

The Social Media Marketing Mix Trends in Indonesia for 2024: Communication Perspective

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Rosmawaty Hilderiah Pandjaitan

Master of Communication Science, Universitas Mercu Buana
Jl. Meruya Selatan No. 1, Kembangan, Jakarta 11650 - Indonesia

*Corresponding author: bundarossa@mercubuana.ac.id

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Abstract - Background: 86% of marketers believe social media marketing mix trends have influenced their profits. This condition significantly changes the business world and offers integrated marketing communications strategy options. This is a qualitative research in the interpretive paradigm. Using netnography or virtual ethnography or digital ethnography methods, this research attempts to explore and analyze the complex meaning of Indonesia's latest social media statistical data, compiled from We Are Social and The Global Statistics. We support data from Pew Research Center, Statista, Deloitte, Forbes, Insider Intelligence, Forrester, LinkedIn, GlobalWebIndex, CMO Survey, and the FGD (Focus Group Discussion) method. The analytical tools used are Computer-Mediated Communication Theory, Everett Rogers' Theory of Diffusion of Innovation, etc. In 2024, the social media marketing mix (SMMM) will be dominated by Artificial Intelligence (A.I.) including Generative A.I. and ChatGPT technology, as well as creative content that is entertaining and capable of attracting various kinds of people, and creates social polemics too. The principle, "Give what they want, take what you need," is used to get support from Gen Z and Millennials. This principle is needed to build trust and loyalty. Many companies will carry out promotions focusing only on social media platforms that provide benefits, and social media trends in Indonesia include Instagram, Facebook, TikTok, and Twitter. The promotional message will consist of product quality, price, and comfort. These three aspects will also be communicated extensively using A.I. technology and ChatGPT.

Keywords: Communication perspective; Social media marketing; Marketing mix; ChatGPT; Generative A.I.

Introduction

Social media marketing mix trends are changing the marketing communications landscape because these trends have become part of everyday life for billions of people worldwide (Dwivedi, 2021). Data from United Nations World Population Prospects shows that currently, 8.08 billion people are living on earth. This global population increased by 74 million people last year (We are Social, 2024), equivalent to 0.9% year-on-year growth. When compared with social media users in the world, according to data from the 2024 Digital Report from Meltwater (We are Social, 2024), in 2024, social media users in the world will exceed 5 billion—an increase of 266 million or 5.6% over the last year. On average, they spend 2 hours 23 minutes per day playing social media. It is suitable for looking for entertainment, shopping, building relationships, education, and information about brands or products. In fact, according to the Sprout Social Index™ 2021, 86% of marketers believe that social media influences their profits (Cover, 2021) because its role is a significant force in changing the marketing communications landscape and challenging traditional marketing strategies (Kotler, 2018).

In Indonesia, this phenomenon is clearly visible. The use of social media has continued to grow over the past few years, and new platforms continue to emerge. In fact, according to The Global Statistics, an international research institute (Statistics, 2024), social media is quickly becoming one of Indonesia's most popular online activities. By 2024, it is known that more than 68.9% of the population will already use social media regularly.

According to research data from We Are Social (Annur, 2024), overall, in January 2024, there were 139 million social media user identities in Indonesia. This number is equivalent to 49.9% of the total national population. Indonesia's population is projected to reach 278.7 million in January 2024, comprising 49.7% female and 50.3% male. Right now, this trend shows no signs of stopping because more and more Indonesians are using it. From 2022 to 2023, Indonesia ranked second in the world in terms of TikTok's use of social media, with 112.97 million users. This number is only 3.52 million lower than that of TikTok users in the United States, which has the highest number of users in the world.

According to records from We Are Social, 10 social media platforms are trending in Indonesia in January 2024. Of all internet users in Indonesia aged 16-64 years, the majority, or 90.9% are registered using the WhatsApp application. Instagram comes second with a proportion of users at 85.3%, followed by Facebook at 81.6% and TikTok at 73.5%. Then, those using Telegram make up 61.3% of the total, and X (formerly Twitter) make up 57.5%. Some use Facebook Messenger (47.9%), Pinterest (34.2%), Kuaishou (Kwai and Snack Video) (32.4%), and LinkedIn (25%). According to The Global Statistics, WhatsApp and Instagram are the two social media platforms with the largest social media usage share in Indonesia, apart from Twitter/X, TikTok, and FB Messenger.

It is not surprising that social media use is becoming increasingly widespread and has become a trend, even for branding, marketing promotion, and sales promotion purposes. Apart from its ability to reach new customers and clients, it is also explained (Sofiane Laradi, 2023) that it can build brand equity.

Researchers have also noted that the proliferation of social media networks creates opportunities and risks for businesses seeking sustainable competitive advantage (David, 2020). The emergence of social media has brought significant changes in the business world, changing branding and requiring companies to communicate with external customers and employees through new digital platforms and methods (Jayasuriya, 2018).

What will happen if a company feels doubtful or doesn't know about the contribution of its social media marketing mix platform to its business goals? Apart from being ineffective and causing losses, not many strategic actions can be made through these social media communication channels.

This article explores, and analyzes the complex meaning of the latest social media statistical data in Indonesia collected from two reputable and international scale research institutions, We Are Social (Special Report Digital 2024) and The Global Statistics (2024 Global Threat Report). This research is intended to provide an overview and predictions about social media marketing mix trends for branding, marketing promotion, and sales promotion in Indonesia for 2024. This is the state of the art and the novelty of this research, differentiating it from several other similar studies used as reference sources in this article. Hopefully, it can be utilized because Social Media Marketing Mix skills are essential. After all, promotions on every Social Media platform, apart from being expensive, are not necessarily effective (Cover, 2021).

Theoretical Framework

The emergence of social media has brought significant changes in the business world, changing branding and requiring companies to communicate with external customers and employees through new digital platforms and methods (Jayasuriya, 2018). This research is a communication research in the new media communication setting. It especially concerns social media marketing, which is part of digital marketing and integrated marketing communications. As an analytical tool, the following theoretical and conceptual foundations are used.

Computer-Mediated Communication (CMC) Theory

Sheizaf Rafaeli's CMC theory is widely discussed in telephone studies and interactions through any form of computer mediation. Still, the most general meaning of CMC theory is related to using computers, usually called online communication via the Internet. There are at least seven important

things to note from this theory, namely: *One*, every user can post pictures or music, including text, and offers the convenience of communication that can be saved in conversations with threads; *Two*, there is a difference between connectivity, reactivity, and interactivity; *Three*, to enable interactivity, there must first be networks that have a human interface. After the interactivity network is formed, relationships will be formed; *Four*, Without connectivity, relationships become circular or solipsistic; *Five*, each message is based on the previous message and the way previous messages react to each other; *Six*, "Avatar" is a term for parties who establish relationships only online or whose identities only exist online. Meanwhile, the term for those who also establish relationships online and offline is called "User". *Seven*, Avatar identity is limited to textual or visual representation only. They have no clues such as appearance, gender, class, and ethnicity, so Avatars are considered to communicate as equal identities without any social discrimination. Avatars can also exist in many CMC environments (Littlejohn, 2022).

