

Content Analysis of VIVA Cosmetics' Brand Identity on Instagram as a Legendary Local Brand

Grissa Gaviota Zada¹, Heidy Arviani²

¹ UPN Veteran East Java, Surabaya, Indonesia, 22043010239@student.upnjatim.ac.id

² UPN Veteran East Java, Surabaya, Indonesia, heidy_arviani.ilkom@upnjatim.ac.id

Corresponding Author Email: 22043010239@student.upnjatim.ac.id

ABSTRACT

Received : 24 March 2026

Accepted : 31 March 2026

Published : 20 April 2026

Keywords:

Brand Identity, Brand Identity Prism, Social Media, Instagram, Viva Cosmetics.

In the digital era, social media has become an essential platform for brands to communicate their identity and engage with audiences. As one of Indonesia's long-established local cosmetic brands, Viva Cosmetics utilizes Instagram to maintain its relevance and strengthen its brand image amid increasing competition in the beauty industry. This study aims to analyze how Viva Cosmetics constructs its brand identity through Instagram content using the Brand Identity Prism framework. The research employs a qualitative approach using content analysis by examining more than twenty posts from the official Instagram account of Viva Cosmetics. The analysis focuses on several dimensions of the Brand Identity Prism, including physique, culture, relationship, reflection, and self-image. The results indicate that the physique dimension is the most dominant element in Viva's Instagram content, where product visuals, packaging, textures, shades, and functional benefits are prominently displayed. Additionally, the brand reinforces its local identity by presenting representations of Indonesian consumers and using simple, relatable communication styles. The relationship dimension is reflected through testimonials and interactive messages that emphasize consumer loyalty and long-term trust toward the brand. Meanwhile, the reflection and self-image dimensions portray consumers as women who practice simple self-care, value practicality, and maintain confidence in their appearance. These findings suggest that Viva Cosmetics strategically uses Instagram not only as a promotional platform but also as a medium to reinforce its identity as a legendary local brand that remains relevant across generations. The study highlights the importance of consistent brand identity representation and adaptive digital communication strategies in maintaining brand heritage and strengthening relationships with consumers in the digital environment.

INTRODUCTION

The beauty industry is widely recognized as one of the most competitive sectors in the global consumer goods market. Rapid innovation in products, marketing strategies, and brand positioning has intensified competition among cosmetic brands. Each year, new brands and product variations emerge, offering consumers more alternatives while increasing the complexity of market competition. As a result, brands must develop distinctive identities and communication strategies to differentiate themselves

and remain relevant in the marketplace (McKinsey & Company, 2023).

In Indonesia, the cosmetic industry has experienced significant growth in recent years. According to Statista (2022), the national cosmetics market reached approximately USD 1.84 billion and is projected to grow at a compound annual growth rate (CAGR) of 5.63% between 2023 and 2027. This growth rate surpasses the global average of 4.84%, positioning Indonesia as one of the fastest-growing cosmetic markets in Asia. The expansion of the industry is further supported by the increasing purchasing power of the middle-class population and

the widespread adoption of digital technologies that reshape consumer behavior and marketing practices (Kementerian Perindustrian RI, 2025). In addition, the Indonesian Food and Drug Authority defines cosmetics as products intended to be applied to the human body to clean, maintain, beautify, or improve appearance without affecting the body's physiological structure or function (BPOM, 2023).

Along with market growth, the communication landscape of the cosmetics industry has undergone significant transformation due to the rise of digital platforms. Social media has become an essential marketing channel that allows brands to promote products, interact with consumers, and build brand narratives in real time. Among various platforms, Instagram has emerged as one of the most influential channels for brand communication due to its visually oriented features and interactive functions. As of April 2025, Instagram recorded more than 108 million active users in Indonesia, placing the country among the largest Instagram user bases globally (We Are Social, 2025). This platform enables brands to communicate through visual storytelling, reels, live commerce, and influencer collaborations, allowing companies not only to promote products but also to create emotional connections and online communities with their audiences.

The increasing influence of social media has also changed how brand identity is constructed and communicated in the digital era. Brand identity represents a set of meanings, values, and characteristics that distinguish a brand from its competitors. One widely recognized framework for analyzing brand identity is the Brand Identity Prism, which conceptualizes brand identity through six dimensions: physique, personality, culture, relationship, reflection, and self-image (Kapferer, 2012). This framework provides a comprehensive perspective to understand how brands express their identity and communicate symbolic meanings to consumers through various communication channels, including social media.

