

INSTAGRAM CONTENT EXPOSURE @JASTIP_DONGKA AND FOLLOWERS' CONSUMER BEHAVIOR PATTERNS

Chika Laily Rahmadini

Universitas Prof. Dr. Moestopo (Beragama), Jakarta

Enisar Sangun

Universitas Prof. Dr. Moestopo (Beragama), Jakarta

Natalina Nilam Sari

Universitas Prof. Dr. Moestopo (Beragama), Jakarta

*Correspondence: chikarahmadini16@gmail.com

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ABSTRACT

This study aims to examine the extent to which social media content exposure influences consumer behavior patterns, using DeFleur's media dependency theory as the analytical framework. This theory explains that the relationship between mass media and individuals or society is dynamic and mutually influential, meaning that exposure to social media content has the potential to shape users' consumption habits. As individuals increasingly rely on social media for information and recommendations, their purchasing decisions may be influenced by the content they frequently engage with. To test this influence, the study employs a survey method by distributing questionnaires to 132 respondents who are followers of the Instagram account @jastip_dongka. This account specializes in offering online shopping services, making its followers relevant subjects for analyzing how social media exposure shapes consumer behavior. Through this survey, four main indicators of the independent variable (X) were analyzed: frequency, duration, interaction, and content type consumed. The findings indicate that all four indicators significantly impact the dependent variable (Y), which is consumptive behavior patterns. Furthermore, the study measures the overall contribution of these indicators to shaping consumptive behavior, which accounts for 29.2%, while the remaining 70.8% is influenced by factors not examined in this research.

INTRODUCTION

Many individuals now tend to buy and use goods and services in greater quantities than they need. This behavior is influenced not only by basic needs but also by the desire to display social status, gain recognition, and achieve personal satisfaction through material possessions.(Lutfiah et al., 2022).

Technological advances, especially the internet and social media, have changed the way humans interact with consumption. One implication of technological advances is

the existence of alternatives to make purchases of goods or services digitally, called e-commerce.(Pradana, 2015). E-commerce has made the shopping process very easy and convenient which makes people to buy things anytime and anywhere through social media channels. Social media with its sophisticated algorithms, actively pushes content that is relevant to the user's preferences and habits, thus creating a constant urge to buy products promoted through social media content or by celebrities.

Popular culture and mass media

contribute to the consumer phenomenon by portraying a luxurious and glamorous lifestyle as something to be desired. Television shows, movies, and advertisements often depict life as measured by the possession of luxury goods, thus influencing people's perceptions of what constitutes success and happiness. For example, the fashion industry uses seasonal trends and "fast fashion" to encourage consumers to continually buy new products, creating a never-ending cycle of consumption.

The consumer behavior that emerges in society is associated with one crucial factor that is considered to have a big impact on this behavior, namely the large influence brought by social media content.(Francisca & Erdiansyah, 2020). Social media has become a primary platform for many people to interact, share information, and express themselves.

Social media algorithms also play a big role in influencing consumer patterns. Algorithms are designed to display relevant and interesting content to each user based on their behavioral data.(Wulandari, 2022). This means that if someone shows interest in a fashion product for example, they will be presented with more fashion-related content. Repeated exposure to similar content increases the likelihood of someone being influenced and eventually purchasing the product.(Walisyah, 2024). This algorithm ensures that users are constantly exposed to advertisements and product promotions that match their interests, thus encouraging impulse purchases.

The speed and ease of sharing information on social media also facilitates the rapid spread of consumer trends. Fashion, technology, and lifestyle trends can spread virally in a matter of hours or days, creating a rapid and widespread wave of consumption. When a product goes viral on social media, demand can skyrocket. Users who don't want to miss out on the trend feel compelled to immediately purchase the product even though they may not need it.

