

## Digital Marketing Design and Content Development at Nutrihub Lampung

Nicco Chaisar Chaniago<sup>1</sup>, Aditia Jaya Saputra<sup>2</sup>, America Rachmasari Calosa<sup>3</sup>, Ayu Karmila Dewi<sup>4</sup>, Muhammad Farel Akuan<sup>5</sup>, Nurul Kholifah<sup>6</sup>, Satria Bangsawan<sup>7</sup>  
<sup>1,2,3,4,5,6,7</sup> Master Program in Management, University of Lampung, Bandar Lampung  
E-mail: 2221011007@students.unila.ac.id

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**Abstract:** *A large number of internet users in Indonesia is an opportunity for business people to use digital marketing to get consumers. Nutrifood is a company engaged in the healthy food and beverage industry and has a place for public activities called Nutrihub. This service examines how Nutrihub uses digital content to build brand awareness. The dedication method used comes from devotion and conducting focus group discussions (FGD) with the leaders and employees of Nutrihub Lampung. The data obtained is then processed based on selection and sorting so that it is sorted, which is more appropriate in describing the problem according to the purpose of the service. The data sources used are journals, publications, websites, and Nutrihub's social media pages. The service results show that using digital content as marketing, including websites, e-commerce and social media, using the slogan "Connect, Collaborate, Innovate," is considered successful in building brand awareness at Nutrihub Lampung. Because it can build people's top of mind that Nutrihub is a brand of healthy living through a series of high-tasting health food and drink products. Instagram social media and e-commerce platforms have a big factor in building Nutrihub's brand awareness in the eyes of the public.*

## Introduction

Technology has become part of humanity and cannot be separated from life today. With the help of technology, various daily activities ranging from work and education to obtaining information can be helped to make it easier through technology. In a short time, technology has taken over most of human life. In the last two decades, humans have enjoyed various benefits from technology. One aspect of technology that humans widely use is the internet. Sibero (2011) says the internet is a network

connection between computer media globally. Then it can work the same as a computer network with a local or wider area and use communication protocols. The internet is also one of the technologies used as a communication tool in terms of work, business, study and other activities. Internet business can be used as one of the promotional media.

Tjiptono (2015) emphasized that promotion is a form of marketing communication. It can be interpreted that marketing communication is an activity or marketing activity that is an effort to influence, persuade and disseminate information related to products so that products can be accepted and purchased. Buyers can be loyal to the products offered, including service products, services, or others. According to Report Data (2021), internet users in Indonesia in January 2021 were 202.6 million. Increase by 27 million or as much as 16% between 2020 and 2021. In an already fast-paced era, promotion via the internet or *online* is an option for some business people to advance and increase sales. With the wide availability of information, today's consumers are more knowledgeable and powerful because they are able to evaluate the information and buy the best options. So making available information and an active presence *online* has become a critical component in today's business. With the development of technology, the traditional consumer decision-making process has become digital.

The digital era has changed social trends that have a direct impact on changes in consumer behavior. With the dynamic nature of consumer needs and wants, marketers need to change and adapt strategically to satisfy consumers. In digital marketing, the existence of content is very important. Content *Digital Marketing* is ammunition that must be continuously produced. Digital content marketing is *creating and distributing valuable, relevant and consistent content to attract the target audience's attention*. Content *marketing* means an activity that distributes a lot of content on *digital platforms* according to the audience segment. Digital content is all media organizations use to engage with visitors, customers or users of their websites or applications, distributed by online delivery systems. Digital content is considered part of the information published online.

In the context of healthy food and drink, the industry has grown in the daily changing fashion trends worldwide. In a digital marketing culture in the health food and beverage industry, identifying consumer preferences and their changes is far more complex and important (Rathnayaka, 2018). Supported by digital technology, the health food and beverage industry is not only in the marketing sector but also in various *supply chains* in the health food and beverage industry, including making *trend forecasting, trend analysis* or commercial. One of the health food and drink trends in Indonesia that has been hotly discussed in recent years is Nutrifood.