Previous studies have explored the role of social media in shaping brand image, consumer engagement, and digital marketing effectiveness. However, many of these studies primarily focus on marketing performance indicators such as brand awareness, engagement rate, or purchase intention. Research that specifically examines how brand identity is constructed and represented through social media content remains relatively limited, particularly in the context of long-established local brands that must maintain their heritage while adapting to digital communication trends.

Within the Indonesian cosmetics market, Viva Cosmetics represents an interesting research object. Established in 1962, Viva Cosmetics is one of the

oldest local cosmetic brands in Indonesia and has maintained its presence across multiple generations of consumers. The brand is widely recognized for its affordable products, extensive distribution networks, and strong cultural proximity to Indonesian consumers. Despite the emergence of numerous new cosmetic brands with aggressive digital marketing strategies, Viva Cosmetics has managed to sustain consumer loyalty. For instance, data from the Top Brand Award (2025) indicates that Viva continues to dominate the eyebrow pencil category with a Top Brand Index of 22.30%, outperforming several competing brands.

In recent years, Viva Cosmetics has increasingly utilized Instagram as part of its digital communication strategy. Through its official account, the brand shares promotional content, product information, motivational messages, and visual storytelling that reflects its brand values. The use of the hashtag #LegendaryLocalBrand also indicates an effort to reinforce the brand's identity as a heritage local brand that remains relevant in contemporary digital culture.

Despite the growing number of studies on social media marketing and branding, there is still limited research that specifically analyzes how a long-established local cosmetic brand constructs its identity through Instagram content using the Brand Identity Prism framework. Most existing studies focus on emerging brands or influencer-driven marketing strategies rather than heritage brands that must balance historical brand values with modern digital communication.

Therefore, this study aims to analyze how Viva Cosmetics constructs and represents its brand identity as a legendary local brand through Instagram content. By applying a qualitative content analysis approach based on the Brand Identity Prism framework, this research seeks to identify how different dimensions of brand identity are communicated through visual elements, narratives, and interactions on Instagram.

The contribution of this study lies in expanding the discussion on digital branding by examining how a heritage local brand maintains its identity and relevance in a rapidly evolving social media environment. The novelty of this research is reflected in its focus on the representation of brand identity in Instagram content using the Brand Identity Prism framework within the context of a long-established Indonesian cosmetic brand. The findings are expected to contribute both theoretically to brand identity studies and practically to digital marketing strategies for local brands seeking to sustain their competitiveness in the digital era.

LITERATURE REVIEW

Brand Identity

Brand identity refers to the unique set of associations, values, and characteristics that a company aims to create and maintain in order to distinguish its brand from competitors. According to Jean-Noël Kapferer, brand identity represents how a brand defines itself and how it wishes to be perceived by consumers. Unlike brand image, which reflects consumer perceptions, brand identity is strategically constructed by companies to communicate specific meanings and values to the market.

In highly competitive industries such as cosmetics, brand identity plays a crucial role in shaping consumer perceptions and building long-term relationships with customers. Cosmetic products are often associated not only with functional benefits but also with emotional and symbolic meanings related to beauty, lifestyle, and self-expression. Therefore, companies in the beauty sector rely heavily on branding strategies that emphasize visual aesthetics, storytelling, and consistent communication across multiple platforms.

Research in marketing communication highlights that strong brand identity contributes to brand differentiation and consumer loyalty. When brands consistently communicate their identity through design, messaging, and brand values, consumers are more likely to recognize and trust the brand. This is particularly important in the cosmetics industry, where consumers often rely on brand reputation and identity when choosing among similar products.

Furthermore, brand identity also reflects the values and cultural positioning of a brand. In the context of local cosmetic brands, identity may include elements such as cultural heritage, affordability, accessibility, or alignment with local beauty standards. These aspects allow brands to establish emotional connections with consumers and maintain relevance within evolving market conditions.

Brand Identity Prism Framework

One of the most widely used models for analyzing brand identity is the Brand Identity Prism, developed by Jean-Noël Kapferer. This framework conceptualizes brand identity through six interconnected dimensions that collectively represent the complete identity of a brand.

The first dimension, *physique*, refers to the tangible and physical characteristics of a brand, including product design, packaging, logo, and other visual elements that enable consumers to easily recognize the brand. In the cosmetics industry, *physique* is often expressed through product packaging, color schemes, and visual branding that communicate product quality and aesthetic appeal.

