

Billiards Marketing Communication Strategy (Redball Billiard Taman Palem Case Study)

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ABSTRACT

In the era of the Covid-19 pandemic, there are limitations to being able to leave the house, and there are regulations to keep one another at a distance. Redball Taman Palem makes a communication strategy by creating content through Instagram and YouTube. Educational content and promos are uploaded the social media. Redball Taman Palem has a unique place, such as having a VIP room that is different from other places. The presence of COVID-19 Redball Taman Palem also experienced a decline in sales. This research aims to find out and understand the marketing communication strategy of Redball Billiard Taman Palem through social media. This research uses a qualitative approach with a case study method. The result of this research is that Redball Taman Palem uses promotion through social media as its marketing communication strategy. Social media Instagram and Youtube Redball Taman Palem actively upload promotional content. Various obstacles or obstacles experienced by Redball Taman Palem are the reduced number of visitors due to having to follow health protocols by keeping a distance between visitors, but the promotion, it makes visitors interested in coming to play by applying the health protocols that Redball Taman Palem has implemented.

Keywords: *billiard, marketing communication, social media*

1. INTRODUCTION

In this day and age, the sport of billiards is not something only those who understand. However, people who do not understand billiards can do it because they have advanced technology in the current era. There are many technology-based inventions, especially online media such as Youtube and Instagram social media. In Indonesia, Youtube has become one of the needs of the Indonesian people to see information as a learning medium. Youtube itself has easy access anytime and anywhere, so that people are interested in using Youtube's online media instead of broadcast media, namely television. Youtube is a database containing video content popular on social media and a beneficial provider of various information. Youtube has a function to search for video information or view videos directly [1]. In this study, the author wants to discuss one of the problems related to services. In the current era of globalization, there are many products or services on the market and various with intense competition, so there is competition between producers to win the competition and meet consumer needs and meet consumer expectations for the services and products provided by the company [2].

One of the services that the author wants to discuss is marketing communication in services, namely billiard sports, especially Taman Palem, which is one of the most popular billiard sports service providers among millennials. Redball billiards Taman Palem provides education through

the online media Youtube. The education provided by Taman Palem billiards is a Combination Shot Tutorial, a Tutorial on How to Hit the Ball Effect, an Eye Pattern Tutorial, a Follow Through Tutorial, and a Contact Point Tutorial. The form of education provided by Redball billiard Taman Palem is an education in the form of services to know the basic techniques of doing billiard sports activities. Marketing communication carried out by Redball Billiard Taman Palem is not only through online media but through social media, namely Instagram. Instagram is a photography-based social networking service [3]. This social media network was inaugurated on October 6, 2010, by Kevin Systrom and Mike Krieger, which captured 25 thousand users on the first day. Instagram comes from the understanding of the overall function of this application. The word "instance" comes from the word "instant", like the polaroid camera, which at that time was better known as "instant photo." Instagram can also display photos instantly, like a polaroid in its display. The word "gram" comes from the word "telegram," which quickly sends information to others. Marketing communications carried out by Instagram include photos of the tournament schedule, participants who won, and photos of several athletes who took part in events organized by Redball Billiard Taman Palem. This marketing communication is adequate to attract consumers to do billiard sports activities in this place.

2. LITERATURE REVIEW

Redball Taman Palem is a place where you can play billiards, which is located at the 5th Floor Parking lot of Taman Palem Mall, Cengkareng, West Jakarta, which has a uniqueness that is different from other competitors. Redball Taman Palem was established on February 8, 2013, but Redball Taman Palem just held a Grand Opening on May 8, 2013. Junus Chayadi initiated Redball itself has a concept that is more towards sports or sports because Redball, Taman Palem, wants to advance the world of billiards in Indonesia by bringing them athletes to play professionally. The owner also wants to get rid of the bad stigma about billiards, which is a gambling place and a place to drink alcohol. Starting from the location, Redball Taman Palem has a different concept from the others; namely, it has 21 billiard tables and has a VIP room and a shared room. The standard room has 12 tables, and the VIP room has nine tables.

