customers. Furthermore, a preliminary survey of the level of repurchase should be repurchased to ensure strong quality of the products offered. With repurchase rate based on internal data Janjian Coffee uses 70 sample purchases stating that 79% of them make repurchases. In order to prove more strongly that the product has good quality and is accepted by customers, it was interviewed directly to 5 customers who were at Janjian Coffee.

After already knowing the quality of products that can be accepted by the market, the product doesn't need improvement. Then, to identify another root cause of some of the symptoms of problems experienced that resulted in fluctuating Janjian Coffee revenue and not reaching the target using fishbone diagrams based on interviews with Janjian Coffee owner. It shows the root causes are low brand awareness of social media Janjian Coffee, employees, and business development that is not maximal. So, researcher and the problem owner to solve problems and analysis of the selection of solutions from several existing alternatives.

Based on the assessment result, the solution is the design of improvements to online marketing communication programs to increase effectiveness in social media Janjian Coffee because easy, cheap, has a significant impact, and a faster process to be implemented obtained. It is the most effective solution to overcome Janjian Coffee revenue that does not reach the target. To attract new customers and encourage repurchases, brand awareness refers to how aware customers and potential customers are of businesses and products [1].

After already knowing the quality of products and already knowing the problem in marketing media that low brand awareness is the lack of effectiveness to the use of social media, then the next step is to know how known Janjian Coffee by its target market. Therefore, a preliminary survey was conducted to at least 30 respondents for brand awareness survey through a questionnaire filled out by 38 between student and worker aged 18-30 years who are active users of Instagram at least two years, two hours used per day, coffee connoisseurs, and visit the coffee shop at least twice a month in the Bekasi city.

With the results of the survey obtained through questionnaires that only 18.40% of students who know Janjian Coffee then in conducting research on the causes of low levels of brand awareness influenced by improper management of Instagram social media, it was done again with a preliminary survey using third-party media analytics, namely iglblade.com to find out the level of interest of Instagram followers Janjian Coffee. Based on the results of the igblade.com and sociallblade.com analysis, Janjian Coffee has an engagement rate (ER) of 1.29% and an engagement index is E (Very Bad). Engagement is important as an equality for obligation and commitment, engagement looks to have positive implications, having expressions of joy and not just for dedication [2].

The social media index is also obtained on Instagram Janjian Coffee has a total grade C+ and the average of likes and comments obtained by Janjian Coffee are 129.81 likes with 3 comments. The average likes obtained are still very few and far from the number of followers they have. So, the low brand awareness and engagement on Janjian Coffee Instagram account symbolizes poor digital marketing activity.

To find the main cause of the low level of brand awareness and Instagram quality, a further the In-depth interview as preliminary survey was conducted to get aims for explore the criteria that are important to note for social media coffee shop Instagram with 8 interviews. The results of the answers given by respondents stated that the shortcomings of Instagram Janjian Coffee have not met the criteria to be considered so the use of

Instagram marketing communication media is not optimal.

Based on data that has been obtained through internal sales data, survey respondents and analytical media research systematically explain the problems that occur in the management of Instagram social media Janjian Coffee that has not been able to increase brand awareness by measuring the increase in the number of followers, average likes, and other factors that will be further investigated.

Therefore, this research focuses on Instagram as a medium of marketing communication as the main medium for all marketing activities and interacting with customers who are useful to increase brand awareness, and engagement to the market so the design of Instagram Janjian coffee social media improvements is important to do with consideration of criteria that must be considered for Instagram Janjian Coffee.

