

Analysis of Instagram Social Media in Digital Marketing Strategies to Increase Sales Using the AIDA Model at Cafe Al-Fattah

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Submitted: 05/06/2026; Accepted: 12/06/2026; Published: 30/06/2026

Abstract—As a culinary enterprise established in 2024, Cafe Al-Fattah faces significant challenges in building brand awareness and expanding its market reach. To address these issues, the utilization of social media, particularly Instagram, is essential as an effective, economical, and far-reaching digital promotional tool. This study aims to analyze the utilization of Instagram in digital marketing strategies to increase sales at Cafe Al-Fattah using the AIDA model approach. This research employs a descriptive qualitative approach, with data collection methods including direct observation, interviews with social media managers, and documentation of Instagram content. The results indicate that visual content strategies—such as football screening photos, food imagery, customer testimonials, and interactive promotions—successfully capture audience attention and interest, stimulate desire, and drive purchasing actions. The application of the AIDA model is proven effective in building consumer engagement and enhancing business visibility. Consequently, Instagram serves as an optimal digital marketing strategy for MSMEs to strengthen branding and boost sustainable sales growth.

Keywords: Social Media; Digital Marketing; Instagram; AIDA Model; MSMEs

1. INTRODUCTION

In the contemporary era of globalization, social media represents an internet-based platform architecture that facilitates individuals, communities, and organizations in creating, sharing, and exchanging information, ideas, messages, and multimedia content instantaneously within virtual networks. The rapid and pervasive advancement of Information and Communication Technology (ICT) has deeply integrated social media into the daily fabric of modern society, fundamentally restructuring how individuals interact and conduct commerce. This technological paradigm shift has transformed passive consumers into active "prosumers" those who simultaneously produce and consume information in the digital sphere. Within the highly competitive hospitality and culinary sectors, this shift means that a business's survival no longer relies solely on the physical quality of its products, but rather on its ability to navigate and capture the "attention economy" through digital representations.

Amid this dynamic business landscape, Café Al-Fattah was established in 2024 by Mrs. Jayanti at Jl. Bromo No. 58. Since its inception, the café has emerged as a prominent social hub, particularly catering to youth and adult male demographics. The establishment's core competitive advantages lie in its cozy evening ambiance and hospitable service, which collectively foster a comfortable and welcoming environment for social leisure. To further differentiate itself, the management installed a 45-inch television that serves as a strategic point of interest for football enthusiasts, successfully facilitating communal viewing events (nobar) that drive community engagement.

However, as a nascent business entity operating in a saturated market, Café Al-Fattah encounters significant operational and strategic challenges regarding its brand awareness beyond its immediate geographical vicinity. Currently, its market reach is rigidly confined to local residents due to a heavy reliance on conventional, passive marketing and the absence of robust, data-driven promotional strategies. This limited visibility directly compromises daily foot traffic and dampens long-term sales performance, as the broader public remains entirely unaware of the unique value propositions, facilities, and tailored experiences offered by the café.

To systematically address these visibility constraints and bridge the widening information gap, Café Al-Fattah has initiated a strategic transition by adopting Instagram as its primary digital promotional vehicle. By leveraging high-quality visual content including curated photographs and cinematic videos showcasing the café's distinctive atmosphere, signature menu items, and specialized event schedules the platform is expected to stimulate broader public interest and alter consumer perception. The strategic deployment of native Instagram features such as Stories, Reels, and Live sessions aims to solidify a cohesive brand identity and foster direct, real-time, personalized engagement with potential customers. This digital pivot was selected not only for its superior cost-effectiveness relative to conventional print media but also for its analytical capability in targeting specific demographics, achieving sustainable market penetration, and ultimately driving actual conversion rates.

