



## Creative training in creating advertising content on social media for entrepreneur students

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### ARTICLE INFO

#### Article history

Received : 19-11-2024

Revised : 15-12-2024

Accepted : 17-12-2024

#### Keywords

Digital Marketing;  
Advertising Content;  
Social Media; Student  
Entrepreneurs

### ABSTRACT

*Creative training in creating advertising content on social media aims to improve students' skills in designing effective, aesthetic advertisements, and being able to increase brand awareness and sales. This program is intended for entrepreneurial students of the Faculty of Economics and Business, Halu Oleo University who have businesses or interests in digital marketing. This one-day training takes place in a computer laboratory, covering three stages: preparation, implementation, and evaluation. The preparation stage includes participant identification, module preparation, and provision of tools such as laptops and design applications. During the implementation, participants receive theoretical material on digital marketing, visual design, storytelling, and copywriting, followed by direct practice using design applications such as Canva to create content in the form of images or short videos. The results of the work are then presented to get input. This training improves participants' ability to design relevant and attractive advertisements, as well as understand the importance of social media algorithms and data-based strategies to maximize reach. In addition to encouraging consumer engagement, the training equips participants with practical skills that can support the success of their businesses in the digital era. With the right creative content, students are expected to be able to increase sales while creating business sustainability*

Pelatihan kreatif pembuatan konten iklan di media sosial bertujuan meningkatkan keterampilan mahasiswa dalam mendesain iklan yang efektif, estetik, serta mampu meningkatkan brand awareness dan penjualan. Program ini ditujukan untuk mahasiswa wirausaha Fakultas Ekonomi dan Bisnis Universitas Halu Oleo yang memiliki usaha atau minat di bidang pemasaran digital. Pelatihan satu hari ini berlangsung di laboratorium komputer, meliputi tiga tahap: persiapan, pelaksanaan, dan evaluasi. Tahap persiapan mencakup identifikasi peserta, penyusunan modul, serta penyediaan alat seperti laptop dan aplikasi desain. Dalam pelaksanaan, peserta menerima materi teori tentang pemasaran digital, desain visual, storytelling, dan copywriting, diikuti praktik langsung menggunakan aplikasi desain seperti Canva untuk menciptakan konten berupa gambar atau video pendek. Hasil karya kemudian dipresentasikan untuk mendapatkan masukan. Pelatihan ini meningkatkan kemampuan peserta dalam merancang iklan yang relevan dan menarik, serta memahami pentingnya algoritma media sosial dan strategi



berbasis data untuk memaksimalkan jangkauan. Selain mendorong keterlibatan konsumen, pelatihan membekali peserta dengan keterampilan praktis yang dapat mendukung keberhasilan bisnis mereka di era digital. Dengan konten kreatif yang tepat, mahasiswa diharapkan mampu meningkatkan penjualan sekaligus menciptakan keberlanjutan usaha.

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## **A. INTRODUCTION**

Various types and scales of businesses need to be adaptive and responsive in facing these challenges in order to attract and win back consumers (Hien & Nhu, 2022). Including student entrepreneurs who are still in the pioneering stage, they need to be given intensive guidance treatment (Ilyas et al., 2022). As a form of attention, a program to optimize the implementation of digital marketing really needs to be encouraged for student pioneering businesses to maintain the continuity of entrepreneurial interest and motivation. Student entrepreneurs are expected to be able to become young entrepreneurs who open up job opportunities that can drive the economy in the future.

Starting a business while still in college is the right thing to do to train soft skills, develop self-potential, and train work ethic in taking advantage of existing opportunities and opportunities. This is because the development of the world of work today does not only rely on intellectual intelligence but also on creativity and innovation. For this reason, advances in digital technology should be capital for students to be faster and more responsive to entrepreneurial opportunities. Student entrepreneurs are expected to be able to adapt to digital marketing technology as a solution to the busy campus routine. Students do not need to look after physical stores, but online stores are very compatible to be monitored anytime and anywhere.

Digital marketing is a medium for promoting and selling products or services using the internet (Saputra et al., 2024). Digital marketing makes it easier for business actors to provide information and interact directly with consumers, expand market share, and increase awareness, which ultimately increases sales (Febriyantoro & Arisandi, 2018). Digital marketing is able to reach potential customers anywhere and anytime in very large numbers at an affordable cost. Through digital marketing media, communication and buying and selling transactions can be done in real time and globally (Hendrawan et al., 2019).