Nutrifood is a company engaged in the health food and beverage industry. PT

Nutrifood Indonesia (NFI) is a national private company in the food and beverage industry. Especially food and beverages that provide international quality benefits for freshness, health, and appearance. Nutrifood was founded on February 2, 1979 in Semarang on Mr. Hari Budiarto Darmawan, M.Sc initiative. Then on November 2, 1980 it was approved by the Indonesian minister of justice YES No. 5/586/2. Initially, PT Nutrifood Indonesia's head office was at Jalan Tanah Abang III No.31 Jakarta, while the factory was in Semarang, producing syrup, instant powdered drinks and dairy products.

In February 1995, PT Nutrifood Indonesia's head office moved to Jl. Rawabali II/No.3, Pulo Gadung Industrial Area, East Jakarta, while the two factories, namely Indonesian Sweeteners (Tropicana Slim) and Indonesian Fruit Juice (Nutri Sari) were moved to Jl. Raya Ciawi No.280 A, Ciawi, Bogor since April 1980. The relocation was aimed at developing the company and facilitating service to consumers. PT Nutrifood Indonesia implements a quality system to obtain consistent and standardized products and gain international recognition. As proof, in 1994, PT Nutrifood Indonesia obtained an international quality system standard certificate, namely ISO 9002: 1987, and in this case, PT Nutrifood Indonesia was the first health food producer in Indonesia to obtain an ISO 9002 certificate for factory manufacturing activities. In 1997 National Sales PT Nutrifood Indonesia received ISO 9002: 1994 certificate. In 2001 PT Nutrifood Laboratory received ISO 17025: 2000 certificate. In 2005 National Sales PT Nutrifood Indonesia received ISO 9001: 2000 certificate and the Holding Company received ISO 9001 certificate: 2000, 2008 Nutrifood Manufacturing received ISO 22000: 2005 certificate and Nutrifood Laboratory regained ISO IEC 17025: 2005 certificate, 2009 Nutrifood non-production Manufacturing received ISO 9001: 2008 certificate, and in 2010 received halal guarantee system certification from LPPOM MUI, while halal certificates for all Nutrifood products are obtained according to the year they *launched*. The health products offered by Nutrihub are Tropicana Slim, Hilo, L-Men. There are also Nutrisari and Localate drinks. All of these brands are products under the auspices of Nutrifood.

As a healthy food and beverage producer that has been active for 43 years, Nutrifood officially *launched* Nutrihub in Bandar Lampung City. Nutrihub is a community hub that will become a forum for collaboration for various Nutrifood strategic partners in Bandar Lampung. The Nutrihub City of Bandar Lampung aims to produce various innovations and collaborations with government agencies, universities and schools, media, communities and Non-Governmental Organizations (NGOs) and all young people in Bandar Lampung. Both in social, environmental and economic aspects.

Nutrihub Lampung is a home for leaders, *communities* and *entrepreneurs*. This is in line with Nutrihub's tagline: *connect, collaborate and innovate*. Nutrihub Bandar Lampung opens opportunities for various organizations to share, discuss and collaborate to create a broad positive impact and space in Bandar Lampung.

Is needed *Brand awareness* to support marketing, including Nutrihub Lampung. According to Durianto (2017), *brand awareness* is the desire of consumers to remember or recognize that a *brand* is part of a certain product category. *Brand awareness* is a vital aspect for a *brand* for consumers so that purchases can occur and can be repeated in the future. Hence the decision made by the consumer and confidence in buying the product used. Then, most likely, consumers can recommend the *brand* to friends or other consumers. It can be said that brand awareness can explain *brands* without having to explain them. A brand plays an important role in marketing to differentiate products and *brands* (Brodie & Etc., 2011).

