

## Marketing Communication Strategy for Youth Creations Breakfast Market (PASAR KAMU) in Increasing Visitor Enthusiasm

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### ABSTRACT

This research aims to reveal the facts of the phenomenon to the marketing communication strategy carried out by Pasar Kamu in increasing visitor interest. This type of research is field research with a qualitative approach. Data collection techniques are carried out by interviews, observation, and documentation. Data analysis uses the Miles, Huberman, and Saldana model, namely by collecting data, condensing data, presenting data, and drawing conclusions. The results of this study indicate that Pasar Kamu carries out a marketing communication strategy using several components of the marketing communication mix in increasing visitor interest, namely advertising activities, sales promotion activities, interactive marketing activities, and public relations activities. The implementation of marketing communication strategies increases visitors to Pasar Kamu, which is around 1,000 to 2,500 visitors per week and has attracted visitors from within and outside the country.

**Keywords:** marketing communication strategy, your market, visitor interest

### INTRODUCTION

Lew Hahn stated that the great success achieved by a company is getting customers not merely by increasing the volume of product sales, but the success of a company is when it is able to build a loyal customer base to choose and buy products repeatedly.(Suranto, 2018). In the current era of globalization, setting up a business is not an easy thing, one of which is in the culinary field. Every entrepreneur in the culinary sector must plan a marketing communication strategy that can be used to attract and maintain visitor interest.(Zahra & Thamrin, 2019).

Communication strategy is a method for carrying out the stages of the communication process from planning to evaluation in order to achieve a goal. The communication strategy aims to make the message easy to understand, the recipient of the message can understand it well and encourage motivation to act(Lubis et al., 2022).According to Kotler and Kevin Lane Keller, marketing communications is a tool used by companies to provide information, persuade and remind consumers either directly or indirectly about the products and brands they offer.(Suka & Lubis, 2019).There are three main effects: cognitive effects, affective effects, and conative effects(Gorda et al., 2019).

Marketing communication strategy is a series of sustainable creative actions carried out by a company to achieve marketing goals and also as a way to achieve the mission, goals and targets that have been set.(Judge, 2020). SMarketing communication strategies function as a means to achieve goals in conveying information, influencing and promoting marketing activities in order to achieve success for a company or organization(Rabbani et al., 2022). According to Ball, Simoes, and Machas

effective communication must influence all aspects of the relationship, which generally include trust, satisfaction and loyalty.(Farahdiba, 2020).

Significant changes in the marketing field currently encourage companies to adapt their strategies. Many companies are starting to realize the importance of combining several marketing communications activities that were previously carried out separately. Integrated Marketing Communication (IMC) or integrated marketing communication is a strategy that aligns marketing messages with marketing goals and targets.(Hariyati & Sovianti, 2021).Integrated marketing communications in(Wibowo & Priansa, 2017)includes coordinating efforts from various marketing tools with various communication functions known as the marketing communications mix, including advertising, direct marketing, sales promotion, personal selling, interactive marketing, and public relations.

Culinary areas play an important role in driving the economy in Indonesia. Small industries in this sector can make a significant contribution to the economic growth of a region, because by encouraging the establishment of new businesses, job opportunities will be created which have the potential to reduce the unemployment rate. In the Qur'an it is explained about business or trade, namely in QS. An-Nisa' (4): verse 29:

يَا أَيُّهَا الَّذِينَ آمَنُوا لَا تَأْكُلُوا أَمْوَالَكُمْ بَيْنَكُمْ بِالْبُطْلِ إِلَّا أَنْ تَكُونَ تِجَارَةً عَنْ تَرَاضٍ مِّنْكُمْ وَلَا تَقْتُلُوا  
أَنْفُسَكُمْ ۗ إِنَّ اللَّهَ كَانَ بِكُمْ رَحِيمًا

“O you who believe! Do not devour each other's wealth in a false way, except in trade which is carried out on the basis of mutual consent between you. And don't kill yourself. Indeed, Allah is Most Merciful to you.”

This verse explains the problem of searching in a bad way and provides a dividing line between what is permissible and what is not permissible in seeking life's provisions. This verse also explains that trading activities must be carried out on the basis of mutual agreement between two parties, must not benefit one party to the detriment of the other party, and must not carry out practices that are prohibited in obtaining wealth, but rather through trade that is implied. This verse is related to this research because in this case the research object is a tourist spot which opens up economic activity with trade for the surrounding community and this can reduce the search for wealth through false means. Apart from that, business actors must also create trading activities that are useful and based on mutual agreement between sellers and buyers. This can be done by creating marketing communication strategies that can create a sense of willingness or interest in visitors to visit and can be useful for business actors and visitors.