The 9Ps Aspects in The Marketing Communications Mix

The 9Ps are important aspects that are integrated into the marketing mix and in integrated marketing communications. They consist of Product, Price, Placement, Promotion, People, Process, Physical Evidence, Presentation, and Partners.

This aspect of 9Ps was born from the opinions of many experts. The first 4Ps aspect, namely, product, price, place, and promotion, is called the traditional aspect, coined by E. Jerome McCarthy (1960). In the Product aspect, what can be mixed is variety, brand name, packaging, features, warranties, size, quality, etc.; In the price aspect, what can be mixed is the price set in the form of a price list, then the payment method, including credit terms and discounts, etc.; In the placement aspect, what can be integrated in determining distribution locations, transportation accessibility, inventory, and so on; in the promotion aspect, what can be mixed starts from the methods and the promotional techniques that will be used. The following are 12 promotional methods that are currently popular, such as Advertising, Publicity, Public Relations, Personal Selling, Sales Promotion, Direct Marketing, Mobile Marketing, Events Sales and Marketing, Sponsorship, Packaging, Word of Mouth Marketing (WoMM), and Interactive Marketing or Social Media Marketing (Narayan, 2019).

The next 3Ps aspects are people, process, and physical evidence. This is referred to as the expansion aspect, coined by Booms & Bitner (1982). The "people" aspect includes things such as employee performance, appearance, and customer service. It must also cover the following 3 aspects: quality service, genuine passion, and openness to feedback (Smith, 2023). The "process" aspect includes how the product or service can be delivered to consumers. These can be sales channels, distribution systems, and other systematic procedures to ensure the business runs effectively. The "physical evidence" aspect can be tangible or intangible, but it must be proven that the service has been provided. Dave Chaffey and PR Smith coined the eighth P aspect, Patner. Larry Steven Londre coined the ninth P aspect, Presentation, in 2007.

Diffusion of Innovation Theory

This theory is widely used to study resistance to innovation, such as why the arrangement of keyboard keys is such that the most muscular fingers tend to press the most frequently used letters. In this research, there are at least five important things from this theory that will be used to explain the phenomena that emerge, namely: Diffusion is the process by which innovation spreads over time to members of a social system; Innovation is the introduction of something new, in physical form, technology, actions, even ideas; The innovation-decision process is the process of progress that an individual undergoes from the first encounter with innovation to its adoption. The decision to adopt an innovation largely depends on discussions with friends who have already evaluated and decided whether to adopt the innovation. This can be done with cell phones, smartphones, and the internet. Innovativeness is a measure of early adoption. Change Agents are individuals considered innovative and willing to adopt new ideas and do so earlier than other members of the system (Littlejohn, 2022).

Digital Marketing

Digital Marketing (DM) is advertising a company's products or services online using digital information and communication technology, which can only function when connected to the internet. For example, it can be found through websites, blogs, social media, email, etc. It can be in display

ads, running text, or online videos. This method emerged in the early 1980s and is one of the modern marketing methods (Šerić, 2017). Nowadays, it has developed and increased drastically through social media. Many people like it because through this social networking platform, customers can instantly be directly involved in the DM activities of business people (Ref. Figure 1.)

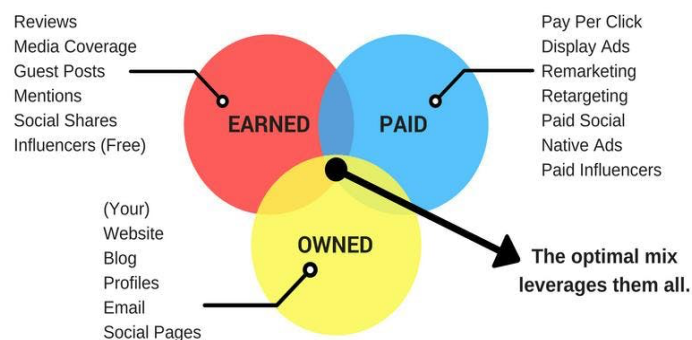


Figure 1. The Digital Marketing Mix
Source: (Smith, 2023)

Paid Media allows a company's products or services to appear in front of new audiences more quickly than organic strategies. However, it can only be expanded based on budget availability. Examples of this strategy are PPC, paid social, display, paid influencers, and native advertising. Examples of owned media include websites, blogs, profiles, emails, and social pages. Earned Media was originally called Public Relations but has expanded to include all digital platforms. This method cannot be controlled and does not require payment. Examples of this method include a publication covering a story about a company brand, social media share, and a customer story.

Marketing Promotion

Marketing Promotion (MP) is a promotional strategy and part of the marketing strategy (Rosidah, 2022). This marketing promotion strategy is the key to positioning a brand in the market and making people aware of the products or services offered, the benefits consumers get, and how consumers get them (Wardah, 2023). This marketing promotion strategy can be inbound (pull marketing) and outbound (push marketing) (Vieira, 2021). This strategy plays a crucial role in the marketing mix. It starts from building awareness, making people interested, creating product/service demand, and making them act (Wichmann, 2022).

Social Media Marketing and Social Media Marketing Mix

Social media marketing (SMM) is a part of digital marketing. It is a method of promotion through social media in which the work focuses on creating content, monitoring engagement rates, analyzing traffic on the company's social media, and sharing promotional products on various social media platforms (Li, 2022). For more details, here is a description of the work of a social media marketer, namely: identifying and creating user personas, creating content plans, competitor analysis, social media audits, monitoring engagement rates, updating events and campaigns, creating marketing content, following trends and algorithm updates, analyzing traffic and creating traffic development reports, and determining strategies so that company targets can be achieved (Li, 2021).

In integrated marketing communications, social media has been incorporated into modern marketing mix strategies and communication channels (Šerić, 2017). Social media marketing activities in various industries and studies strongly influence Consumer-Based Brand Equity (CBBE) (Jayasuriya, 2018; Zollo, 2020; Laradi, 2023).

Communication is the key to all these efforts so that social media can be used for branding, marketing promotions, and sales promotions. Apart from communication, social media marketing mix skills are also really needed because, as explained (Cover, 2021), promotion on every social media platform, apart from being expensive, is not necessarily effective.

Social Media Marketing Mix is a skill in blending and balancing the use or utilization of several social media platforms at once, both for branding purposes (build brand awareness until the lovely

brand), marketing promotion, sales promotion (boost sales), and marketing research. It is carried out by taking into account the results of STP (Segmentation, Targeting, and Positioning) analysis (Thomas, 2021), and the ability to diversify content across several Social Media platforms, as well as the ability to create a cohesive content mix according to company segmentation and selected Social Media platform channels. Everything is done while maintaining the company's identity.

Material and Methodology

First, the nature of this research is qualitative, emphasizing processes and meanings that are not measured in terms of quantity, amount, intensity, or frequency, as explained by Denzin and Norman. K. and Yvonna S. Lincoln (California, 2024), but applied in systematically investigating social phenomena in natural environments (Urcia, 2021).

Second, this research is in the interpretive paradigm. In the eyes of Denzin, Lincoln, and Mertens, the interpretive paradigm is also called social constructivism (John Ward Creswell, 2018). This research seeks to explore and analyze the complex meaning of Indonesia's latest social media statistics, which were collected from two reputable and international scale research institutions, We Are Social (Special Report Digital 2024) and The Global Statistics (2024 Global Threat Report). The goal is to predict and describe social media marketing mix trends for branding, marketing promotion, and sales promotion in Indonesia for 2024.

