



The Role of Business Communication Through Online Shop Media in Increasing Consumer Buying Interest (Case Study of Makassar State University Students)

Mustari

Pendidikan Ekonomi, Fakultas Ekonomi dan Bisnis, Universitas Negeri Makassar

Corresponding Author: Mustari mustari7105@unm.ac.id

ARTICLE INFO

Keywords: Business Communication, Online Shop Media, Purchase Interest

Received : 3 September

Revised : 17 September

Accepted: 19 October

©2023 Mustari: This is an open-access article distributed under the terms of the [Creative Commons Attribution 4.0 International](https://creativecommons.org/licenses/by/4.0/)



ABSTRACT

There are several approaches to business communication, including; management, economics, administrative science, communication science, or business science itself. As the use of the internet becomes more popular, so does the use of online media for marketing. The aim of this research is to study how the role of online shop media in business communication influences consumer buying interest. This kind of exploration utilizes an illustrative subjective methodology. Interviews and observations were used as data collection methods. Using a purposive sampling strategy in Makassar City, data was collected from four student informants who run online shops. According to research findings, students who operate online stores are very adept at carrying out business communications to increase consumer buying interest

INTRODUCTION

Communication is necessary at all times, and it is everywhere. There must be communication in every interaction (Djamaluddin, 2019). People need to interact with their environment in everyday life to build personal relationships. Thus, correspondence plays an important role so that this collaboration can run (Monica, 2021). Correspondence is valuable as a channel for thoughts or ideas that you need to convey to others with the full intention of leveling understanding between individuals. There are many uses for communication. One of the purposes of correspondence is to convey data about an item in business. Business correspondence is various types of correspondence carried out verbally or nonverbally in the business world for business purposes (Purwanto 2010).

Business is a business that is completed separately or gathered together where buyers and dealers communicate directly or indirectly (Krisnayana, 2016). The aim of this business is to make a profit. Additionally, if you fail to plan and run your business well, you can sometimes incur losses. Currently, business is growing very quickly, especially in areas that have expanded online or into cyberspace. Multinational companies and small retail businesses alike have used these types of business systems extensively (Mamahani et al., 2018). The main commodity that uses this method is a buying and selling business system which makes it very easy for the target market to buy what they need without having to visit a shop or sales point. The internet is an excellent marketing tool for online retailers for many reasons. The internet can reach many people, but it can also be used to find a target market consisting of a specific group of people, especially young people such as students. 24 hours in 7 days is very attractive and there are no topographical restrictions.

The internet (online media) accelerates business development today. This kind of business system has been widely used by everything from multinational companies to small retail businesses. The main commodity that uses this method is the buying and selling business system. With a system like this, the target market can easily buy what they need without having to go to a shop or sales point (Fauziah, F. 2020). Displaying via web-based media is becoming increasingly popular as the popularity of web usage increases. Before using online media for marketing, it required quite a lot of money. Therefore, small or newly developing organizations cannot carry out marketing activities well. An online shop is one of the offices presented by the web that provides different conveniences. The convenience introduced is the productivity of time in managing business without having to meet face to face first. According to Ayuh, E.T., 2021, online shops are able to reach a wide range of customers and all levels of society through social media (Ayuh, 2021).

An important part of this process is business communication to convey management related to the relationship between marketing as a service provider and consumers as service recipients. It is hoped that good relationships with customers will make them more interested in making purchases (Mangendre et al., 2022). Gary A. (2001) said that in the business world, business communication is the transfer of information, ideas, emotions, skills, and so on through symbols,

words, numbers, and so on. In contrast, "business communication is a human activity directed at satisfying needs and desires", as stated by Kotler (2003). According to Keller & Keller (2016), marketing communications is a way in which businesses can inform, invite and remind consumers, either directly or indirectly, about a product or brand they sell. The variety of products offered by entrepreneurs to consumers reflects the increasingly expansive business world today. This clearly affects competition between entrepreneurs to attract buyers to buy their goods. The simplicity of obtaining items makes it very easy for buyers to switch from one item to the next or to a similar item but a different brand. Organizations are expected to focus on associations with buyers so that buyers' purchasing interest in items can increase. Facing increasingly tight business competition today can be made easier with effective business communication. This can be used to introduce new products and give people a reason to want to buy them (Buulolo, Y.H. 2022).