Preserving traditional culinary delights is an important aspect in the current context of modernization. There are still many people who are not familiar with the variety of local foods available in their area, so it is important to develop awareness of the richness of local culinary delights(Aricindy, 2022). One of the areas that is currently popular because it has developed businesses in the field of traditional culinary culture is Pekan Breakfast Karya Anak Muda or often called PASAR KAMU which is in Denai Lama Village, Deli Serdang. Pasar Kamu is a culinary tourism destination that specifically emphasizes traditional culinary culture as its main product, with a backdrop of village beauty and involving local village youth as most of the managers and traders.

At first, the existence of Pasar Kamu was not widely known by the wider community, researchers observed this through their social media activities which showed the atmosphere of Pasar Kamu at that time, where the number of visitors was not very large and the food stands available were still few. According to researchers, this occurs due to a lack of information about your market to the

public. However, in the last few years, many people have found out information about Pasar Kamu, so they have breakfast activities at Pasar Kamu. When researchers visited Pasar Kamu in 2023, they saw an increase in the number of visitors and clear developments from before. This can be seen from the increase in food stands, traditional arts performances in several visitor areas, and a variety of other activities available to visitors such as traditional games. Your market has attracted the attention of many visitors from various regions, not only from within the province, but this destination is even visited on a national and international scale.

Due to the increasing interest of visitors which has made Pasar Kamu better known, researchers refer to a post on Pasar Kamu's Instagram which shows receiving an award from the Anugerah Pesona Indonesia (API Award) in 2023 in Ambon. Pasar Kamu won third place in the "Best Shopping Destination" category, which in this case was awarded by the Ministry of Tourism and Creative Economy. In the same year, Pasar Kamu also received a Literacy Achievement Award certificate from the Literacy Anugerah Center in the category of Culinary Market that Preserves Cultural Literacy.

According to the researcher's analysis, based on the increase in visitor interest, significant market developments and several achievements that have been achieved by your market, it is possible that there are several marketing communication strategies developed by your market and several other factors. In this research, researchers will reveal phenomena facts related to your market's marketing communication strategy in increasing visitor interest.

This research on marketing communication strategies is important because based on the results of the research "Paloh Naga Agrotourism Marketing Communication Strategy in Increasing Tourist Visits Post the COVID-19 Pandemic" which was conducted by Nurul Shahira Rizam and Nursapia Harahap explained that the marketing communication strategy uses the marketing communication mix concept. and other marketing communication strategies are considered important efforts in increasing the number of visitors. The communication strategy considered to be the most effective in developing Paloh Naga Agrotourism objects is word of mouth marketing both directly and digitally via social media. (Rizam & Harahap, 2023).

Research result Maryanto & Syahida (2019) regarding "Marketing Communication Strategies in Increasing Sales Results in Dinoyo Ceramic Village, Malang City" also shows that marketing communication strategies are important and must be managed well to prevent a decline in sales and ceramic craft entrepreneurs in Dinoyo Village, who are small businesses, can remain competitive with competitors. which exists. Implementing a marketing communication strategy is considered a good and effective effort to increase sales and maintain the sustainability of the ceramic craft industry and make its products one of the regional superior products.

## **RESEARCH METHODS**

This research uses a qualitative approach, with the type of field research. Moleong deep (Fiantika et al., 2022) explains qualitative research as an effort to understand phenomena experienced by research subjects, such as perpetrators, perceptions, motivations, actions, etc., thoroughly and descriptively through the use of words and language in certain natural contexts by utilizing various scientific methods. Thus, this research wants to expose the facts related to the phenomenon of your market's marketing communication strategy in increasing visitor interest.

The research was conducted at the Youth Work Breakfast Week (PASAR KAMU) which is located on Jalan Perintis, Denai Lama Village, Pantai Labu District, Deli Serdang Regency. The informant in this research is Mr. Dedi Sofyan as the Founder of Pasar Kamu as the key informant as well as the main informant, media team, traders and visitors to Pasar Kamu. Determining informants

in this research uses the principle of data saturation, namely that researchers will stop exploring data if the data is repeated repeatedly.

