

## Digital marketing communication strategy Diraloka in maintaining the national tradition

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### Abstract

This study discusses how Diraloka maintains national traditions in the postmodern era using marketing 4.0 strategies (online and offline). Technological developments make overlapping cultures accumulate and sometimes can get rid of each other, as well as various values that are often eroded by the speed of the times. This study aims to know and analyze Diraloka's digital marketing communication strategy in maintaining the national tradition of the modern postal era to build brand awareness. This research uses symbolic interaction theory. The paradigm used is constructivism with a qualitative research approach. The method used is a case study. The subject of research is key informants and informants. Data collection techniques use interviews, focus group discussion (FGD), observation, and documentation. The results of this study show that Diraloka's involvement in implementing digital marketing communication strategies by voicing national traditions is positively assessed by the audience or the surrounding community. From Diraloka's engagement rate on Instagram, it can be seen that this brand builds a good relationship with its audience. The story shared by Diraloka is packaged through symbols of art, literature, and literacy, and utilizes AI (Artificial Intelligence) technology for its design. Thus, moving together in maintaining, developing, and voicing national traditions can have an emotional impact. Diraloka can form a civic virtue called #AliansiPejalan and #KawanDira as a form that supports the common good of Indonesian citizens.

**Keywords:** Marketing Communication Strategy 4.0, Diraloka, Symbolic Interaction, National Tradition, Brand Awareness.

### Introduction

The depiction of women in contemporary movies, as discussed by Mulvey, offers a more accurate The development of information technology today not only gives birth to a global world community, but can expand the dynamics of new life for humans in disseminating information and gaining other knowledge, The development of the internet and social media era makes information free, fast, and unlimited space and time can make overlapping cultures accumulate, sometimes can get rid of each other, various values are often eroded by the speed of the times.

The concept of nationality or nationalism is an important marker in the era of modern technology and information development today. The spirit of nationality is born from a form of awareness of the meaning of humanity that must be upheld, respected, and free from all forms of oppression and colonialism (Irianto, 2017). A culture is a relic of our ancestors that we should maintain and preserve so that the culture can be known by many people (Kristianingrum & Susanto, 2020). According to the Ministry of Education and Culture of the Republic of Indonesia (2023) in (Malini et al., 2023) cultural literacy is a skill to understand and show the right attitude towards Indonesian cultural heritage that reflects the nation's identity. Through cultural literacy, people can develop their intellectual aspects and at the same time can form quality characters, including a love for local culture, patriotic spirit, and positive contributions to the state and nation.

The phenomenon that occurs in Indonesian people in the field also tends to like to idolize foreign culture or western culture. It can be dangerous because it can change the lifestyle of our society, cultural values or traditions, nationality, and citizenship of the community. Actually, admiring and enjoying the cultural output of other countries is not wrong. In this case, we must be wise in taking a positive influence without forgetting the culture of our own country. The more foreign cultures that enter, the more important the understanding and active role of adolescents in the preservation of regional culture. For example, language and literature quoted from the Kemendikbudristek social media are revitalizing so that young speakers become active regional

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languages and learn them happily through any media. This effort is certainly to preserve regional language and literature and create space for creativity and freedom for speakers of regional languages to maintain their culture <https://www.youtube.com/watch?v=nkzI9h5nnAE>.

Previous research has shown that the influence of globalization makes the world life borderless. One of them is Korean culture which is a commodity for globalization life that has been mastered by technology. From this research explains that Korean culture is growing rapidly and expanding in Indonesia. This culture is feared to be the cause of the fading of nationalism among teenagers. The decline of nationalism is one form of deviation from the value of the third Pancasila sila. This phenomenon is very liked by Indonesian teenagers, not only music and drama series, but also lifestyle. The adverse effects caused by the K-wave can threaten the sustainability of the country, namely Indonesian culture. Meanwhile, in terms of economy, the Indonesian market will be filled with Korean products. If this continues, the economy of Indonesian local products will lose (Gulo et al., 2024). Second, globalization has had a significant impact on the behavior of millennials, changing mindsets and values that may not be in line with Pancasila. The phenomenon is that very few women are willing to follow the nation's traditional ceremonies by wearing clothes that are in accordance with their nation. The value of Pancasila must continue to be applied from early childhood to develop character and behavior to become a guide in life (Mendrofa et al., 2024).

Likewise in the scope of the marketing world. Marketing communication methods that used to be traditional and conventional, have now been integrated with digital developments connected to the internet. Marketing activities are often referred to as digital marketing. Digital marketing or digital marketing is the use of digital technology to create integrated communication that helps business people to acquire and retain customers and build good relationships with the community. Digital marketing according to Kleindl and Burrow (2005) is a process of planning and implementation. The process comes from ideas, concepts, prices, promotions, to distribution. In simple terms, it is defined as the construction and maintenance of profitable relationships between consumers and producers (Maszudi, 2023).

In digital marketing communication strategies, business people are also required to understand the four pillars of digital literacy initiated by the Ministry of Communication and Information Technology (Kemenkominfo) in order to be able to receive, filter, disseminate information, and use it appropriately balanced with ethical values to foster a digital literacy culture because the presence of new media does not always have a positive impact on various levels of society. In Indonesia, this regulation is contained in the Law on Information and Electronic Transactions (UU ITE) Number 19 of 2016 concerning amendments to Law Number 11 of 2008 concerning Electronic Information and Transactions (UU ITE). The policy was created by the Indonesian government to protect and control the public so that they are responsible for using the internet. (<https://web.kominfo.go.id/>). Digital literacy according to (Harjono, 2019) in (Ayu Rizki Septiana & Moh. Hanafi, 2022) which is a basic skill in the use and production of digital media. The four pillars that are part of digital literacy by the Ministry of Communication and Information include digital skills, digital ethics, digital safety, and digital culture.