One type of digital marketing activity is marketing through social media. The use of social media in marketing is the right strategy to respond to the rapidly changing conditions of society, both in terms of tastes, desires, and needs (Mustika & Maulidah, 2023). Consumers have been smart in choosing the right products/services. Therefore, business actors are required to think creatively in order to present something unique and unusual and to be able to activate consumers from advertising immunity through creative online promotions. The increasing intensity of advertising posts on various digital media has raised concerns, namely the high potential for fraud through advertising. This condition has caused a new phenomenon, namely advertising immunity among consumers. Advertising immunity is a psychological phenomenon where consumers are not easily attracted to the advertisements they see. This phenomenon can be observed when someone is on social media or watching YouTube videos that are interspersed



with advertisements to immediately skip the advertisements. Therefore, it is important to be able to create advertising content that can attract attention, to stop consumers' fingers for a moment when scrolling the smartphone screen to see and read advertisements, remember, and decide to buy (Astiana, 2021) (Prajarini & Sayogo, 2021).

For promotion on social media, knowledge and skills in advertising content design are required. The right advertising content design has been believed to be one of the keys to the success of digital marketing (Isalman et al., 2023; Mona et al., 2022). Advertising content design is the process of writing persuasive promotional material that motivates people to take action, such as making purchases, clicking links, sharing invitations, and influencing others to contact sellers (Salonen et al., 2024). Creating advertising content requires elaboration between copywriting and digital marketing knowledge that can be applied to advertising content in various marketing media, such as text on landing pages, blog articles, social media posts, headlines, paid advertising on social media, and YouTube video titles and descriptions.

In addition, other basic elements that must be understood by every business actor in designing digital advertising content are the use of tools for sharing advertising content design applications such as shooting techniques, photo and video editing, and choosing the right social media channels. The application of these key elements can produce informative and interesting advertising content. Thus increasing brand awareness and sales volume, which can ultimately increase business income.

Student entrepreneurs have great potential to contribute to various aspects, both in the business world and society. Student entrepreneurs are known as an innovative and creative generation, with fresh ideas that are able to present new solutions to market needs. The digital skills they have are also an advantage because student entrepreneurs grow up in the technology era and are adept at utilizing social media, e-commerce platforms, and digital applications to develop their businesses. In addition, student entrepreneurs tend to be flexible and adaptive, so they are able to follow changes in trends and customer needs quickly. The campus environment also provides great opportunities to build networks with fellow students, lecturers, and alumni, which can be used for business collaboration. Student entrepreneurs have a strong learning mentality and dare to experiment, making them more resilient in facing challenges and learning from failure. Not only that, student entrepreneurs can also contribute to the development of the local economy through the creation of new jobs and innovative businesses. Some of the student entrepreneurs are even moved to solve social problems, such as education, health, or the environment, through social-based businesses. With these potentials, student entrepreneurs have the opportunity to become future leaders who are able to have a positive impact on society and the economy at large.

Student entrepreneurs often face various obstacles in creating effective and attractive advertising content on social media. One of the main obstacles is the limited knowledge and technical skills in designing visual content or writing persuasive copywriting. In addition, the lack of understanding of digital marketing strategies often makes it difficult for them to determine the target audience, choose the right platform, or measure the effectiveness of advertising campaigns (Peillon & Dubruc, 2019; Isalman, Ramadhani I, et al., 2022a).

Another obstacle is time constraints. As students, they have to divide their time between academic activities, organizations, and business management, so the time to focus on creating advertising content is limited. Budget constraints are also an obstacle to accessing paid software or hiring professional services to help produce content. Lack of consistency in managing social media (Rokhmah & Yahya, 2020). Student entrepreneurs often do not have a planned strategy, so the content uploaded is unstructured and less connected to the product's brand identity.



Additional obstacles, such as fierce competition on social media, also make it difficult to stand out amidst the many similar advertisements.