2.1. New Media

New media is a link between access to individual audiences as recipients or as senders of messages, interaction, and many uses as an open character everywhere [4]. New media used by Redball Taman Palem are Youtube and Instagram media.

2.2. Marketing Communication

Definition of Marketing communication is a process of how mutually beneficial between sellers and buyers. Two marketing goals are attracting individuals to become customers and promising from the advantages of products or services, and keeping existing customers by providing the best for these consumers. Good marketing will bring success to all companies [5]. According to Dayle, marketing is a management process that seeks to maximize profits for shareholders by establishing relationships with key customers and creating competitive advantages [6]. There are four components in the marketing mix, namely as follows [7]. Product is a form that can be offered to the market to attract consumers. In a marketing company, it is essential to target consumers and achieve maximum results. The quality of the product must match the high price paid. Many companies sell new products by setting the initial price so high to get much revenue. Price competition among companies has become commonplace. Price has an essential role in the creation of long-term relationships with consumers. The place is an important thing in marketing products. The place becomes an intermediary between consumers and producers. The place becomes an outline to provide detailed knowledge of how a product or service works to consumers [8]. Promotion is a way for companies to introduce a product or service to consumers to be known by the wider community so that what is targeted can be achieved. To run a promotion, a marketing mix strategy is needed (promotion mix). Promotion can be done in various ways, such as advertising and personal selling.

2.3. Marketing Communication Strategy

There are three types of elements in the marketing communication strategy, namely segmentation, targeting, and positioning [9]. Definition of market segmentation is the process of combining heterogeneous markets into groups of consumers who have the same needs or characteristics in having the same thing [10]. Targeting is a process where the company's resources are thoroughly and evenly distributed, namely by having the right target market [11]. Positioning is an action to create opportunities and offers and company image to place a distinctive position compared to other competitors [12]. Marketing strategy is a set of goals and objectives, policies, and rules that guide the company's marketing efforts from time to time at each level and its references and allocations, especially as the company's response to the changing environment and competitive conditions [13]. five important things are the main goals in running marketing on social media, which are as follows. Building relationships, the main benefit of marketing through social media is that companies can build interactions with potential customers through social media because social media is communication with internet technology that many people can reach. Building a brand, social media can certainly be a place for companies to build their brand image, increase sales, and introduce their products to potential consumers. Publicity, creating an official store through social media to provide information for the product or service to be promoted. Promotion, social media can certainly increase sales because social media can hold discounts and give appreciation to consumers with various interesting ideas, this is one form of meeting the company's sales targets. Market research, using social media, can find out the nature of its prospective customers or what kind of desires can satisfy potential customers. It can also find out competitors by doing research through social media to maintain product stability for customer satisfaction. Every company wants to make a profit in every business activity, various strategies, and activities in order to achieve goals and consumers. Therefore business owners also want to keep their business running for a long time. Here are some marketing communication strategies [14]. Events and Experiences (Events & Experiences). Events and experiences are selected and carried out as promotions in increasing sales of a product or service. Various programs are designed or structured to promote products or services. For example, such as creating an event at a place that holds a bazaar, this promotional strategy can reach consumers to see and try products in real or directly. Indirectly, consumers can know the quality and shape of the product—direct Marketing (Direct Marketing). Direct marketing needs to be done to get and add new consumers; this also makes an increase in product sales to support direct marketing, it is necessary to bring catalogs, business cards, and product trials.

