

DAFTAR PUSTAKA

- Alfonzo, P. (2019). *Mastering mobile through social media : creating engaging content on Instagram and Snapchat*.
- Ameen, R. F. M., & Mourshed, M. (2019). Urban sustainability assessment framework development: The ranking and weighting of sustainability indicators using analytic hierarchy process. *Sustainable Cities and Society*, *44*, 356–366. <https://doi.org/10.1016/j.scs.2018.10.020>
- Andersen, B., & Pettersen, P. G. (1995). *Benchmarking Handbook*. Springer Netherlands. <https://books.google.co.id/books?id=TU27eYfwVYQC>
- Andriana, A. N., Hijrah, L., Putri, D. A., Putri, W. U., Fauziah, S., & Darus, C. O. (2022). Pelatihan Strategi Social Media Marketing Menggunakan Instagram Dalam Meningkatkan Penjualan Online. *JMM (Jurnal Masyarakat Mandiri)*, *6*(2), 1477. <https://doi.org/10.31764/jmm.v6i2.7336>
- Anggita, P. A. D., & Manafe, L. A. (2021). Endorsement Sebagai Strategi Pemasaran Ditinjau Dari Etika Bisnis Pada PT Murbey Pasti Sukses. *Entrepreneur: Jurnal Bisnis Manajemen Dan Kewirausahaan*, *2*(2), 293–301.
- Ayuningtyas, F., Pratiwi, M. M., & Manihuruk, H. (2023). Terpaan Media Di Instagram Terhadap Brand Image Pada Followers Akun Instagram @menantea.toko. *Ekspresi Dan Persepsi : Jurnal Ilmu Komunikasi*, *6*(2), 205–217. <https://doi.org/10.33822/jep.v6i2.4437>
- Begkos, C., & Antonopoulou, K. (2020). Measuring the unknown: Evaluative practices and performance indicators for digital platforms. *Accounting, Auditing and Accountability Journal*, *33*(3), 588–619. <https://doi.org/10.1108/AAAJ-04-2019-3977>
- Belanche, D., Cenjor, I., & Pérez-Rueda, A. (2019). Instagram Stories versus Facebook Wall: an advertising effectiveness analysis. *Spanish Journal of Marketing - ESIC*, *23*. <https://doi.org/10.1108/SJME-09-2018-0042>
- Chernev, A. (2020). *The marketing plan handbook*. Cerebellum Press.
- Delafrooz, N., Rahmati, Y., & Abdi, M. (2019). The influence of electronic word of mouth on Instagram users: An emphasis on consumer socialization framework. *Cogent Business & Management*.

- Dhea Opytavina, R., & Surya Patria, A. (2024). Optimalisasi Desain Feed Instagram Dalam Promosi Kue Basah Cemil-Cemil Bojonegoro. *Jurnal Barik*, 6(1), 26–39. <https://ejournal.unesa.ac.id/index.php/JDKV/>
- Di Lauro, S., Tursunbayeva, A., & Antonelli, G. (2019). How Nonprofit Organizations Use Social Media for Fundraising: A Systematic Literature Review. *International Journal of Business and Management*, 14(7), 1. <https://doi.org/10.5539/ijbm.v14n7p1>
- Fithriya, D. N. L. (2020). Capaian Unggahan Konten Akun Instagram Gembira Loka Zoo (Glzoo) Yogyakarta Terhadap Online Engagement Pada Masa Pandemi Covid-19. *Jurnal Sosiologi Reflektif*, 15(1), 81–102.
- Garengo, P. (2019). Benchmarking. In M. Sartor & G. Orzes (Eds.), *Quality Management: Tools, Methods, and Standards* (pp. 91–107). Emerald Publishing Limited. <https://doi.org/10.1108/978-1-78769-801-720191006>
- Howin, R., & Prasetya, W. (2020). Penerapan metode IPA dan PGCV untuk menganalisis kualitas layanan PT. Bank X berdasarkan dimensi Servqual. *Jurnal Metris*, 21(02), 92–102.
- Ishak, A., Ginting, R., Suwandira, B., & Fauzi Malik, A. (2020). Integration of Kano Model and Quality Function Deployment (QFD) to Improve Product Quality: A Literature Review. *IOP Conference Series: Materials Science and Engineering*, 1003(1), 012025. <https://doi.org/10.1088/1757-899X/1003/1/012025>
- Kartika, A. S., Korespondensi, P., & Satya Kartika, A. (2023). Analisis Strategi Content Marketing Pada Bisnis Kuliner (Studi Kasus Pada Akun Instagram @initempeid). *Jurnal Ekonomi Dan Bisnis*, 12(2). <https://www.instagram.com/>
- Klassen, K. M., Borleis, E. S., Brennan, L., Reid, M., McCaffrey, T. A., & Lim, M. S. C. (2018). What people “like”: Analysis of social media strategies used by food industry brands, lifestyle brands, and health promotion organizations on Facebook and Instagram. *Journal of Medical Internet Research*, 20(6). <https://doi.org/10.2196/10227>
- Ko, J., Shin, J., Ko, E., & Chae, H. (2014). The effects of image based fashion brands’ SNS toward flow and brand attitude: Focus on pleasure emotion as