Although the implementation of the right advertising content design can provide success in promotion, product branding (Yogantari et al., 2021), and activate potential consumers to ultimately increase sales (Pirraglia et al., 2023), it seems that most business actors among students do not understand and know what writing skills or creating advertising content are like. In addition, the lack of knowledge and skills in using the available advertising content design features makes business actors slow in digital marketing transformation (Taiminen & Karjaluo, 2015; Isalman, Ramadhani I, et al., 2022b). This situation is confirmed by a study (Kurniasari & Budiarmo, 2018) that the use of social media still has a weak relationship in creating purchasing interest. With these various challenges, student entrepreneurs need proper training and support to improve their ability to create effective advertising content. So that increasing knowledge and skills (technopreneurship) needs to be encouraged. Among them is education about techniques for creating advertising content on various social media.

Social media is a digital platform that allows users to create, share, and interact with various types of content, such as text, images, video, and audio, and communicate with individuals or groups (Mustika & Maulidah, 2023). This platform has become an important part of everyday life, providing space for networking, exchanging information, entertainment, and running business activities (Singh, 2024). Some popular social media include Facebook, Instagram, Twitter, TikTok, and WhatsApp.

Social media is an important tool in the world of marketing and communication (Marinelli et al., 2023). Businesses use this platform to reach customers, promote products or services, and build relationships with audiences (Salonen et al., 2024). Social media marketing is a strategy that utilizes platforms such as Instagram, Facebook, TikTok, LinkedIn, and others to promote products and services. This strategy provides a great opportunity to reach a wider audience, build relationships with customers, and increase brand awareness (Mustika & Maulidah, 2023). The success of social media marketing lies in choosing the right platform, creating interesting content, and actively interacting with the audience. For example, Instagram is suitable for businesses that focus on visuals, while LinkedIn is more ideal for B2B companies or professionals (Kowalkowski et al., 2024). Content such as images, videos, stories, or interactive activities is very effective in attracting attention and increasing engagement (Longdong & Pangemanan, 2015). In addition, the use of paid advertising features allows businesses to reach specific target audiences based on age, location, or interests.

The advantages of social media marketing include relatively affordable costs, the ability to reach a global market, increased brand awareness, and the opportunity to build direct relationships with customers (Putera et al., 2022). By utilizing analytical tools such as Facebook Insights or Instagram Analytics, businesses can monitor campaign performance and make necessary improvements. Collaborating with influencers is also an effective way to expand reach and build brand trust. A digital strategy can tailor social media marketing to business needs and budgets.

The design of advertising content on social media plays an important role in increasing brand awareness and sales (Isalman et al., 2021). Content that is visually appealing, consistent with brand identity, and relevant to the target audience can help brands become more easily recognized and remembered. Elements such as color, logo, typography, and distinctive visual style make audiences more familiar with the brand (Lin & Lo, 2015), while emotional storytelling creates a deeper connection. In addition, the use of high-quality visuals, clear messages, and



interactive elements, such as polls or quizzes, can increase the appeal of advertising and engage audiences directly (Al-kfairy et al., 2024).

The relationship between content design and sales is also very close. Content that includes "call-to-action" (CTA) messages such as "Buy Now" or "Check Today's Promos" can encourage audiences to take action immediately (Asysyifaa et al., 2024). Designs that highlight product advantages through aesthetic photos or demo videos help audiences understand the value of the product and strengthen purchasing decisions. Increasing brand awareness through effective advertising content also creates customer loyalty, which ultimately contributes to long-term sales. With strategically designed content, brands can achieve the dual effect of increasing awareness while driving significant transactions.

## **B. METHODS**

### **1. Preparation Stage**

In the preparation stage, it includes identifying participants, namely the priority of students of the Faculty of Economics and Business, Halu Oleo University, who already have a business or students who are interested in marketing and graphic design on social media. At this stage, the training module begins to be compiled with materials that cover the basics of marketing on social media, creative design techniques, the use of design tools, and strategies for creating advertising content. In addition, preparation of equipment such as computers or laptops, internet access, and design software such as Canva and Photoshop is required to support practical activities.

### **2. Implementation stage**

In this implementation stage, it begins with the opening and introduction of the material. The opening session includes an explanation of the purpose of the training. Using lecture and discussion methods, participants are given an introduction to various social media platforms such as Instagram, TikTok, and Facebook, as well as the characteristics of their audiences. In addition, material on the latest trends in digital advertising and strategies to attract audience attention on social media is presented as the main foundation of the training.