Consumer buying behavior or decision-making is an internal process that occurs in the minds of consumers. The consumer makes the final purchase decision based on the impact of internal and external stimuli. Marketers play an important role in persuading customers through external marketing efforts through products, prices, places and promotions (Rathnayaka, 2018). One of the benefits of the technology used by companies and consumers in selling is *digital marketing*. To carry out sales promotions by marketers, digital marketing is one of the optimal ways for a *brand*. As one of the *brands* in Indonesia, Nutrihub Lampung also conducts *digital marketing* as a marketing medium.

Customers are the determining factor that determines the success or failure of a business. Even though a lot of technology and development is being carried out by today's competitive business world, the core concentration for customers is still the same or higher than before. In the context of the health food and beverage industry in the digital era, consumer behavior has changed into a digital culture where they have become more knowledgeable and informative with broad access to information. Consequently, consumers can switch to other competitors once they are comfortable with them. So it becomes a big challenge for businesses to maintain loyal customers for a long time (Rathnayaka, 2018).

To maintain and increase the number of consumers, business owners must know that it is not only communication between business owners and consumers. They must also know how to influence consumers and consumer needs and convenience. The marketing communication strategy carried out by company uses a marketing communication strategy in the form of *advertising*, *personal selling*, *increased sales promotion*, *direct sales* and *public relations*(Laksana, 2008). ). The rapid development of technology, especially the digital and internet aspects, has influenced the marketing world. Marketing activities shift from conventional to digital. Digital marketing is evaluated as having more potential because it makes it easier for potential buyers to get all the information about products and transactions on the internet. *Digital marketing* is promotional activities and market search with *digital platforms online* using various options such as social media.

The internet world now does not only connect humans with devices but also humans with other humans around the world (Ashley & Tuten, 2015). *Digital marketing* is based on interactive and integrated marketing that facilitates relationships between producers, market intermediaries, and potential consumers. In general, *digital marketing* makes it easier for business people to monitor and provide for all the needs and wants of prospective buyers. On the one hand, potential buyers can also search for and receive product information by browsing the virtual world, which simplifies and shortens the search process time. *Digital marketing* can reach all citizens anywhere without geographical or time restrictions (Sulaksono & Zakaria, 2020). The application of *digital marketing* with a broad and effective reach is the choice for business people compared to conventional marketing concepts because it can shorten the location, time and reach of users or consumers.

Today social media is the most preferred media choice by the public. With the existence of a smartphone, along with various features and internet support, it makes it easier for users to access what they want without limitations of place and time as well as easier and faster. As technology develops, it changes the flow of information that all smartphone users can do without *gatekeepers*. *Digital content* is information available online for download or distribution in electronic media. *Digital content* has become an important resource in digital marketing. *Digital content* includes every type of media that can be published, from streaming video, downloadable guides, images, live broadcasts, or gated information. The main goal of digital media and content is to generate new prospects and additional information sources about potential customers to convert them in the future. Every piece of digital content has an intended audience that expects a certain delivery method from the producer. Content marketing has become one of the main tools in all promotional materials but it also serves other needs that customers want to satisfy.

In the current era, social media has control in influencing the public. Information can reach internet users quickly, so message recipients can find out about various products or services before buying. Based on this and adjusting to technology development and today's users. A more detailed observation is needed regarding the benefits of *digital content* in building *brand awareness*. *Digital content* is a marketing communication activity chosen by Nutrihub Lampung as a marketing strategy, using digital media in the form of websites and social media accounts such as Facebook, Instagram, Tiktok and *Youtube*. This influences one of the policies implemented by the government to deal with the risk of Covid-19 is to implement *Work From Home*, which will now be called WFH. Over time, the WFH phenomenon has experienced a shift in meaning, where in essence, working is not only in the office or at home but in various other places such as coffee shops or *co-working in 2025*.

## **Method**

Contains This service uses the constructivism paradigm. Honebein (1996, p. 23) points out a constructivist philosophical paradigm that focuses on each individual building understanding, understanding, and knowledge about the world through things in life and contemplating experiences. Then it is based on analogy so that people form or construct much of what they learn from experience. The method used is descriptive qualitative dedication.