In this research, data collection techniques were carried out using interviews, observation and documentation. Data analysis uses the Miles, Huberman and Saldana model, whose components consist of data collection, data condensation, data presentation and conclusion drawing. Meanwhile, testing the validity of the data by extending and increasing persistence, observation, carrying out technical triangulation by comparing interview data with observation data and conducting member checks.(Sugiyono & Lestari, 2021).

## RESULTS AND DISCUSSION

### a. Results

The Karya Anak Muda Breakfast Week or better known as Pasar Kamu is a breakfast culinary tourism destination that was founded in 2020 and carries the concept of traditional culinary culture. Your market is only open every Sunday from 06.03 – 11.00 WIB, located in Denai Lama Village, Deli Serdang. At Pasar Kamu there are around 167 traditional food tenants, ranging from snacks to heavy meals and some foods are served in the traditional way, namely using banana leaves. The transaction system at Pasar Kamu is also unique, purchasing food and drinks does not use cash directly but uses a medium of exchange called "Tempu", which is a piece of coconut shell with a round shape like a coin, where each piece has a value of two thousand rupiah. Pasar Kamu provides mats for visitors to eat while enjoying the natural beauty and wisdom of the village.

The idea to establish Your Market came from the person of Mr. Dedi Sofyan as Founder and emerged from references to the current open information situation, he read a lot and observed external conditions and developments. When Pasar Kamu started its business in 2020, many creative economic activities were carried out in various fields and the Founder of Pasar Kamu wanted to implement these creative economic activities within the village area. As a person who comes from a village, he thought about how to produce products from the village and support the economic growth of the village community. The founders of Pasar Kamu focus on developing access in villages and continue to rely on products that are produced and produced in villages and can be sold to the community in the hope that they can become an economic source for the community.

From the results of the interview with the Founder of Pasar Kamu, there are several marketing communication strategies carried out by Pasar Kamu, namely as follows:

#### 1. Advertising Activities

In advertising activities, Pasar Kamu conducts many interviews with media partners as a form of promotion, such as several articles that have been published by several media such as *kompas.com*, *detikcom*, *waria.id*, *IDN Times North Sumatra*, *metrokampung.com* and several other media. Apart from that, Pasar Kamu has also been covered by several television channels, including DAAI TV which featured Pasar Kamu in the program "Citaloka" in October 2023, tvOne in the program "Kabar Sumatra" showing the celebration of National Children's Day 2023 at Pasar Kamu, NET TV in the "Good afternoon Indonesia" program in October 2021 and CNN Indonesia with the highlight of Culinary & Educational Tourism at Kamu Kawan Lama Market in December 2020.

*Founder* Pasar Kamu also took part in Live Talkshows from several media as resource persons including live streaming at the BBM: MSME Business Talk from Tribun Medan in October 2021, live talkshow via Zoom at the HALO INDONESIA event from DAAI TV which discussed traditional Malay cakes in April 2022, and live streaming podcast on Naira Studio Podcasting which discusses Traditional Tourism in Pasar Kamu in March 2024.

## 2. Sales Promotion Activities

The sales promotion activities carried out by Pasar Kamu include holding various events for visitors as encouragement and within one month Pasar Kamu must hold special events. The events held are those related to culture, such as poetry musicalization, Malay style festival, rhyme response festival, keroncong rhythm song festival, and photography competitions. These events are held so that your market does not feel monotonous and as a form of promotion at your market to attract visitor interest.

Pasar Kamu also creates Pasar Kamu Travel, which is a family tour package to Pasar Kamu by providing a promo price of 900 thousand/family with a maximum of 6 people and getting private car facilities, pick up and delivery to your home, and a mini workshop to make traditional cakes as a form of sales promotion from the Market. You.

Apart from that, Pasar Kamu's sales promotion strategy has been to open food stands such as at the 2022 Ho Bi So Food Garden Festival, 2022 Tourism and Culture event, and 2023 Deli Serdang Culinary Festival. However, for now the Founder has stopped carrying out activities. This is because it is considered not to attract attention, considering that Kamu Market is a traditional culinary culture business which still maintains traditional values, location atmosphere and the appearance of cultural arts which are important aspects for Kamu Market.

Pasar Kamu also presents some local wisdom based on the desire to carry out economic activities based on what has been produced in the village, one of which is traditional cakes. Apart from traditional cakes, the Founders of Pasar Kamu strive to revive the cultural heritage in the village and this is a village potential that is available at an affordable cost because the human resources and equipment needed already exist. He stated that this was in line with exploring the village's potential and was one of the Founder's efforts to retain artists who were willing to practice traditional arts, such as pak pong, gamelan and dance. Pasar Kamu also provides several traditional games such as bamboo stilts, coconut shell stilts, congklak and provides horse carts and sheep carts which can be tried by children and adults.