The four pillars that are part of digital literacy by the Ministry of Communication and Information include digital skills, digital ethics, digital safety, and digital culture. First, digital skills are the ability of an individual to know, understand, and use ICT hardware and software in everyday life. Second, digital ethics is the ability of individuals to know, apply, adjust, rationalize, think about, and develop digital ethical governance in everyday life. Third, digital safety is the ability of users to know, apply, analyze, measure and increase awareness of personal data protection and digital security in everyday life. Fourth, digital culture is the ability of individuals to read, examine, and expand national insight, the value of Pancasila and Bhineka Tunggal Ika in everyday life and the digitization of culture through the use of ICT (Kominfo, 2022).

The current Postmodern era has undergone various changes, especially in people's lives that affect the industrial world, for example an increase in services in the economic sector with a strong role of mass media, and dependence on the world economy that continues to increase <sup>β</sup>. This also has an impact on the food and beverage industry in the coffee shop field. Data from the Regional Tax Service Agency (BPPD) of Sidoarjo regency in 2023 there are 1,235 places that provide food and drink. <https://www.harianbhirawa.co.id/>. With so many businesses in that field, of course, there

is a lot of fierce competition to get customers who will enjoy the best facilities as the advantage of a café. To be in a good position to win the competition in the coffee shop industry, it is necessary to think and implement a strategy so that the company can survive in business competition. Innovation in business is an effective strategy that makes success with different innovation approaches in creating value and competitiveness.

Diraloka utilizes Instagram social media as its digital marketing communication media. Business actors in running their business need a strategy in conducting marketing communications to promote products or services to a predetermined target market. In the era of digitalization, business actors must be able to understand and master technology connected to the internet by prioritizing digital literacy, one of which is social media and AI (Artificial Intelligence). Social media is one part that has a big role in marketing communication strategies in the digital era. Internet and social media consumers in Indonesia released by We Are Social in its survey in 2023 found 167 million active social media users from a total population of 276.4 million people. Instagram is the second most ranked social media after WhatsApp. The number of potential users of the Instagram platform is 89.15 million people aged 13<sup>th</sup> years and over.

Therefore, the current threatened national traditions can be voiced again through social activities, education, art and literature, and digital literacy by Diraloka. Diraloka is a business engaged in clothing, graphic design including logos, company profiles, posters, wedding moment photography, events and branding, and food and beverage, a coffee shop established in 2016. Diraloka comes from two Sanskrit syllables, Dira which means brave and wise, and Loka means place or space. So literally, Diraloka is a place where we can live bravely and wisely accompanied by the tagline space and collaborative. The founder of Diraloka is Muchammad Miftakur Rizky, a young entrepreneur. This business is located in the rice field area, Ngerong Village, Gempol District, Pasuruan Regency, East Java Province. Diraloka is one of the places that gives the impression of chill in discussing and enjoying coffee with a direct view of the rice fields. A series of strategies were carried out in order to voice the Indonesian national tradition so that it would not be eroded by the times. Therefore, Diraloka in marketing its products and services utilizes social media, and conducts word-of-mouth marketing communication strategies by holding national-themed events. Diraloka also collaborates with various other communities and social activities to preserve and strengthen between people in line with the values contained in Pancasila and Bhineka Tunggal Ika.

On this basis, the initiative to empower and strengthen the community of national traditions is carried out by Diraloka through various Corporate Social Responsibility activities, including through the "Swaraloka" event, the "Suddenly Mobile Library" event, the "Tadarus Puisi" event, the "Little Step to The Hill" event, the "Sidoarjo Action with the Travel Alliance" event, the "DKV Camp" event, the "Art of Resisting Hunger" event, the "Merdekarya" event, the "Thursday Culture" event, the "Kolaborasi" event, "Friends With Earth" event and so on.

The interesting thing in Diraloka's marketing communication strategy through events is maintaining national traditions. One of them is activities in the field of art performing and social community activities. In the sphere of people's lives, various works are born that are a form of culture and expression of society. One form of marketing strategy through art activities carried out by Diraloka in expanding its market coverage is literacy, literature, music, art, and so on. Literature is an art created by society with good and beautiful language. Literature can also give a sense of emotion or subtlety to readers or listeners. Emotion includes love, affection, hate, longing, upset, and so on. Literary works are human creations that have distinctive characteristics and are shaped as a social testimony (Suhita et al., 2023). While dance is part of the culture that we often find in various regions in Indonesia. Tradition is something that is formed and developed in a community group, finally maintained continuously from generation to generation in accordance with the customs in each region (Dan et al., 2023).

Through this activity, Diraloka is involved in supporting the delivery of national traditions and events that can improve business, as well as maintain the nation's national identity. In the era of globalization, it is necessary to re-explore the culture owned by the Indonesian nation. This is very crucial to do in order to fortify the flow of exchange in the global era, and local wisdom that exists in the community needs to be reappointed (Disi & Hartati, 2018). Corporate Social Responsibility is

carried out by Diraloka to raise and re-voice national traditions through marketing strategy 4.0. In a book written by Kotler et al (2019) entitled "Marketing 4.0" that this era talks about marketing in the digital world (online and offline). There are 5 stages of marketing in the 4.0 era, first aware where consumers begin to know the product. Second, appeal is a stage where consumers have begun to ask questions and begin to replace information about the product. Third, ask where consumers have started asking about the product. Fourth, act where consumers succeed in obtaining information and start thinking about buying the product. The last stage, advocate where consumers are satisfied with the products purchased and recommend to others (August & Paramita, 2022). However, marketing will not be able to run well if there is no communication. Communication plays an important role in shaping an image. Panuju (2019) in the book Marketing Communication states that "The most ancient understanding of marketing is human activities exchanging goods to meet the needs of life. Exchange of these goods is carried out based on custom. The exchange rate between goods is based on the agreement of both parties, for example for one kilo of salt exchanged for how many kilos of pepper. This activity is known in historical records as "barter", which is the activity of exchanging goods that occurs without money intermediaries. Exchange activities are only intended to meet the needs for daily life (Panuju, 2019).