This method was chosen to answer research questions that aim to find out the role of *digital marketing* in building *brand awareness*. The qualitative descriptive method is a service that produces descriptive data relating to written and spoken facts of behavior that is observed reasonably and under controlled conditions (Sanapiah, 2005). The above method is hoped to explain the elements in *digital content* in detail. The data comes from observation, information collection, and interviews related to this service. The data obtained is then processed based on selection and sorting so that it is sorted, which is more appropriate in describing the problem according to the purpose of the service.

Researchers used technique triangulation and source triangulation. Technical triangulation is the collection of various data to obtain data from the same source. Triangulation is described as a data collection technique by combining various types of data collection and existing data sources. as stated by Sugiyono (2012). The location for this community service program is carried out at the Nutrihub Lampung office which is located at Jl. Pagar Alam No. 71, All Miders, Kec. Tj. Karang Barat, City of Bandar Lampung.

## **Result**

The results of dedication through focus group discussions (FGD) and interviews or guidance with employees show that in 2020 the world was hit by an outbreak of *Coronavirus Disease 2019* (COVID-19), which affected several aspects as health, the economy and others. One of the policies implemented by the government to deal with the risk of Covid-19 is implementing *Work From Home*, which will now be called WFH. With WFH, non-vital public services and facilities such as malls and offices are temporarily closed and replaced with *online*. This is in line with the Forbes survey (2020), which states that 70 percent of work will be remotely completed by 2025.

Now the WFH phenomenon has experienced a shift in meaning where essentially working is not only in the office or at home but in various other places such as *coffeeshop* or in a *co-working space* which is currently experiencing an increasing trend. *Co-working space* is a space used to work, produce works in collaboration between individuals and companies with different business backgrounds. Currently, there are several *co-working spaces* in Bandar Lampung, one of which is Nutrihub Lampung, a partner of Nutrifood. In line with the WFH phenomenon that is currently in demand,

Agustriana in Radar Lampung (2022) stated that the presence of Nutrihub in Bandar Lampung could become a second home for *leaders, communities and entrepreneurs*. To create a wider positive impact in Lampung.

In carrying out marketing activities, Nutrihub Lampung has a *tagline*, namely *connect, collaborate, innovate* which is used as the basis for conducting *campaigns*. The campaign's target is that communities, entrepreneurs or organizations can produce various innovations through joint collaboration. Taglines are the most effective aspect of conveying brand messages because they make it easier for people to remember and connect *taglines* and *brands* (Drewniany & Jewler, 2008). In this case Nutrihub Lampung succeeded in building *the top of mind* of consumers with the tagline. Nutrihub Lampung has only been operating for two months and has collaborated with several communities, including the UXID *chapter* community and the Wheeling Lampung community. It is hoped that the collaboration that has been carried out can continue to be sustainable and positively impact Nutrihub Lampung and collaborating parties. In addition, the *campaign* run by Nutrihub Lampung is to build a healthy lifestyle by limiting the consumption of sugar, salt and fat by implementing Nutrifood's flagship brand, Localate. The target of a *campaign* can accompany young people's discussion activities to continue to be productive and collaborate

Civilization utilizes digital technology in various fields. One of them is digital marketing. *Digital marketing* or what can be called digital marketing, is an effort or method to market a brand or product using supporting media in digital form. Chaffey (2016) states that digital marketing is the application of digital technology that forms online channels to market websites, email, databases, digital TV and through various other recent innovations, including blogs, *feeds, podcasts*, and social networks that contribute to marketing activities. Based on this explanation, it can be concluded that digital marketing or what can be called digital marketing, is an effort or method to market a brand or product using supporting media in digital form. This method is able to reach consumers both personally, relevantly and on target according to the needs or desires of consumers.

