

Kulina Digital Marcomm, Bring Back Marcomm to The Essential of Human Communication

Erwan Sudiwijaya^{1,*} Kusridho Ambardi²

¹ Communication Studies Department, Universitas Muhammadiyah Yogyakarta, Yogyakarta, Indonesia

² Communication Studies Department, Gadjah Mada University, Yogyakarta, Indonesia

* Email: erwansudiwijaya@umy.ac.id

ABSTRACT

This study aims to describe the management of Kulina marketing communications that are carried out digitally after re-branding in September 2017, The number of orders start to experience a significant increases during November and December by maximizing the internet as a marketing communication medium. This is proved by daily order number, 3.000 orders per day in January 2018. The method used in this study is a qualitative method with descriptive analysis methods. The data collection is done through literature and field studies (interviews, observation and documentation). The result of this study is language styles, ways of communicating and products are often processed by customers to become an ideas from organic user generated content on social media and become a buzz. Sincerity in serving will be felt as a positive emotion for customers. This service triggers to make organic user generated content and it has the potential to become viral / buzz word of mouth.

Keywords: Digital Marketing Communication, Kulina, WoM, Information Broker

1. INTRODUCTION

The digital communication environment is more open and democratic than conventional marketing communications, where all parties are activated to communicate. Interactive marketing communication concerns the process where organizations try to involve individuals with messages delivered through electronic channels and offer all parties to respond. Interaction can occur through various media with the aim of building and maintaining relationships.

The strength of relationships is based on mutual satisfaction through the exchange of information, goods or services that are valuable to those who involved. The most powerful characteristic of interactive marketing communication is the two-way communication model

Interactivity usually precedes the formation of dialogue between participants in the communication process which in turn allows all participants to contribute to the content used in the communication process. This is called user-generated content. [1] . Information systems and technology offer a great opportunity to send messages to target audiences that are more specific and reduce communication waste, so the message content can be accurately targeted to

different groups or audiences. The internet provides unlimited media space with relatively high marketing communications management controls to control the position and placement of advertisements, promotions and press releases, and change the content of marketing activities. [1]

Social media develops with its wider user and digitally begins to influence brand marketing communication on its target audience. This triggered a lot of research in the field of digital marketing communications to observe and analyze this phenomenon. Valos et al., [2] study on the service industry reveals the unique characteristics of social media, namely interactivity and individualization, the integration of channels of communication and distribution, proximity and information gathering that influenced the traditional marketing communication framework.

Social media that gives customers the opportunity to interact with brands can be used to build long-term relationships. More deeply, Yadav et al., [3] reviews this through a literature review, this study suggests companies to make attractive social media applications in order to do not make it monotonous and disruptive

that they can become an inseparable part of the customer's daily life.

In the implementation, marketers are challenged to integrate traditional and digital marketing communication media in their strategies. More in Karjaluoto et al., [4] explains that digital marketing communication has begun to be used to improve communication with customers, support sales and create awareness. But companies have not used social media tools as part of digital marketing communications. For this reason, the research suggests that companies maximize digital marketing communication as an industrial marketing communication tool.

Indonesia is a fertile ground for e-commerce growth with 70% of the population under the age of 40 and demographically spread across islands with limited access to retail stores. the presence of e-commerce can be an alternative solution for shopping, where e-commerce acts as an information broker between buyers and retail stores. Product information becomes commodity that is marketed and a solution to reach marketing areas spread across thousands of islands in Indonesia [4].

A variety of information products are marketed through e-commerce easily and practically, e-commerce as an information broker involves everyone to take part as a seller and buyer at the same time armed with a smart phone. It is not surprising if this stimulates the creativity of its users to create innovation. One of the products that drives the growth of Indonesia's creative economy is culinary efforts. Based on a survey made by the Indonesian Creative Economy Agency and the Central Statistics Agency in 2016, the culinary sub-sector records a 41% contribution to the creative economy's gross domestic product. [6]

The growth of culinary e-commerce in Indonesia is initiated by food delivery services as a solution for restaurants that do not have delivery services. Foodpanda comes as the first German start-up which spread its wings to Indonesia. Then it is followed by GoFood as an information broker for restaurant partners with networks tens of thousands of GoJek drivers to run services between GoFood food. The rapid growth can be seen from 37,000 restaurant and restaurant partners who have joined the GoFood service and make it the leader in the category of food delivery services in major cities such as Bandung and Jakarta. [5]

1.1. Kulina Background

Targeting the Jakarta market, e-commerce catering has begun to emerge to provide practical solutions for routine food needs, coming up with different concepts,

namely Berrykitchen and Kulina. Established since 2012, Berrykitchen serves 3,000 servings of food every day with the affordable and quality concept built at affordable prices ranging from Rp. 15,000 to Rp.35,000 to serve food without MSG which is formulated by professional chefs such as Chef Juna, Vindy Lee and Edwin Lau and Cooked in Berrykitchen's kitchen to maintain the quality. Then the foods are delivered by the internal distribution team.