II. LITERATURE REVIEW
a. Digital Marketing

Digital marketing is one of the marketing communication media tools. The application of technology and the digital internet is related in conjunction with traditional communication in achieving marketing goal [3]. Digital marketing is the promotion of a product or brand through one or more forms of electronic media [4]. Digital marketing has types, namely website, social media marketing, email marketing, search engine marketing, online advertising, and video marketing.

b. Social Media Marketing

Social media marketing is one of the important choices of digital marketing types that provide facilities for participation and interaction between customers and monitor customer engagement in brands or companies [3]. Social media is defined as any digital tool that individuals can use to socialize with each other over the internet. Social media marketing is defined as the use of social media to market products, companies, and brands [5]

c. Instagram Marketing

Instagram is one of social media. Instagram can be used in everyday life to communicate with friends, family, but also as a marketing,

advertising, portfolio platform for creative professionals, galleries, memory storage in feeds and stories [1]. Instagram makes small to large businesses use Instagram as a marketing communication tool to help grow their business and reach many customers [7].

d. Instagram Success Metrics

Interaction activity on social media always influences consumer opinion about products, there are two metrics to consider to build a successful Instagram marketing, namely: 1) Brand Awareness Metrics (reach, impression) and 2) Engagement (comment, likes, and share) (Mui &Ming, 2020).

e. Benchmarking

Benchmarking is a process of measuring continuously and comparing one or more of a company's business processes with the best companies in their field to acquire useful knowledge to help companies improve business processes (Andersen & Pettersen, 1996). Continuous improvements are made to achieve better performance into the organizational culture, gain new knowledge about the performance of products and services and help increase the focus on resources to achieve targets [7]

f. Analytical Hierarchy Process

Analytical Hierarchy Process is a representation of a complex problem in a multi-level structure, the first level is the goal, the second level is the criterion, the sub criteria and so on to the last level of the alternative [8] The advantages of AHP are: 1) AHP is able to solve complex problems with a system approach. 2) AHP becomes a representation of natural thought that brings the group of system elements to different levels containing similar elements. 3) AHP can be used on system elements that are free and do not require linear relationships. 4) AHP has consistent logical considerations in assessment to determine priorities. 5) AHP has priority considerations relative factors in the system to help choose the best alternative according to the purpose [9].

g. Instagram Criteria and Sub Criteria

The criteria and sub criteria based on the results of Voice of Customer (VoC) and a previous research. Every criterion that is the main feature of Instagram that is often used. Sub

Criteria are determined to be the standard of achieving the success of Instagram as marketing communications.

Table 1 Instagram Criteria and Sub Criteria

Criteria	Sub Criteria
Feeds	Visual aesthetics (colors, fonts, layouts, etc.) Instagram feeds are interesting [7]
	Post content at the right time (Prime Time) [11]
	Informative Content [11]
	Posting regular content [12]
Caption	The caption contains complete information [11]
	Persuasive caption [13]
	Proper use of hashtags [14]
Profile	Complete Account Biodata Information [15]
	Complete Story Highlights [16]
	Aesthetic Highlights [17]

Table 2 Instagram Criteria and Sub Criteria

Criteria	Sub Criteria
Story	Post a Routine Story [12]
	Persuasive story [18]
	Customer repost stories [19]
	Use story features (examples: GIFs, questions, music, locations, hashtags, links, hours, temperature, and polls) [20]
Reels	Posting reels routine [21]
	Content Up to Date [22]
	Reels have a good story message related to the business. [23]

Table 1, and Table 2 are the Instagram criteria and sub criteria. Five of criteria is feeds, caption, profile, story, reels and 17 sub criteria of Instagram.

III. RESEARCH METHOD

The systematic problem-solving will result in a draft improvement for Instagram as online marketing communication media. The first step is Voice of Customer (VoC) from in-depth interview about Instagram features related to literature study and success metrics resulting from previous research. The results obtained are criteria and sub criteria Instagram as marketing communication media.

The Analytical Hierarchy Process (AHP) method is used as a decision-making tool to determine priority ranking criteria and sub criteria of Instagram generated with pairwise comparison questionnaire through the online survey namely Questionpro platform. By using purposive

sampling techniques because this method uses the criteria that have been selected by researchers in choosing samples [11] to 30 respondents will result in a value distribution close to the normal curve [12]. The 30 respondents are coffee connoisseurs at least twice a month to the coffee shop, 18-30 years old, active and use Instagram features at least two years and two hours per day, domiciled in Jabodetabek and Bandung.