Third, this research uses netnography, also known as virtual ethnography (Robert V. Kozinets, 2021) or digital ethnography (Gilbert, 2022). This method is an extension of Ethnography, so the approach used is ethnography, where researchers immerse themselves in groups or organizations to understand their culture (Bhandari, 2020).

Fourth, in a broad sense, the object of research is defined as encompassing everything that is the target of active human attention, which can be physical or material, abstract and social. In this research, the research object chosen is abstract, namely in the form of the latest social media statistics in Indonesia collected from two reputable research institutions on an international scale, namely We Are Social (Special Report Digital 2024) and The Global Statistics (2024 Global Threat Report). The reason is that, *One*, data from We Are Social, compiled is based on the results of a commercial survey of 4,281 marketers and a consumer survey of 4,508 consumers conducted in August 2023. It is also based on interviews with social marketing practitioners, leaders, observers, and partners. This research was also produced from the results of a news analysis of 15,557 articles from large social media reporting organizations and a content analysis of 1 million anonymous social posts from accounts connected to Hootsuite. Not forget, for primary data, secondary research was explored from Pew Research Center, Statista, Deloitte, Forbes, Insider Intelligence, Forrester, LinkedIn, GlobalWebIndex, CMO Survey, etc.; *Two*, the reason for using data from The Global Statistics (2024 Global Threat Report) (Crowdstrike, 2024) is because, this source displays many Indonesian Social Media Statistics for 2024, such as infographics about which platforms are the most popular in Indonesia, what people like to share on these platforms, and how they use social media to connect with family and friends and search for information, entertainment and inspiration online, including its large influence on business industries, organizations and individuals. Apart from that, literature analysis was also carried out on around 17 articles from reputable international journals, as a way to obtain references. These articles were published on average in 2017–2023.

Fifth, There were ten informants for this research. All of them are private employees who have actively used social media for promotions for more than five years. The informants consist of four men and six women, and all of them are Gen Y or Millennials. They are master's students in communications at Mercu Buana University, Jakarta, who took a strategic marketing communications course at the time of the discussion. So, this research was conducted for six months at the beginning of 2023-2024.

Sixth, the FGD (Focus Group Discussion) method, in-depth semi-structured interviews, and questionnaires (to collect personal information and time efficiency) were used to gather information from the informants. This was carried out five times, especially for online focus groups. The characteristics of FGD are: single focus group (all participants are placed in one group and discuss a topic interactively); mini focus groups; and online focus groups (with Google Meet). The purpose of the FGD is not only to cross-check data and identify and extract information from informants but also to obtain quality qualitative data in a short time.

Seventh, in the qualitative methodology literature, validity has been labeled with alternative terms such as authenticity, adequacy, plausibility, and neutrality, as explained by Lincoln and Guba (2009) (Lub, 2015). According to Denzin, triangulation is a validity procedure where researchers base their categories and conclusions on different sources of information (Lub, 2015). Denzin also explained that triangulation techniques are divided into four types, namely, examination techniques that utilize sources, methods, investigators, and theories (Rosidah, 2022). In this research, source triangulation techniques were used.

Eighth, most types of qualitative data analysis have the same five steps or stages (Bhandari, 2020). This is the case with the data analysis stages carried out in this research. The data analysis approach chosen was content analysis and textual analysis.

Result and Discussion

In integrated marketing communications, social media has been incorporated into modern marketing mix strategies and communication channels (Šerić, 2017). According to Business Insider, in 2024, Indonesia will be one of the top 10 countries most active on social media. It is known that the average Indonesian spends 3 hours 17 minutes every day on social media, as explained by The Global Statistics (Statistics, 2024). It is longer than Singaporeans, who only have 1 hour per day, and Malaysian people, who only have 0.5 hours per day. As of January 2024, it is known that there will be 139.0 million social media users in Indonesia, equivalent to 49.9% of the total population. A total of 353.3 million are connected cellularly, equivalent to 126.8% of Indonesia's total population.

This condition is, of course, supported by internet technology. According to the 2024 Digital Report from Meltwater, it is known that currently, more than 66% of the world's population uses the internet. Meanwhile, according to Global Statistics, the number of Internet users in Indonesia increased to 204.7 million, with a penetration rate of 73.7%. This differs from the data revealed in the 2024 Digital Report from Meltwater. According to the 2024 Digital Report from Meltwater, as of early 2024, there are 185.3 million internet users in Indonesia, with an internet penetration rate of 66.5%. Although there are differences in the infographics, they both emphasize that Indonesia is one of the fastest-growing internet markets globally.

This information is, of course, very important for the business world. It is especially useful for the social media marketing mix, which is good for branding, marketing promotion, and sales promotion.

Nowadays, social media statistics abound. However, its meaning and use are not necessarily understood equally. Following marketing communication trends on social media requires the support of other skills and may not always be successful. However, reaching potential customers and standing out from competitors is essential. Apart from that, it can also make the company's entire business present on social media. This can also be an illustration or way to show the benefits of digital marketing promotional activities.

Moreover, not everyone uses social media in the same way. Five research informants also acknowledged this during the FGD.

The following is an overview of the data and results of a comprehensive analysis of the social media marketing mix predicted to be a trend in 2024. Hopefully, it can be used as a reference for decision-making regarding branding, marketing promotion, and sales promotion interests in Indonesia for 2024

First, according to the results of We Are Social research, the use or utilization of Artificial Intelligence (A.I.) will trend in 2024 (Ref. Figure 2.). Since its launch at the end of 2022, A.I. has become a hot topic and influences human emotions.

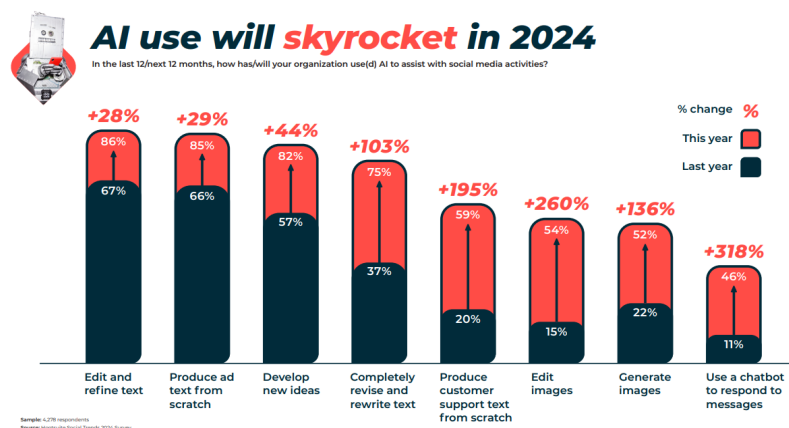


Figure 2. A.I. use will skyrocket in 2024
Source: Hootsuite Social Trends 2024 Survey
Sample: 4.278 respondents

According to 61% of companies, A.I. technology can reduce employees' workload. Many companies plan to use it, even doubling the number of uses of A.I. in various activities by three or four times. They do so, for example, to create consistency and help in the field of design. Examples include drafting and revising text, editing images, ideating content on social media, and providing customer service. Even in 2023, various learning topics about AI will increase by 550%, as surveyed by We Are Social in more than 15,500 news articles and blogs.