- mediator. *Fashion & Textile Research Journal*, 16(6), 908–920.
- Kumar, R., Kansara, S., Bangwal, D., Damodaran, A., & Jha, A. (2022). Motivating factors to promote tourism in India: Using AHP methods. *International Journal of Logistics Systems and Management*, 42(3), 407–426. <https://doi.org/10.1504/IJLSM.2022.124193>
- Kusumasondjaja, S., & Tjiptono, F. (2019). Endorsement and visual complexity in food advertising on Instagram. *Internet Research*, 29(4), 659–687. <https://doi.org/10.1108/IntR-11-2017-0459>
- Liang, S., Wolfe, J., & Advisor, #. (2022). *Getting a Feel of Instagram Reels: The Effects of Posting Format on Online Engagement*. www.JSR.org
- Menon, D. (2022). Factors influencing Instagram Reels usage behaviours: An examination of motives, contextual age and narcissism. *Telematics and Informatics Reports*, 5. <https://doi.org/10.1016/j.teler.2022.100007>
- Moraes, R. R., Correa, M. B., Daneris, Â., Queiroz, A. B., Lopes, J. P., Lima, G. S., Cenci, M. S., D’avila, O. P., Pannuti, C. M., Pereira-Cenci, T., & Demarco, F. F. (2021). Email vs. Instagram recruitment strategies for online survey research. *Brazilian Dental Journal*, 32(1), 67–77. <https://doi.org/10.1590/0103-6440202104291>
- Mui, C., & Lim, T. (2023). *A Critical Review on Impression Rate and Pattern on Social Media Sites*.
- Mutmainah, I., Suharjo, B., Kirbrandoko, K., & Nurmalina, R. (2020). Orientasi Pasar Dan Peran Audit Pemasaran Dalam Membangun Kinerja Dan Daya Saing Perguruan Tinggi Swasta. *Mix: Jurnal Ilmiah Manajemen*, 10(3), 298. <https://doi.org/10.22441/mix.2020.v10i3.001>
- Muzahid, A., Samputra, P. L., & Kunci, K. (2023). *Pengaruh Pemanfaatan Competitive Intelligence Terhadap Daya Saing Produk Indonesia*. 6(3), 2023.
- Nur, A., & Tutiasri, R. P. (2022). *Pemanfaatan instagram @dapurbalikpapan sebagai media promosi kuliner kota balikpapan* (Vol. 8, Issue 2).
- Pant, S., Kumar, A., Ram, M., Klochkov, Y., & Sharma, H. K. (2022). Consistency Indices in Analytic Hierarchy Process: A Review. In *Mathematics* (Vol. 10, Issue 8). MDPI. <https://doi.org/10.3390/math10081206>
- Park, C. I., & Namkung, Y. (2022). The Effects of Instagram Marketing Activities