The theory supporting this research is symbolic interactionism. This theory studies the interaction between individuals through symbol statements, because its essence lies in communication through meaningful symbols. George Herbert Mead introduced the concept of symbolic interaction, which describes the process of communication between individuals involving symbols as a means of exchanging messages, both verbal and nonverbal (Prihandayani & Yulianti, 2024). The three main concepts in this theory of symbolic interaction are, mind, second self, third society. Mead's mind held that the mind is not a thing but a social process. Human behavior is related to a psychic reaction, which means that between behavior and action lies a system that concerns concentration. The mind also embodies a sign language that is interpreted as symbols. Symbols have meanings that can be gestures and can also take the form of a language (Tantra & Pribadi, 2022).

According to (Crable, 2009) symbolic interactionism emphasizes the importance of action and human interaction as well as analysis of social life. Interaction should be seen as a dynamic and evolving process of coordination and role-playing. Emphasizing the importance of social interaction, it is not strange that symbolic interactionism asserts that meaning is present in and through social interaction (Andarini et al., 2021).

With the changes in consumer culture today, the industry must be able to take advantage of the situation well, namely introducing its brand with a digital marketing communication strategy. According to Purwana in (Teguh & Ciawati, 2020) that digital marketing communication can connect with customers from all over the world. The very wide scope makes this an efficient promotional activity and at the same time can penetrate the market globally without being limited by time or geography. This modern marketing trend is more prospective because potential customers can be targeted with the implementation of the right strategy and innovation. The food and beverage business or coffee shop is also affected by changes in the use of digital media in society. One of the café studies in Surabaya shows that marketing communication strategies through TikTok social media have a positive impact on brand image, which can be seen from consumer trust in the brand, perception of good brand quality, and experience using the product (Patty et al., 2023).

Diraloka's commitment to introduce its brand and voice national traditions is not just a discourse, but this innovation has been started since 2016. Therefore, in building brand awareness, Diraloka uses a form of marketing strategy 4.0. Here, the activities carried out are not only a form of business social responsibility, but the more important purpose is to instill cultural heritage and values that are passed on from generation to generation to reflect the identity and unity of a nation. The purpose of this study is to find out and analyze Diraloka's digital marketing communication strategy in maintaining the national tradition of the postmodern era as an effort to build brand awareness.

### **Method**

In this study, researchers used the constructivism paradigm. This research uses a qualitative approach that aims to describe or explain Diraloka's digital marketing communication strategy for

maintaining national traditions. According to Moleong (2013) (Feni Rita Fiantika, 2022) provides an explanation of qualitative research as research to understand phenomena about what is experienced by research subjects, such as actors, perceptions, motivations, actions, and others holistically descriptively in the form of words and language in a special natural context and by utilizing various scientific methods. In communication studies, this constructivist paradigm is seen as a paradigm of production and the cultivation of meaning. Constructivism often produces knowledge that is articulated as a working hypothesis that is temporary, local, and specific, such as patterns of reciprocal, theoretical, and network interactions (Amin et al., 2024).

In this study, researchers used the case study method where the data collection method was carried out through interviews, focus group discussions, observations, and literature studies or documentation. A total of 6 informants were involved as data sources to dig deeper information with the following categories: 1) Early adult groups in various age ranges, 2) Informants are diraloka owners, 3) Informants are diraloka staff, 4) Informants are diraloka customers. The method of data analysis follows the technique proposed by Miles and Huberman (1984) in (Yuwanda et al., 2023) which includes (1) Data reduction, (2) Data presentation, (3) Conclusion Drawing or Verification.

### **Results and Discussion.**

#### **Integration of Relationship Marketing, Marketing 4.0, and Symbolic Interaction**

The marketing communication strategy used by Diraloka to voice the national tradition is by combining the concept of symbolic interaction theory, marketing 4.0, and marketing relationships. According to Lovelock, Jochen Wirtz, and Jacky Mussry (2010:81) said that relationship marketing is a marketing activity that is formed to create long-term relationships with customers (Triana, 2015). Business actors or businessmen must be able to utilize digital media as a space for their marketing strategy so that their services or products can be quickly and easily recognized by consumers. As with the current era, digital marketing trends welcome the era of industry 4.0. Digital marketing is an activity facilitated by a digital technology in creating, communicating, disseminating, and conveying values to consumers (Fajri, 2023).

Diraloka in building and maintaining relationships in the digital era uses Instagram social media under the name @diraloka.id. In the 4.0 communication strategy, Diraloka acts in involving social and cultural issues in their business. Followers consciously or unconsciously always consume what is related to Indonesian culture in accordance with the values applied by this brand. Therefore, the researcher tries to describe and analyze Diraloka's marketing strategy, because it is very important to form the identity and unity of a country. This is as said by founder Muhammad Miftahur Rizky:

"Digital marketing is quite crucial in the current 4.0 era, so indeed opening a business does not have to be in a strategic location, even Diraloka which is in remote areas can be reached with digital marketing through Instagram. However, that does not make it a goal for us to feel the fear of missing out (fomo) for all forms of western culture that enter Indonesia. Our content is more packaged and prioritizes the existence of values that are in accordance with our own culture. Diraloka is a space for many people to collaborate with each other, connect with various communities, influencers, or other brand businesses. The values that we package are related to national traditions, one of which is the friendly culture of the Indonesian people. In this shop, the friendly culture is one of the goals of Diraloka, for example, the culture to communicate directly with each other while enjoying coffee and other menus. We ourselves do not provide wifi (wireless networking) facilities that can easily make customers who come not talk to each other directly. Therefore, we return the concept of traditional or old coffee shops that prioritize a culture of communication and discussion".

