

CONTENT ANALYSIS OF INSTAGRAM @BUKUAKIK: CONSTRUCTING VINTAGE BRAND IMAGE IN THE DIGITAL ERA

Putri Anjelina^{1a}, Eka Anisa Sari^{2b*}

¹Department of Communication Science, Universitas Ahmad Dahlan, Yogyakarta, 55166, Indonesia

^aE-mail: 2200030190@webmail.uad.ac.id

^bE-mail: eka.sari@comm.uad.ac.id

(*) Corresponding Author

eka.sari@comm.uad.ac.id

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ABSTRACT

This study aims to analyze how visual and narrative elements on the Instagram account @bukuakik construct a *vintage* brand image in the digital era. This research employs a qualitative descriptive approach using content analysis as the main method. The data consist of 519 Instagram posts published between January and March 2026. The analysis is based on the Customer-Based Brand Equity (CBBE) theory by Kevin Lane Keller, which includes brand identity, brand meaning (performance and imagery), brand response (judgments and feelings), and brand relationship (resonance). The findings demonstrate that @bukuakik has evolved from conventional bookstore into a digital literacy community that balances functional value with emotional resonance. The synergy between the main account and the supporting account (@lifeatbukuakik) strengthens the brand's authenticity and fosters a sense of community among followers. In conclusion, this study highlights the importance of integrating visual consistency and narrative strategies in social media marketing to build a distinctive and memorable brand image in the digital era. By adopting these strategies, creative industry players and independent bookstores can leverage nostalgic storytelling and visual consistency to cultivate niche audiences and foster long-term brand loyalty in a saturated digital market.

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INTRODUCTION

The rapid development of technology, information, and communication over the past decade has brought significant changes to various aspects of human life, including political, cultural, social, and especially economic sectors. One of the most prominent impacts of this development is the increasing use of internet-based technology in business activities, which has fundamentally transformed how organizations operate and compete in the digital era. The internet not only expands business opportunities but also enables both small and large enterprises to reach broader markets without geographical limitations. Through digital platforms, businesses are now able to connect with consumers across regions, including remote areas, in a relatively short time. This transformation has shifted conventional business practices into more flexible, efficient, and technology-driven systems.

Digitalization has also changed the overall business process, including production, promotion, and distribution activities, which can now be conducted online. The internet serves as an effective promotional medium because it allows companies to disseminate product information quickly and widely to potential consumers. As a result, consumers can easily access information about products or services without having to visit physical stores, making transactions more practical and time-efficient (Wiryany et al., 2022). Furthermore, the advancement of internet technology has accelerated the growth of online-based businesses or e-commerce. In this system, marketing and sales activities are carried out through websites, social media, and digital marketplace platforms, enabling businesses to operate more dynamically and interactively with their audiences (Riyanto & Azis, 2024). In addition, e-commerce provides convenience for both sellers and consumers, as transactions can be conducted anytime and anywhere without physical limitations (Setiawan, 2018).

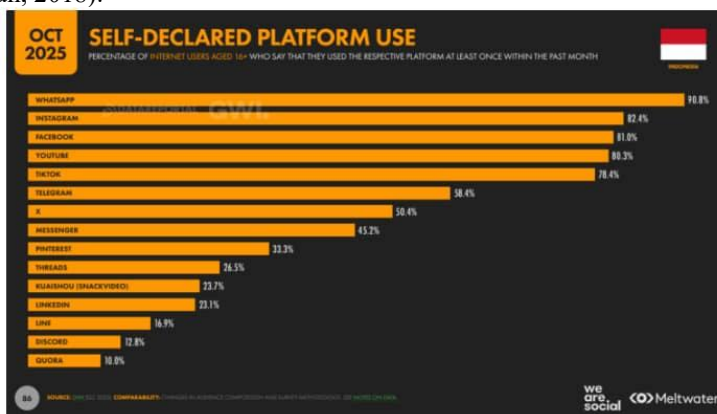


Figure 1.1. Social Media Users in Indonesia

Source: We Are Social (2025)