The critical role of social media in modern business ecosystems is highly validated by contemporary empirical literature. Studies by Surjandy & Meyliani (2020) and Sondakh et al. (2022) underscore that social media plays a pivotal role in accelerating information dissemination, optimizing operational agility, and positively influencing both sales growth and customer loyalty, particularly for Micro, Small, and Medium Enterprises (MSMEs). Furthermore, the strategic utilization of interactive features and structured visual storytelling on Instagram is widely recognized as an efficient yet powerful mechanism for market expansion.

However, despite the acknowledged benefits of digital marketing, many small-scale culinary enterprises struggle to convert initial online traffic into concrete sales transactions due to the lack of a structured conversion framework. To bridge this execution gap, digital marketing initiatives must be guided by a systematic behavioral model. Grounded in these perspectives, this research focuses on the "Analysis of Instagram Social Media in Digital Marketing Strategies to Increase Sales Using the AIDA Model at Café Al-Fattah." By utilizing the AIDA (Attention, Interest, Desire, Action) framework, this study aims to scientifically dissect how digital content can be mapped to stage-by-stage consumer psychology, thereby capturing consumer attention, translating digital engagement into physical transactions, and building enduring brand-customer relationships in the modern digital market.

2. RESEARCH METHOD

2.1 Social Media

Social media has become an essential component of the digital landscape, evolving beyond mere interpersonal communication to serve as a highly effective marketing tool for business entities. It is defined as an internet-based online medium that facilitates social interaction among users through the real-time exchange of information in various formats, including text, images, video, and audio (Arafah, 2023). In the modern era, social media transcends its role as a simple information-sharing platform; it has transformed into a primary marketing strategy that is both relevant and efficient, particularly for MSMEs (Micro, Small, and Medium Enterprises) seeking to scale their operations by leveraging digital technology.

2.2 Digital Marketing

Digital marketing encompasses promotional activities for products or services conducted through various digital platforms, including social media, e-commerce, websites, and other online applications. It offers business owners significant flexibility regarding time and location, as promotional efforts can be executed anytime and anywhere. A key advantage of digital marketing is the availability of analytical data—such as impressions, engagement rates, and sales conversions—which enables businesses to evaluate and enhance their promotional strategies through continuous improvement. Furthermore, digital marketing extends beyond mere advertising; it involves strategic content planning, active promotional tactics such as giveaways, the utilization of data insights to monitor performance, and the maintenance of robust customer communication. By leveraging platforms such as Instagram and WhatsApp Business, MSMEs can cultivate closer relationships with consumers and directly drive sales growth (Wirayanti, 2024).

2.3 Social Media in Digital Marketing

The utilization of social media platforms, such as Instagram and TikTok, has proven effective in driving product sales; approximately 70% of MSMEs have reported an increase in revenue after actively engaging in social media marketing. This evidence suggests that social media serves not only as an entertainment medium but also as a highly promising promotional tool (Fatomah et al, 2024).

Trends in social media usage continue to evolve rapidly, particularly in how MSMEs leverage these platforms to market their products. Research indicates that compelling visual content, such as high-quality photography and short-form videos, is the primary key to capturing potential customers' attention, especially within the fashion and lifestyle sectors (Poodo & Pabulo, 2024).

2.4 The AIDA Model

The AIDA model serves as a practical framework for developing effective advertisements or promotional messages designed to capture attention, arouse interest, stimulate desire, and drive purchasing action. The components of the AIDA model are explained as follows (Haryani & Fauzar, 2021)

- a. Attention. This is the initial stage aimed at capturing consumer awareness through compelling advertisements, powerful headlines, or striking visuals, such as high-quality photographs or video reels.
- b. Interest. Once attention is secured, marketers must stimulate consumer interest by highlighting product benefits and value propositions, which can be achieved through interactive features like social media stories.
- c. Desire. This stage focuses on transforming interest into a tangible yearning or desire to acquire the product or service. This is often facilitated through customer testimonials, exclusive promotional offers, or featuring flagship menu items.
- d. Action. The final stage involves motivating consumers to take a definitive step toward a purchase or service utilization, such as providing direct call-to-action links in the social media biography.