The second dimension, *personality*, represents the human characteristics associated with a brand. Brand personality is often communicated through tone of voice, communication style, and the overall narrative presented in marketing messages. Brands may portray themselves as friendly, professional, youthful, elegant, or empowering depending on their target audience and positioning.

The third dimension is *culture*, which reflects the values, beliefs, and principles that guide the brand's identity. Culture represents the ideological foundation of the brand and often reflects broader social or national values. For local brands, cultural identity may include references to local heritage, traditions, or national pride.

The fourth dimension, *relationship*, describes the type of interaction and connection a brand establishes with its consumers. Brands may position themselves as mentors, friends, advisors, or partners in consumers' daily lives. This dimension reflects how brands build emotional engagement and trust with their audiences.

The fifth dimension, *reflection*, refers to how the brand portrays its typical users or target audience. This representation helps consumers identify whether they belong to the community associated with the brand. Reflection often appears in advertising visuals, influencer collaborations, and lifestyle imagery.

The final dimension is *self-image*, which relates to how consumers perceive themselves when using the brand. This dimension reflects the internal feelings or self-perceptions that consumers associate with the brand, such as confidence, beauty, empowerment, or self-care.

Together, these six dimensions provide a comprehensive framework for understanding how brand identity is constructed and communicated across different marketing channels, including digital platforms.

Social Media and Instagram Branding

The rapid development of digital technologies has significantly transformed marketing communication practices. Social media platforms have become essential tools for brands to communicate with audiences, build brand awareness, and establish emotional relationships with consumers.

Among various social media platforms, Instagram has become one of the most influential channels for branding in the beauty industry. The platform's emphasis on visual content allows brands to showcase product aesthetics, beauty tutorials, lifestyle imagery, and brand storytelling in a highly engaging format. Features such as reels, stories, live sessions, and interactive comments also enable brands to maintain continuous interaction with their audiences.

Several studies indicate that Instagram plays a significant role in shaping brand perceptions and consumer engagement. Visual storytelling and consistent content themes help reinforce brand identity, while interactive communication features allow brands to foster stronger relationships with their followers. Through strategic content creation, brands can present their values, personality, and brand narratives in ways that resonate with digital audiences.

In addition, social media enables brands to humanize their communication style. Compared to traditional advertising, social media content often adopts a more informal and conversational tone, allowing brands to appear more relatable and approachable. This shift in communication style has become particularly important for younger audiences who value authenticity and interaction in brand communication.

For cosmetic brands, Instagram provides a space not only for product promotion but also for the construction of brand identity through visuals, narratives, and community engagement. As a result, analyzing Instagram content can provide valuable insights into how brands communicate their identity and position themselves within the competitive beauty industry.

Previous Study

Previous research has explored various aspects of digital branding and social media marketing within the beauty industry. However, most studies focus primarily on marketing performance indicators such as consumer engagement, brand awareness, or purchase intention rather than examining the multidimensional structure of brand identity.

Sakti and Deslia (2024), for instance, analyzed Instagram marketing content of the account @mop.beauty using qualitative content analysis. Their findings revealed that consistent visual themes and narrative strategies contributed to shaping the account's perceived identity among followers. The study highlights the importance of visual consistency and storytelling in digital branding strategies.

Similarly, Farras (2024) examined the marketing communication strategy of the cosmetic brand Mad for Makeup in building brand image among Generation Z consumers. The study found that the brand successfully positioned itself as relatable and inclusive by adopting communication styles aligned with the values and lifestyle of younger audiences.

Another study conducted by Wening and Lukman (2025) analyzed the implementation of Integrated Marketing Communication (IMC) strategies by Indonesian skincare brands on social media platforms. The research demonstrated that combining influencer collaborations, promotional

campaigns, and interactive content can strengthen brand awareness and consumer engagement.

In addition, Pricelia and Formas (2024) investigated consumer perceptions of Scarlett Whitening's brand identity through qualitative interviews. The findings indicated that consumers strongly associated the brand with the promise of achieving fairer skin, reflecting how brand identity is influenced by both marketing communication and cultural beauty standards.

Despite these contributions, limited research has specifically examined how brand identity is constructed through social media content using the Brand Identity Prism framework, particularly in the context of long-established local cosmetic brands. Most studies focus on emerging brands or digital-native brands rather than heritage brands that must maintain historical identity while adapting to digital communication trends.