Playing in the same niche, Kulina is founded in 2015 that comes with a different concept. The marketplace as a culinary information broker connects wedding reception catering partners from various places of Jakarta, freight forwarding services and customers who need food. Kulina sets the price of food and shipping costs at a price of Rp. 30,000 and can be reduced depending on the number of customers in the building. [7]

Thomas Dian explained that in September 2017 Kulina re-brands with a focus on selling one-day service, one lunch menu and starts orders with 150 orders. The number of orders meet a significant increase during November and December by maximizing the internet as a marketing communication medium. It is proved by contributing 60% of new customers to equal Berrykitchen's daily order number of 3,000 orders per day in January 2018.

Based on the explanation above, researcher is interested in examining Kulina's digital marketing communication management after rebranding from September 2017 - January 2018. The researcher will describe the management of Kulina digital marketing communication using the concept of cocreation, communitization, character formation and digital marketing communication

2. LITERATUR REVIEW

Ease of access to information in the internet era has a major influence on consumer behavior in viewing products, services, or advertisements. Consumers will voluntarily dig deeper and share information with others and become an important factor in purchasing decisions. Based on this change in the information environment, Dentsu supports a new consumption behavior model called AISAS (Attention → Interest → Search → Action → Share) to accommodate consumer behavior that does not always move linearly as in conventional media.

The results of dynamic consumer behavior analysis are the basis for a cross-communication design that is built with a focus on the combination of various points of contact that connects consumers and brands

effectively. Like any marketing campaign, connected marketing management starts with looking for the differentiation of the product/brand, then researching what content competitors are already using. Then decide to use a tactical approach (such as a campaign using viral communication) or strategic planning through managing good relations with opinion leaders in the target market, or it could be better if you use a comprehensive approach by integrating these two approaches. Set the objectives of the marketing campaign so that it can be measured.

Social media is media that is accessed by the public [8] to seek and share information [9]. Where Interest is influenced by endorsement [10] and advertisement [11]. Sharing carried out by the brand will have a positive effect on promotional goals [12]. Overall, AISAS elements can influence each other linearly [13] as well as being able to stand alone. [14]

2.1. Preparation for managing digital marketing communications

Before marketers engage or connect with consumers, they must find out what content was previously communicated. Then understand the market and consumer perceptions about the brand or product. This is done to understand the issues that consumers are talking about so that marketers can find the relevance of the brand to the lives of consumers. As a starting point for building a long-term relationship, talking to them will lead to a stronger relationship. Understanding the market allows marketers to identify opinion leaders whose recommendations will and will play an important role in spreading word of mouth in a particular market. Finally, the benefit of understanding the market is the marketer's sensitivity to criticism of outspoken customers who complain about the company. When the company pays full attention and is responsive to criticism, problems can be seen and handled at an early stage before they get to the media. The opinion leader segment tends to be more critical. So when consumers complain, treat them with respect, and provide solutions because they are likely the opinion leaders for the brand. [15]

Brands must listen to the issues that consumers are talking about, especially differentiation is the best motivator of the organic word of mouth content. Today's brands have developed connected advertising strategies and created communication ideas that customers can enjoy sharing with their peers. Where advertisements that are deemed creative and surprising to customers will have a higher tendency to make customers share this impression with others [16]. Consumers positively respond to advertisements on television [17] by sharing and talking about [18] if

providing new service information [19] pre-announcement [20]. Opinion leaders play an important role in spreading the word of mouth information and brands must manage relationships to stay connected with them so that these opinion leaders can become strong advocates for the brand. A great way to manage and take advantage of this connected marketing is to combine a connected advertising and marketing approach. [15]

2.2. Integrating traditional and digital marketing communications

Advertising in connected marketing is the process of crafting messages that help brands connect with consumers. This tactical approach is based on several types of advertising messages that are created and distributed for customers to disseminate. Marketers' focus is on the faster result creation process within a predetermined time frame (although consumers often continue to spread back for longer because of their uncontrolled contribution). In connected marketing, strategic relationships can exist between brands and customers. This strategic approach is an activity that seeks to continue to connect with influential customers and develop long-term relationships with them. [15]