2.5 Research Framework

This study employs a qualitative approach, aiming to describe the digital marketing strategies implemented by Café Al-Fattah through Instagram and the application of the AIDA model within their promotional content. The data sources for this research consist of primary and secondary data, while data collection was conducted through

observation, interviews, and documentation. The data analysis techniques utilized include data reduction, data display, and conclusion drawing.

3. RESULTS AND DISCUSSION

3.1 Cafe Al-Fattah's Strategy in Utilizing Instagram to Capture Consumer Attention and Interest Through Visual Content

Cafe Al-Fattah's heavy reliance on conventional offline marketing strategies such as word-of-mouth communication, static physical banners, and direct personal recommendations has caused customer visitation volume to reach a point of saturation and subsequent stagnation. The absence of modern promotional media diversification establishes rigid geographical and demographic barriers, thereby limiting market reach exclusively to local consumers within the cafe's immediate vicinity. Consequently, the cafe loses access to digital-native consumer segments (Generation Z and Millennials), whose purchasing behavior is fundamentally different. This consumer group utilizes social media as a primary information-seeking tool to validate quality, pricing, and ambiance before allocating their purchasing power to make physical visits.

From a managerial perspective, passivity in adopting digital technology deprives Cafe Al-Fattah of absolute control over its reputation management and public brand narrative. In the highly competitive attention economy, the flow of visual information precedes physical product consumption; that is, modern consumers consume a cafe's digital representation long before experiencing the food at the table. Without an official Instagram account as a formal communication medium, Cafe Al-Fattah suffers a significant brand positioning deficit, as management cannot communicate unique value propositions, physical space enhancements, or tactical promotional programs in real time. Consequently, in the perception of prospective new consumers who rely on digital footprints as indicators of existence, Cafe Al-Fattah is systematically deemed irrelevant, outdated, or even presumed to be non-operational.

This empirical analysis aligns with the marketing management theory by Kotler and Keller (2021), which posits that conventional marketing possesses rigid spatial and temporal boundaries, making it incapable of keeping pace with fast-moving market dynamics. Conversely, digital marketing offers distinct advantages, including broad market penetration, instantaneous message transmission, and high operational cost efficiency. By maintaining a passive marketing stance amid the burgeoning growth of the culinary industry, Cafe Al-Fattah faces the strategic risk of a fatal decline in digital competitiveness. When competitors in the same geographic area aggressively leverage Instagram algorithms to capture consumers, Cafe Al-Fattah is automatically eliminated from the consumers' consideration set because the cafe's name does not appear within the digital space that society accesses daily.

These field realities are further corroborated by the results of an in-depth interview with a loyal customer, who confirmed the communication barriers resulting from the lack of digital channels:

"When I want to recommend this place to a friend via WhatsApp or Instagram, I get confused because there is no official account. In the end, I have to take photos manually, but my friends still ask about the menu and prices, which I don't fully memorize."

This informant's statement indicates that the absence of an official account has generated a severe information asymmetry problem, creating a wide information gap between the cafe management and prospective consumers. According to Kaplan and Haenlein (2022), social media functions as an interactive space where brand identity is co-created between producers and consumers. When this digital channel is absent, Cafe Al-Fattah voluntarily severs the organic brand advocacy chain from its own customers. This represents a substantial economic loss, as the management squanders customers' willingness to act as independent marketers who recommend the establishment to their social networks at no cost.

Viewed through the lens of Integrated Marketing Communication (IMC) based on the theoretical framework of Belch and Belch (2021), this phenomenon indicates a profound structural misalignment within Cafe Al-Fattah's communication mix. IMC requires that all promotional messages across various channels be consistently aligned so that consumer perceptions of the brand are formed cohesively, positively, and robustly. At Cafe Al-Fattah, the online brand image runs unguided and fragmented, as it is entirely shaped by random user-generated posts without management control, curation, or a balancing narrative. This condition is highly vulnerable from a risk management perspective; without an official digital channel, the management lacks the instruments to clarify complaints, perform rapid mass information updates, or execute planned image reinforcement to balance the dynamics of modern market demands that mandate the integration of physical experience and virtual presence.