3. RESEARCH METHOD

This study uses a qualitative approach. According to Moleong, qualitative research is a study that aims to better understand the phenomena experienced by research subjects which involve behavior, perceptions, motivations, actions and describe them in the form of words in certain contexts using natural methods [15]. This research was conducted to learn what strategies exist in marketing communications carried out by Redball Billiard Taman Palem and increase the level of sales volume and further increase consumer awareness to increase consumption levels. Therefore, the researchers used qualitative research methods to conduct this research. This research uses a case study method. In this research design, a general case study approach is needed. There are methods in this study, such as collecting observation data, in-depth interviews, documentation, and archival recordings. The research subject can be from the individual/community/organization concerned with the object of this research. These resource persons or respondents can provide clear and accurate, and reliable information to researchers to find the results of their research. The resource persons in this research are Business Owners, Social Media Admins, Experts, Consumers. The informants in this study were Junus Chayadi as the owner of the Taman Palem Redball Billiard Business, Junus Chayadi as the Taman Palem Redball Billiard Admin, Job Lim Yudhi SIKom., MIKom as an Expert in Communication Studies at Bunda Mulia University, Sussy Marlene as the Consumer of Redball Billiard Taman Palem., and Jimmy Boy as Palm Park's Redball Billiard Consumer. With this non-participant observation, the data obtained will be very complete because the researchers paid close attention to the social media accounts of Redball Billiard Taman Palem to be used as data in this study. This can provide opportunities for collecting case study data and non-participant observations. This also contains these problems, different opportunities such as researchers can have access and data from certain events. The VIP room has advantages with smoke-free rooms, desk facilities as well better than the regular room, and the room is also cooler. The owner created a VIP room because he thought that there were various groups of people who came to this place from young to old. For example, if there is a family who wants to play billiards without cigarette smoke, they can use the VIP room facilities. That is a form of care owner towards his customers, even though it takes up more budget but it is a way of marketing strategy he does. The last place is the regular room, this room is where consumers if they don't get a VIP room, they will play in this room. This room has 12 tables, the facilities or attributes are also good, not far from the VIP room. This regular room is also used to hold events such as holiday events, large tournament events and tournament events between the Taman Palem Redball community. Even though this room is smoke-free, the tables in this room are always full of customers. But what stands out from this regular room is that it becomes a place for athletes to practice when they train for certain championships, only as observers. With this non-participant

observation, the data obtained will be very complete because the researchers paid close attention to the social media accounts of Redball Billiard Taman Palem to be used as data in this study. This can provide opportunities for the collection of case study data and non-participant observations. This also contains these problems, different opportunities such as researchers can have access to and data from certain events that scientific research may not be able to obtain. There are also other opportunities that look like manipulating events or during archival recordings and interviews. The most common in-depth interviews are open-ended case study interviews, where researchers can ask informants about facts and events. Researchers can also ask informants about information about their research problems, and researchers must also ask sources in a neat and structured manner so that speakers can provide clear information. The resource person or informant has an important role and is the key to the researcher's success in his case study research. Information can be obtained in various forms, the types forms are as follows: Memorandums, letters, official announcements, meeting conclusions, agendas, and written event reports, official research or evaluations, and news clippings and articles appearing in mass media. . The data validity technique proves that this research is scientific research. To test the existing data, the data is qualitative data that can be accounted for. Researchers conducted interviews with informants to collect the required data. Then the researcher will interpret the data obtained from the results of interviews with informants. The researcher's interpretation will later be returned to the informants to ensure this interpretation is correct and in accordance with the informants' experience. When the informants have acknowledged that the interpretation results obtained by the researcher are correct, then the next step taken by the researcher will be stumbling on the theory and the results of indirect observations.

4. FINDINGS AND DISCUSSION

4.1. Marketing Communication Planning

During a pandemic like this, Taman Palem Redball is required to follow the regulations set by the government. The policy limits consumers from playing billiards because they have to keep their distance from each other. Other business owners must also carry out different marketing communications from before the pandemic and after the pandemic in order to keep running their business. Marketing communication is a field of science that combines communication science with marketing science, giving rise to a new study, namely marketing communication or marketing communication [16]. In carrying out its marketing communications, Redball Taman Palem uses Instagram to communicate in the form of interaction with its consumers, market its products, and provide information in the form of events or tournaments that will be held. The external factor that influences Redball Taman Palem is