ChatGPT technology, also known as A.I. ChatGPT, is a chatbot-type A.I. technology developed by the OpenAI company (Ray, 2023). This technology was released at the end of November 2022 and designed as a virtual assistant to provide responses or instant communication, such as answering questions, offering recommendations, and even facilitating direct purchases via social media channels, in just a few seconds (Ray, 2023). The meaning of "GPT" in ChatGPT is a Generative Pre-trained Transformer, which refers to how this tool processes and produces human language (Abdelkader, 2023). First, This tool needs to be trained to process the user's various prompts or questions. This phenomenon can be understood and predicted that, in 2024, ChatGPT technology will also color many social media marketing mix activities in Indonesia.

For example, branding should make it look professional, starting from the brand identity process, brand positioning, brand mission, to branding process to brand image (Wardhana, 2020). In marketing mix management, brand communication is an important aspect (Kotler, 2018), and is identified as an important factor in increasing brand value from a consumer perspective, for example, for the purposes of Brand Awareness, Brand Associations, Brand Perception, Brand Equity, Brand Loyalty, Brand Attachment, and Brand Preference or Brand Love. This means that it is important for all social media marketing mix teams in Indonesia to master CMC with A.I. and ChatGPT technology. Additionally, they must also be able to interact with the audience, both Users and Avatars. So, the presence of Users and Avatars is also important in social media marketing mix activities in Indonesia for 2024

If this is seen from the 9Ps aspect of the marketing communications mix, it can be understood and predicted that the People aspect will be largely replaced by A.I. and ChatGPT technology. This does not become a barrier to purchasing decisions among social media users. Global Statistics explains that the most important factors influencing purchasing decisions among social media users are product quality, price, and convenience. So, this means that even though A.I. technology and ChatGPT will become a trend in the social media marketing mix, product quality, price, and convenience will still greatly influence purchasing decisions among social media users. Thus, it can be understood that product quality, price, and convenience will dominate A.I. marketing communication messages and ChatGPT technology in social media marketing mix activities.

On the other hand, if you borrow the Diffusion of Innovation Theory by Everett Rogers (1962) (Littlejohn, 2022), it can be understood that, for business people and marketing communications teams to remain resistant to existing innovations, they must first evaluate and discuss group. This is a way to decide whether to adopt AI innovation or not. So, for the diffusion process of A.I. innovation

and ChatGPT technology to be adopted by the social media marketing mix team, a process of innovation, evaluation, and group discussion is needed. This is important so that all parties can adapt to the innovation adoption process. Because after all, A.I. technology and ChatGPT will reduce employees' workload.

This trend has also been adopted in the healthcare business. Even in 2024, they will improve patient services by 422% by using A.I. technology. Likewise in the MSME business. Thanks to A.I. support, MSME businesses experienced a growth rate of 500% on all social media channels, and there was an increase in income sourced from social media by 250%. All this is thanks to the availability of stylish design templates and automatic post-scheduling, all integrated into one tab thanks to A.I. technology. Likewise in the real estate business, they also admitted that they would increase the use of A.I., especially for marketing promotion activities. A.I. is a way to present content that offers luxury to fulfill the wants and needs of potential consumers.

Seeing this condition, it can be understood that in 2024, A.I. and ChatGPT technology for the social media marketing mix will become a digital culture generated through engagement in information and communication technologies (ICT). It is also called cyberculture, virtual community, online community, or internet community and can only be accessed with an Internet device. As Howard Rheingold (Littlejohn, 2022) explained, the essence of digital culture is social interaction and networks of relationships, and community search is essential for social ICT.

However, according to the Hootsuite Social Trends 2024 Survey results, some consumers still have doubts. It was explained that 62% of consumers still said they were less likely to trust content if they knew it was created by an A.I. application. This makes some people uncomfortable, especially when trying to gauge what is real and not on social media, especially because there are many hoaxes or fake news factors.

This sentiment aligns with a study conducted by Pew Research in 2022. According to the study, 45% of adults in the US are both worried and excited about it, 37% are more worried than excited, and only 18% are more excited than worried. So, it is understandable that the audience does not necessarily embrace A.I. and A.I.-generated content, even though the trend of marketing communications via social media uses A.I. Likewise, not everyone equally distrusts A.I.

In different age groups, it is known that there are differences in the relationship with A.I.-generated content (Ref. Figure 3.). Take the example of Gen Z. They claim to know more about what is real and what is created by A.I. than other generations. They are also more likely to trust and engage with A.I. content. This is different from the baby boomer generation, which is the opposite in all aspects. In addition to being less confident in their ability to assess something created by A.I., they are also less likely to trust and engage with A.I. This is also known from the results of the FGD.

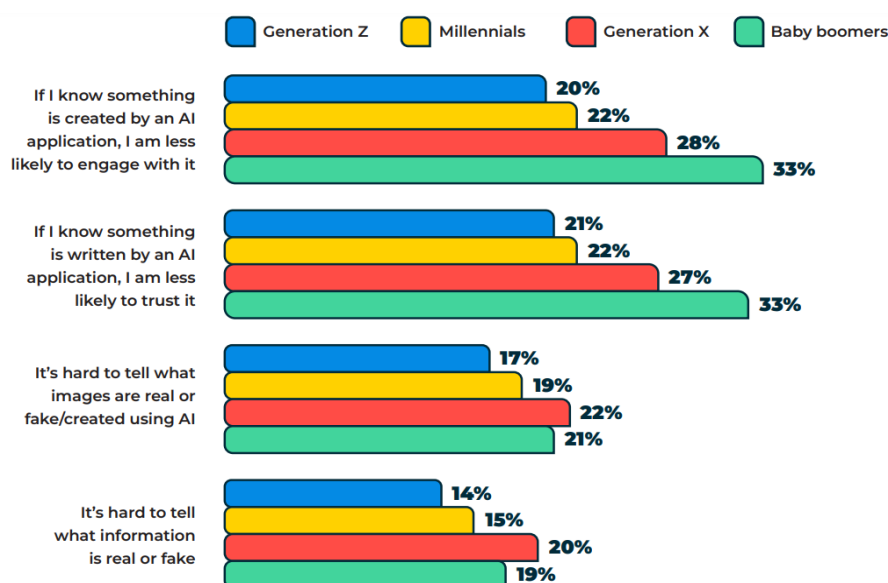


Figure 3. Artificial Intelligence (A.I.) For The Ages
 Source: Hootsuite Social Trends 2024 Consumer Survey
 Sample: 4.420 respondents (filtered to those who strongly agree)

Seeing this condition, an understanding emerges that, for social media marketing mix efforts, it is essential first to carry out an STP (Segmenting, Targeting, Positioning) analysis (Mary Rani Thomas, 2021). From the results of this analysis, it can be determined whether the company will adopt A.I. and ChatGPT technology (Ref. Figure 3.). It would be better to use a youth community segmentation if a business has a youth community segmentation. However, if segmentation is much older, use it carefully. This is also the case if segmentation differs regionally because there are significant differences between urban and rural residents regarding digital communication behavior.