The training begins with a theory session, which covers about 60% of the total activity. In this session, participants learn the basics of visual design, such as color selection, typography, and visual elements that are consistent with brand identity. Participants are also taught storytelling and copywriting techniques to create interesting narratives and create effective advertising texts, such as headlines, captions, and calls to action. The material also includes an understanding of social media algorithms so that participants can use these algorithms to increase content reach.

Next is hands-on practice, which covers 40% of the training. Participants are divided into small groups to create advertising content based on the type of product provided. Participants are guided to use digital design applications such as Canva or Adobe Spark to produce visual content, either in the form of images or short videos. After the content is complete, each group presents its results and receives input from the presenter and other participants for improvement. Continued with interactive sessions and discussions to exchange ideas and experiences in creating creative content. This discussion is designed to build deeper understanding and encourage collaboration between participants.

### **3. Evaluation Stage**

At this stage, each participant presents the advertising content that has been created to be assessed based on creativity, relevance, and effectiveness of the message conveyed. Participants who successfully complete the training are given certificates as a form of appreciation. The activity ends with the delivery of conclusions by the presenter team and motivation to



participants to continue developing their skills in creating creative and effective advertising content on social media.

### **C. RESULTS AND DISCUSSION**

Creative training to create advertising content on social media was held for one day in the computer laboratory of the Management Department of FEB-UHO and has succeeded in providing a positive impact on the participants, namely 20 students who already have businesses and interests in marketing and graphic design. This training is designed with an approach that combines basic theory and direct practice, allowing participants to immediately apply the knowledge gained. In the first session, an introduction to basic material on advertising content design on social media provides a strong foundation on the importance of visuals and narratives in building brand awareness and attracting audiences. Through this theory session, participants begin to understand that effective design is not only about attracting attention but can also influence the audience's perception of a brand.

In the theory session, participants are taught about important elements in visual design that can strengthen brand identity, such as color selection and appropriate layout. Many participants began to realize that the use of these elements must be consistent across social media platforms to build a strong and consistent brand image. In addition, materials on storytelling and copywriting are important keys in creating content that is not only visually appealing but also conveys a clear message and can move the audience to act. Participants are given an understanding of how to design the right message using effective copywriting techniques, such as writing compelling headlines and calls to action (CTAs) that encourage the audience to interact with the advertisement.

This training also explains the use of social media hashtags (#) and how to use them to increase the reach and interaction of content. This material provides new insights for students about the importance of posting content at the right time, using relevant hashtags, and understanding audience interaction patterns. With an understanding of this algorithm, participants can not only create interesting content but also increase its visibility so that it is easier to find by the right audience. This knowledge is expected to give them a competitive advantage when entering the increasingly developing world of digital marketing.

The hands-on practice session in the computer lab is a very crucial part of this training, where participants are given the opportunity to create advertising content based on the type of product or service that has been prepared. Using digital design tools such as Canva, participants begin to apply the theories they have learned. Most participants showed high creativity in creating content that was in accordance with the given brief, ranging from digital posters and static images to short videos. Participants were able to use various existing design features, such as templates, graphic elements, and animations, to create advertisements that were not only aesthetic but also functional. In this case, hands-on experience with design software gave participants confidence in using tools commonly used by professionals in the digital marketing world.



Figure 1. Training activities and some advertising content created by participants.

The feedback process is an important part of developing participants' skills. After each group presents their design results, the team of presenters and participants provides direct feedback to each other regarding the strengths and weaknesses of the content they have created. This constructive feedback allows participants to improve and refine their designs. In this discussion, students learn to see the deeper power of visuals and narratives and how to ensure that the message conveyed through advertising design can affect the audience emotionally. This enriches participants' understanding of the importance of alignment between design aesthetics and the message they want to convey to the audience.

In the evaluation stage, participants who have completed advertising content are asked to analyze their work and reflect on the process of creating the content. Through the presentation of design results, participants are given the opportunity to see to what extent they can apply knowledge about design and social media marketing strategies in practice. In addition, participants also discuss how to measure the success of the content that has been created, such as through the number of interactions, likes, shares, or sales conversions after the training. This evaluation helps students understand that creating advertising content is not only about creativity but also about strategies to achieve clear marketing goals.