Recent data from We Are Social indicates a massive digital transformation in Indonesia, marked by a 26% annual increase in social media users. With a penetration rate reaching 62.9% of the population, or approximately 180 million people, social media has become a primary pillar of public communication (Riyanto, 2025). Instagram, in particular, has become a popular platform for sharing photos and videos and is widely accessible to various age groups, from children to adults. Unlike traditional word-of-mouth marketing, Instagram has become a strategic tool for businesses to build and develop their brand. Its features such as photo posts, videos, Reels, IGTV, and narrative content allow businesses to attract consumer interest effectively. As a result, Instagram is considered an efficient marketing tool in the e-commerce landscape, although brands must emphasize creativity in visual and narrative content to stand out (Akbar et al., 2026).

Unlike traditional word-of-mouth marketing that relies on direct interpersonal communication, Instagram has emerged as a strategic tool for businesses to build and develop brand identity. Its diverse features such as photo posts, videos, Reels, IGTV, and narrative-based content enable businesses to attract consumer attention more effectively. Consequently, Instagram is widely recognized as an efficient marketing tool within the e-commerce ecosystem. However, brands are required to demonstrate creativity in developing engaging promotional content, particularly through visual aesthetics and compelling narratives (Mulitawati & Retnasary, 2020).

In the midst of technological disruption, creative industry players are required to go beyond conventional boundaries through precise digital innovation. The challenge is no longer merely about maintaining an online presence, but rather about orchestrating effective digital marketing strategies, ranging from optimizing social media platforms to building emotional engagement with audiences through intellectually resonant content. In this context, technology is no longer just a supporting tool, but a key factor in achieving relevance and competitiveness in modern industries.



Figure 1.2. Reading Interest Level by Province

Source: GoodStats (2024)

In the early stages of technological development, all sectors were required to adapt to digital trends by utilizing available technologies as effectively as possible. In the current digital era, it is nearly impossible for businesses to avoid digital transformation, as they must continuously adapt to technological advancements. One of the sectors that has successfully adapted to this trend is the bookstore industry. Indonesian society demonstrates a relatively moderate level of reading interest. According to data from the National Reading Interest Index (Tingkat Gemar Membaca/TGM), Indonesia recorded a score of 66.77 in 2023, indicating a medium category. Regionally, the Special Region of Yogyakarta, widely known as the “City of Students,” ranks highest with a score of 79.99 (Nur, 2024). This condition highlights the strong potential of literacy-based industries in the region.

Yogyakarta has further strengthened its identity as a center of literacy and culture through the emergence of several vintage-themed bookstores, such as Buku Akik, Natan Bookshop, The Lucky Boomerang Bookshop, Solusi Buku, and Boekoe Theotraphi (Destryani, 2022). These bookstores not only function as places for book transactions but also offer unique aesthetic and nostalgic experiences that attract modern audiences. Among these, Buku Akik stands out as one of the most prominent vintage bookstores in Yogyakarta. Located in the Kaliurang area, Buku Akik successfully combines curated book collections with a warm, homey atmosphere and strong retro aesthetics, making it a top recommendation among visitor (Tria Agustin, 2026) s. Its uniqueness lies not only in its diverse collection, ranging from literature to contemporary social issues, but also in its ability to construct a distinctive visual identity that attracts younger generations to engage with books.

Buku Akik was established in 2015 and initially operated as an online bookstore before developing into a physical space that serves as a literacy destination and community hub. The bookstore’s nostalgic atmosphere, combined with creative use of social media, has transformed it into more than just a commercial space it has become a lifestyle representation of a modern vintage bookstore. The brand has also achieved significant growth on Instagram, accumulating more than one million followers and over 30,000 uploaded contents since its first post on May 23, 2016. Through well-planned strategies, the account @bukuakik effectively utilizes Instagram features to create engaging content while simultaneously promoting its brand image. Furthermore, the presence of the supporting account @lifeatbukuakik strengthens the brand’s identity by showcasing the human side and browsing experience within the physical store. This approach enables digital audiences to feel connected to the real atmosphere of the bookstore. Through this integration of visual and narrative content, Buku Akik positions itself not only as a business entity but

also as a creative ecosystem that offers social intimacy and nostalgic experiences in the digital era (Haidar & Fachrunnisa, 2024).