Based on research by Hael and Mareeh(in Luas et al., 2023)conducted in China, the USA, and European countries, showed that trends in these countries are highlighted in terms of "consumer behavior"

associated with online social media content as a place for in-depth research before they buy products. Consumers from these countries show a preference for brands that are committed to ethical practices (content promotion ads) and sustainability. More than 70% of consumers are willing to pay more for products made by companies known to have ethical practices. So this is important in determining brand loyalty and preference.

In responding to how exposure to content on social media can influence individuals to have an impact on behavior or actions, researchers use a literature review as a reference in measuring consumer behavior patterns that originate from aspects of consumer behavior according to Fromm.(Durandt & Wibowo, 2021). Based on Fromm's concept, aspects of consumer behavior consist of impulsive buying, wasteful buying, and non-rational buying.

The study of the influence that occurs when exposure to social media content affects consumer behavior patterns is in line with the Media Dependency Theory developed by Ball-Rokeach and Melvin DeFleur in 1976.(Mahmudah, 2011). Media Dependency Theory is a communication theory that explains the relationship between media, audiences, and society as a whole. This theory focuses on the extent to which individuals depend on media to meet informational, affective, and social needs.

RESEARCH METHODOLOGY

This research was conducted with reference to the media dependency communication theory. This theory is rooted in the understanding that mass media has a significant role in shaping individual worldviews, values, and behavior as well as overall social dynamics. The concept of media dependency was first put forward by Sandra Ball-Rokeach and Melvin DeFleur in 1976. In this theory, there are two dimensions of media dependency that are explained, namely the dimension of needs and the dimension of understanding.(Mahmudah, 2011).

Dimensions needin dependency theory mediarefers to the individual's need for information, entertainment, and social interaction that is met by mass media. Mass media provides a variety of content that includes news, entertainment programs, and

social communication platforms that meet these needs. Individuals rely on mass media as their primary source of information about the world around them. In addition, media is also a means for entertainment and relaxation, whether through television shows, movies, music, or video games. Social interaction also occurs through social media and other online communication platforms, where individuals can connect with others without time and space constraints.

The media dependency theory also acknowledges that the relationship between mass media and individuals/society is dynamic and mutually influential. Mass media not only sends messages, but also receives feedback from individuals and society through various mechanisms,

like audience responses, public opinion surveys, and social media trend analysis. This feedback can influence media agenda-setting, content selection, and their communication strategies. Conversely, individuals and society also can influence mass media through financial support, participation in content programs, or even social movements advocating for changes in media practices.

Media dependency communication theory provides a deep understanding of the complex relationships between mass media, individuals, and society. By highlighting the dimensions of needs and understanding, the theory describes how mass media influence the way individuals obtain information, entertainment, and social interaction, and how individuals and society influence the production, distribution, and interpretation of media content. By taking into account the dynamics of interdependence and power structures in communication, the theory provides a strong foundation for analyzing the role and influence of mass media in shaping worldviews and social behavior.

The method used in this study is a quantitative approach with a simple regression analysis technique that only emphasizes the influence between two independent variables and the dependent variable. Data collection was carried out using a survey technique to 132 respondents who were followers of the Instagram account @jastip_dongka so that conclusions could be drawn.

RESULTS AND DISCUSSION

There are several criteria for respondents that are adjusted to the research title and the main theory applied. In selecting respondents, it is adjusted to several categories such as gender, age, expenditure, and using social media.

Table 1

Respondent Categories Based on Gender

Category	Frequency	Amount
Man	36	27.3%
Woman	96	72.7%
Total	132	100%

Source: Researcher Processing, 2024

From table 1 above, it can be explained that the number of respondents with different genders is between men and women. The number of male respondents is 27.3% and female respondents are 72.7%. Thus, it is known that women have a larger number than men. This finding is relevant to the results of research conducted by (Utomo & Pawito, 2017) which states that women tend to be more active on social media than men. They often use platforms like Instagram not only to communicate and interact with friends, but also to find inspiration, the latest trends, and information about products or services.