2.3. Enabling digital marketing communications to become a buzz

Today, the line between wants and needs has blurred. For marketers, this shift marks a change in approaching consumers. For years, advertisers and brand strategists are trying to dig deeper into the lives of consumers to look for emotional triggers and messages that interest them. As consumers become more skeptical and numb towards increasingly aggressive marketers, plus its dishonest attempts to find a place in consumers' lives. This is good news, even when consumers shut themselves off from marketers from their lives, they are giving marketers more opportunities to play a part in their popular life. Consumers are open to offers from marketers who have something to add to their repertoire of popular, entertainment, and fun things to experience and talk about. This shift implies a message that today's consumers want marketers who can listen to and understand their activities. [21]

Popular life is sharing, to be part of an issue larger than personal life. As long as marketers maintain tactics to improve the lives of consumers are popular, they are not only willing to accept marketing messages but will also use the most relevant messages. When marketers can enter the popular life of consumers, they are much more willing to become buzzers. Buzz marketing is a strategy to incorporate brands into popular

conversations, namely narratives that run in consumers' daily lives.

Although buzz marketing has become a tool that generates interest in brand launches and attracts new customers. Brand managers also hope to see more buzz among loyal users. So they launched a program for brand loyalists who have an important role to play in buzzing brand news and activity.

Buzz marketing has a focus on retaining customers and acquiring new customers which are defined as the act of generating word of mouth through creative and cost-effective solutions. This effort is carried out to foster awareness, interest, and demand that can complement traditional marketing. On the internet, the blogging and entertainment formats of the brand are the two most effective ways to create buzz online and allow buzz marketers to reach the market quickly and directly, before mainstream mass media information (advertisements and sponsorships) to entertain and engage consumers. One of the buzz strategies used to create demand is by limiting the supply with a limited edition that provokes conversation among consumers when they have difficulty getting a product. [21]

Products that serve as viral-fueling ideas are needed to fuel successful word of mouth. A natural factor in the word of mouth success is influenced by contagious products and a good buzz. Connected marketing seeks to generate peer to peer support. So that when the brand is almost homogeneous and does not have a strong differentiation, the challenge for brand managers is to find the wow factor in the word of mouth content as differentiation to achieve connected marketing goals. [15]

In the word of mouth communication, consumers are independent media who will spread the message to go viral and buzz, based on their wishes. Therefore, brand managers, today are required to be more creative and closer to consumers to always understand their needs.

So the basic principle of word of mouth is that the more attractive the advertising message is, the more likely it is that consumers will share it with their friends. For marketers, this is an advantage where the marketing message is distributed more widely without additional media costs. These consumers will spread messages to people who they think are relevant, so that the distribution of the message remains by the consumers targeted by the brand [15]

2.4. Digital Marketing Communication

Connected marketing is a marketing effort to reach and inspire consumers with new information or

branding ideas. So that when other motivational factors are introduced, then the platform system will work extra hard to serve consumers who exploit it as a reaction to new information. To be discussed by consumers, the brand manager must give consumers something worth talking about. Therefore connected marketing seeks differentiation from competitors, for the brand to stand out or have a unique quality. Even if the brand is in a highly competitive and nearly homogeneous market, differentiation is required by using the brand as a symbol of value. [15]

3. RESEARCH METHODOLOGY

In the process of organizing this research, researcher uses qualitative research methods with descriptive analysis methods. The qualitative approach is chosen because this study tries to describe the overall researcher thoughts and tries to uncover the profound truth about Kulina's digital marketing communication.

The research data which is used is descriptive research data, where the researcher collects data through field study techniques (interviews, observation, and document collection). In qualitative research, researcher determines that informants are people who are directly related to the object of research. The informants are Thomas Dian, Digital Marketing Manager, Fira, Customer Experience Head and Rani - Supervising Delivery.

The technique of determining the informant used is a purposive technique, which is based on its involvement in the process of cocreation, communitization, character building and Kulina digital marketing communication in September 2017 - January 2018.

Observations are made to see Kulina's digital marketing communication activities on Instagram @kulina.id accounts during September 2017 - January 2018 and document searches are done via the internet on Instagram social media sites through searches with keywords #kulina and other sites that contained information about kulina based on searches on google with the keyword kulina.