In an era where 2026 social media statistics indicate a saturation of AI-generated content, the shift toward @bukuakik's nostalgic branding becomes a vital counter strategy against volatile Instagram algorithms that now prioritize authentic community engagement over more visibility. As digital fatigue drives users toward 'analog experience,' independent bookstores must bridge the gap between physical *vintage* authenticity and digital relevance, this research underscores that leveraging narrative driven nostalgia is no longer an aesthetic choice, but a strategic necessity to secure algorithmic favor and maintain a loyal, human-centric audience in a fragmented marketplace.

Previous studies have extensively explored the role of social media in marketing; however, in-depth research on how visual and narrative elements specifically construct brand image in physical bookstores remains limited. A study by (Nugroho et al., 2024) found that consistent use of vintage-themed visual and narrative strategies can effectively build a unique brand identity and create emotional connections with audiences. However, the study primarily focuses on brand identity rather than brand image. Therefore, this research aims to fill this gap by analyzing the Instagram content of @bukuakik. Unlike previous studies, this research emphasizes the role of visual and narrative elements in constructing brand image, particularly in creating a "vintage atmosphere" amidst the rapid digitalization trend. The novelty of this study lies in its focus on how content serves as a tool to shape public perception, rather than merely reflecting internal brand identity. Thus, this study is expected to provide practical contributions for literacy-based businesses in optimizing Instagram features to target appropriate audiences and build long-term emotional engagement through nostalgic impressions.

METHOD

This study employs a descriptive qualitative approach to explore in depth the content strategy implemented by the Instagram account @bukuakik in constructing a vintage-themed brand image in the digital era. Qualitative research is used to understand phenomena holistically and interpret meanings embedded within social contexts Moleong (2017). The research method applied in this study is content analysis, referring to Wimmer and Dominick (2011), who define it as a systematic, objective, and quantitative method for analyzing communication variables. In addition, content analysis is considered highly relevant in social media research, as it enables researchers to classify various types of content and identify dominant themes (Krippendorff, as cited in Putri et al., 2023). Within the context of @bukuakik, this approach is utilized to examine the manifestation of messages in Instagram posts by objectively categorizing both visual and textual elements that contribute to the construction of a vintage brand image.

The subject of this research is the Instagram account @bukuakik. Observations focus on the content uploaded by the account, including visual elements such as photos, videos, and overall atmosphere, as well as narrative elements such as captions, storytelling, and interactions with followers. This study does not involve human participants directly, as it focuses solely on publicly available social media content. The period of analysis covers January to March 2026, during which all posts uploaded by @bukuakik are treated as units of analysis. A total of 519 posts were analyzed, encompassing various types of content published within the selected timeframe.

The data analysis process is conducted through three systematic stages. The first stage involves collecting all posts published by @bukuakik during the research period using visual documentation techniques. The second stage consists of categorizing content into visual and narrative dimensions, where aesthetic elements such as earth-tone color palettes, wooden furniture, typewriters, and coffee imagery are identified, along with interactive content such as customer experiences and literacy quizzes. The final stage involves analyzing dominant themes and communication styles, including the use of casual yet educational language and specific hashtags that reinforce the vintage impression.

This study adopts the Customer-Based Brand Equity (CBBE) model developed by Kevin Lane Keller, which conceptualizes brand equity through four hierarchical levels: brand identity, brand meaning (performance and imagery), brand response (judgments and feelings), and brand relationship (Bunker, 2020). By establishing predefined, observable indicators such as measuring brand salience through the frequency of logo appearances or identifying brand imagery through *vintage* visual strategies and the analysis shifts from personal interpretation to a systematic process.

This theoretical framework enables a deeper analysis of how Instagram content constructs vintage associations as a core element of brand image through both visual and narrative components in the digital context (Kansa & Wiryany, 2024). Ultimately, these findings provide insights into how specific content elements and educational narrative contribute to brand construction, helping bookstores optimize marketing strategies to built a strong brand image in the digital era.