Based on a statement from one of the traders, Pasar Kamu has a rule not to call visitors to come to their stand so that visitors are comfortable walking around looking at the food available and visitors can freely choose the food they want to buy. Sales promotions that traders can carry out are promoting your market via social media by sharing their activities at your market or by creating content about your market in the hope that their relatives will be interested in visiting your market.

In sales promotions, the most influential activity for your market is word of mouth marketing carried out by visitors who have visited your market. The founder said that the marketing of Pasar Kamu in the village quickly spread among the community and information about new destinations spread quickly. Pasar Kamu has attracted the public's attention because it has a unique breakfast concept by serving various traditional culinary delights and holding cultural arts performances. This is what invites people's interest to come to visit and will make repeat purchases when they have a positive impression.

This is supported by a statement from one of the visitors who stated that he found out about Pasar Kamu through his brother's social media who shared the atmosphere at Pasar Kamu and recommended him to come visit Pasar Kamu. He feels that Pasar Kamu is a unique destination because he feels that the village atmosphere is still beautiful, coupled with traditional culinary delights and accompanied by traditional arts which further adds to its unique value and Pasar Kamu can be enjoyed by all groups, including children. to the elderly.

## 3. Interactive Marketing Activities

Interactive marketing activities carried out by Pasar Kamu utilize advances in communication technology, namely the internet, as a promotional medium, such as creating information flyers, photos

and videos of Pasar Kamu activities and then sharing them through various media. Based on the results of an interview with one of the Pasar Kamu media team, it was stated that Pasar Kamu uses their social media accounts such as Facebook and Instagram to provide information and interact with the audience.

According to the Founder of Pasar Kamu, a quite helpful contribution to Pasar Kamu is the promotions carried out by visitors. Around 20-30 active visitors broadcast live on their personal social media, creating content on various platforms such as TikTok, Facebook and Instagram. Contributions from visitors are very helpful in promoting your market. Your market maintains a traditional model and has unique features that attract interest on social media.

#### 4. Public Relations Activities

From the start, the aim of establishing Pasar Kamu was to help the village community's economy by involving the community and when this was felt by the community, Pasar Kamu became a location that was considered positive by the community. In this way, the local community will automatically provide information to other villages about the positive experiences they have had so that your market gets a positive image from the community. Your Market builds on communication that has previously existed and your Market's efforts are to maximize relationships between communities, such as inviting people for recitations, prayer services, giving alms to the community, holding events and those filling the event are also local people who already know each other.

The marketing communication strategy that has been implemented by Pasar Kamu is considered quite effective because there has been an increase in the number and interest of visitors. This is proven by the number of visitors to Pasar Kamu which reaches 1,000 to 2,500 people every week, by counting the number of vehicles that come and from the mats provided, around 600 mats are provided every week and are used up by visitors. The increase in visitors to your market is fluctuating, for example in the first week the number of visitors is small but in the following week the number of visitors increases.

Your market has also attracted the attention of visitors from outside the province, namely from Aceh, Pekanbaru, Jakarta, Surabaya, Bandung, Semarang, Kalimantan, as well as from Eastern Indonesia, namely Maluku. Not only domestically, Pasar Kamu has also been visited by foreign tourists including from America, Switzerland, Germany, Finland, the Netherlands, Malaysia and Singapore. If you look at the development of information, the existence of Pasar Kamu as a culinary destination is already known by many people.

#### b. Discussion

From the results above, Pasar Kamu uses several components of the marketing communications mix as a marketing communications strategy, including:

##### 1. Advertising

The data above shows that advertising activities are one of the Kamu Market marketing communication strategy activities in increasing visitor interest because advertising is a type of marketing communication program that is more focused on conveying information or knowledge and persuasion efforts to the audience regarding products or companies through mass media such as TV, radio, newspapers and magazines.

For business actors, advertising activities are an important activity in helping to increase visitors. This is in line with the research results Febriana & Setyanto (2019) related to Coffee Broker's Communication Strategy in Increasing the Number of Visitors. The results of this research show that advertising helps Coffee Broker owners find effective strategies. Advertising functions as a key

marketing role by providing advertisements that are easy for customers to understand at various times and places.