The researcher reviews the digital marketing communication from the Kulina context, therefore the data obtained in this study is a transcript of interviews with informants involved in the process of communication, communitization, character formation and Kulina digital marketing communication in September 2017 - January 2018. The documentation data are news and customer blogs outside of Kulina's official media. Observation data are Kulina's digital marketing communication activities on Instagram. These data are reduced by the researcher into a data

presentation that has been grouped based on the research model. Then the data are compared with the theoretical basis to produce conclusions and suggestions.

In this study, the researcher will check the validity by using the triangulation method after the data is obtained. The triangulation method is used when the researcher compares the information from the interview with observation and other documentation sources.

4. FINDING & DISCUSSION

Digital Marketing Communication

According to Oetting, M., [15], before marketers are involved or connected with the target audience, they must find out what content has been communicated before. Furthermore, they have to understand the market and consumer perceptions about the brand or product. It has a purpose to understand the issues discussed by the target audience, so that marketers can find the relevance between brand and life of target audience.

Kulina's customer experience team conducts company visits to customer offices to understand their daily behavior and habits. This effort is done by Kulina to get closer and know customers more closely. From casual conversation with customers, except the behavior and habits, the Kulina team begins to explore information about their tastes and things that are trending and something that often discuss among them.

Oetting, M., [15] emphasizes that the benefit of understanding the market is the sensitivity of marketers in facing criticism of vocal customers who complain about the company. When company gives full attention and the company is responsive to existing words, problems can be seen and dealt at an early stage before reaching the media. It happens because the segment of opinion leaders tends to give more critics. So, when consumers complain, treat them with respect and provide solutions because they might be opinion leaders for the brand. The opinion leader is also found by the Kulina team from customers who often complain. Kulina's customer experience team is always responsive and seeks solutions as soon as possible from customer complaints, so that the problem does not stand out in a long time. Thus, the customer's mood returns to positive.

Kulina tries to connect with her customers through advertising messages that raise customer profiles and their daily lives, such as the profile of young employees, modern and up to date. Content is developed from their daily lives which usually suppresses the allocation to buy foods and gives more allocation for hanging out to

the Mall. According to Oetting, M., [15], a good way to manage and utilize the connected marketing combines advertising approaches and the connected marketers. Advert in the connected marketing is a message-building process that helps brands to connect with the target audience. This tactical approach is based on several types of advertising messages that are created and distributed to be diffused by customers.

Greg et al., [22] explains consumer dependence on information that comes from opinion leaders and has close relations. But, Kulina's content is distributed by Kulina on social media through professional influencers and sponsored advertisements on Instagram. Greg et al., [22] explains that in the context of word of mouth, professional influencers are opinion leaders with weak relationships that are endorsed to help spreading the whole message through society. The spread of content is maximized by using professional buzzers which will become ineffective when they come from companies because consumers will respond skeptically, where word of mouth content is directly influenced by paid agents who act like 'friends' but imply a conflict of interest between economics and ethical considerations. The process of word of mouth works without being able to be fully controlled by marketers, because the motives of consumers to consume word of mouth are the need for information that is unbiased and without sales tendency. Kulina's operational interaction that serve customers every day especially in the process of conformity and standards are always preoccupied to handle customer complaints. Actually, it generate opinion leaders, word of mouth trigger in the peer to peer community, to discuss in the Kulina Instagram comment column. Opinion leader also plays a role in building a shared economic network by sharing user generated content that comes from the experience of using Kulina and distributing several code and community change programs. Finally, it is formed the formation of shared economic networks.

Brown, S., [21] explains that the phenomenon of digital consumers become more skeptical and numb to aggressive marketers. Moreover, their dishonest efforts are done to find a place in the lives of consumers. Actually, this is good news when consumers close marketers from their lives. The customers give marketers more opportunities to play in their popular lives. The target audience is open for an offering from marketers who have something that can be added to the popular repertoire, entertainment and things that are fun to be experienced and talked about. This shift implies the message that the current target audience wants marketers who are able to listen and understand their activities.

In Kulina, Content and communication management with customers occurs spontaneously and without any addition on it. Honesty and sincerity to establish peer to peer relations make Kulina's customer network increasingly interactive and active in making user generated content about Kulina and triggering the emergence of word of mouth. Beverland, M., Dobele, A., & Farrelly, F., [23] in their research find a motive for customers who decide to continue viral content that is aimed at presenting personal and collective images while creating and reaffirming their ties to the online customer collective. In Kulina user generated content that is created by users is also influenced by the trend of showing off on social media. This condition gives a benefit to Kulina because it does not need to create special programs to provoke customer testimonials.