Table 2. Previous Studies

Author (Year)	Focus	Key Findings	Research Gap
Puspasari & Hadithya (2023)	Social media marketing on Instagram	Improves brand image and loyalty	Does not explore vintage aesthetic construction
Farhat et al. (2023)	Digital marketing strategy	Importance of business environment	Lacks content-level analysis
Prayuda & Zulaikha (2020)	E-commerce promotion	Focus on functional branding	Ignores emotional & aesthetic branding
Setyanto et al. (2022)	Marketing strategy (Gramedia)	Strong management & service	No discussion of digital atmosphere
Anshari & Ariya (2021)	Book distribution	Focus on alternative media	No brand image construction analysis
Nugroho et al. (2024)	Visual & narrative strategy	Builds brand identity	Focus on identity, not brand image

Source: Processed by the author (2026)

RESULT AND DISCUSSION

Based on literature review and analysis of 519 Instagram posts from @bukuakik during January–March 2026, it is found that the construction of a vintage brand image is consistently achieved through the synergy of aesthetic visual elements and nostalgic literacy narratives.

Aesthetic Content Strategy



Figure 1.3. Aesthetic Visual Elements in Buku Akik: Pre-wedding Setting, Convex Mirror Spot, and Aesthetic Corners

Source: Instagram @lifeatbukuakik

Visually, @bukuakik utilizes Instagram features such as feeds, reels, and stories to present a warm, homey, and vintage atmosphere. The majority of content is dominated by earth-tone color palettes and physical objects representing vintage culture, including old books, typewriters, and wooden interiors. The vintage atmosphere is further strengthened through low-key lighting, grainy textures, and antique backgrounds, creating a sensory experience for audiences. These elements are not merely decorative but serve as a systematic strategy to evoke nostalgia (Nurani, 2021). The visual strategy of @bukuakik, which relies on a vintage atmosphere and earth-tone aesthetics, aligns with the perceived advertising value concept proposed by (Puspasari & Hadithya, 2023), where design elements such as background and color section are not merely decorative but serve as instruments to trigger audience psychological response. Additionally, the physical bookstore space is intentionally designed as an Instagrammable environment, encouraging visitors to capture and share their experiences. This transforms promotional content into user-generated narratives, expanding the brand image beyond official content (Wibowo et al., 2025). The use of the bookstore as a pre-wedding photography location highlights its emotional and symbolic value, reinforcing the brand as a romantic and sentimental cultural space, not just a commercial entity (Aulila & Qomaris, 2025). This synergy proves that consistent and interactive content quality is far more crucial for building brand equity in the digital era than conventional product information dissemination.