Apart from that, talking about STP analysis means that it is the same as audience analysis. Audience analysis is also critical on social media. Not all audiences on social media are worthy of trust. Moreover, in CMC theory, according to Sheizaf Rafaeli, there are things called User and Avatar. User is a term for those who form relationships online and offline.

Meanwhile, Avatar is a term for parties who establish online relationships or whose identities only exist online (Littlejohn, 2022). So, to use A.I., audience analysis should not stop at just fundamental demographic analysis. Besides who they are, what they like, and how they feel about what they see on social media, you also need to know about location, language, interests, challenges, stage of life, and buying habits. This is important to determine who the audience is dealing with: the Users or the Avatars. Apart from that, gather insights about various influencing factors influencing audience perceptions.

Second, another prediction is that the priorities of social media platforms are shifting (Ref. Figure 4.). This understanding emerged after looking at the data shown in Figures 5., and 6. Figure 5 shows the names of the social media platforms which are mostly used by companies. However, Figure 6 indicates lack of assurance that the names of these social media platforms are believed to have many benefits for integrated marketing communications activities and vice versa. Take the example of WhatsApp. Figure 5 shows that only 5% of companies claim to use this social media platform. However, Figure 6 indicates that 66% of companies admit that the WhatsApp platform is believed to have many benefits for their business. So, even though companies do not widely use it, the WhatsApp platform still has many advantages.

Suppose that this condition is seen from the thinking of the Diffusion of Innovation Theory by Everett Rogers (1962). In that case, this condition can be described as being in the innovation-decision process stage. According to Rogers (Littlejohn, 2022), the innovation-decision process is a progress process that an individual goes through from the first encounter with an innovation to its adoption, where the decision mainly taken depends on discussions with friends who have already evaluated and made a decision whether to adopt the innovation or not. So, it is understandable that the shift in social media platforms will also be significantly influenced by discussions between parties who have evaluated and decided whether to adopt this innovation.

Furthermore, according to Rogers, innovation is the first step in an adoption effort, requiring an Agent of Change. Agents of Change are individuals considered innovative and willing to adopt new ideas and do so earlier than other system members. So, this means that you also need an Agent of Change to determine social media platform priorities for the marketing mix.

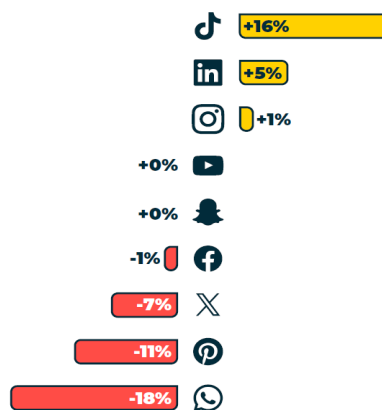


Figure 4. Changes In Platform Usage For Businesses From 2022 to 2023
 Sources: Hootsuite Social Trends 2024 Survey
 Samples: 3.891 respondents (2024), and 9.422 respondents (2023)

In Indonesia, in 2024, several social media trends, such as Instagram, Facebook, TikTok, and Twitter, will continue to develop. Apart from the fact that the four platforms are widely available to anyone, without any restrictions, including age or location, they are also accessible for anyone who wants to register—for example, the number of Instagram users. According to statistical data from The Global Statistics, in 2024, the number of Instagram users will surpass 173.59 million (Ref. Table 1.). The figure is more than half of the country's population, making the Instagram platform the most popular social media among Indonesian internet users. That is why many leading brands in Indonesia use Instagram to interact with their consumers.

This is followed by Facebook. Around 81.30% of respondents, or 166.42 million internet users, admitted to using Facebook regularly, three times more than those who reported using Instagram (29%). The users are young people, especially teenagers.

Regarding WhatsApp, it is the most popular messenger application in 2024, having 88.70% or around 181.57 million (Ref. Table 2.). According to the Alexa Website, Google.com, then Youtube.com, is followed by Okezone.com, Mind-rakyat.com, and Tribunnews.com. Meanwhile, the top mobile application is WhatsApp, followed by Facebook, Instagram, Shopee and Telegram.

Suppose that this is analyzed using the Diffusion of Innovation Theory by Everett Rogers (1962). In that case, it can be understood that this popularity is created because of the presence of an Agent of Change in the innovation process whose spread can spread evenly over time to members of the social system. The question is, who is the Agent of Change? Suppose you look at the infographic data from the Hootsuite Social Trends 2024 Survey. In that case, it is explained that almost half of the internet users are those aged between 16 and 24 years, whereas according to Datarepolital (Kemp, 2024), at the beginning of 2024, it is known that there will be 54.5% women and 45,5% men. This age is included in the Gen Z scale. Gen Z refers to those born between 1995 and 2010 (Jayatissa, 2023). If calculated until 2024, their age will be in the age range of 14-29 years. Apart from that, according to the Hootsuite Social Trends 2024 Survey, social media Instagram,

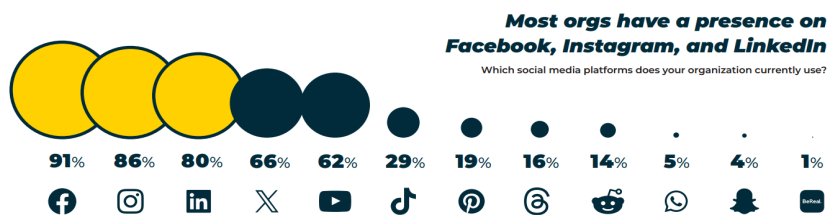


Figure 5. The Social Media Platforms The Organization Currently Uses
Source: Hootsuite Social Trends 2024 Survey
Sample: 4.281 respondents

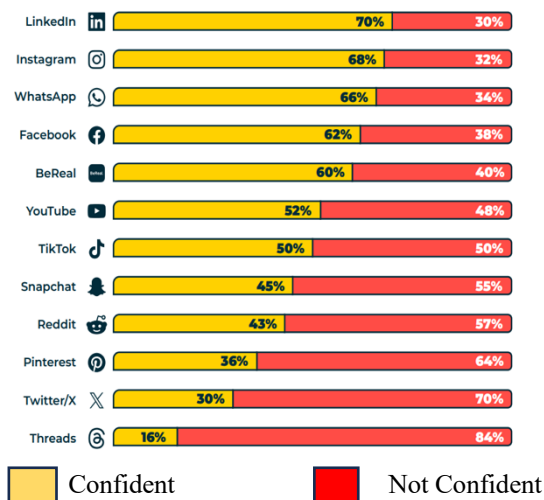


Figure 6. Brands are Most Confident
Source: Hootsuite Social Trends 2024 Survey
Sample: 3.891 respondents

So, it can be understood that Gen Z is the Agent of Change for the innovation adoption process of Instagram and all the other top social media platform names. Using the social media marketing mix method, they can also be used for business promotion purposes. Therefore, companies don't have to spend much money to pay famous models or celebrities. Using micro-influencers from Gen Z and Millennials is also possible because they significantly influence social media. People prefer to respond to other people who can relate directly to them.