The benchmarking method uses an observation checklist to determine the best practices benchmark partners. By determining the parameters for the specification of each sub-criteria of Instagram criteria based on literature study. After conducting an observation checklist that produces the highest value of each partner benchmarks, the results are the best practices. Gap Analysis is done for the criteria and sub criteria Instagram to best practices partner benchmark that will be future performance. Future performance will be taken into consideration for the design of the improvement of online media communication program on social media Instagram Janjian Coffee.

IV. RESULT AND DISCUSSION
a. Recapitulation of Respondents

Each question is presented with a bipolar display on a scale of 1-9 regarding the importance of the criteria and sub-criteria of Instagram's marketing communication media. Data collection techniques use purposive sampling and processing data with the AHP method. The respondents can be seen in Table 3.

Table 3 Recapitulation of Respondents

Characteristics Respondents		Total
Gender	Male	13
	Female	17
Age	18-24 Years	30
	25-30 Years	0
Occupation	Student	29
	Worker	1
Frequency of visiting coffee shop in a month	2-4 times	14
	5-7 Times	16
	>8 times	0
	2-4 Hours	13

	5-7 Hours	15
Duration of using Instagram in a day	>8 Hours	2
	2-4 Years	2
Number of years of use of Instagram so far	5-7 Years	20
	>8 Years	8

b. AHP Criteria Data Processing

The results of the questionnaire processing in the Instagram social media criteria section to show the order of priority rankings based on priority vector weights as follows: feeds, stories, profiles, captions and reels. Based on the order of priority rankings obtained the level of importance of each Instagram feature according to the perception of Instagram active users, coffee connoisseurs, know and actively use Instagram features which is shown in Table 4.

Table 4 Recapitulation AHP Criteria

Criteria	Priority Vector	Priority Ranking	CR (≤ 0.1)
Feed	0.26	1	
Caption	0.13	5	
Profile	0.21	3	0.0029
Story	0.24	2	
Reels	0.16	4	

The results of the contingency test are said to be consistent if the consistency ratio ≤ 0.1 and the CR is consistent.

c. AHP Sub Criteria Data Processing

Recapitulation of the results of the interests of Instagram social media sub-criteria consists of sub-criteria feeds, captions, profiles, stories and reels which are the result of priority vectors and ranking from the processing of questionnaires of each Instagram sub-criteria.

1. Feed

Table 5 Recapitulation of Feeds Results

Sub Criteria	Priority Vector	Priority Ranking
Visual aesthetics (colors, fonts, layouts, etc.) Instagram feeds are interesting	0.26	2
Post content at the right time (Prime Time)	0.2 0.2	4 4
Informative Content	0.3	1

Based on Table 5, Informative content becomes the most prioritized sub-criteria on feeds criteria for designing improvements Instagram Janjian Coffee as marketing communication media.

2. Caption

Table 6 Recapitulation of Caption Results

Sub Criteria	Priority Vector	Priority Ranking
The caption contains complete information	0.44	1
Persuasive caption	0.26	3
Proper use of hashtags	0.30	2

Based on Table 6, Caption is a sentence that explains the content uploaded so that the caption must contain complete information, then it becomes the most prioritized sub-criteria in the caption criteria for designing improvements Instagram Janjian Coffee as marketing communication media.

3. Profile

Table 7 Recapitulation of Caption Results

Sub Criteria	Priority Vector	Priority Ranking
Complete Account Biodata Information	0.48	1
Complete Story Highlights	0.24	3
Aesthetic Highlights	0.28	2

Based on Table 7, The existence of complete account biodata information can help customers get to know the business better so that it becomes the main sub-criteria prioritized on profile criteria for designing improvements Instagram Janjian Coffee as marketing communication media.