Interactive Content and Customer Engagement

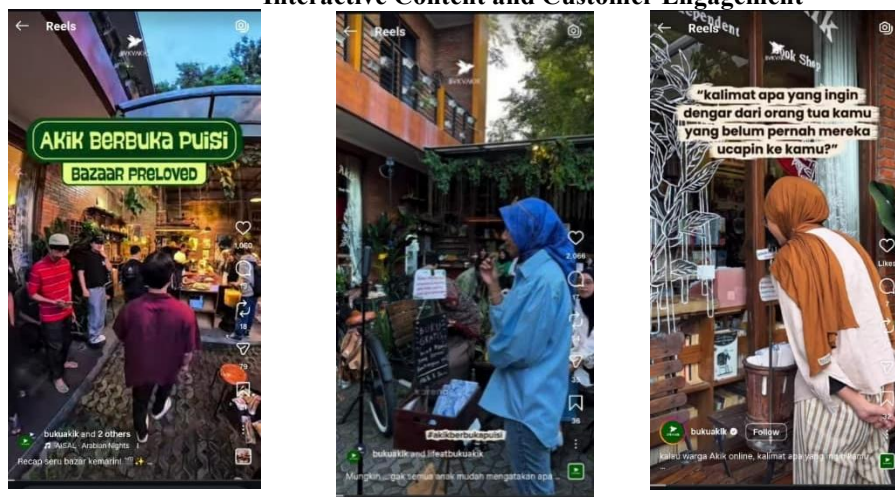


Figure 1.4. Interactive Content and Literacy Quiz with Visitors

Source: Instagram @bukuakik

The visual atmosphere is reinforced by storytelling-based captions that are casual yet rich in literary references. Instead of hard-selling strategies, @bukuakik emphasizes interactive content, such as literacy quizzes and customer experience posts. This approach transforms passive audiences into active communities, where users are not only buyers but also participants in discussions and experiences. Such strategies align with digital content marketing principles, where relevant and engaging content plays a crucial role in attracting audiences (Ekadyasa, 2024). The combination of warm narratives and vintage visuals creates a distinctive brand positioning, differentiating @bukuakik from modern bookstores that tend to adopt minimalist and futuristic concepts (Safira & Fani, 2024).

Dominant Themes and Communication Style



Figure 1.5. Literary Romanticism Content and Communication Style

Source: Instagram @bukuakik

The dominant themes identified are “Literacy Romanticism” and “Slow Living”, where books are positioned not merely as products but as part of a meaningful lifestyle. The communication style is characterized by poetic and metaphorical language, casual yet educational tone, and storytelling approach. This style strengthens emotional engagement while maintaining credibility as a literacy authority (Fadhlan, 2021). This aligns with finding from Toko Lyradiba (Salma Yumna et.al, 2023), which utilizes Instagram features like captions and hastags to capture user attention. However, while Toko Lyradiba focuses more on clear product information to build awareness, @bukuakik goes further by employing poetic language and programs like hastags #kutipanbukuakik and “Biro Puisi” to respond to audience emotions. A casual yet educational communication style proves that community loyalty is more effectively built through emotional engagement and literary authority, transcending conventional promotional strategies that only emphasize stock availability or pricing.

Analysis Based on Customer-Based Brand Equity (CBBE)

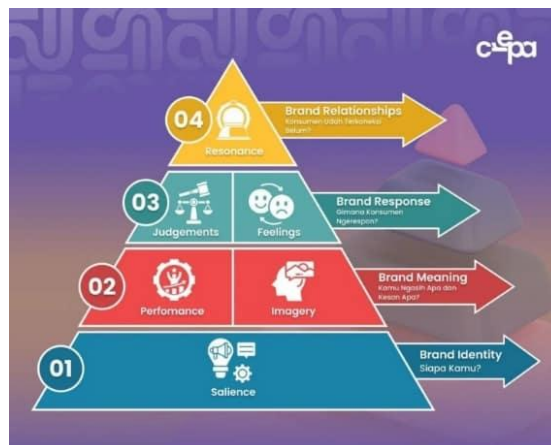


Figure 1.6. Customer-Based Brand Equity (CBBE) Pyramid

Source: crepa.agency

According to the Customer-Based Brand Equity (CBBE) model by Keller (2013), brand strength is built through four hierarchical levels:

1. Brand Identity (Salience)

@bukuakik achieves strong brand salience through consistent vintage visual identity, enabling audiences to instantly recognize its content through color palettes and typography.



Figure 1.7. Consistency of Earth-Tone Color Usage

Source: Instagram @bukuakik

At the first level of the CBBE pyramid, brand identity (salience) focuses on how easily and frequently a brand is recognized. In the case of @bukuakik, this is achieved through the consistent use of vintage visual elements, such as earth-tone color palettes and typewriter-style typography. These elements function as strong visual cues, allowing audiences to instantly recognize @bukuakik's content without needing to read the account name. This high level of salience positions @bukuakik as a top-of-mind independent bookstore brand in Indonesia.

Furthermore, brand identity extends beyond recognition into deep and broad brand awareness, where visual attributes act as memory anchors. The consistent use of classic literary symbols strengthens a cohesive mental structure in the audience, making @bukuakik a distinctive hybrid identity a traditional literary entity thriving within a modern digital platform.