To shift Cafe Al-Fattah's marketing approach from passive to active, the implementation of the AIDA (Attention, Interest, Desire, Action) model via the Instagram platform must be executed as a systematic and measurable consumer conversion pathway.

a. Attention

The first crucial step in winning the digital market is creating a strong visual appeal to halt the rapid browsing behavior of often-hurried Instagram users. Amid dense competitor content, Cafe Al-Fattah must capture users' attention within the critical three-second window through high-resolution visual content production that highlights unique interior architecture, cafe lighting, and aesthetic menu presentation. This analysis is supported by the

insights of Afriliyani and Sugiarto (2024), who state that visual quality is not merely a complementary aesthetic element, but a primary sensory marketing trigger that instantly influences consumers' initial perception of product quality. By utilizing short-form video formats paired with trending audio, Cafe Al-Fattah can transcend the limitations of organic follower reach. This allows the platform's algorithm to recommend the cafe's visual content directly to the feeds of potential consumers who were previously unaware of the cafe's existence.

b. Interest

Once initial user attention is secured, the next managerial challenge is converting temporary visual interest into deep, sustained cognitive interest. This objective cannot be achieved if the management only displays rigid, monotonous, and purely transactional product catalog photos. Cafe Al-Fattah needs to apply creative storytelling techniques in captions and short videos, such as documenting the sourcing process of high-quality local coffee beans, implementing hygiene standards in the kitchen, or sharing the humanistic history behind the cafe's establishment. Zhafira and Widodo (2023) emphasize that structured and meaningful narratives possess the psychological power to build close emotional engagement between consumers and brands. Through operational transparency and product value education, the audience is provided a profound understanding of why Cafe Al-Fattah's products hold a competitive edge, thereby shifting their status from passive viewers to prospects with high purchase intent.

c. Desire

Consumer desire to purchase emerges when the perceived benefits and satisfaction to be gained are deemed significantly greater than the economic costs incurred. Cafe Al-Fattah can stimulate this psychological phase by displaying highly vivid sensory details of dishes such as distinct food textures, rising steam, and contrasting colors further reinforced by the accumulation of valid social proof. This social proof may include summaries of positive customer reviews on digital platforms or video documentation showcasing high visitor density during peak hours. According to the theory by Hariyanto et al. (2023), the consistency of appetizing visualizations effectively diminishes residual hesitation in consumers' minds and significantly increases purchase intention intensity. By merging this visual appeal with scarcity strategies, such as launching limited-edition weekend menus, the cafe can generate a psychological urgency that prompts consumers not to delay their visits.

d. Action

The final stage of the AIDA model serves as the decisive phase that converts the entire investment of time and content creation creativity into actual financial transactions for the cafe. The greatest barrier often disrupting this phase is the complexity or friction in accessing transactional information; if consumers with high purchase desire encounter difficulties locating the geographical position or placing an order, they will abort their intention within seconds. Therefore, every promotional content and the Instagram profile page must be integrated with clear, practical, and frictionless Call-to-Action (CTA) elements. In accordance with the empirical findings of Nasir and Turker (2025), the clarity of action indicators directly correlates with a tangible increase in sales conversion rates. Cafe Al-Fattah must optimize the link in their Instagram bio using integrated link providers that connect consumers to digital maps for accurate location directions, automated contact numbers for reservations, or online food delivery applications to facilitate instantaneous physical purchase execution.