- on Customer-Based Brand Equity in the Coffee Industry. *Sustainability (Switzerland)*, 14(3). <https://doi.org/10.3390/su14031657>
- Purba, K. R., Asirvatham, D., & Murugesan, R. K. (2021). Instagram post popularity trend analysis and prediction using hashtag, image assessment, and user history features. *International Arab Journal of Information Technology*, 18(1), 85–94. <https://doi.org/10.34028/iajit/18/1/10>
- Purnomo, Y. J. (2020). Audit Pemasaran Pada Multi Level Marketing Forever Young DC-339 Lumajang-Jawa Timur. *Jurnal Sains Sosio Humaniora*, 4(2), 351–356.
- Putri, V. A. C., Hakim, M. S., & Apriyansyah, B. (2023). Rancangan Strategi Marketing Komprehensif Melalui Instagram untuk Pengelolaan Akun Organik (Studi Kasus: UD. Daging Sapi Asli). *Jurnal Sains Dan Seni ITS*, 12(2), 11–16.
- Raj, D., & James Raj, J. R. D. (2021). *Instagram As A Marketing Tool By Young Women Entrepreneurs: An Exploratory Study*.
- Ramadhani, A., & Delmar, N. (2024). *Perancangan Visual Feed Instagram Lazdau Guna Menciptakan Desain Yang Menarik*. 2(1), 225–231. <https://doi.org/10.59581/seniman-widyakarya.v1i2.1987>
- Reagan, R., Filice, S., Santarossa, S., & Woodruff, S. J. (2020). # ad on Instagram: Investigating the promotion of food and beverage products. *The Journal of Social Media in Society*, 9(2), 1–28.
- Saaty, T. (2008). Decision making with the Analytic Hierarchy Process. *Int. J. Services Sciences Int. J. Services Sciences*, 1, 83–98. <https://doi.org/10.1504/IJSSCI.2008.017590>
- Sholahuddin, M., Wiyadi, W., Abas, N. I., Rahmawati, S. D., & Rahmawati, R. Y. (2024). Strategi Digital Marketing Untuk Peningkatan Usaha UMKM Binaan PCIM Malaysia. *Innovative: Journal Of Social Science Research*, 4(1), 4147–4161.
- Simabur, L. A., Herlina, R., & Wiradharma, G. (2023). Creating Exciting Content: A Descriptive Study of Pixbox’s Digital Marketing Strategies on Social Media. *CHANNEL: Jurnal Komunikasi*, 11(1). <https://doi.org/10.12928/channel.v11i1.123>

- Singh, M. (2020). *Instagram marketing—The ultimate marketing strategy*.
- Sukoco, S. A., & Hidayatullah, M. R. (2021). Penggunaan media sosial instagram sebagai strategi pemasaran (Studi kasus pada akun rroutdoorgear_official). *Maj. Ilm. Dian Ilmu*, 20(1), 20.
- Syahputra, H., Ramadhanu, A., & Putra, R. B. (2020). Penerapan metode Importance Performance Analysis (IPA) untuk mengukur kualitas sistem informasi ulangan harian. *JEMSI*, 1(4), 334–340.
- Testa, D. S., Bakhshian, S., & Eike, R. (2021). Engaging consumers with sustainable fashion on Instagram. *Journal of Fashion Marketing and Management: An International Journal*, 25(4), 569–584. <https://doi.org/10.1108/JFMM-11-2019-0266>
- Tuten, T. L. (2023). *Social media marketing*. Sage publications limited.
- 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. <https://doi.org/10.1108/JCOM-01-2018-0005>
- Warnaen, A., Solichah, J. M., Prasetyo, H., Studi, P., Peternakan, P., Hewan, K., Peternakan, J., Pembangunan, P., Malang, P., & Jalan, J. T. (2023). | 17 Content Marketing Instagram untuk Membangun Brand Awareness Produk Susu Instagram Content Marketing to Build Dairy Brand Awareness. In *Jurnal Ilmu-Ilmu Pertanian* (Vol. 25, Issue 1). <https://jurnalnasional.ump.ac.id/index.php/AGRITECH/index>
- Widoproyo, R. D., & Devi, P. A. R. (2022). Sistem Pendukung Keputusan Dalam Penentuan Promosi Jabatan Menggunakan Metode AHP dan SMART. *Jurnal Sistem Komputer Dan Informatika (JSON)*, 3(3), 223. <https://doi.org/10.30865/json.v3i3.3882>
- Yanto, M. (2021). Sistem Penunjang Keputusan Dengan Menggunakan Metode Ahp Dalam Seleksi Produk. *Jurnal Teknologi Dan Sistem Informasi Bisnis*, 3(1), 167–174. <https://doi.org/10.47233/jteksis.v3i1.161>
- Yoga Winanda, T., & Akbar, R. (2022). Analisis Strategi Pemasaran Produk Permata Sari Dalam Meningkatkan Penjualan Menggunakan Metode Benchmarking Dan Swot. In *Jurnal Sains dan Ilmu Terapan* (Vol. 5, Issue 2).