4. Story

Table 8 Recapitulation of Story Results

Sub Criteria	Priority Vector	Priority Ranking
Post a routine story	0.22	3
Persuasive story	0.2	4
Customer repost stories	0.3	1
Use story features (examples: GIFs, questions, music, locations, hashtags, links, hours, temperature, and polls)	0.28	2

Based on Table 8, Customer story reposting can lead to confidence in new customers that the

product has good quality and establishes a good relationship with the customer's story repost, thus becoming the main sub-criteria prioritized on the story criteria for designing improvements Instagram Janjian Coffee as marketing communication media.

5. Reels

Table 9 Recapitulation of Reels Results

Sub Criteria	Priority Vector	Priority Ranking
Posting reels routine	0.29	3
Content Up to Date	0.32	2
Reels have a good story message related to the business.	0.39	1

Based on Table 9, Reels must have a good story message related to the business is very important to create a good impression on the product as branding and also memory of the product, so that it becomes the main sub-criteria to be prioritized on the reels criteria for designing improvements Instagram Janjian Coffee as marketing communication media.

d. Determination of Best Practices of Partner Benchmark

Table 10 Recapitulation Best Practices

Criteria	Benchmark Partner	Total Weight	Priority Ranking
Feed	Kopitagram	1.285	**1**
	Dua Coffee	0.891	2
	Common Grounds Coffee	0.644	3
Caption	Kopitagram	0.556	**1**
	Dua Coffee	0.400	3
	Common Grounds Coffee	0.525	2
Profile	Kopitagram	1.057	2
	Dua Coffee	0.884	3
	Common Grounds Coffee	1.073	**1**
Story	Kopitagram	0.906	**1**
	Dua Coffee	0.694	2
	Common Grounds Coffee	0.663	3
Reels	Kopitagram	1.091	**1**
	Dua Coffee	0.755	2
	Common Grounds Coffee	0.706	3

The Table 10 is the ranking results for best practices from the result of data processing that indicates the order of benchmark partners based on calculations of criteria weights and sub-criteria become total weights and the observation value of each sub-criterion to determine the benchmark partner. So, in accordance with the order of each ranking criteria respectively, as follows: 1) Kopitagram; 2) Kopitagram; 3) Common Grounds Coffee; 4) Story; and 5) Kopitagram.

e. Integrated System Improvement Design

The integrated system improvement design is carried out to provide a design for improvements in marketing communication media that can be implemented by Janjian Coffee in the future based on the identification of the gap that has been done between Janjian Coffee and the selected benchmark partner. The results of the design are adjusted to the ability of Janjian Coffee in repair efforts. Table 11 is the results of the integrated system improvement design and future performance.

Table 11 Integrated System Design

Criteria (Feature)	Sub Criteria	Gap	Instagram Metrics	Integrated System Design	Future Performance
Feeds	Visual aesthetics (colors, fonts, layouts, etc.) Instagram feeds are interesting	**Janjian Coffee** is not right in the selection of typography that is difficult to read, the shape and layout are also not right compared to **Kopitagram** who choose the right typography.	Engagement	1. Content Creator to provide and compile ideas to post each piece of content 2. Adobe Photoshop, Canva, and Tezza applications/software for editing content 3. Find more information about design elements to make it better 4. Design elements for better visual aesthetics suitable for Janjian Coffee	Janjian Coffee should choose the right typography, shape and layout so that the information in the content is clearly conveyed to the reader.
	Upload Routinely Content	**Janjian Coffee** posting content 5-6 days once or once a week for up to two weeks compared to **Kopitagram** consistent in posting content every day		1. Content creators plan and stock content and the role of Instagram admins to upload content 2. Trello and google calendar to plan every content to be uploaded 3. Planning to upload each content 4. Search for information about content as stock 5. Content information to create a stock of Janjian Coffee content	Janjian Coffee should be consistent in uploading content on feeds every day at least once.
Caption	Persuasive Caption	**Janjian Coffee** with captions contain only short stories compared to **Kopitagram** containing menu explanations, open hour, way of purchase, health protocol recommendations, and map recommendations.	Engagement & Brand Awareness	1. Content writer as the person in charge of writing and ideas 2. Instagram admin for double check sentences Tools: Quotes Creator as a caption tool 3. Find information about captions for the right sentences and writing 4. Appropriate caption to invite buyers to come	Janjian Coffee should have a caption explaining about open hour, menu, way of purchase, health protocol recommendations and map recommendations to invite buyers to buy products in accordance with specifications.
Profile	Complete Story Highlights	**Janjian Coffee** are less complete having a highlights story than **Common Grounds** has complete highlights	Brand Awareness	1. Content Creator provides ideas and updates the completeness of profiles and owners to check the completeness and suitability of biodata. 2. Research on highlights that provide complete information 3. Full highlights requirements for customers	Janjian Coffee provides complete highlights, as well as on how to purchase and events that have been held