Besides that, (Maharani, 2019) shows that women are more responsive to marketing strategies that leverage emotions and aesthetics that are often used on Instagram. Marketing campaigns on Instagram are often designed to attract attention through attractive images, exclusive promotions, and narratives that build emotional desire to own a particular product. Women are considered to be more emotional in the decision-making process and therefore more susceptible to this. Products that are often promoted on Instagram, such as clothing, cosmetics, and beauty products, are also more targeted towards women, making them more likely to engage in impulsive or unplanned shopping activities after being exposed to related content.

Table 2

Respondent Categories Based on Age

Category	Frequency	Amount
22	4	3
23	15	11.4
24	11	8.3

25	25	18.9
26	21	15.9
27	13	9.8
28	16	12.1
29	2	1.5
30	3	2.3
31	8	6.1
32	6	4.5
33	1	0.8
34	2	1.5
35	2	1.5
36	1	0.8
38	1	0.8
40	1	0.8
Total	132	100

Source: Researcher Processing, 2024

From table 2 above, it can be explained that the number of respondents with an age range of 22 to 40 years. The largest age of respondents in this study was 25 years old, which was 25 respondents. And the number of respondents aged 33, 36, 38, and 40 was 1 respondent. This number is similar to the results of research conducted by (Princess, 2012) that the age of 25 is a transition phase where many women have completed higher education and entered the workforce so that they have greater purchasing power and financial freedom to spend their money as they wish. At this stage, they tend to be more interested in purchasing products that can improve their lifestyle and social status. Through Instagram, women can explore trends, popular brands, and lifestyles that are often associated with success.

Additionally, 25-year-old women are often more sensitive to their self-image and how they want to be seen by others, both online and offline. (Dewi et al., 2021). And Instagram becomes the main place for them to build and maintain their self-image. Continuous exposure to content that displays a glamorous lifestyle can influence consumption decisions, prompting them to buy certain products in order to gain social recognition or improve their status in the public eye. This makes them more susceptible to consumer behavior, especially when the content they are shown continuously influences their perception of needs and wants.

Table 3 Respondent Categories Based on Expenditures		
Category	Frequency	Amount
500 thousand – 1 million	4	3
1 million – 2 million	21	15.9
2 million – 3 million	32	24.2
More than 3 million	75	56.8
Total	132	100

Source: Researcher Processing, 2024

From table 3 above, it can be explained that the number and distribution of respondents based on expenditure ranges from 500 thousand to more than 3 million rupiah per month. The largest amount of expenditure, which is more than 3 million rupiah per month, is dominated by 75 people or 56.8 percent. This data is supported by the results of research conducted by (Indriaty et al., 2023) that they have higher purchasing power and a tendency to engage in more active consumption patterns. This group generally consists of individuals who have a stable or large enough income to allow them to spend more money on secondary and tertiary needs.

The group of people with this level of expenditure are often in the middle to upper socio-economic group who have greater access to information and resources to purchase goods that not only meet basic needs but also improve their quality of life and social status. (Mursito, 2020). High exposure to Instagram content such as new product ads, exclusive promotions, and influencer campaigns can trigger individuals' desire to consume more goods and services, especially those that are perceived to add social value or provide new experiences. Individuals with monthly spending of more than 3 million rupiah are also more likely to engage in impulse buying because they have greater financial flexibility and are less constrained by budget.

Table 4 Respondent Categories Based on Duration of Using Instagram		
Category	Frequency	Amount
1-2 hours	82	62.1

3-4 hours	13	9.8
>4 hours	37	28
Total	132	100

Source: Researcher Processing, 2024

From table 4 above, it can be explained that the number of respondents with the duration of Instagram usage every day ranges from 1 to more than 4 hours. The duration of Instagram usage is dominated by 62.1 percent of respondents (82 people) with a duration of 1-2 hours. This data is supported by the results of research conducted by (Santiana et al., 2022) which states that the length of time spent on social media reflects an individual's daily routine, whether to seek entertainment, get information, or interact with friends and family. Within 1-2 hours, users can participate in various activities on Instagram such as liking, commenting, or sharing posts and following new accounts that interest them. This usage time tends to make them actively engage with the content, but is still within limits that do not lead to excessive use that can cause fatigue or boredom. This duration is enough to influence their perception of the products and services being promoted but not so long that users become overly critical or less responsive to marketing efforts.