Table 1. Top Social Network Platforms In Indonesia, 2024

Top Social Network Platforms In Indonesia	Percentage	Active Users (In Million)
Instagram	84.80%	173.59
Facebook	81.30%	166.42
TikTok	63.10%	129.17
Twitter	58.30%	119.34
Pinterest	36.70%	75.12
Kuaishou	35.70%	73.08
LinkedIn	29.40%	60.18
Discord	17.60%	36.03
Likee	14.20%	29.07

Source: The Global Statistics (2024)

Table 2. Popular Messenger Apps in Indonesia 2024

Popular Messenger Apps In Indonesia	Percentage	Active Users (In Million)
WhatsApp	88.70%	181.57
Telegram	62.80%	128.55
Facebook Messenger	48.60%	99.48
LINE	39.70%	81.27
Snapchat	17.70%	36.23
Skype	14.90%	30.50

Source: The Global Statistics (2024)

All of this data is, of course, very important for business people and important to interpret. One is that it can be used to select social media platforms for marketing mix efforts. For example, suppose the business segmentation is Gen Z and Millennials. In that case, as stated by the Hootsuite Social Trends 2024 Survey, it is best to use the social media Instagram, X (formerly Twitter), LinkedIn, Reddit, and TikTok, which are the names of the best platforms to reach Millennial generation and Gen Z. Apart from that, in creating promotional content, these two generations are considered to be more creative and brave in creating promotional content. They convey messages more clearly and openly and can create jargon with bold visuals based on the title. They are also strategically braver in avoiding social media platforms that are deemed useless.

Hence, if a company or organization has historically felt confident about how its social media platforms contribute to its business goals, it will, of course, focus more and not promote on all social media. This will, of course, save more time, money, and resources.

So, it is understandable and predictable that, in 2024, many companies or business players and strategic brands will likely start taking strategic steps by committing themselves only to their superior social media platforms, even though the process is not being carried out in a hurry, or more likely to pivot (middle position), while waiting for a logical time. This option is not only a way to overcome time, money, and resource limitations but also because cross-posting is no longer fulfilled.

However, different channels certainly have different audience segmentations, including differences in terms, trends, and hashtags, not to mention word counts and image specifications. This is also known from the results of the FGD. It is acknowledged that Facebook is used more for connecting with friends and family, TikTok for entertainment, Instagram for exploring interests, and X (formerly Twitter) for getting updates on news and events.

The term "Be where your audience is" is used in marketing communications. But when the audience is everywhere, of course, this becomes very difficult. According to Hootsuite Social Trends

2024 Survey data, based on a sample of 4,281 respondents, it is known that the average social media user logs in to around seven platforms every month. However, the Social Media Marketing Mix method must focus only on utilizing social media platforms that produce results.

Maintaining a presence on just one social network is difficult enough for brands, let alone on many. 52% of respondents also express this concern or pressure, thinking that investing time or budget to maintain a presence on various social platforms is essential because it impacts company/organization profits.

So, it can be understood, in social media marketing mix activities, it is essential to use various methods and metrics to measure the effectiveness and impact of the social media marketing mix activities carried out (Ref. Figure 7.), which is also known as ROAS (Return On Ad Spend). ROAS is a method and metric for quantifying profitability to measure the ratio of income from the social media marketing mix costs that have been incurred (Ref. Figure 8.) (Hyeonseok Moon, 2022); (Mihai C. ORZAN, 2021).

$$\text{ROAS} = \text{Gross Avenue} : \text{Ad Spend}$$

Figure 7. How to calculate ROAS (Return on Ad Spend)

This method is an illustration to show the profit achieved from the social media marketing mix activities carried out. Another example can also be used as a measure like on TikTok, for example, the term "engagement rate" (a matrix used to assess the average number of interactions your social media content receives per follower), "impressions/viewer," "followers," "clicks./traffic" (Ref. Figure 8.), and so on. This means it is also essential to carry out a social media audit so that calculations and priority scales for profit scores from social media platforms can be measured. This is also important to save time, energy, and costs and be more targeted. So, it would be better if companies started to reduce or no longer carry out promotions on many social media but were more severe and focused only on profitable social media platforms. This symptom will begin to occur more frequently in 2024.

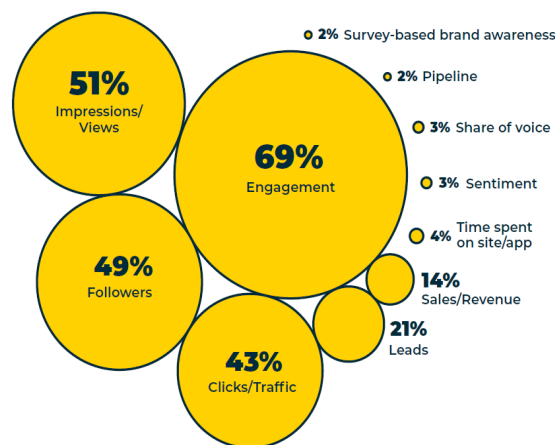


Figure 8. The Most Frequently Considered Metrics For Social Media Marketing Purposes
 Source: Hootsuite Social Trends 2024 Survey
 Sample: 4,268 respondents

The following analysis concerns the type of content the audience prefers. According to research results from The Global Statistics, long-form content is more exciting and easier to navigate. Therefore, in 2024, it is estimated that long-form content will become a trend in Social Media Marketing methods.

It's different if you look at the survey results from "Consumer Social Trends 2024". It was explained that consumers use social media to get entertainment and relieve fatigue. They don't like it when branding or sales promotion efforts are too focused on product or brand promotion. 34% of consumers said "too much branding on social media" would hurt, consumers' perspective. The

remaining 56% of consumers explained that branding or promotions should be more relevant on social media, for example, by presenting entertainment content.

This is the case according to survey results from Hootsuite Social Trends 2024. According to them, in 2024, brands on social media with entertaining content will be successful in winning attention, engagement, and (ultimately) market share compared to brands that constantly publish the same old content.

Suppose we elaborate on all the research results. In that case, it can be understood that content with an entertaining concept and long duration will be preferred by the audience, especially those that are not too focused on product promotion or company branding. The entertainment in question means "providing pleasure". This includes humor, inspiration, enthusiastic motivation, innovation, and education. Moreover, according to Global Statistics, the function of social media for Indonesian people is more to gather, discuss, and express opinions. It is not surprising that according to Global Statistics, new topics and conversations on social media always appear every day.

The problem is that, according to survey results from Hootsuite Social Trends 2024, 48% of marketers publish product updates, promotions, and branding efforts several times a week. So, there is a huge gap between what marketers do and what the wider audience wants to see.

According to an infographic from Crowdstrike, the following are the ten sectors that were most frequently advertised by the top 10 countries using social media in 2023, namely: academic, retail, professional services, technology, manufacturing, industrials, financial services, health care, telecommunication, and media. The top 10 countries using social media are North America (61%), Europe (11%), South Asia (7%), East Asia (6%), South America (5%), Middle East (5%), East Oceania (4%), and Africa (1%).