2. Brand Meaning (Performance & Imagery)

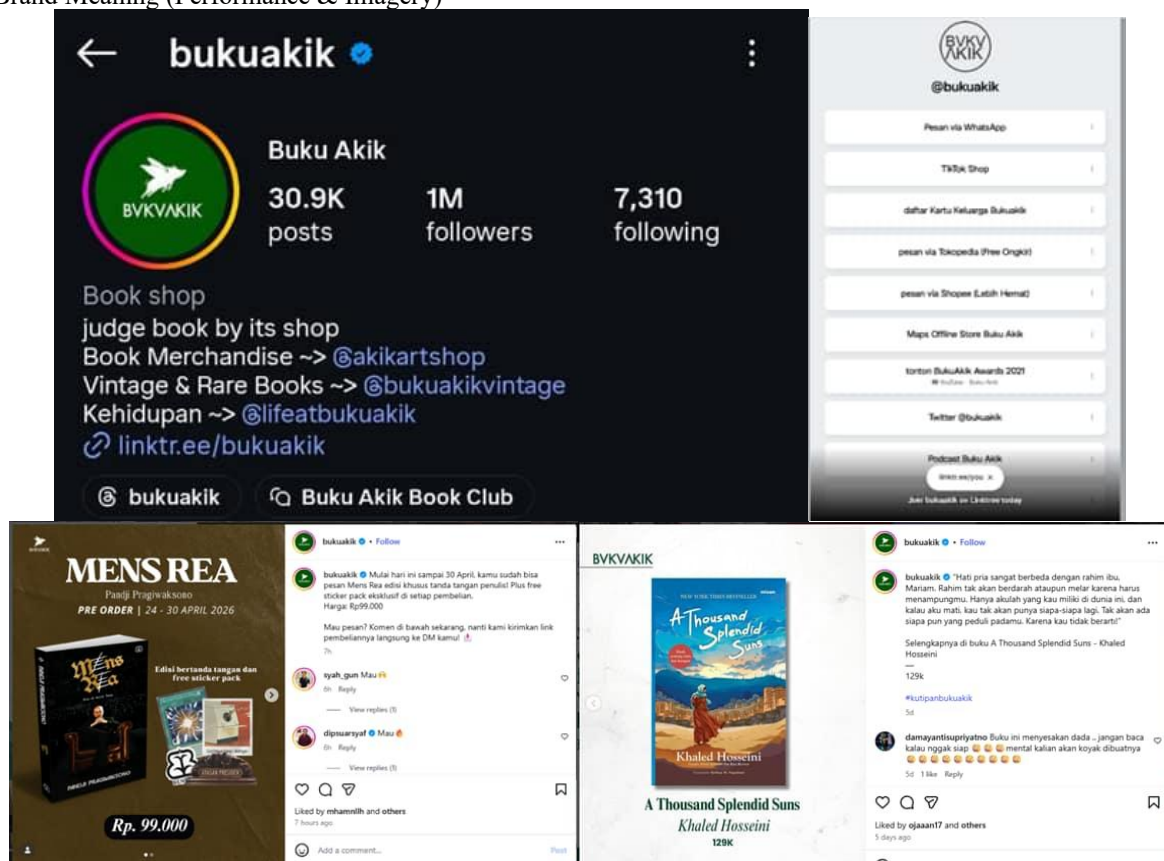


Figure 1.8. Instagram Bio and Interactive Book Promotion Content

Source: Instagram @bukuakik

At the second level, brand meaning is constructed through brand performance and brand imagery.

From a performance perspective, @bukuakik demonstrates strong functional value through:

- curated selections of classic, philosophical, and rare books
- detailed product information
- efficient digital services via Linktree (WhatsApp, marketplaces, etc.)

Despite its vintage concept, the brand maintains professional reliability in digital transactions, ensuring consumer trust. From an imagery perspective, @bukuakik constructs a powerful association as a “space of escape” from modern digital noise. The depiction of reading books alongside coffee in dim lighting creates an image of intellectualism, calmness, and sophistication. This nostalgic aesthetic fulfills psychological and social needs, positioning the audience as part of an exclusive literary community (Sari et al., 2025)