Furthermore, Diraloka transforms communication as a symbolic interaction. Communication is not only seen as the exchange of information, but also as a process in which meaning is created, interpreted, and negotiated. In conducting interactions, they apply digital

literacy by (Kominfo, 2022). The following is an explanation of the 4 pillars of digital literacy according to the founder:

"(1) Digital Skill: "Our ability to utilize the digital platform, one of which is that we are quite active in copy writing, active in creating visual content which includes photography, videography, and audiovisual. Then, we also use software such as Microsoft, Adobe Premiere, Photoshop to package our content so that the desired results are good and can be disseminated to social media with the purpose of digital marketing." (2) Digital Ethics: "On social media, we try to avoid hate speech or bias towards certain religions and races. We try to be neutral there to uphold Bhineka Tunggal Ika in digital ethics. Indirectly, it is also a value for us, finally the public wants to follow the movement of our contents". (3) Digital Safety: "What we apply in the store, for example if we want to take photos or videos of customers and or children, as usual we have to give permission first, whether this can be posted or tagged like that. Because some people have such a thing as privacy. Because not everyone wants to share on social media. This is also one of the ways to maintain privacy from customers or people who come to our store". (4) Digital Culture: "In social media, we try to raise the potentials that exist around us, for example such as drama or theater, poetry musicalization, yes like that. We are trying to package it in Diraloka digital content".

First, the Digital Skills applied by Diraloka on Instagram social media @diraloka.id have interactive content that engages the audience and builds more personal relationships. The content is produced by utilizing AI (Artificial Intelligence) technology and accompanied by messages and symbols that are in accordance with the audience's culture to build deeper and meaningful relationships. So that this can make it attractive to consumers both online and offline.

### 1) Story Telling and Customer Feedback

Being quite active in copy writing produces stories that touch someone's emotions will be easier to remember and can create a deeper relationship.



Figure 1: Diraloka's content on Instagram (<https://www.instagram.com/diraloka.id>)

Source : Author

One of the interactive content above with the title "Romantic Friendship" attracts the audience, which we can see from the response of followers related to the content. They engaged with this Q&A created by Diraloka by asking the question "What does a friend mean to you? Comments here, the two most interesting comments can get strawberry tea from the bar crew". The researcher analyzed the content that it has implemented data-driven marketing, which is using data to create campaigns that are relevant to the importance of friendship and social relationships in human life. This form of campaign is very important in the current era which can be linked to popular culture, education, mental health, and community culture. Therefore, the theme of this campaign has a wide relevance and can be found in various cultural scopes, and reflects the universal value of friendship to build a more solid and emotional community.

Second, Digital Ethics where this brand creates a safe and comfortable digital environment for all users or followers. This action shows that Diraloka is not only focused on using the platform alone, but also on social and moral responsibility in maintaining a healthy and constructive digital environment. For example, the event implemented, namely DKV Camp, is an activity that was born to form a sense of solidarity between DKV students, as well as a gateway to get to know the world of visual communication design that is closely related to collaboration and action. In today's era, visual arts are important and take many parts, because they can be a means of cultural transportation in every era. Third, Digital Safety where the founder maintains the privacy of customers who visit directly to the Diraloka store. Fourth, Digital Culture by encouraging a strong community around with interaction and participation, to collaborate with various communities, influencers, and the public to expand brand reach and relativism. Digital campaigns use symbols that depict values and culture to create closer relationships, here's what the founders think:

"If it is effective from our experience, it is quite effective. Although because we are not joining the trend like most other entrepreneurs for their digital marketer communication strategies. This means that our reach is not as wide as other brands. However, I prefer the slow movement like a tree. I let the content grow with our own values. From customer reviews, our products are good, also from friend to friend". We can see the effectiveness from the following engagement rates:

## 2) Engagement Rate

Engagement rate is the most important indicator to be understood by business people who market through digital media. You can see directly which posts have the highest or least number of engagements. The calculation of the engagement rate is based on the number of impressions, likes, comments, and mentions on Diraloka.

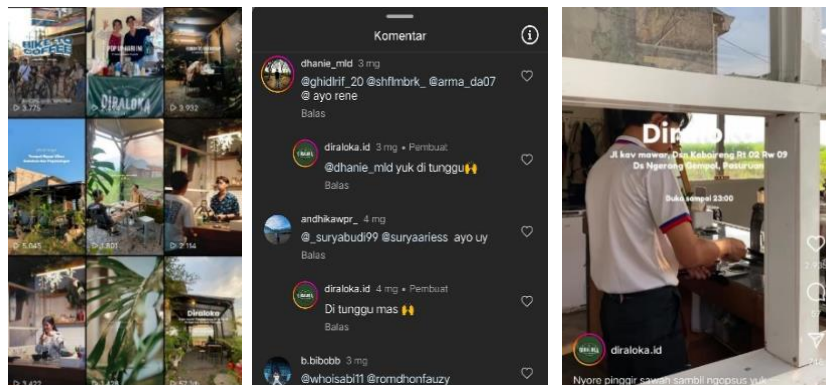


Figure 2: Engagement Rate Diraloka (<https://www.instagram.com/diraloka.id>)

Source : Author

This strategy encourages Diraloka consumers to be able to interact actively, which is very beneficial for Diraloka. The activities of the audience can provide insight and information about various forms of perception of the content or products. With good and positive reciprocity, it can foster a strong and loyal relationship between both.