From all these explanations, it can be understood that the social media marketing mix should best follow the principle "Give what they want, take what you need" in all its forms. In return, the promotional content provided will not only attract the attention and interest of the audience but also win their interest, trust, and desire to convert and become loyal customers.

So, it can be understood that the social media marketing mix in Indonesia for 2024 would be much better if it was done with techniques and content that are entertaining and educational, involve a broad audience, do not focus solely on product and brand promotion, and can build relationships, and are carried out by following signals or code instructions from the majority of the audience (both from Users and Avatars). This thinking also aligns with the opinion that social media is not a place for personal conversation but an interactive space where value exchange occurs in two directions (Gil Appel, 2020).

Therefore, relationships with the audience (both from Users and Avatars) can be built, opening a space for communication with them. Conduct polls and open Q&A, coupled with experiment by using content with different or new tones using A.I. technology. After the results are obtained, the post or promotional content can be changed. And so it goes on as time goes by. If a social polemic arises, as explained in research (Jin Lee, 2023), let this become a long-term game. Don't immediately "break it" because this will be the best social force for building brand equity. After that, also measure how big and far the influence of audience involvement (both users and avatars) is on the company's social media and on achieving the company's business and social goals. So, it can be understood that in social media marketing mix activities, the involvement of other people who are not the target is also needed to support consumer trust in the company and increase brand awareness. That is why it is not appropriate if promotion only focuses on yourself.

In fact, "fun" and "entertaining" content on social media can also talk. However, it should still be accountable and educational. Even though it is on-point, promotions should not only appeal to segmentation but also can attract various kinds of people who are not the target audience.

So, even for the purposes of the social media marketing mix, it is best to create content that meets the needs of the main audience and does not alienate other communities that have been built. Their presence can also support and increase consumer trust in the company and brand awareness.

According to Global Statistics, Indonesian consumers have high expectations of the brands they interact with on social media. If a company wants to build trust and create loyalty, the social media marketing team must be responsive, authentic, and engaging when interacting with consumers online.

Additionally, according to The Global Statistics, consumers who follow brand pages generally expect more from their favorite brands than consumers who do not follow those brands on social

media. So, they are more likely to interact with their favorite brands and share content from their favorite brands. All research informants also acknowledged this.

This means these social phenomena are also crucial for the social media marketing mix team to pay attention to. Moreover, according to Global Statistics, more than half of Internet users access information about products and services through search engines and around 40% of Indonesians shop online. That is why, as explained by The Global Statistics, it is not surprising that the majority of Indonesians use at least one form of instant messaging application, such as WhatsApp or Line.

Hence, it can be understood that communication via social media, such as the social media marketing mix, is predicted to have an increasingly more significant influence in 2024, both for branding, marketing promotion, and sales promotion. This prediction is also in line with the opinion of several research results, which state that social media marketing activities are considered to have a strong positive influence on Consumer-Based Brand Equity (CBBE) (Jayasuriya, 2018; Zollo, 2020; Laradi, 2023).

Thus, it can be predicted that among the 12 popular promotional methods, such as, Advertising, Publicity, Public Relations, Personal Selling, Sales Promotion, Direct Marketing, Mobile Marketing, Events Sales and Marketing, Sponsorship, Packaging, Word of Mouth Marketing (WoMM), and Interactive Marketing or Social Media Marketing (Madhusudan Narayan, 2019), the social media marketing mix method will become more prominent and develop into the leading choice for branding, marketing promotions and sales promotions. It can be inbound (pull marketing), and also outbound (push marketing).

What must be remembered is that social media marketing mix is a skill in mixing and balancing the use or utilization of several social media platforms at once, both for branding purposes (build brand awareness until the lovely brand), marketing promotion, sales promotion (boost sales), and marketing research. This is carried out by taking into account the results of STP (Segmentation, Targeting, and Positioning) analysis, and the ability to diversify content across several Social Media platforms, as well as the ability to create a cohesive content mix according to company segmentation and selected Social Media platform channels. Everything is done while maintaining the company's identity.

Another important factor that must also be considered is internet support and cell phone use in Indonesia. As explained, due to widespread internet access, the number of social media users in Indonesia will increase to 191.4 million in 2024, or around 68.9% of the total population. So, this means that social media has become one of Indonesia's most important aspects of daily internet use.

Regarding the tools, Indonesian people are gradually switching from desktop devices to mobile devices such as smartphones or tablets. Even Indonesians quickly switch from desktop computers to mobile devices such as smartphones and tablets (Ref. Table 3.). Table 3 shows that in 2024, mobile phones will be the most widely used devices in Indonesia, with 62.76% of the vote. This is followed by Laptops and Desktops, with 36.90% and Tablets, with 0.35% (Ref. Table 3.).

Table 3. Most Used Devices in Indonesia 2024

DEVICE	PERCENTAGE
Mobile Phone	62.76%
Laptop & Desktop	36.90%
Tablet	0.35%

Source: The Global Statistics (2024)

Phone prices in Indonesia have drastically fallen in the past few years, resulting in increased smartphone use. From this explanation, it can be understood that in Indonesia, mobile phones will be the primary choice for branding, marketing promotion, and sales promotion in the social media marketing mix.

These are, among other things, the results of a comprehensive analysis from a communication perspective regarding the trends that dominate the social media marketing mix landscape in Indonesia in 2024. They will likely continue to develop in the coming year. Visual aids are used to speed up mutual understanding, as shown in Table 4 and Figure 8.

Table 4. The Social Media Marketing Mix Trends in Indonesia for 2024

No	The Social Media Marketing Mix (SMMM) Trends	Explanation
1	The SMMM method is a modern promotional method also part of Integrated Marketing Communications (IMC) efforts. This SMMM method is also a form of digital communication because it uses Computer-Mediated Communication (CMC). In 2024, this will be dominated by using or utilizing Artificial Intelligence (A.I.), including Generative A.I. and ChatGPT technology (Ref. Figure 2.).	<ul style="list-style-type: none"> ○ This method relies heavily on internet support, so it is only useful for audiences in areas with internet access. ○ A.I., including Generative A.I., will be used more to create consistency and help in the design field. Examples include drafting and revising text, editing images, ideating content on social media, providing customer service, and presenting content that offers luxury. ○ ChatGPT technology will answer any question in just a few seconds.
2	As a strategic step, well-known brands will likely commit to promotions only on their flagship social media platforms. So this means that in 2024, the priority of social media platforms for SMMM is shifting (Ref. Figure 4.; Figure 5.; Figure 6.), and SMMM in 2024 will be dominated by several of the most popular social media platforms, as in Table 1 and Table 2.	<p>This decision is influenced by the STP analysis results and the audience. It is done to overcome limitations of time, money, and resources and because cross-posting is no longer fulfilled.</p> <p>Apart from that, to ensure it is right on target and illustrate the benefits achieved from the digital marketing promotional activities carried out, this step also determines platform priorities. All of this requires social media auditing and calculation skills, as well as the ability to select matrix measures and prioritize profit scores based on the most profitable social media platforms.</p>
3	In 2024, the role of Gen Z and Millennial Generation will be as Change Agents who have a significant influence on determining social media platform priorities for SMMM	Gen Z and Millennials are Agents of Change for the innovation adoption process of all other top social media platform names. So companies don't have to spend much money to pay famous models or celebrities. Using micro-influencers from Gen Z and Millennials is also possible because they significantly influence social media.
4	Social media platform priorities for SMMM are shifting (Ref. Figure 4.; Figure 5.; Figure 6.), and SMMM in 2024 will be dominated by several of the most popular social media platforms as in Table 1. and Table 2.	<p>To determine platform priorities, social media audit and calculation skills are needed, as well as the ability to choose matrix sizes and prioritize profit scores based on the most profitable social media platforms.</p> <p>This step is important to save time, energy, and costs, to be on target, and to illustrate the profit achieved from the digital marketing promotional activities carried out.</p>
5	<p>Interesting promotional content is as follows:</p> <ul style="list-style-type: none"> ○ Using the principle, "Give what they want, take what you need" in all its forms. ○ It is entertaining and has a long duration. ○ Involve a broad or meaningful audience together. ○ Created by following signals or code instructions from most of the audience, both from users and avatars. educational and can attract a variety of people, even those who are not the target audience 	<ul style="list-style-type: none"> ○ The entertainment in question is what means "providing pleasure." It can be Humor, inspiration, enthusiastic motivation, innovation, or education. Such content will attract the audience's attention and interest and win their trust and desire to convert and become loyal customers. ○ So, it is better if content is created to not only meet the needs of the main audience but also not alienate other communities that have been built. Their presence can also support and increase consumer trust in the company, as well as increase brand awareness.
6	Every well-known brand will carry out several promotional experiments by trying to create social polemics.	This is done as a way to gain social power support and to build brand equity.