Table 12 Integrated System Design Continued

Criteria (Feature)	Sub Criteria	Gap	Instagram Metrics	Integrated System Design	Future Performance
Story	Post a Routine Story	**Janjian Coffee** only has 5-10 stories compared to **Kopitagram** which posts 20-30 stories in a day.	Brand Awareness	1. Content Creator who gives Instagram ideas and admins to post stories 2. Planning containers such as trello and google calendar to compile upload times Method: 3. Planning to upload each content 4. Search for information about content as a stock story Information 5. Content information to create a stock of Janjian Coffee story content	Janjian Coffee must upload a story of at least 10 stories every day
	Use the story feature	**Janjian Coffee** are very rare using story features compared to **Kopitagram** often uses story features		1. Content creators provide content ideas with the story feature used, Instagram admins are responsible for customer response 2. Find out the features that are very effective for each content Information: 3. Customer needs of the answers given related to the product and business	Janjian Coffee should often use Instagram features such as questions, polls, quizzes, links, and countdowns.
Reels	Posting reels routine	**Janjian Coffee** performing in a different period of time is far compared to **Kopitagram** which performs once a week	Engagement	1. Content Creator to prepare content and content stock and Instagram admins to post Tools: Containers for planning such as trello and google calendar 2. Planning to upload each content 3. Search for information about content as stock **4.** Content information to create stock content reels Janjian Coffee	Janjian Coffee to perform reels once a week
	Content Up to Date	**Janjian Coffee** does not follow the trend of content themes, audio and filters used compared to **Kopitagram** which follows the trend.		1. Content Creator to provide ideas, staff involved in creating content, Instagram admin to help find out trends 2. Edit applications such as canva, unfold, iMovie, adobe premiere pro 3. Research trending content information 4. Trending content 5.Content with various variations	Janjian Coffee should follow trends such as content themes, audio and filters

V. CONCLUSION

This research was determining the priority ranking of criteria and sub-criteria that are needed to improve Instagram as marketing communication media. Then, identify the best practices form benchmark partners, the gaps of criteria and sub criteria performance and design integrated system of online marketing communication program to improve Janjian Coffee's Instagram. This research discusses the priority ranking of five criteria (feeds, caption, profile, story and caption) and 17 sub criteria of Instagram which is obtained from Voice of Customer (VoC) and based on previous research. This criteria and sub criteria to will reach the Instagram success metrics to improve effectiveness using Instagram. Benchmark partners as the best practices for each criterion, namely Kopitagram, Dua Coffee, and Common Grounds Coffee. The research result is the design improvement system Instagram as online marketing communication media and carried out on gaps sub criteria from selected benchmark partners for each criterion. Janjian Coffee can implement the design improvement recommendations according to their needs and abilities.

REFERENCES

[1] T. Gustafson and B. Chabot, "Brand Awareness," Cornell Maple Bulletin 105, 2007.

[2] A. Kapoor, Branding and sustainable competitive advantage, Pennysylvania: IGI Global, 2011.

[3] D. Chaffey, Digital Marketing Strategy, Implementation, and Practice, 6th edition ed., Pearson, 2016.

[4] Rusmanto, Pengantar Digital Marketing Manajemen Pemasaran Berbasis TI, 2017.