This study involved 132 respondents who answered a questionnaire containing 38 statements that measured two variables, namely the Instagram content exposure variable (X) and the consumer behavior pattern variable (Y).

The independent variable in this study is Instagram content exposure. This variable has four dimensions of measurement, namely frequency, duration, type of content, and interaction with a total of 21 statements. The results obtained based on respondents' responses have an average value, variance, and standard deviation based on the calculation of the total score. The descriptive score on this variable based on the total score of respondents' responses is shown in the table below.

The average value obtained on the X variable, namely Instagram content exposure, is 69.04. This study uses a 95% confidence level in determining the lower and upper limits. So that the estimated

interval value obtained has a limit of 67 to 71.

Table 5
Instagram Content Exposure Frequency Distribution

Category	Frequency	Percentage
Tall	16	12.12%
Moderate	98	74.24%
Low	18	13.63%
Amount	132	100%

Source: Researcher Processing, 2024

From table 5 above, it can be explained that out of 132 respondents, 16 of them have a very good understanding of the message on Instagram content exposure. While 98 respondents have a fairly good understanding of the message on Instagram content exposure. And 18 respondents have a low category of message understanding on Instagram content exposure. These results show that the followers of the Instagram account @jastip_dongka are dominated by a fairly good understanding of Instagram content exposure with a percentage of 74.24%.

The dependent variable in this study is consumer behavior. This variable has three dimensions of measurement, namely impulsive buying, non-rational buying, and wasteful buying with a total of 17 statements. Respondents' responses to this variable have average values, variances, and standard deviations based on the calculation of the total score.

The average value obtained on the consumer behavior variable is 56. This study uses a 95% confidence level in determining the lower and upper limits. So that the estimated interval value obtained has a limit of 54 to 58.

Table 6
Frequency Distribution of Consumptive Behavior Patterns

Category	Frequency	Percentage
Tall	15	11.36%
Moderate	102	77.27%
Low	15	11.36%
Amount	132	100%

Source: Researcher Processing, 2024

From Table 6. It can be explained that among the 132 respondents, 15 people have a very good understanding of the message on consumer behavior. While 102 respondents have a fairly good understanding of the

message on consumer behavior. And 15 respondents' understanding of the message on consumer behavior is categorized as low. These results show that the followers of the Instagram account @jastip_dongka are dominated by a fairly good understanding of consumer behavior with a percentage of 77.27%.

Table 7
Coefficient Test Results

Model	R	R2 (adjusted R2)
1	0.541	0.292

Source: Researcher Processing, 2024

From table 7 above, it can be explained that the coefficient of determination in the table above is 0.292 or 29.2%. This shows that the Instagram content exposure variable (X) has an influence of 29.2% on the consumer behavior variable (Y). While the remaining 70.8% is influenced by other factors outside the research variables that are not explained in this study.

Table 8
Simple Linear Regression Analysis Results

Model	Unstandardized Coefficients		Standardized Coefficients
	B	Std. Error	Beta
1 (Constant)	36,619	2.647	.541
Consumptive Behavior Patterns	.281	.038	

Source: Researcher Processing, 2024

From table 8 above, it can be explained that the decision-making process $Y = a + bX$ is referred to in the simple linear regression analysis test. Based on the formula, it is known that a is the constant value obtained. While bX is a sign of the constant value in beta. So the results of the simple linear regression analysis test obtained a constant value of 36,619 and a beta value of the consumer behavior variable of 0.281.