This training provides an in-depth understanding of how creative and targeted advertising content design can increase brand awareness and sales on social media. By improving skills in creating engaging content, participants can help brands become better known to a wider audience. Brand awareness created through effective content design allows audiences to more easily recognize brands, build trust, and ultimately choose the products or services offered (Isalman, Ambo Upe, et al., 2022; Isalman & Isnawaty, 2024). Strong content that



is consistent with brand messages can form positive perceptions, which greatly influence purchasing decisions.

In addition, the potential for increased sales is also clearly seen through the ability of participants to design advertisements that are not only aesthetic but also invite the audience to act. A clear call to action (CTA) and relevant messages will encourage the audience to take action, such as buying a product or following a brand account. Participants who are able to create the right content will help increase conversions because audiences who are interested in the advertisement are more likely to make a purchase. In the long run, this skill will be a great added value for participants when they enter the digital marketing industry (Salonen et al., 2024; Cahyo et al., 2024), either as individuals or as part of a company's marketing team.

The results of this training open up great potential for students to develop their skills in the world of digital marketing. With the increasing use of social media as a marketing tool, the ability to create creative and effective advertising content will be increasingly important. Students who have these skills have a great opportunity to contribute to developing digital marketing strategies that are not only effective but also innovative, both for their own brands and for clients or companies where they work. This training has equipped participants with the knowledge and skills needed to succeed in the ever-growing social media marketing industry.

#### **D. CONCLUSION**

Creative training in creating advertising content on social media held in the computer laboratory of the Management Department of FEB-UHO has had a significant impact on 20 students who have businesses and interests in marketing and graphic design. Through an approach that combines theory and practice, participants are able to understand the basic elements of visual design, storytelling, and copywriting techniques that are very important in creating effective advertising content for social media. In addition, understanding the use of social media algorithms and hashtags gives them insight into how to increase the reach and interaction of content with the right audience.

Intensive practical sessions allow students to directly apply the knowledge they have gained, producing advertising content that is not only attractive but also functional. Through constructive feedback, participants can improve and refine their designs, which increases their understanding of how to align visuals and messages to emotionally influence the audience. The final evaluation conducted after the design presentation helps students to reflect on their work and measure the success of the content, both in terms of interaction and sales conversion.

This training not only improves participants' skills in creating creative advertising content but also strengthens their potential in increasing brand awareness and sales through targeted designs. Strong content that is consistent with the brand message can introduce the brand to a wider audience, build trust, and encourage purchasing actions. Participants' ability to design ads that invite interaction and action will greatly contribute to increasing sales conversions in the future.

#### **E. ACKNOWLEDGEMENTS**

With great gratitude, we would like to express our deepest gratitude to all parties who have supported and participated in the creative training on creating advertising content on social media for student entrepreneurs. In particular, we would like to express our sincere appreciation to the faculty leaders for the moral support and facilities provided, as well as to the Institute for Research and Community Service (LPPM), which has facilitated this activity so that it can run successfully. The support from the faculty leaders and LPPM has become an important foundation for the implementation of this program. We hope that this training can provide great



benefits for student entrepreneurs in improving their creativity, skills, and promotional strategies through social media so that they can support the success of their businesses.

## **F. AUTHOR CONTRIBUTIONS**

In the Creative Training to Create Advertising Content on Social Media for Student Entrepreneurs, each team member has a clear role and responsibility to ensure the success of the implementation until the writing of the scientific article. Isalman is in charge of the activity coordinator, preparing the schedule, and coordinating the needs and accommodation. During the implementation, he is the main speaker. After the activity, he is responsible for compiling the report, as well as writing the introduction section of the article and ensuring the structure and format of the article are in accordance with the target journal. Ahmad Mubaraq plays a role in designing the concept of the training material. In addition, he wrote the training method section and did proofreading and checking relevant references. Conny is responsible for creating participant guides and managing registration. During the activity, she documented the event. After that, Conny selected documentation for publication purposes, completed the visual report, and wrote the results and discussion sections of the article. Ajeng Purwati Ningtyas prepared the activity budget and ensured that the allocation of funds went according to plan. During the activity, she arranged consumption, participant attendance, and ensured that all technical needs were met. In writing the article, she prepared the conclusion and suggestions sections.

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