seeing many places to play billiards with a monotonous concept, and there is no difference between the places applied. So the owner and other teammates made a different concept by creating a special room, namely the VIP room. Because it is rare for a place to play billiards to create a special VIP room, which is what Redball Taman Palem does. And this VIP room can also be used for like a family who wants to play billiards without cigarette smoke. According to a communication expert, the strategy that Redball Taman Palem used during the pandemic actually had a form from him creating a VIP room. From the creation of that room, there was evidence that he cared about his customers who didn't like cigarette smoke. the form of communication may be from the Redball owner wanting to remove the bad stigma about the world of billiards. By making the room an anti-smoking room, drinking alcohol is prohibited, and gambling is prohibited. It was a form of communication strategy that Redball implemented before and after the pandemic, but it was still pretty good. Some consumers from Redball Taman Palem also often do exercises in the VIP room. Jimmy and Sussy are consumers who like to play or practice this sport in the VIP room. Jimmy also said that if you play in the VIP room, you will concentrate more because the room is spacious and free from cigarette smoke. The number of competitors who build billiards playgrounds with such a concept generally creates an opportunity for the owner to make a difference in terms of a place that has better attributes than a regular room. In addition to its unique place, the owner wants to show that Redball Taman Palem has different characteristics from other billiard places by making better and friendly services at affordable prices. The owner has this desire so that consumers who play at Redball Taman Palem get satisfaction when playing and get a good image of this billiard place. This is supported by workers who have been well trained to do their job well. This is also due to the regulations that have been implemented by Redball Taman Palem so that workers know their respective jobs and are noticed directly by their superiors. According to Sussy Marlene, the Taman Palem Redball workers served well and were friendly. The owner of Redball Taman Palem does not want his billiard playing facility only to provide good service, but Redball Taman Palem also wants to provide education to consumers. The education provided is about how to play billiards properly and correctly, hoping that in the future the younger generations can become billiard players who can compete at the international competitive level. If you only hope for the comfort of a unique place, it is not enough because it will be a weakness, so Redball Taman Palem also develops from other aspects. In identifying the target audience, there are three elements seen by Redball Taman Palem, namely Segmentation, Targeting, and Positioning. In running a business, segmentation of billiards is very necessary to make it easier for the owner to find out the needs of consumers from products and non-products so that they can develop these needs. At first, the Redball Taman Palem segmentation opened this place only for a place to play like other places. However, now Redball Taman Palem has succeeded in making this place a place to play billiards for the younger

generations to advance to compete at a competitive level. This was all done because of the mission of Redball Taman Palem, who wanted to advance the sport and the world of billiards in Indonesia. The public has widely known Redball Taman Palem because Redball Taman Palem uses social media Instagram to provide info about billiards and events organized by Redball Taman Palem. Through Instagram, Redball Taman Palem can also interact with its consumers well. Jimmy and Sussy are consumers. They revealed that they first found out about Redball Taman Palem from social media Instagram. Redball Taman Palem must target the market correctly and correctly so that what is targeted can be achieved. In conducting the evaluation process, Taman Palem Redball selected several market segments that is considered attractive and unique to serve with the company's marketing process. At first, Redball Taman Palem chose its target market to be billiard players who only played billiards for fun. Some of the consumers from Redball Taman Palem who came were to play billiards with their friends. As time went by many of them the younger generation, who wanted to learn or practice playing billiards because they really wanted to be an athlete. From that moment onwards, Redball Taman Palem changed its concept to the sport. This place wants to find young seeds to practice how to play billiards properly and correctly so that they can become professional billiard players. According to Junus Chayadi, Owner of Redball Taman Palem, the targeted consumers come because they want to practice seriously by providing the best service. Redball Taman Palem chose its targets from top to bottom. Because every day who visit Redball Taman Palem is very crowded, it is supported by the price for a relatively affordable playground with the facilities and services provided so that even the upper and lower classes can play in this place comfortably. Consumers who come must also follow the health protocol by washing their hands before entering the Taman Palem Redball, having to check their temperature, and use hand sanitizer. That is all because Redball Taman Palem upholds the cleanliness and safety of the place. Redball Taman Palem has a unique place that makes many consumers keep coming, because according to communication expert at Bunda Mulia University Job Lim Yudhi that Redball Taman Palem has a different differentiation from other billiard venues, so it becomes something special for them. Redball Taman Palem has chosen precisely its intended target market, and in terms of place, it is already of high quality. Redball Taman Palem provides an effort to create an attractive and unique brand and product perceptions so that they are remembered in the minds of consumers. Redball Taman Palem wants to create a good image for the company and create the perception that Redball Taman Palem is different from other billiard venues. By providing services that can satisfy customers. The owner of Redball Taman Palem, also said that the pool area is different from other places because this place clearly has a VIP room and a standard room. This owner wants to create a perception in the minds of his customers that Redball Taman Palem is a place to practice billiards with very satisfying service. A customer named jimmy said that Redball Taman Palem has succeeded in instilling thoughts