3. Brand Response (Judgments & Feelings)

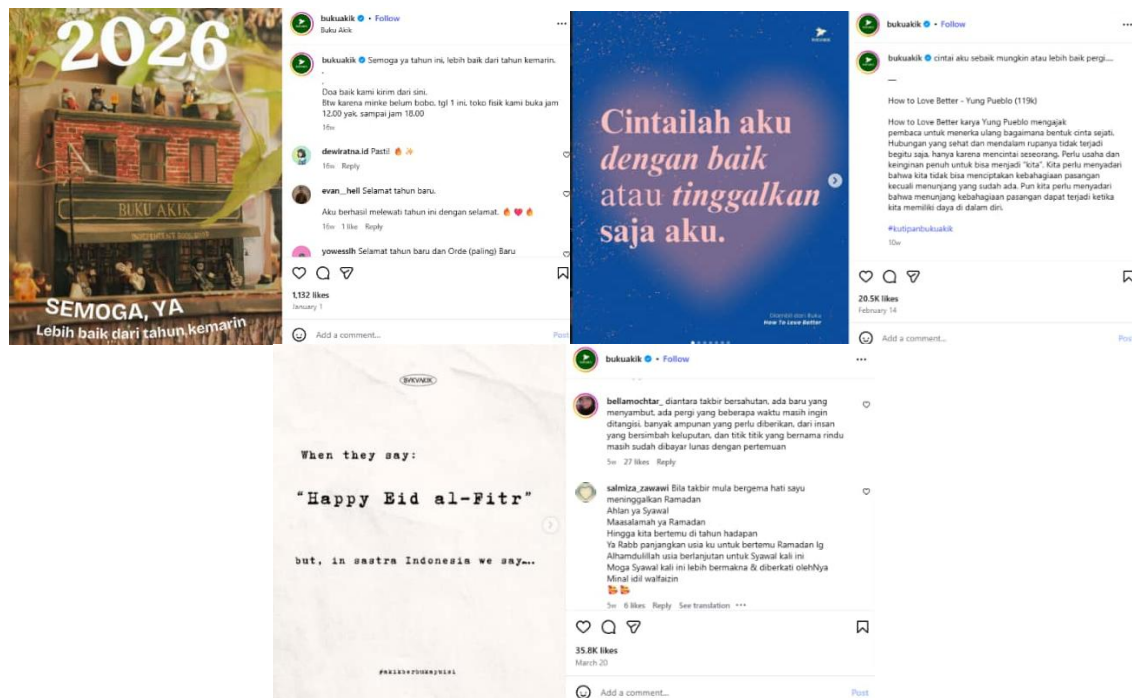


Figure 1.9. Seasonal Content: New Year, Valentine, and Eid 2026

Source: Instagram @bukuakik

At the third level, brand response consists of audience judgments and feelings.

Audience judgments are shaped by:

- consistent and relevant content themes
- credibility in literary curation
- uniqueness in delivering seasonal content (New Year, Valentine, Ramadan)

Emotionally, the brand evokes:

- warmth
- nostalgia
- calmness
- social approval

These emotional responses indicate that audiences perceive @bukuakik not merely as a bookstore, but as a trusted literary companion that resonates with their personal values.

4. Brand Relationship (Resonance)

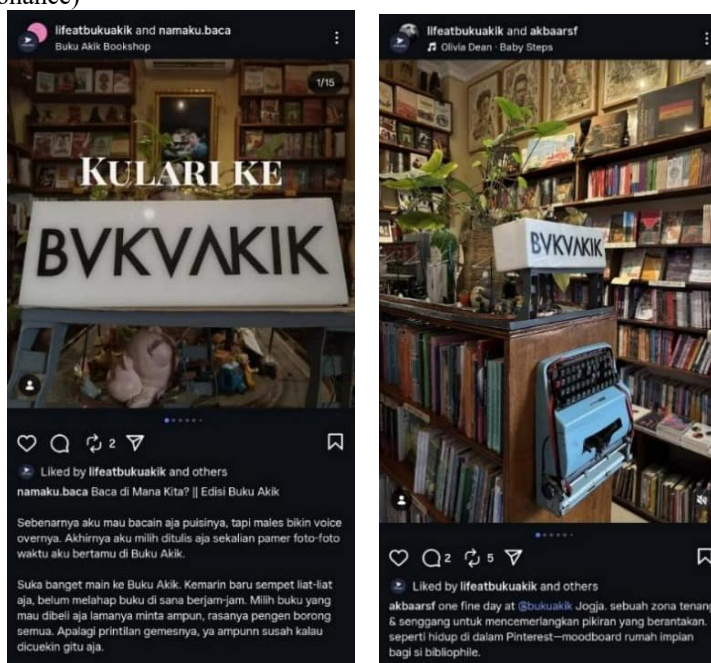


Figure 1.10. Community Engagement and Collaboration via @lifeatbukuakik
 Source: Instagram @lifeatbukuakik