"In today's digital era, where the algorithm can be influenced by the owner of the social media platform. I am more focused on creating a culture or competition culture. There are a lot of things out there like K-Pop trends or western culture that come in. So, friends in consuming the content can see (oh it turns out that there is, like poetry, theatrical with our native cultures). Give your friends the option that on social media now it's not just culture from the west. For example, such as activities about humanity that we also voice, and that is a differentiating value for Diraloka. Maybe Dira is different from other coffee shops, we are more vocal about the competition culture through various activities".

The Focus Group Discussion began with a statement from Indra's informant as a loyal visitor and local musicians who often collaborate together in activities held by Diraloka. The following statement was delivered by Indra's informant:

"Yes, I agree with the opinion of the founder of Diraloka, yes, what I see is from the founder and then the content on his social media. Well, in terms of content, the cultural element exists. For example, in the past, there were humanitarian activities, not only fundraising was voiced, but also voiced literacy from poetry and combined with music. Finally, people ask "What is Diraloka?", "What is Diraloka's Social Media?" like that. The response from the public is also positive, maybe the difference is that the content on Instagram rarely displays such promotions, yes, from the price of the product, it is more economical compared to other coffee shops. Like there are works by SMK Walisongo Gempol students are also shown on Diraloka, so this Diraloka is a space or a place where someone can learn creatively. Then from the Diraloka product that I like is strawberry tea, understandably, I'm not a coffee lover, but I also like to buy sweet ladies and it's delicious for me. And, if from the caption- in Diraloka's post what I like about voicing humanity, caring for humanity through the Traveler Alliance earlier, I have also contributed to humanitarian activities held by Diraloka. I also take care of the surroundings together".

Indra informants overall liked Diraloka's marketing communication concept with its various positive activities. Likewise, the copy writing that Diraloka produced through his Instagram social media as direct online communication with his followers also received a good response. Not only Indra's informant, then there was a response to a statement from the second informant, Alvin, who also had the same opinion as the first informant.

"If I look more at the culture in Diraloka's content or social media, yes. Rich there are traditional dancers, and poetry musicals. Each region has its own culture, through Diraloka social media I also know about it. Moreover, Diraloka in his shop also has a mini library, right, so that's the reason for me to come here, it's interesting for me personally. The food and drink products are also delicious."

Informant Alvin as a whole agreed with the opinion of Indra's informant regarding the content presented by Diraloka voicing about culture which is packaged in various activities, both social activities, education, entertainment, and so on. Then the opinion of the third informant, namely Candra.

"In my opinion as a visitor to Diraloka, here it has implemented four pillars, yes, there are digital skills, digital ethics, digital safety, and digital culture. If I look and read, yes, in the digital campaign itself, for example, from the images that are uploaded, it also contains gitulo value, from the design, the colors, the images, the essence of the editing also uses AI (Artificial Intelligence) technology. From video editing, it is also interesting for me as a social media follower. According to the founder himself, whether the information is true or not, whether it contains sara or not, whether it educates or not, now that is also important. Second, digital ethics, for example, from Diraloka staff, before capturing a customer moment, there is permission first to protect the privacy of others. If I read from the caption on the postanna, it always has a positive value and becomes my own knowledge for me. Third, digital safety, if I see from Diraloka's social media, it is again not sharing consumer data. Lastly, digital culture, for example, voiced Indonesia's traditional culture digitally, finally a generation like me knows it too. More or less like that, that's my opinion".

Informant Chandra emphasized his views on the four pillars of digital literacy. Where this informant agreed that Diraloka also carries out digital literacy which can be seen from various activities packaged in the form of content. It is not much different from the previous informant's opinion, that Diraloka voices digital literacy in an informative, creative, and innovative way. Then, there was an opinion from the fourth informant, namely Dimas as one of the staff from Diraloka.



"I as a staff from Diraloka is also comfortable, especially with the founder who is also kind and friendly, especially so far at Diraloka the activities have always been positive that I have felt. For example, one of the Diraloka events is a design and screen printing activity where the concept of eco green by utilizing plants that can produce colors naturally, it is a unique activity but provides education for all ages. From other coffee shops, yes, the marketing method is more about displaying products and the landscape of the shop, right, but for us it is more about educational activities, culture, and humanitarian activities. It doesn't mean that we don't display the product, keep the appearance, but we are also active in voicing the activities that have been explained by the founder earlier. There are so many activities with the community and consumers, we can say that Diraloka is small as place, big as space".

Informant Dimas also thinks that it is not much different from the previous informant. That, Diraloka voiced good and positive activities. Likewise, it can be seen from various posts on his Instagram social media. Not all coffee shops voice the same thing as what is implemented by Diraloka. Finally, the fifth informant is Iksan.

"Agreeing with the opinion of the four people, I am also a visitor from Diraloka who initially knew Diraloka from Instagram social media as well, and the Traveler Alliance community like that. While voicing digital literacy through various activities, also protecting nature in the sense of paying attention to what has been done and shared through its content, it is also interesting for me, yes, it is rare for coffee shops to carry out a strategy like this. Well, if I look at digital safety just like the previous opinion, which is that posting other people must have permission first, you can say that you need to maintain that person's identity as well. In this era, there is AI, so it can be made strange. The founder or staff asks for approval first, that's the positive thing about a content."

The opinion of the last FGD informant also agreed on digital literacy that has been carried out by Diraloka. From the content shared, it is interesting for its followers, so that consumers are interested in coming and enjoying Diraloka products.