Based on the research findings, it can be concluded that Cafe Al-Fattah's strategy in leveraging Instagram to attract consumer attention and interest is achieved by shifting its marketing approach from passive-conventional to active-digital through the structured framework of the AIDA model. In the initial stage, the cafe focuses on capturing attention within the first three seconds via high-resolution visual content that exploits interior aesthetics and menu presentation, which is then distributed through short-form videos and trending audio to penetrate organic algorithm limitations. Once attention is secured, cognitive interest is fostered through creative storytelling techniques that present behind-the-scenes narratives, operational transparency, and product value education, thereby forging strong emotional connections with digital-native consumers.

Furthermore, purchase desire is stimulated through detailed sensory visualizations of dishes, reinforced by social proof such as positive reviews and crowd documentation, and combined with menu scarcity tactics to create psychological urgency. Finally, this accumulated interest is converted into actual purchase actions by eliminating information barriers through the provision of clear CTA elements, where the Instagram profile is directly integrated with digital map links, automated reservation contacts, and online delivery services. Through this managed integration of visual strategies and digital narratives, Cafe Al-Fattah not only successfully dismantles geographical barriers and eliminates information asymmetry but also successfully commands brand reputation management and activates an organic advocacy chain from its customers.

3.2 Most Preferred Instagram Content at Cafe Al-Fattah and Its Influence on Increasing Sales

The successful expansion of sales volume is not achieved through arbitrary content distribution, but rather through the formulation of three strategic content categories scientifically engineered to trigger specific behavioral responses within the modern culinary market. These categories are detailed below:

a. Aesthetic Visual Content: Enhancing Digital Shareability

In the evolving social media landscape, modern culinary consumers no longer perceive themselves as passive buyers. Instead, they act as active consumers who utilize the physical space of a cafe as social capital to construct their digital persona and self-actualization. This psychological need for social validation underscores the critical

importance of aesthetic visual content creation by management. Pringgodarmo (2024) delineates that on visual-centric platforms like Instagram, the quality of digital presentation serves as a primary indicator of a product's physical quality before consumers engage in actual consumption or physical visits. When Cafe Al-Fattah presents visual content of its spatial layout and menu with high aesthetic standards, it psychologically elevates the perceived product quality and solidifies brand equity in the consumer's mind, aligning with the framework established by Yunus et al. (2021). The causal impact on sales manifests in the spontaneous generation of user-generated content (UGC) by customers during their visits. This organic customer-created content commands a significantly higher level of public trust compared to paid advertisements, thereby sustaining a continuous influx of new consumers without depleting the cafe's promotional budget.

b. Promotional Content: Driving Conversion and Short-Term Cash Flow Regulation

While aesthetic content functions as a long-term investment in building brand reputation, promotional content serves as a tactical instrument to secure transaction volumes and regulate daily cash flow stability. In-depth analysis of consumer behavior indicates that economic utility remains a primary determinant for social media users when deciding to follow a culinary business account. Consumers rationally seek financial value addition. This is consistent with the argument by Hariyanto et al. (2023), who state that digital-based promotions radically shorten the consumer's consideration phase by offering transparent, explicit, and instantaneous benefit incentives. Tambunan (2022) further emphasizes that for micro, small, and medium enterprises (MSMEs), adaptive digital promotion represents the most effective market penetration tool to capture market share. For Cafe Al-Fattah, the periodic deployment of structured promotional content such as weekday value packages to optimize off-peak sales, student discounts, or loyalty programs can smooth the daily visitation curve, accelerate raw material inventory turnover, and directly boost daily revenue.