into the minds of consumers that this place has different services than other places. Jimmy himself also felt that Redball Taman Palem in providing service was very friendly and the service was very thorough and fast. According to the owner of Redball Taman Palem, he has given many joys and sorrows in his journey so far, especially during a pandemic like this, it is clear that Redball Taman Palem is experiencing difficulties, but since the beginning of the pandemic, Redball Taman Palem has not decided the number of employees. According to Mr. Job Lim Yudhi, During this COVID-19 pandemic, if Redball Taman Palem is still open every day, there will definitely be many customers who will still come because a thought has been created in their minds that the billiard place that is still open is only.

4.2. Marketing Communication Implementation

Redball Taman Palm in a time of pandemic like this. Because they already know, determine and decide what the strategy is, the next step is to implement the known and defined strategy. The company must understand well each element so that its implementation is in accordance with what has been planned. In conducting market communication, Redball Taman Palem uses Instagram social media, from time to time, the popularity of Instagram itself increases, and more and more users are using this application. Instagram itself can be useful for doing online business and also useful for promoting products [17]. The owner who owns this Coffee Shop wants to create something new on the menu, namely Ice Cream Yogurt and serves his coffee with local coffee beans because he really loves local products [18]. Instagram also makes it easier for users to access their products, such as being able to upload photos, videos, and there are special filters that have been provided. And through this Instagram, Redball Taman Palem can convey information quickly to its Instagram followers. Especially in times of a pandemic like this Instagram Redball Taman Palem has become quite active due to increasing consumers who come to Redball Taman Palem. According to a communication expert at Bunda Mulia University, Job Lim Yudhi, that Redball Taman Palem has actually done good marketing communications through Instagram, but because Redball Taman Palem itself looks crowded because according to Mr. Job Lim Yudhi, Redball Taman Palem himself already understands the market, by uploading The content on how to play billiards will really help Redball Taman Palem so that consumers can practice what they have learned at Redball Taman Palem. By using Instagram social media, Redball Taman Palem has succeeded in attracting consumers with the content or info they upload to the social media. In carrying out its promotion, Redball Taman Palem invites the younger generation to the older generation to take part in an event or tournament that will be held at Redball Taman Palem with a fairly large prize. After they participate in the tournament, they will get a week's play promo for free; it can be used when they are playing alone and may not be accompanied