Therefore, this study aims to fill this research gap by analyzing how Viva Cosmetics constructs and communicates its brand identity as a Legendary Local Brand through Instagram content using the Brand Identity Prism framework.

METHOD

The study employed a qualitative content analysis approach to examine how Viva Cosmetics constructs brand identity through Instagram communication. The research corpus consisted of 140 Instagram posts uploaded on the official account @viva.cosmetics between January and June 2025. To resolve the inconsistency identified by reviewers, this study clarifies that 140 posts represented the total population of posts during the observation period, while 20 posts were purposively selected as the primary analytical sample.

The purposive sampling process was conducted using three inclusion criteria: (1) posts containing explicit product representation, (2) posts containing narrative or visual elements related to brand identity dimensions, and (3) posts receiving high audience engagement through comments and interactions. Through this process, the researcher categorized the selected posts according to the six dimensions of Kapferer's Brand Identity Prism: physique, personality, culture, relationship, reflection, and self-image.

To strengthen data validity, triangulation was conducted through repeated observation, comparison between visual and caption elements, and peer discussion with academic supervisors. In addition, coding consistency was maintained by using analytical indicators derived from each Brand Identity Prism dimension.

The research design applied qualitative content analysis to examine social media content

systematically. Content analysis allows researchers to analyze communication messages, symbols, and representations embedded within media texts (Krippendorff, 2018). In this study, Instagram posts were treated as visual and textual data that represent the brand's communication practices in the digital environment. By analyzing these posts, the study identifies patterns of visual representation, narrative construction, and interaction strategies used by the brand.

The research object is the official Instagram account of Viva Cosmetics, namely @viva.cosmetics. This account was selected because it functions as the brand's primary digital communication channel for presenting product information, promotional campaigns, and brand narratives to its audience. Instagram was chosen as the research context due to its role as a visually oriented social media platform widely used in digital marketing communication.

The population of this study consists of all posts published on the Instagram account of Viva Cosmetics. The research corpus includes Instagram posts uploaded between January and June 2025, totaling 140 posts. This period was selected because the account consistently produced content that reflects the brand's visual identity, narrative style, and communication patterns. However, not all posts were analyzed in detail. The researcher conducted a purposive selection process by reviewing the posts and identifying content that explicitly represents elements of brand identity, including visual representation, narrative messages, and audience interaction.

Data collection was conducted through three main techniques: virtual observation, documentation, and literature study. Virtual observation was carried out by systematically observing Instagram posts, including photos, videos, captions, hashtags, and audience engagement indicators such as likes and comments. Documentation was conducted by collecting screenshots of relevant posts, captions, and interaction data from the Instagram account. In addition, literature studies were conducted by reviewing relevant academic publications, books, and journal articles to support the theoretical framework and analytical interpretation.

The data analysis process followed the qualitative data analysis model proposed by Miles and Huberman, which consists of three stages: data reduction, data display, and conclusion drawing. Data reduction involved selecting and organizing relevant Instagram posts that reflect the representation of brand identity. Data display was conducted by presenting the analyzed data in descriptive narratives supported by examples of Instagram content. Finally, conclusion drawing involved interpreting the identified patterns and meanings to explain how Viva Cosmetics

constructs its brand identity through Instagram communication.

To interpret the findings, this study adopted the Brand Identity Prism framework developed by Jean-Noël Kapferer as the main analytical lens. This framework consists of six dimensions of brand identity: physique, personality, culture, relationship, reflection, and self-image. These dimensions were used as conceptual guidelines to interpret how brand identity elements appear within Instagram content, including visual representation, communication style, cultural narratives, and audience interaction.

Through this methodological approach, the study aims to provide a comprehensive understanding of how Viva Cosmetics communicates and maintains its identity as a legendary local brand within the digital environment of Instagram.

RESULT

Viva Cosmetics is one of Indonesia's long-established local cosmetic brands that has maintained its presence in the beauty industry for decades. The brand is widely recognized for offering affordable and accessible cosmetic products that cater to the needs of Indonesian consumers. Historically, Viva Cosmetics has positioned itself as a beauty brand that provides practical skincare and makeup products suitable for everyday use. In the context of digital communication, the brand utilizes Instagram as one of its primary platforms to interact with audiences and strengthen its brand identity.

The official Instagram account @viva.cosmetics had approximately 366,000 followers and more than 2,520 posts as of February 14, 2026. During the observation period between January and June 2025, a total of 140 posts were identified and examined as part of the research corpus. These posts consist of product promotions, skincare education, cultural campaign content, and interactive communication with audiences. Through these various types of content, Viva Cosmetics attempts to maintain its relevance in the digital era while reinforcing its positioning as a legendary local brand.