c. Interactive Content: Optimizing Platform Reach and Long-Term Consumer Loyalty

Traditional one-way broadcast marketing has lost its efficacy among modern consumers who demand two-way interaction and active brand engagement. Interactive content such as menu polls, trivia quizzes on Instagram Stories, open-ended question boxes, or UGC photo competitions constitutes a strategic maneuver to manipulate the Instagram algorithm to Cafe Al-Fattah's advantage. Higher interaction volumes (encompassing taps, comments, saves, and shares) transmit positive signals to the platform's algorithmic system, prompting it to organically amplify the content's reach to a broader audience at no cost. From a marketing psychology perspective, this interactive phenomenon is comprehensively explained by the Brand Engagement in Self-Concept (BESC) theory proposed by Widjaja and Permata (2023). This theory posits that consistent and meaningful interactive engagement subconsciously drives consumers to integrate the brand identity into their personal preferences and self-concept. The resulting causal impacts on Cafe Al-Fattah's financial performance are twofold:

a. Constant Brand Awareness: It sustains a continuous brand presence on followers' timelines, ensuring Cafe Al-Fattah remains the primary top-of-mind choice whenever a culinary need arises.

b. Behavioral Transformation: It shifts consumer behavior from transactional opportunism (visiting only during discount periods) into long-term loyalty. These loyal customers exhibit high resistance to competitors' offers, ultimately securing sustainable, long-term revenue for the cafe through recurring repurchase cycles.

Based on these findings, it can be concluded that the most preferred Instagram content categories at Cafe Al-Fattah and their subsequent influence on sales acceleration revolve around three strategic, scientifically structured pillars designed to trigger specific behavioral responses. First, aesthetic visual content is highly favored because modern culinary consumers actively leverage the physical space of a cafe as social capital to cultivate their online image and self-actualization. Its commercial influence materializes through enhanced product quality perception and strengthened brand equity, which systematically catalyzes organic user-generated content. This customer-driven advocacy carries superior public credibility compared to corporate advertising, thereby driving new customer acquisition sustainably without expanding marketing expenditures.

Second, promotional content aligns with consumers' economic utility motives as they pursue quantifiable financial value. Its impact on sales functions as an instantaneous conversion stimulus and an operational tool for stabilizing daily cash flow by rendering clear, explicit, and real-time financial incentives. Structured promotions, such as weekday discount bundles and student-targeted pricing, successfully smooth daily demand fluctuations, accelerate inventory turnover, and directly optimize daily turnover.

Third, interactive content satisfies the modern consumer's demand for reciprocal communication over outdated one-way broadcasting. It enhances sales by maximizing organic algorithmic reach, where high-density engagement triggers the Instagram algorithm to expand distribution exponentially. Rooted in the theory of brand engagement in self-concept, this consistent digital interplay effectively maintains top-of-mind awareness while transitioning opportunistic buyers into fiercely loyal patrons, thereby safeguarding Cafe Al-Fattah's long-term financial viability through predictable, cyclical repurchasing behavior.

4. CONCLUSION

Based on the research findings, it can be concluded that the conventional marketing strategies currently employed by Café Al-Fattah have not optimally captured the attention and interest of new consumers. Promotional efforts through

word-of-mouth, banners, and brochures are effective only in maintaining existing customers, yet they lack visual appeal and broader market reach. Consequently, the establishment has not fully succeeded in executing the initial stages of the AIDA model-namely Attention and Interest-which are critical for building brand awareness and attracting a new audience. Furthermore, the results indicate that the types of content most preferred by the Instagram audience include aesthetic visual content (high-quality photos and short-form videos), promotional content featuring discounts or menu bundling, and interactive content that encourages customer participation. Each of these content types serves a distinct role in the consumer decision-making process: aesthetic content helps build brand image, promotional content directly influences sales growth, and interactive content fosters customer proximity and loyalty. Thus, the diversification of visual content on Instagram plays a pivotal role in supporting all stages of the AIDA framework, from capturing attention to driving purchasing action. It is recommended that Café Al-Fattah adopt Instagram as its primary digital marketing strategy. Consistent management of an official account is essential to attract new consumers, expand market reach, and strengthen brand image among the youth demographic. Additionally, the café should diversify its content by integrating aesthetic visuals for branding, compelling promotions to drive sales, and interactive posts to foster long-term customer loyalty.

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