The researcher assumes that the opinions of Indra and Chandra informants affect the views of other informants regarding digital literacy applied to Diraloka's digital marketing strategy in maintaining national traditions through content shared on social media. Based on the description of the informant's statement on Diraloka's digital marketing communication strategy, that there are many things that have the potential to be in the similarities of statements between discussion members through the FGD. The researcher found indications that it is not only the scientific background that is related to the members' statements in understanding Diraloka's digital marketing communication. However, also with lifestyle and psychosocial aspects, how a person spends his leisure time is also a consideration in making the choice to do these consumptive traits.

#### **Marketing 4.0 as a Marketing Communication Strategy Diraloka: Conservation, Preservation, and Restoration Strategies.**

Symbolic interaction theory is influenced by social structures that can create a certain behavior, which can form a symbolization in social interaction of society. Symbolic interaction theory requires every individual to be proactive, reflective, creative, interpret, display unique, complicated, and difficult to interpret behavior. The theory of symbolic interaction emphasizes two things, the first is that humans within the scope of society are never separated from social interaction. Second, interaction in society manifests itself in certain symbols that tend to be dynamic (Ahmadi, 2008).

In the theory of symbolic interaction, there are three strategies in voicing national traditions through digital marketing in the current era. First, conservation is regular maintenance and protection for the prevention of damage, deterioration, or destruction by preserving something. Second, preservation is the maintenance or protection of everything so that it is not lost, such as the Indonesian national tradition. Third, restoration is the improvement of something to the state it

should be (Indrayani & Sunarto, 2019). From the three strategies above, Diraloka can be used to conduct digital marketing in maintaining national traditions.

Conservation of national traditions is an effort to maintain, preserve, and redevelop cultural heritage and traditional values that form the identity of a nation. Preservation of national traditions is a process to maintain or maintain the cultural heritage and traditional values of a nation will remain alive and can be passed on to the next generation. And, restoration of national traditions is an activity in reviving the nation's traditions that are beginning to fade with the aim of maintaining the value of Indonesia's cultural identity and historical heritage.

First, the conservation carried out by Diraloka in maintaining the current national tradition, namely the use of traditional symbols that are packaged into events, and disseminated in the form of content on its official social media, namely @diraloka.id on Instagram. The event is called "Cultural Thursday" which is a routine event initiated and accommodated by Grand Mulia Sakinah Bersama Diraloka who is present to display art born from the culture itself, and is held every Thursday. The interesting thing about this event is that it can be a space for local art activists to express their talents and emotional feelings. Researchers assume that this event is very important to continue to be maintained, preserved, and redeveloped with more attractive packaging so that all generations can enjoy this event happily so that cultural heritage and traditional values are not forgotten by the next generation. The following is the documentation of the "Cultural Thursday" event by Diraloka.



Figure 3: Conservation Strategy of Diraloka in the "Cultural Thursday" Event  
<https://www.instagram.com/diraloka.id>

Source : Author

In the event, Diraloka combined several elements into one unit, including music, dance, and poetry. With these activities, it has been described that Diraloka preserves Indonesian culture and heritage through art. This form is part of loving the Indonesian homeland. The researcher analyzed that the use of traditional symbols such as traditional clothing, traditional dances, and poetry literature is also interesting to be enjoyed together, both directly and through digital media by uploading good images or videos. Therefore, this strategy allows attracting the attention of consumers or followers of Diraloka to be able to join this business, for example such as visiting and enjoying products from Diraloka, or participating in its preservation.

Not only that, Diraloka also voiced national traditions in the field of literacy and literature. This event is called "Suddenly Mobile Library" which is held on a car free day on Sundays. Diraloka brings literacy to the street as a form of competition culture to discuss with the people they meet in the place. This is because one of the approaches to integrate literacy is to grow and re-cultivate the reading culture in various places. Literacy aims to foster a lifelong love of reading in humans (Mardhotillah et al., 2022).

Then, the "Tadarus Poetry" event is an event in the month of Ramadan, April 7<sup>th</sup>, 2024, where this event invites @diraloka.id followers to be able to join and reflect on themselves in interpreting the content of the books provided by Diraloka in the small library of his coffee shop. In

the postmodern era, literacy and literature have an important role for every human being. This is because, by cultivating literacy and literature in ourselves, we can provide understanding to develop critical and analytical thinking skills, be able to recognize and appreciate various works so as to enrich our understanding of a text.

The preservation carried out by Diraloka is to keep traditional values and cultural heritage alive and shared with the next generation. This strategy is carried out by Diraloka in the form of a festival and cultural celebration called "Little Step to The Hill" which is an event that collaborates with various communities, companies, and educational institutions to introduce Diraloka and foster social togetherness in positive activities. This event is in collaboration with Berline (the community of the Movement to Protect the Ecosystem), the home industry in the field of clothing and graphic design, namely Kondang Tegik Upcycle (upcycled arts and craft) in the field of art, Maruna Kitchen in the field of food and beverage, Saksono Project, Pick Fourtee, Planteras.id, then in the field of Education, namely Multimedia SMK Walisongo 1 Gempol, Pasuruan Regency. The activity voiced messages of caring for the environment, art, and traditional food to preserve the culture of our nation, Indonesia. Second, in the cultural celebration there is an event called "Merdekarya" this activity in order to celebrate Indonesian Independence which was held on August 13<sup>th</sup> to 14<sup>th</sup>, 2022 in Diraloka. This event is in the form of competitions, poetry nights and acoustic music, as well as gatherings to the beach in the Pacet area, Mojokerto in the hope of reflecting on gratitude for life.

Third, the restoration of national traditions, namely Diraloka's efforts to revive traditions that are beginning to fade. The strategy carried out by Diraloka is education and knowledge transfer through social media @diraloka.id on Instagram. With this, utilizing digital technology to document and disseminate information about national traditions to increase public awareness and appreciation. With this step, restoration in national traditions can also be carried out effectively, reviving valuable cultural heritage, strengthening identity and shaping national pride.