There are two possible explanations for the data obtained from the following

simple regression equation model. First, the constant value represented by the letter " a " is positive and has a value of 36.619. This indicates that there is a unidirectional influence between the Instagram content exposure variable and the consumer behavior variable. If the Instagram content exposure value (X) is equal to 0, then consumer behavior is 36.619. Thus, if the Instagram content exposure variable (X) increases or changes by one unit, then consumer behavior will also increase. Second, it is known that the constant value in the consumer behavior variable regression has a value of 0.281. Based on these findings, consumer behavior (Y) will increase by 0.281 or 28.1% for every one unit increase in Instagram content exposure (X).

The influence of Instagram content exposure on consumer behavior has produced several findings that can be linked to further studies, namely elaborating research results with previous studies. Content exposure through Instagram has a significant influence on user consumer behavior.(Aulia & Rusdi, 2022). Instagram is known as a platform designed to attract attention through interesting images and videos. The variety of content presented on Instagram often consists of posts from various groups of people who also display different things. However, Instagram as a platform that is also used to store moments also displays business activities from brands such as the latest products, fashion trends, and luxurious lifestyles.

Repeated exposure to such content can influence users' perceptions and desires, prompting them to purchase the products or services displayed.(Putri Nugraha et al., 2021). This phenomenon occurs for several main reasons. First, Instagram utilizes powerful visual marketing techniques to attract attention and generate desire in a short period of time. The uploaded content is usually carefully arranged to show the product as clearly as possible to increase the appeal of the product. This creates a strong desire in users to own the product or experience a similar lifestyle, which ultimately drives consumer behavior.

In addition, Instagram is also very effective in creating a sense of urgency through special features such as the stories

feature which disappears in 24 hours.(Setyorini, 2024). These features make users feel like they have to buy the product immediately before it runs out or before the promotion ends. This increases the likelihood of impulse buying, where users buy products spontaneously without much consideration. These impulse purchases are often driven by emotion and are supported by Instagram's highly visually and emotionally engaging environment. On the other hand, Instagram's algorithm intelligently displays content that is most relevant to users' interests and preferences based on their previous interactions. In other words, if a user shows interest in a particular type of product, Instagram will show more content related to that type of product. This increases exposure to products that are of interest to users, which can increase the chances of a purchase. In addition, Instagram makes it easy for users to directly purchase products through integrated shopping features, such as product tags in posts and stories, and direct links to the purchase page. This reduces friction in the purchasing process, allowing users to make transactions with just a few clicks. This feature speeds up and simplifies the shopping process, which can increase the frequency and volume of purchases.(Puspitarini & Nuraeni, 2019). In this way, content exposure through Instagram not only increases brand awareness but also directly influences purchasing decisions by making the process faster and easier.

Based on the results of the descriptive analysis that has been done in the previous section, this analysis was carried out on two variables separately, namely the Instagram content exposure variable and the consumer behavior variable. In the results of the descriptive analysis of the Instagram content exposure variable, it was found that respondents tended to understand the message about content exposure quite well. Understanding the content exposure message includes several supporting dimensions, namely frequency, duration, type of content, and interaction.

Then the results of the descriptive analysis conducted on the dependent

variable, namely consumer behavior, show that the understanding of respondents' messages regarding consumer behavior also tends to lead to a fairly good understanding. The supporting dimensions in the consumer behavior variable are impulsive buying, wasteful buying, and non-rational buying.

The findings are in line with(Nuswantoro, 2017)which states that social media brings a "bandwagon" effect or is called a phenomenon that follows social trends, where social media users feel compelled to have something because they see others doing it. When users consistently see certain products or lifestyles in their feeds, they begin to feel that these products are necessary to achieve a certain social status or to be recognized in their social circles. This feeling of being lacking or left behind drives consumer behavior because users want to "catch up" with what is considered a social norm or standard of success and happiness on Instagram.