At the highest level, brand resonance reflects a deep psychological connection between the audience and the brand.

This is evident through:

- behavioral loyalty (repeated engagement, reposting, commenting)
- attitudinal attachment (emotional identification with the brand)
- sense of community

The supporting account @lifeatbukuakik plays a crucial role by presenting humanized and behind-the-scene content, strengthening emotional bonds and authenticity. This aligns with the findings from Warung Sastra Bookstore (Bintang & Oni Dwi Arianto, 2025), which emphasize that strong brand loyalty is born from emotional relationships that transcend mere buying-and-selling transactions. By showcasing the human side of the brand, @bukuakik successfully builds authenticity that transforms followers into voluntary brand advocates.

As a result, @bukuakik successfully transforms its Instagram presence into a digital living room for literary communities, where audiences feel a sense of belonging. At this stage, the brand evolves beyond transactional value into a cultural and emotional identity, where followers voluntarily act as brand advocates

Table 3. Indicators Based on CBBE Analysis

Content Category	Frequency	Strategic Function	CBBE Dimension
Visual Aesthetics & Products	207	Building distinctive visual identity	Brand Salience & Imagery
Educational & Curation Content	103	Enhancing service value	Brand Performance
Interactive & QuizContent	77	Audience evaluation	Brand Judgments
Customer Experience	58	Emotional connection	Brand Feelings

Content Category	Frequency	Strategic Function	CBBE Dimension
Behind the Scenes (@lifeatbukuakik)	74	Humanization & transparency	Brand Resonance

Source: Processed by the author (2026)

The findings indicate that @bukuakik has successfully moved beyond functional competition and operates at the level of emotional branding and community building, where vintage aesthetics are not merely visual elements but serve as a strategic tool to construct a deep psychological connection with audiences.

CONCLUSION

This study concludes that the Instagram account @bukuakik has successfully built a strong brand image in the digital era by constructing a vintage-themed identity through consistent visual aesthetics and interactive content strategies, such as literacy quizzes and accessible service features.

Based on the Customer-Based Brand Equity (CBBE) analysis, @bukuakik has moved beyond the function of a conventional bookstore by establishing both functional credibility (brand performance) and deep emotional connections (brand resonance). This is reinforced through content curation that aligns with key moments, ranging from New Year to Eid al-Fitr 2026.

Furthermore, the synergy between the main account, which presents a professional brand image, and the supporting account @lifeatbukuakik, which highlights humanistic and behind-the-scenes aspects, strengthens the brand's positioning as an authentic, trustworthy literary community. This integrated strategy enables @bukuakik to deliver a nostalgic and emotionally engaging experience amid the rapid dynamics of social media disruption.

To further optimize its content strategy, @bukuakik is recommended to expand the use of short-form video features, such as Instagram Reels, to more dynamically showcase the sensory experience of physical books, including textures and page sounds. In addition, integrating more behind-the-scenes narratives into the main account could help reduce emotional distance for new audiences who may not yet be familiar with the brand's human side. Moreover, leveraging more personalized interactive features, such as live book consultations or nostalgia-themed "Add Yours" campaigns, could serve as strategic approaches to maintain relevance and deepen community loyalty in an increasingly competitive social media algorithm environment. For future researchers, it is recommended to expand this study by employing quantitative methods to empirically measure the extent to which vintage imagery variables and nostalgic narrative directly influence purchase decisions or consumer loyalty. The integrating a survey-based approach could validate the correlation between these content strategies and the actual stages of the CBBE pyramid, thereby providing broader data generalization for the literary retail industry.

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