#### **Customer Involvement as One of The Strategies For Preserving National Traditions By Diraloka Through Marketing 4.0**

Diraloka does not run alone, but this business works in collaboration with various communities. The following is a statement from the founder of Diraloka:

"Diraloka also involves other communities, I as the founder of Dira believe that the era of competition should have long ended. So, now it's the era of collaboration. Support each other and support other brands. Diraloka is also close to visual elements, so it can help each other to brand other business brands. Involved with each other, because of that we also get exposure from others. One of these activities held by Diraloka in collaboration with Motonono is to help small businesses (MSMEs) in branding their products".

Many events held by Diraloka collaborate with various communities to voice the national tradition. Therefore, one of Diraloka's latest events that voices national tradition is Swaraloka. The following is an opinion statement from the founder of Diraloka:

"Our latest event is Swaraloka, so we are used to socializing, giving each other help to neighbors in any matter, be it joy or sorrow. Working together is what we do. Well, one of them we invested in the Swaraloka event. We gather local musicians for charity. The segmentation is also to the Traveler Alliance, which is a community formed by Diraloka in carrying out its humanitarian duties. Yesterday, Diraloka and the Traveler Alliance raised funds by traveling to various cities to help victims of the Semeru Eruption Mount natural disaster. So, we were also at the disaster site for four days to help each other. We also voice to the community to take good care of nature, such as tree replanting activities. So, if our nature is damaged, then the economic chain, social chain, and ecology will also experience various obstacles."

The "Swaraloka" event is an active social charity activity for our fellow human beings in Palestine as a manifestation of concern for humanity and rejection of oppression. This event was held on December 24<sup>th</sup>, 2023 at Diraloka Space and Collabative, and this activity collaborated with local musicians and artists to voice and rally support.

The strong current of globalization that can erode Indonesian national values and traditions, encourages us to continue to create and work creatively based on morals and values that have been

believed to be true. Local cultural values must be seen as social heritage. If the culture has been believed to have valuable value for the pride of the nation, then the transmission of this value to the next generation is a must (Basyari, 2013). Therefore, the next generation of the nation, especially in the business sector, must also implement strategies that voice national traditions through marketing 4.0 (online and offline). With the development of the digital era, businessmen must be able to become creators who can apply creativity in making works and based on national elements.

Digitalization plays its role with various ease of access and the capacity of information dissemination speed. Through dissemination media it is easier for us to access, this requires being able to create creative works in building themselves. In the use of traditional culture that is packaged modernly in the media is one of the things that can be considered in making interesting works (Fariszy et al., 2024).

The strategy of voicing national traditions digitally can shape the civic virtue of Diraloka customers. According to Winarno (2014) in (Jubaedah & Malihah, 2021) explained that civic virtue is the ability of citizens to be able to place themselves in broader interests, such as interests in the lives of citizens which are accustomed to having the character of willingness consciously, optimizing the role of social functions and the principles of democratic life. This is a virtue that refers to behavior that supports the common good as a citizen. Through the above strategy, brands can form civic virtue with their customers as Diraloka did, namely forming #Aliansi Pejalan and #Kawan Dira.

For example, in social activities in the context of caring for #PrayForSemeru humanity, which was held from December 5<sup>th</sup> to 26<sup>th</sup>, 2021 in the Pasuruan, Sidoarjo, Surabaya, Lamongan, Mojokerto, Jombang, and Madiun areas. The form of this activity is fundraising to help victims of the Semeru mountain natural disaster, charity concerts in the form of dance, singing on the streets with the concept of humanity, donation boxes in various shops and cafeterias, and voicing literature, poetry and literacy in public places. Likewise with #Kawan Dira which formed an association to actively share experiences with each other.

With the involvement among Diraloka consumers, the strategy carried out by this brand is effective, which can move many people to participate in the goal of the founder of Diraloka, which is to attach importance to values related to national traditions. Therefore, Diraloka forms civic virtue with its consumers by: (1) Awareness and Education, namely the founder of Diraloka provides education to followers or consumers about the importance of national traditions and their role in preserving them. (2) Role Modeling, namely Diraloka, can be a positive example by showing a commitment to voicing national values in all aspects, both online and offline. (3) Active Participation, namely Diraloka can encourage consumers to participate in the preservation of national traditions, for example by holding community events or other social activities. (4) The award is that Diraloka gives appreciation to followers who show civic virtue. For example, by acknowledging on his public platform.

With these approaches, followers will not only be aware and appreciate national traditions, but they will also be motivated to preserve, introduce, maintain, develop, and disseminate them so as to form a stronger civic virtue in their communities.

### **Digital Marketing Communication Strategies Are Discussed In Maintaining National Traditions.**

In the midst of the emergence of many food and beverage businesses in Indonesia in recent years that carry out marketing strategies by following the trends that exist in our society, this does not make Diraloka pessimistic in marketing its products. Diraloka is consistent in marketing its business by utilizing digital technology through social media and word of mouth. This means that Diraloka conducts maximum digital marketing communication to build brand awareness. Brand awareness is consumer awareness in remembering a logo, image, and brand when seeing a certain type of product or service (Arif & Yani, 2023). Diraloka is committed to presenting a good marketing communication strategy by creating value in accordance with Pancasila and Bhineka Tunggal Ika.

We can know together that overlapping cultures enter and are known by generations of nations influenced by Western culture can cause the erosion of our own original culture. From this

problem, it should be a crisis for the Indonesian people. In fact, Diraloka uses this phenomenon as a reference to regrow the original tradition in its marketing strategy, because without culture, we will forever be a nation without an identity.