Additionally, exposure to content on Instagram also taps into the more basic psychology of desire through highly personalized marketing strategies.(Wardah & Albari, 2023). Unlike traditional promotions, Instagram tends to prioritize a more personal and intimate marketing experience. Content on Instagram often contains personal and authentic narratives that are more credible to users. As a result, product recommendations or reviews that appear on Instagram are often considered more credible and relevant than conventional advertising.

This strategy fosters an emotional connection between users and content creators, increasing the likelihood that users will take consumer action based on recommendations they perceive as suggestions from friends or someone they trust. Instagram also leverages elements through features such as "swipe up" on stories or "tap to shop" on feeds, creating a fun and interactive experience. This makes the shopping process feel easier and more practical, which can increase user engagement and encourage consumer behavior.

The results of this study prove that the dependency theory by Ball-Rokeach and Melvin DeFleur in 1976, media is relevant to this study.(Mahmudah, 2011). Media

dependency theory assumes that the higher an individual's dependence on media to meet their information, entertainment, or social interaction needs, the greater the influence of media on their attitudes and behaviors. This theory explains that media dependency is formed when individuals feel that certain media are the main source for meeting various needs, both to understand the surrounding environment (information needs), gain emotional comfort (entertainment needs), and form and maintain social relationships (interaction needs).

The relevance of media dependency theory in research on social media content exposure to consumer behavior lies in how social media, especially Instagram, can shape consumer perceptions and desires. When users perceive Instagram as their primary source for finding the latest trends they desire, they become more dependent on the platform to form preferences and purchase decisions. This dependency is reinforced by Instagram's algorithm, which is designed to present relevant and engaging content based on the user's previous activity. Thus, the more frequently users are exposed to certain promotional or lifestyle content on Instagram, the more likely they are to internalize these messages and consider them as desirable norms or standards, ultimately driving consumer behavior.

Media dependency theory (Rohmah & Rahmawati, 2023) also highlights how reliance on a particular medium can shape the social reality of users. In the case of social media, users not only consume content but also actively participate in creating and sharing content that fits the trends they see. This interaction creates a feedback effect where users are not only influenced by the content they see, but also influence others through the content they share.

By increasing dependency through personalized algorithms, engaging visual content, and social validation from other users, Instagram has become a highly effective platform in driving consumer behavior. In the context of research, understanding how dependency on social media is formed and influences user behavior can provide deeper insights into

the dynamics of consumption in the digital age.

CONCLUSION

The results of this study show that there is an influence of Instagram content exposure on the consumer behavior of followers of the Instagram account @jastip_dongka. Based on the results of the respondents' understanding of the messages regarding the independent variables and dependent variables, it can be concluded that the respondents understand quite well both variables, namely Instagram content exposure and consumer behavior variables. Judging from the results of the simple linear regression analysis test, the constant value produced is positive both between the Instagram content exposure variable and the consumer behavior variable. So this results in the meaning that the two variables have a unidirectional relationship, where if there is an increase in one variable, there will also be an increase in the other variable.

From the influence of the social media content exposure variable on the consumer behavior pattern variable, it can be concluded that the initial hypothesis, namely H_a , is accepted and H_o is rejected. So that the research objective is achieved, namely to determine the magnitude of the influence of frequency, duration, interaction, and type of content together through social media content on the consumer behavior patterns of followers. The findings in this study support DeFleur's media dependency theory that media dependency is formed when individuals feel that certain media are the main source for meeting various needs, both to understand the surrounding environment (information needs), get emotional comfort (entertainment needs), and form and maintain social relationships (interaction needs).

It is recommended that further research examine other factors that influence consumer behavior patterns, such as psychological, social, and economic aspects, in order to gain a more comprehensive understanding. In addition, the use of qualitative research methods or mixed-method approaches can provide deeper insight into how and why exposure to social media content contributes to individual

consumer behavior. This study also opens up opportunities to explore other social media platforms that have different characteristics to see whether the emerging consumer patterns have similar or different tendencies.

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