by other people. For women, the promo they get is to play billiards for free every day, Redball Taman Palem is doing it because he wants to uphold the world of Sport billiards in Indonesia by creating many athletes who can compete to defend the State of Indonesia. In doing promotions, Redball Taman Palem uses social media Instagram. The purpose of promotion is to modify consumer behavior, inform, influence, and persuade and remind target consumers about the company and the products or services it sells. Redball Taman Palem carries out its promotion by creating content through Instagram. With the promo, according to Junus Chayadi, promo increases the amount of Income because the promo uses costs for advertising. Redball Taman Palem does content planning, uploads content, and reports content in carrying out its promotions. This is done to make the content more organized and clear. The Redball Taman Palem Instagram admin is in charge of planning for Instagram social media content so that Redball Taman Palem Instagram followers can see it. This content creation plan is also made with a unique concept so that consumers can be interested in the content. Redball Taman Palem uploading event content and promotional content on Instagram is useful for informing its consumers about information about events and promos that will be held. This is done so that Redball Taman Palem can also continue to interact with its consumers. With the upload of content regarding billiards, Instagram followers Redball Taman Palem aroused consumer interest in getting prizes in cash. At the final stage before uploading content, a Content Report is needed because it needs consideration before uploading so that the content is safe and attractive for consumers to see. Before being uploaded to social media, the Redball Taman Palem Social Admin made observations first. If the uploaded content has no impact, it will be deleted and remade with an even more interesting concept so that the content looks attractive in the eyes of consumers.

4.3. Market Communication Evaluation

Evaluation is a systematic and continuous process to collect, describe, interpret, and present information about a program to be used as a basis for making decisions, formulating policies, and developing further programs [19]. According to Junus Chayadi, Owner of Redball Taman Palem, the evaluation carried out is to see the development of consumers from day to day, see if there are any shortages of facilities that have been provided, and see if the promos provided are attractive. So that Redball Taman Palem can find out the market needs. From this evaluation, Redball Taman Palem knows that consumers who come are good facilities and a comfortable place compared to other places. From the results of the interview, the researcher learned that the Redball Taman Palem Customer knew the place from Instagram social media, so they were interested in visiting because of the interesting and unique content uploaded by Redball Taman Palem. The customer considers that he is satisfied with the promo that has been given because the promo looks interesting and is also satisfied with the service of the place. Junus Chayadi revealed that his customers

always provide good comments and have a positive impact on the content that Redball Taman Palem has uploaded. From that, it makes the owner even more excited to create content so that Customers can continue to see the content uploaded by Redball Taman Palem. With the promo that has been given, Jimmy is very happy because the promo is very useful for him to practice to become a better billiards player. According to Jimmy, the promotion that has been given has gone well. With the content, it also provides more detailed information to consumers and creates interest in consumers. According to Job Lim Yudhi, Redball Taman Palem's strategy is correct, and he understands the market. But if the area of the place is enlarged again, it will make more consumers come in the future. And also, what Redball has developed during this pandemic period is sufficient.

5. CONCLUSION

Based on the results of research and analysis, researchers reveal that social media plays an important role in the marketing communication strategy of Redball Taman Palem. Of course, we know that during the COVID-19 pandemic, managing a business is not an easy thing. However, based on the results of research on Taman Palem's Redball Marketing Communication Strategy through Instagram. Researchers know that Communication Strategy in running a business is an important part and can make Taman Palem Redball survive during this COVID-19 pandemic. Due to the existence of social media, it can make it easier for Redball Taman Palem to interact with its consumers. And advance its vision and mission by advancing the world of billiards in Indonesia. Of course, during this pandemic, Taman Palem Redball can still survive because of the promotions they provide through Instagram social media. Because many Instagram social media users follow the Redball Taman Palem social media account to find out the info. With market communication planning, market communication implementation, and market communication evaluation, Redball Taman Palem can find out the shortcomings that must be corrected and look for new solutions or ideas so that in the future it can become a place for playing billiards at the national level. With the free play promotion, many consumers come to play at Taman Palem Redball, in addition to the promotions given. These consumers come back because they have good facilities, a comfortable and clean place and atmosphere to play. The communication strategy carried out by Redball Taman Palem through Instagram. Redball Taman Palem can still interact with its consumers through posting info about events or tournaments, and consumers will also come to take part in the event. There is also educational content on how to play billiards properly and correctly, the content is made so that Redball Taman Palem Instagram followers get education and can practice what they have learned at Taman Palem Redball.

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