In carrying out its marketing activities, Nutrihub Lampung has implemented digital and digital marketing strategies, including social media strategy, which is a way of marketing products through social media, such as blogs, Facebook, Twitter, and others, as well as *content marketing*, which is a way to reach relationships and retain customers through content based on customer interests. Kingsnorth (2016) states that content is anything that can help someone who will promote their brand or product through social media by involving users of the product.

## Discussion

### Instagram

One social media that can be used for digital marketing is Instagram. Until now, Nutrihub Lampung does not have a special Instagram account and is still affiliated with Nutrifood. In carrying out its marketing activities on Instagram, Nutrihub uses a hashtag or hashtag feature strategy carried out by the collaborating community. By utilizing the hashtag feature, it is hoped that consumers will easily find Nutrihub Lampung on social media and can increase *brand awareness*. With regards to *brand awareness*, a *brand* or product must be able to build *top of mind*. In this case, a consumer reminder comes to mind first when it comes to certain products. Brand awareness can influence the thoughts and desires of consumers. So in order to build strong product equity, companies must increase consumer awareness of the brand (Kotler & Keller, 2012). Machado & David (2016) state that building connections for digital marketing is important. This is done to widen and broaden the experience to improve the relationship between consumers, products and organizations. This is in line with the concept of Nutrihub Lampung, which is a *co-working space* that invites communities, organizations and entrepreneurs to collaborate. Based on this explanation, one of the problems that Nutrihub Lampung has is that there is no specific Instagram that can market Nutrihub Lampung to consumers. Therefore, the following is a design made specifically for Instagram Nutrihub Lampung to increase consumer awareness of Nutrihub Lampung.



Figure 1. The concept of visual content on Instagram Nutrihub Lampung

Figure 1 shows the design plan for marketing products or services on Instagram Nutrihub Lampung where the design includes

#### a) Bio

Bio is a feature on Instagram that clearly explains what Nutrihub offers. There is a link to the Nutrihub Lampung website so that consumers can find information and



collaborate with Nutrihub Lampung.

b) Visual Content:

Displaying aesthetic and quality photos or videos will help Nutrihub Lampung attract your audience's attention and increase your brand awareness. Figure 1 shows that the content displayed has *font*, *background* and logo but is packaged differently. This aims to show the characteristics of the Nutrihub Lampung brand and not be boring for consumers.



Figure 2. The concept of visual content on Instagram Nutrihub Lampung

c) Informative Content

The content includes informative matters to provide added value to Nutrihub Lampung consumers. These include the facilities offered by Nutrihub, addresses and contacts for information, activities and atmosphere at Nutrihub Lampung and benefits when collaborating with Nutrihub Lampung. Don't forget to post useful or informative content. These can be articles or video tutorials that add value to your audience.

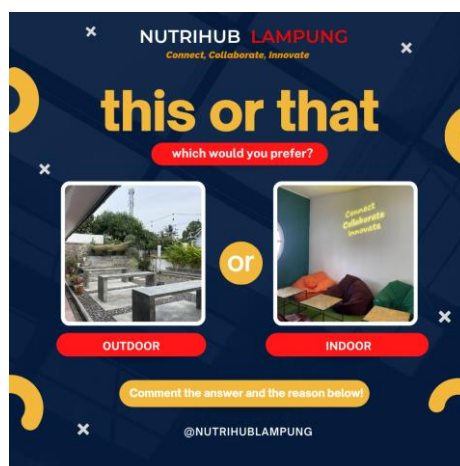


Figure 3. The concept of visual content on Instagram Nutrihub Lampung

d) Landing page site on Instagram Nutrihub Lampung

On Nutrihub Lampung Instagram, there is a landing page site that can be loaded on (<https://sites.google.com/view/nutrihublampang/beranda>) which is useful for increasing the number of customers, brand awareness or customer engagement.