Diraloka carries the concept of space and collaborative, where the founder believes that not always a large place can become a large space, and vice versa, a small place can become a large space. The concept of space and collabitive itself at the Diraloka store provides a friendly and collaborative discussion space, so that consumers will enjoy Diraloka's services and products more while preserving the national tradition itself.

**Table 1. National Tradition by Diraloka**

Number	National Activities voiced by Diraloka through Instagram social media @diraloka.id
1	Diraloka voiced Indonesian traditions in the form of language and art preservation. These activities were formed directly by the awareness of the founder of Diraloka who continues to preserve and voice the original culture of Indonesia so that it is not eroded by the times. For example, voicing with dance art and poetry musicalization. Thus, the content produced by Diraloka has its value as a marketing communication strategy.
2	Diraloka tries to avoid hate speech or leaning more towards a particular religion or race. Diraloka tries to be neutral to uphold the high value of Bhineka Tunggal Ika in digital ethics.
3	Diraloka uses good, educational, critical, and informative language in every copywriting uploaded on Instagram social media.
4	Diraloka tries to raise the potentials that exist around the region, such as drama or theater with the theme of Indonesian nationality. Thus, the original culture of Indonesia is not forgotten by the next generation. Diraloka invites and voices the public, especially followers, to respect indigenous culture and loyalty to our country. For example, the Cultural Thursday event between Diraloka and Grand Mulia Sakinah Hotel, Pandaan, East Java.
5	<ol style="list-style-type: none"><li>Diraloka also created an event in celebration of Indonesia's Independence Day.</li><li>Diraloka also nurtures local culture, such as upcycled arts and crafts.</li><li>Diraloka also voiced literacy to the street in the Suddenly Mobile Library activity, held on Sunday (car-free day).</li><li>Diraloka also provides education to children about maintaining culture, environment, and coffee.</li></ol>
6	<p>Diraloka also connects many people in humanitarian activities. Thus, can have one feeling and respect each other. For example, in the latest activity, namely Swaraloka. Here are the theoretical implications of this event, including:</p> <ol style="list-style-type: none"><li><b>Meaning is formed through social interaction</b> In the case of Diraloka's Swaraloka event, people participate and interact with each other, creating shared meaning from their experiences. It can include emotional feelings, togetherness, respect for humanity, and shared solidarity in realizing common goals.</li><li><b>The Important Role of Symbols</b> In the case of the Swaraloka event, symbols are important such as the event logo, the design of the event pamphlet designed using AI technology, Photoshop, the language used in this activity to communicate with each other, and share meaning.</li><li><b>Self-Identity Development</b> In the case of this Swaraloka event, participants interact with various individuals or groups from various different backgrounds. Where it can enrich their social identity and way of thinking. Participation in these events can help individuals feel part of the community and develop empathy and mutual respect. In this event, Diraloka also collaborates with various local musicians and other communities.</li><li><b>Empathy Perspective</b> In the case of Swaraloka events, interacting with others in an atmosphere that supports humanity can foster strength, social bonds, and mutual respect. The event collaborates with local youth, local musicians, and other communities to create fundraisers accompanied by music and art performances. Diraloka invites anyone who wishes to join their shop to join hands to rally support both morally and materially.</li><li><b>Social Dynamics and Shared Norms</b> The Swaraloka event provides space in helping the formation of new social norms and strengthening existing norms. Through the various interactions that occur in it, being a participant who participates in this activity can develop new norms that support collaborative activities and mutual respect in the context of humanity. So, this event plays an important role as a forum that allows social interaction, the formation of shared meanings, the development of self-identity among participants, and the enhancement of emotional feelings, namely empathy and social norms that support humanity. New norms that can be formed due to Swaraloka events include norms of collaboration and mutual cooperation, norms of diversity towards various cultural perspectives, experiences, and values. Then, norms of social care among individuals or groups, norms of active participation, norms of using technology for social by implementing</li></ol>

marketing 4.0 by Diraloka, and norms of continuous learning in understanding various developments, social issues of humanity, and having a positive impact in the future. Thus, Diraloka can create opportunities for social interaction and cooperation between humans to form behavioral values for the progress of the nation's next generation who will not forget the essence of the values of Pancasila and Bhineka Tunggal Ika.

Source : Author

### Conclusion

In the era of globalization marked by the rapid development of technology and social media, Western cultural currents are entering very quickly and intensively. This phenomenon often causes overlap and can even get rid of local culture. Various traditional values are often eroded by the speed of changing times. In this context, the role of teenagers and businessmen in preserving national traditions is very important. Therefore, Diraloka implements a digital marketing communication strategy 4.0 (online and offline) by voicing national traditions through its social media platform under the account name @diraloka.id.

The role of Diraloka in preserving national traditions provides understanding related to culture in various activities including the arts, literacy, education, and social humanities. The activity was disseminated through social media in the form of creative content such as videos, images, and writings that describe the culture of the Indonesian nation, and was applied based on digital literacy (digital skills, digital ethics, digital safety, and digital culture). Through the Corporate Social Responsibility (CSR) program, Diraloka provides space and funds cultural activities. The latest events in the field of art are one of them "The Art of Suppressing Hunger", the field of literacy, namely "Tadarus Poetry", and the social field of humanity, namely "Swaraloka". Diraloka does not run alone but also collaborates with various communities and local communities to develop cultural preservation initiatives. With this, it ensures that national traditions not only survive, but also thrive in the midst of changing times.

Based on the results of the research and discussion, this study suggests Diraloka to expand the dissemination of creative and interactive content through all social media platforms, not only on Instagram. Other social media platforms are also fast and have a lot of users like TikTok. As a business that voices national traditions, it can expand its vision and mission, so that the next generation can revive valuable cultural heritage, strengthen identity, and form national pride.

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