7	Many companies will carry out promotions that do not focus solely on self-promotion, and the involvement of people who are not the target audience in SMMM is also necessary.	This is done to support consumer trust in the company and increase brand awareness.
8	To build trust and create loyalty, the social media marketing team must be responsive, authentic, and interesting when interacting online with the audience, both Users and Avatars.	CMC skills are needed to interact with the audience, both Users and Avatars.
9	The SMMM method still requires social interaction and relationship networks, and it uses social ICTs and text-based virtual communities.	Examples include internet relay chat (chat rooms), Listserv (Electronic mailing lists), multi-user domain (MUD; multiplayer computer games), and Usenet (newsgroups).
10	The People aspect in SMMM will be replaced mainly by A.I., including Generative A.I. and ChatGPT technology.	The existence of People aspects, which are replaced by A.I., including Generative A.I. and ChatGPT technology, does not become a barrier to purchasing decisions among social media users. The most important factors influencing purchasing decisions among social media users are product quality, price, and convenience.
11	Three important aspects that will dominate A.I. communications, including Generative A.I. and ChatGPT technology, are product quality, price, and convenience.	Aspects of product quality, price, and comfort are important to be communicated by A.I. including Generative A.I. and ChatGPT technology in the Social Media Marketing Mix.
12	Innovation processes, evaluations, and group discussions with update agents influence the process of adopting A.I. technology innovations, including Generative A.I. and ChatGPT technology, for SMMM activities.	All of these aspects are important so that business people and marketing communications teams can make joint decisions about whether to adopt A.I. technology innovations, including Generative A.I. and ChatGPT technology.
13	STP (Segmenting, Targeting, Positioning) and audience analysis are essential for SMMM	This analysis is a way to find out who the audience is, whether Users or Avatars. It is also important for the process of adopting A.I. innovations, including Generative A.I. and Chat GPT technology.

Source: Researcher Analysis Results (Rosmawaty Hilderiah Pandjaitan, 2024)

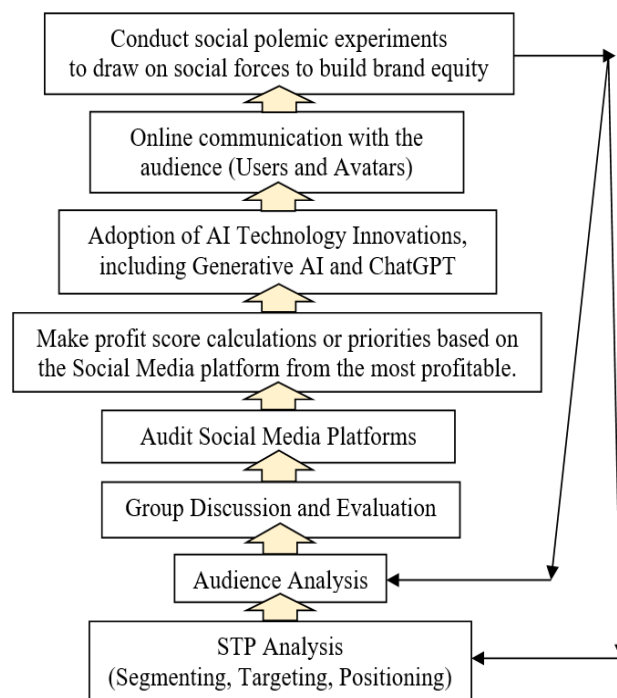


Figure 8. Stages for The Social Media Marketing Mix Trends in Indonesia for 2024.
Source: Researcher Analysis Results (Rosmawaty Hilderiah Pandjaitan, 2024)

Conclusions

First, the social media marketing mix (SMMM) is a modern promotional method used in integrated marketing communications (IMC). In 2024, it can still be used for branding, marketing, and sales promotion, preceded by STP analysis, audience analysis, and social media platform audits (Ref. Figure 8.). This method is also part of digital communication and Computer-Mediated Communication (CMC). In 2024, SMMM will be dominated by the use or utilization of Artificial Intelligence (A.I.) including Generative A.I. and ChatGPT technology (Ref. Figure 2.), as well as creative content that is entertaining and capable of attracting various kinds of people, even those who are not the target audience. Apart from that, it is also able to create social polemics. Entertaining, capable of "giving pleasure", can be humorous, inspiring, enthusiastic motivational, innovative or educational. For this reason, the principle, "Give what they want, take what you need," is used, although it must still be accountable and educational. For all this, support from Gen Z and Millennials is needed, including building trust and creating loyalty. So, the SMMM Team must be responsive, authentic, and engaging when interacting online with Gen Z and Millennial audiences and users and avatars. This means digital communication, CMC skills, and social interaction with networks using social ICTs and text-based virtual communities are needed.

Second, in Integrated Marketing Communications (IMC), there are 12 popular promotional methods. Still, in 2024, the social media marketing mix method will become more prominent and develop into the leading choice for branding, marketing, and sales promotions. It can be inbound (pull marketing) and also outbound (push marketing). The priority choice of social media platforms for SMMM will experience a shift (Refer to Figure 4.; Figure 5.; Figure 6.) because many companies will carry out promotions only focusing on social media platforms that provide benefits, as shown in Table 1. and Table 2. In 2024, several social media trends in Indonesia will continue to develop, such as Instagram, Facebook, TikTok, and Twitter. Apart from the fact that the four platforms are widely available to anyone, without any restrictions, including age or location, they are also accessible for anyone who wants to register. Regarding the content of the promotional message, namely aspects of product quality, price, and comfort, these three aspects will also be communicated a lot using A.I. technology. (including Generative A.I.) and ChatGPT.

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