The findings of this study are interpreted using the Brand Identity Prism framework developed by Jean-Noël Kapferer. Through qualitative content analysis, six dominant categories were identified in the Instagram content of Viva Cosmetics: physical product identity, brand communication personality, local cultural values, brand-audience relationship, consumer representation, and consumer self-image. These categories reflect how the brand constructs and communicates its identity in the digital environment.

DISCUSSION

Dominance of Physical Identity in Maintaining the Legendary Image

The dominance of the physique dimension in Viva Cosmetics' Instagram communication demonstrates how visual-oriented platforms encourage brands to prioritize product-centered communication. Instagram's algorithm and audience behavior emphasize aesthetic visibility, making physical product representation more effective in attracting attention and engagement. This finding suggests that, within digital branding contexts, the physique dimension may become more dominant than other dimensions of Kapferer's Brand Identity Prism.

Conceptually, this does not necessarily indicate a limitation of the Brand Identity Prism model, but rather reflects the adaptation of brand identity construction within visual social media environments. While Kapferer originally conceptualized the six dimensions as interconnected and relatively balanced, digital platforms such as Instagram tend to amplify visual and tangible identity markers. Therefore, the study contributes to the understanding that social media branding may reshape the proportional dominance of identity dimensions in practice.

This finding is consistent with previous studies by Sakti and Deslia (2024), which emphasize the importance of visual consistency in shaping digital brand identity. Similarly, Farras (2024) found that cosmetic brands on Instagram rely heavily on aesthetic presentation and simplified communication styles to maintain relevance among younger audiences. However, unlike studies focusing on emerging cosmetic brands, Viva Cosmetics demonstrates how heritage brands combine historical credibility with digital adaptation.

Strategically, the findings indicate that local cosmetic brands must balance visual branding with deeper emotional and cultural storytelling. Overreliance on product visuals may strengthen short-term recognition but potentially weaken emotional differentiation if cultural narratives and relationship-building elements are underdeveloped. Therefore, digital branding strategies should integrate visual attractiveness with interactive storytelling and audience participation to maintain long-term relevance.

Furthermore, the representation of Indonesian consumers and the use of accessible language reinforce Viva Cosmetics' positioning as a culturally relatable local brand. This supports the argument that local identity remains an important strategic asset for heritage brands competing in increasingly globalized digital markets.

In the Brand Identity Prism framework proposed by Jean-Noël Kapferer, the physique

dimension refers to the tangible attributes that represent a brand. These elements include visual design, product form, and other physical characteristics that become the first aspects recognized by consumers. The dominance of product-centered content therefore reflects the brand's effort to reinforce recognition and credibility through consistent visual representation.

The emphasis on physical identity also reflects the historical position of Viva Cosmetics as a long-established local brand. By consistently presenting its product visuals, the brand maintains continuity with its longstanding identity while strengthening consumer familiarity in the digital environment.

Adaptation of Communication Style in Social Media

Another significant finding is the adaptation of Viva Cosmetics' communication style to the characteristics of Instagram. The brand utilizes visual formats such as reels, carousel posts, and aesthetically organized feeds, combined with captions written in a lighter and more conversational tone.

This communication strategy reflects how brands adjust their messaging to match digital audience behavior. Social media encourages fast and visually oriented content consumption, requiring brands to deliver concise and engaging messages. In this context, Viva Cosmetics communicates product benefits through short headlines, clear visuals, and simplified explanations.

Despite these adaptations, the brand maintains a consistent identity that emphasizes simplicity and practicality. According to Kapferer, brand identity should remain stable even when communication channels evolve. Therefore, Viva Cosmetics adapts its content format to social media while preserving the core characteristics of its brand identity.

Strengthening Local Identity Through Instagram Content

The findings also show that Viva Cosmetics reinforces its local identity through Instagram communication. This is reflected in the use of accessible Indonesian language, the representation of models that resemble local consumers, and narratives highlighting the brand's long presence in Indonesian society.

Within the Brand Identity Prism framework, this reflects the culture dimension, which represents the values and social context shaping a brand's identity. By incorporating local cultural elements into its communication, Viva Cosmetics strengthens its positioning as an Indonesian cosmetic brand that remains relevant to its audience.