## 2. Sales promotion

The results above show that sales promotion activities are one of the marketing communication strategy activities carried out by Pasar Kamu because these activities provide added value to sales personnel, distributors or consumers with the aim of increasing sales.(Hamud & Mujahideen, 2021).

Sales promotion activities at Pasar Kamu also use word of mouth marketing, according to LupiyadiPesa Nugraha (2023)Word of mouth communication is defined as a type of promotion where consumers directly recommend a product to other people either verbally, in writing or through electronic communication tools.

Sales promotion activities are one of the activities that can help increase visitors which is in line with the research resultsAdiba et al., (2021)regarding the Mabello Melona Online Shop Brand Marketing Communication Strategy in Attracting Consumer Interest in Makassar. The results of this research show that Mobello carries out sales promotion activities by selling packages where consumers can buy at a cheaper price and can use the entire range of products offered simultaneously and this activity is welcomed by their consumers.

## 3. Interactive Marketing

According to Kotler and Keller, interactive marketing is online activities and programs designed to engage customers or prospects and directly or indirectly increase awareness, improve image, and create sales of products or services.(Nurdiana et al., 2023). This form of interactive marketing is considered the most cost effective for communication and sales purposes and consumers outside the area can view it via the internet(Husein, 2021).

Interactive marketing activities are activities that can help increase visitor interest which is in line with the resultsMardiyanto & Giarti (2019)regarding Marketing Communication Strategy Analysis (Case Study of Merchandise Marketing Communication Strategy at Kedai Digital 8 Solo). The research results show that the use of online media such as Facebook, BBM, and WhatsApp as their interactive marketing in informing consumers about their products is considered more effective and efficient.

## 4. Public relations

According to Irene Silviani, public relations is one of management's efforts to create harmonious relationships in the sense of mutual understanding and benefit between an agency or organization and its public through positive, profitable work programs.(Sinurat et al., 2020).

In line with the research resultsRifa'i & Darajat (2021)regarding the Development of a Marketing Communication Strategy for Jurug Village Pokdarwis in Increasing Tourist Visits (Case Study in Jurug Tourism Village, Sooko District, Ponorogo Regency) which shows that this activity can form a positive image as well as inform and promote Pletuk waterfall tourism in Jurug Village. Jurug village Pokdarwis collaborates with several related agencies, associations in the Ponorogo region, lobbying event sponsor negotiations, outreach and presentations to several institutions or agencies about the existence of the Pletuk waterfall tour.

The marketing communication strategy carried out is in accordance with the AISAS theory initiated by Dentsu in 2004 which consists of Attention, Interest, Search, Action and Share. In this case, your market is trying to carry out several marketing communication strategies in the hope of attracting visitors' attention (attention) and after the message reaches visitors, visitors will feel interested in your market (interest). Visitors who are interested in looking for more information by looking at your market's social media or with their relatives who have visited your market (search).

After they feel that the information they have received is sufficient and decide to visit your market (action) and visitors share their moments at your market by taking photos, making videos or by broadcasting live using their respective social media (share) as stated by the Founder Your Market that the activities carried out by visitors have a big influence on your Market.

## CONCLUSION

The research results show that in increasing the interest of market visitors, you carry out four marketing communication strategies, namely through advertising, sales promotions, interactive marketing and public relations. In implementing marketing communication strategies, your market uses more online media such as Instagram and Facebook to attract visitor interest. The founder of your market also conducted many interviews with several media and this helped your market become better known and attract the interest of visitors. Marketing communication activities that have a big influence on your market are interactive sales promotion and marketing activities carried out by visitors using word of mouth communication both directly and via social media with live streaming and content created by visitors. After implementing marketing communication strategies, there has been an increase in visitors to Kamu Market, namely around 1,000 to 2,500 visitors every week and has also attracted visitors from within and outside the country.

The implications of this research for religion, society and communication science are that with the existence of Pasar Kamu, bonds of friendship and stronger and more intense communication activities are established between employees, traders and art activists at Pasar Kamu who are still members of the Denai Lama village by carrying out community relations activities. Apart from your internal market, the communication process also occurs with visitors through several marketing communication activities carried out, such as sales promotion and interactive marketing activities. The marketing communication activities carried out by Pasar Kamu were successful in increasing the number of visitors and this had an impact on the economy of the community as workers at Pasar Kamu which was in line with the Founder's initial intention of supporting the economic growth of village communities.

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