By including these things in your Instagram account, you will have a solid foundation to market your products or services on the platform. Nutrihub Lampung can Customer engagement: Instagram enables businesses to engage with their customers through comments, likes and direct messages, which can help build relationships and increase customer loyalty. In addition, Nutrihub Lampung can also analyze Instagram details that allow businesses to track the performance of Nutrihub Lampung posts which can help optimize marketing efforts.

Use of videos on Instagram, TikTok and other social media platforms

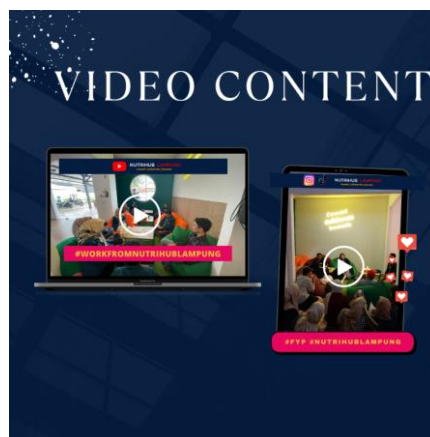


Figure 4. Nutrihub Lampung video content on Youtube  
( <https://youtu.be/ok6DE26MjIo> )

Video is one of the most effective types of content in digital marketing. Here are some of the benefits of video in digital marketing. With videos on social media, Nutrihub Lampung can effectively attract audience attention and increase engagement. In addition, videos can also provide visual information where Nutrihub Lampung can help explain ideas or products better than just text or images. This can help the audience understand more easily what Nutrihub Lampung offers.

Ultimately by including video in its digital marketing strategy, Nutrihub Lampung can take advantage of these benefits to increase brand awareness, drive traffic to the website, and increase sales. Videos that have been made can be uploaded on several platforms, such as YouTube, Tik Tok, and IG Reels, which can become content containers because they provide space and tools for users to play an increasingly active role. In this sense, brands and organizations must become part of the social

conversation and use interactive channels to listen to their users, who share their perspectives, insights and knowledge, or generate value through content development.

### Google Reviews

In carrying out marketing activities, Google Customer Review is a feature that can collect consumer feedback. Good feedback will increase the engagement and trust of potential consumers in Nutrihub Lampung. On Nutrihub Lampung's Google review, there are store addresses, photos of activities and other information that will keep the general public updated on activities, locations and other information carried out by Nutrihub. Currently, the Google Review feature used by Nutrihub Lampung has received a perfect rating or five stars and 52 reviews by consumers.

### Conclusion

Digital content is an economical, effective, and efficient method that Nutrihub can use to engage with customers. There are hundreds of types of content that brands can create to engage audiences, reach new target markets, provide value to customers, and attract new prospects. In line with the Tagline Connect, Collaborate, Innovate, Nutrihub Lampung Lampung, which has only been operating for 2 months, has collaborated with several communities, including the UXID chapter community and the Wheeling Lampung community. Based on data and analysis from the service regarding the use of digital content in building brand awareness, it can be concluded that brand awareness influences consumer interest.

Brand awareness that uses the slogan "Connect, Collaborate, Innovate" as top of mind in the minds of connoisseurs of nutritious food and drinks influences the interest of potential consumers. The strategy used with the tagline Connect, Collaborate, Innovate and collaboration with local brands and well-known figures is the right thing because it has proven to raise brand awareness among the public. And from this, Nutrifood gets many benefits that can trigger consumers to collaborate.

In carrying out its marketing activities on Instagram, Nutrihub uses a hashtag or hashtag feature strategy carried out by the collaborating community. By utilizing the hashtag feature, it is hoped that consumers will easily find Nutrihub Lampung on social media and can increase brand awareness. Nutrihub also utilizes Google Reviews in conducting its marketing activities. On Nutrihub Lampung's Google Review, there are store addresses, photos of activities and other information. This will keep the general public up to date on activities, locations and other information carried out by Nutrihub. Currently, the Google Review feature used by Nutrihub Lampung has received a perfect rating or five stars and 34 reviews from consumers.

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