In word of mouth communication, the target audience is independent media that will spread the message to be viral and buzz based on their wishes. The existence of social media becomes a motivation for customers to find a content that can be used as material to share on social media, because buzz marketing is a strategy to incorporate brand into popular conversations. It means that the brand comes into narratives that run on the daily life of target audience. [21] Kulina's style of language and way of communicating are often used as material for customers in creating content, although it is not intended to provoke buzz in the customer's network.

Buzz marketing is a strategy to incorporate brands into popular conversations. It means that the brand comes into narratives that run on the daily life of target audience. [21] In managing Kulina's communication with customers, honesty and sincerity to establish peer to peer relations make Kulina's customer network increasingly interactive.

Table 4. The Content of Kulina's Word of Mouth

No	Content	Organik	Anorganik
1	Reveral Code		v
2	Change Program		v
3	Kulina's Kangen Kamu	v	
4	Kulina's Box Tower	v	
5	Sendok Plastik Discussion	v	

From the five word of mouths that appeared in the Kulina customer network, researcher finds three kinds of word of mouth that are not planned by Kulina and appeared organically triggered by the sincerity and

honesty of Kulina that is felt when serving its customers. This positive emotion triggers the opinion leader to discuss and make user generated content actively.

5. CONCLUSION

Management of marketing communications begins with preparation and analysis of customers to provide the profile description, the way to communicate, and their daily trending topic themes. An understanding of the tastes of Kulina customers is done with 2 ways. There are offline and online way. Offline way is done by visiting customers company. Online ways done by analyzing the customers social media accounts who actively interact in order to find relevance to the daily lives of customers.

The next stage is the use of traditional marketing to connect with the target audience, such as advertisements on social media, commuter lines, event & experience Tech Talk and Bazaar. However, Kulina has not prepared a marketing strategy that has a purpose to be distributed again by customers. The spread of content is maximized by using professional buzzers which will be ineffective because when they come from the company, consumers will respond it skeptically.

In Kulina, the style of language, how to communicate and products are often processed into ideas from user generated by a buzz. Thus, Buzz arises from customers who have positive emotions from honesty and sincerity to establish peer to peer relations.

The relationship between Kulina and its customers is built through communication, interaction and collaboration on conformity in the cocreation where small things such as friendly and responsive customer service to provide fast solutions are the reason for customers to re-subscribe and become the foundation of trust in building long-term relationships with customers. Communitization through responses and a quick solution from customer experience for customer complaints raises opinion leaders organically which helps answering other customer questions on social media. Reveral codes make active customers help answering the questions of other customers on social media while promoting their reverent code. In managing digital marketing communications, speaking styles, ways of communicating and products are often processed into ideas from user generated content on Instagram and become a buzz. Thus, Buzz arises from customers who have positive emotions from honesty and sincerity to establish peer to peer relations. Overall, researcher finds that sincerity in serving is a positive emotion for customers as a trigger for making user generated content and potentially becoming viral / buzz word of mouth.

To maximize the integration of traditional marketing with digital in order to make customers continue the distribution of content, the researcher suggests that Kulina have to start involving and working with the opinion leader as a buzzer who spread promotional content from Kulina. The reason is to avoid bias and sales tendencies.

Responding to the findings that are found, buzz are actually emerged from the experience of customers who interact with brands every day. The author suggests exploring the point of contact between Kulina and prospective customers from the customer experience in consuming it as an advertising medium. The advertising media can be a maling room and ambient media. A case that shows higher stack of Kulina lunch boxes than the lunch boxes stack of competitor proves that Kulina has better quality than the competitor. Kulina can use that case as ambient media to promote the products. Thus, Kulina can represent the identity when communicating by making a place for prospective customers in order to make the customers can feel the offer directly. It means that there is no differences between identity, expectations and experience.

Instead of making content to be a buzz, it is better to focus on sincerity and honesty to establish peer to peer relationships with customers. In some cases this has led to positive emotions and encouraged customers to make positive user generated content about Kulina.

To develop economic scale, brand education in new areas is needed to generate new customer demand through word of mouth on the customer's social media network.

For further research, the researcher suggest to develop word of mouth digital marketing communication research from customers side. The purpose is to explore the customers satisfaction level towards service that they get. Thus, It can motivate them to create user generated content.

In addition, this research can be developed by exploring user generated content about viral brands. It can be used to map brand-use experiences related to popular life that is often discussed in the customer community.

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