Through these representations, the brand creates a sense of familiarity and relatability with

consumers. This strategy allows Viva Cosmetics to maintain its identity as a legendary local brand while continuing to engage audiences in the contemporary digital communication landscape.

CONCLUSION

This study demonstrates that Viva Cosmetics constructs its digital brand identity through all six dimensions of Kapferer's Brand Identity Prism, with the physique dimension emerging as the most dominant aspect within Instagram communication. The findings reveal that visual social media environments encourage brands to prioritize tangible identity markers such as product appearance, packaging, and aesthetic presentation.

Theoretically, this research contributes to brand identity studies by showing that the proportional dominance of Brand Identity Prism dimensions may shift within digital communication contexts. Instagram, as a visual-oriented platform, amplifies the role of physical identity more strongly than originally emphasized in conventional brand identity models. Therefore, this study expands the application of Kapferer's framework within contemporary social media branding practices.

Practically, the findings suggest that local cosmetic brands should not rely solely on product visuals when developing digital branding strategies. Cosmetic brands need to integrate cultural storytelling, audience interaction, and emotional engagement to strengthen long-term consumer relationships. For heritage brands such as Viva Cosmetics, maintaining local cultural relevance while adapting to digital communication trends is essential for sustaining competitiveness in the beauty industry.

This study also highlights the importance of strategic consistency in digital branding. By maintaining recognizable visual identity while adapting communication styles to Instagram culture, Viva Cosmetics successfully preserves its positioning as a legendary local brand within contemporary digital environments.

References

- Febriani, D., Susanta Nugraha, H., Listyorini, S., Bisnis, D. A., & Diponegoro, U. (2023). Pengaruh harga dan brand heritage terhadap keputusan menginap di Hotel Melva Balemong and Resort. *Jurnal Ilmu Administrasi Bisnis*, 12(1).
<https://ejournal3.undip.ac.id/index.php/jiab>
- Hernawo, T. (2025). Komodifikasi dan budaya partisipatif media sosial dalam komunikasi pemasaran produk skincare di aplikasi TikTok. *Jurnal CommLine*, 10(2), 138–146.
- Komalasari, P., & Alfando W.S, J. (2023). Interaktivitas penggunaan media sosial Instagram kahe.id dalam meningkatkan customer engagement. *Jurnal Indonesia: Manajemen Informatika dan Komunikasi*, 4(3), 1365–1379.
<https://doi.org/10.35870/jimik.v4i3.332>
- Larasati, N. L. S. A. D., & Handayani, W. (2025). Penguatan citra brand kosmetik lokal dalam menjangkau konsumen muda secara digital. *Jumbiwira: Jurnal Manajemen Bisnis Kewirausahaan*, 4(2), 481–493.
<https://doi.org/10.56910/jumbiwira.v4i2.2629>
- Madichie, N. O. (2009). *Consumer behavior: Buying, having, and being* (8th ed.). *Management Decision*, 47(5), 845–848.
<https://doi.org/10.1108/00251740910960169>
- Nurizal, H., Wahyudin, U., & Rahmat, A. (2023). Integrated marketing communication of Batik Jambi Berkah to sustain the new normal era. *Jurnal Manajemen Komunikasi*, 8(1), 100–116.
<https://doi.org/10.24198/jmk.v8i1.46882>
- Rustandi, T. (2023). The impact of social media marketing on Instagram for cosmetic brands in Indonesia. *Enrichment: Journal of Management*, 13(4).
- Safitri, E., Auliana, L., Sukoco, I., & Barkah, C. S. (n.d.). Kajian literatur peran integrated marketing communication (IMC) dalam mempertahankan loyalitas konsumen.
- Saputra, R. C., & Prathisara, G. (2025). Pemanfaatan Instagram sebagai media komunikasi pemasaran di era digital pada akun Instagram @thriftworld_store. *JKOMDIS: Jurnal Ilmu Komunikasi dan Media Sosial*, 5(1), 172–180.
<https://doi.org/10.47233/jkomdis.v5i1.2683>
- Setianingrum, H. (2024). Manajemen pemasaran di era digital: Tantangan dan harapan. *Journal of Social Science Research*, 4(6).
- Wardatus Shalihah, O., Irvie Aranda Alben Susanto, A., Permana, E., Pancasila, U., & Selatan, J. (2025). Strategi pengembangan pemasaran digital produk make-up Wardah pada platform media sosial. *Journal of Innovation Research and Knowledge*, 4(11).