[5] K. E. Clow and D. Baack, Integrated Advertising, Promotion, and Marketing Communications, Pearson, 2018.

[6] J. Miles, Instagram Power, United States: CodeMantra, 2019.

[7] M. Goodwin, Instagram Marketing for Business: How To Get More Targeted Followers And Build A Brand On Instagram, Amazon Digital Services LLC, 2016.

[8] L. Dragolea and D. Cotirlea, "Benchmarking-a valid strategy for the long term?," *Annales Universitatis Apulensis Series Oeconomica,* vol. 11 No.2, 2009.

[9] T. L. Saaty, "How to Make a Decision: The Analytic Hierarchy Process," *INFORMS Journal on Applied Analytics,* vol. 24 No.6, pp. 19-43, 1994.

[10] Syaifullah, "Pengenalan Metode AHP (Analytic Hierarchy Process)," 2010.

[11] D. Ryan and C. Jones, The Best Digital Marketing Campaigns In The World: Mastering The Art of Customer Engagement, U.K & U.S: Kogan Page Limited, 2011.

[12] C. Valentini, S. Romenti, G. Murtarelli and M. Pizzetti, "Digital visual engagement: influencing purchase intentions on Instagram," *Journal of Communication Management,,* vol. 22(4), pp. 362-381, 2018.

[13] H. I. Hartini and H. Faizah , "Kesantunan Berbahasa dalam Komentar Caption Instagram," *Jurnal Online Mahasiswa Fakultas Keguruan dan Ilmu Pendidikan Universitas Riau,* 2017.

[14] A. Pitkänen and I. Martikainen, "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.,* 2019.

[15] S. Larte, "Instagram as a marketing tool for luxury brands," *International Journal of Management and Business Research,* vol. 8 No.1 , pp. 120-126, 2018.

[16] L. Bainotti, A. Caliandro and A. Gandini, "From archive cultures to ephemeral content, and back: Studying Instagram Stories with digital methods.," in *New Media and Society*, 2020, pp. 1-21.

[17] T. Leaver, H. Highfield and C. Abidin, Instagram: Visual Social Media Cultures, Cambridge Medford polity Ann Arbor, Michigan ProQues, 2020.

[18] D. Belanche, I. Cenjor and R. A. Perez, "Instagram Stories versus Facebook Wall:

an advertising effectiveness analysis.," *Spanish Journal of Marketing - ESIC,* vol. 23(1), pp. 69-94, 2019.

[19]   S. K. Lakshmanaprabu, K. Shankar, D. Gupta, A. Khanna, J. P. Rodrigues, P. R. Pinheiro and V. H. de Albuquerque, "Ranking analysis for online customer reviews of products using opinion mining with clustering," in *Complexity*, 2018.

[20]   Redcomm, "Strategi Memanfaatkan Instastory Untuk Promosi," Redcomm Indonesia, Indonesia, 2021.

[21]   P. Nooten, "Jadwal Jam Uploud Reels Instagram Biar Cepat Viral," 30 July 2021. [Online]. Available: https://www.pieternooten.com/jadwal-jam-uploud-reels-instagram-biar-cepat-viral/. [Accessed 2022].

[22]   A. star, "Bikin Engagement Naik, Konten Instagram yang Wajib Dicoba," 2021.

[23]   N. Firmansyah, "Segala Hal yang Harus diketahui Tentang Reels," Starngage, 2021.

[24]   A. Nurrahmah, F. Rismaningsih, U. Hernaeny, L. Pratiwi, F. Yati, D. Riaddin, Lusiani, Wahyudin and J. Setiawan, Pengantar Statistika 1, Bandung: Media Sains Indonesia, 2021.

[25]   Singarimbun and Effendi, Metode Penelitian Survei, Jakarta : LP3S, 2011.

[26]   T. L. Saaty and L. G. Vagas, Models, Methods, Concepts & Applications of the Analytic Hierarchy Process, vol. 175, F. S. Hillier and C. C. Price, Eds., New York: Springer, 2012.