Promotion of consumer interest in purchasing is the goal of marketing communications, including social media. According to Setiawan (2015) and Kwek (2010), buying interest can be categorized as a component of consumer cognitive behavior regarding consumer intentions to buy a brand. This is in accordance with the statement by Lefa and Laroche (2006) in Setiawan (2015) which states that one of the criteria for determining who wants to buy a particular brand is interest. Madahi and Sukati (2012) also say that buying interest occurs when someone needs a particular item after assessing or seeing whether the item is worth buying). Showcasing online entertainment is a type of advancing different business content in different ways for virtual entertainment clients. According to Pratiwi, A.A.M. 2020, the aim of this activity is to find the ideal formula for disseminating the information needed to direct business goals and boost sales. Companies can interact with both internal parties (employees) and external parties (consumers, government, competitors, etc.) through marketing communications with the aim of maintaining the company's image and increasing sales. One combination of limited time utilized by organizations is virtual entertainment (Indika and Jovita, C. 2017).

As shown by Suradi et al., (2012), the importance of shopper buying interest is buyer behavior where customers want to buy or choose an item, considering their involvement in choosing, using and consuming or in any case, needing an item. In addition, Kotler (2012) suggests that feelings and emotions are related to factors that influence buying interest. For example, if someone is satisfied and happy with their purchase, they will be more likely to make it, whereas dissatisfaction usually leads to a loss of interest.

Many researchers have previously conducted research on the role of social media in increasing consumer buying interest. Manzoor, et al., is one of them, (2020), who found that social media has become ingrained in people's lives in 190 online shop businesses that use platforms such as Facebook, WhatsApp, and Instagram to push marketing companies in new directions millions of people around the world, thereby attracting the attention of marketers. Apart from that, research conducted by Arianty et al., (2021) shows that consumers in Griya Martubung Village, Medan District are interested in buying products from online

stores because of social media. A subsequent study by Sogari et al. (2017) found that social media technologies play an important role in environmental engagement and driving consumer purchasing behavior in the wine industry. Because of its potential to amplify and encourage consumer purchasing behavior, social media technology is gaining increasing attention.

Based on researchers' observations, online shop entrepreneurs in Makassar City still experience difficulties in directing business communication because of the different quality of intensity. In Makassar City there are many web-based shop financial managers, one of which is a student. The complexity of today's innovations urges students to carry out online transactions in various web-based entertainment. However, there are also people running online stores who do not manage social media carefully, which can directly undermine trust and damage the company's reputation. The effect of the online shop business actors above is to create unwanted competition and can negate the image the business is currently claiming. However, if online shop entrepreneurs are able to utilize online shop media effectively, they will be able to boost sales and expand the scope of their existing business.

In connection with the foundation above, researchers found oddities or problems experienced by online shop money managers in Makassar City, including web-based entertainment work in web-based shops is not yet ideal, business correspondence is not yet ideally implemented in online shop organizations, many people have not yet utilized virtual entertainment properly appropriate. This study simply looked at how to use social media and business communications to get customers to buy more. In this research the problem is formulated as follows: 1) Can business communication increase consumer buying interest? Can students sell products using online shop media? (3) Can online shop media increase consumer interest in buying from business actors?

Good business communication is very important to arouse consumer interest in each product being marketed and help the company achieve its goals. It is natural that if buying interest increases, the company's turnover will also increase, which is what every business person anticipates. With good business correspondence, it is believed that all obstacles or problems can be resolved appropriately and, surprisingly, turned off thereby affecting the image of the object among people in general. The aim of the research we conducted was to find out the role of business communication via social media in increasing consumer buying interest based on the background that has been explained.

METHODOLOGY

A qualitative approach was used in this research, and a descriptive approach was used to provide a thorough explanation of the findings. Qualitative research methods are appropriate for psychosocial research when "factual" data are needed to answer research questions or when general or probable information about opinions, attitudes, views, beliefs, or preferences is sought. When variables can be separated and defined, when they can be linked together to form a hypothesis before data collection, and when the question or problem is clearly understood (Hammarberg et al., 2016).

Regarding the data collection methods used in this research, especially interviews and observations. Researchers used direct observation in the Makassar City online shop business environment as the observation technique itself. In this case, the researcher observed students as online shop entrepreneurs in the area concerned. The researcher then tried to conduct direct interviews for the second method, interviews, and used in-depth interviews to collect data. Researchers and informants interviewed underwent extensive interviews. A meeting is a kind of discussion, specifically asking questions and listening. Interviews do not produce reality in a neutral way. Consequently, interviews can be used to develop situational understanding, also known as situational insight, based on specific interactional episodes.

For this reason, the testing method in this research uses a purposive testing strategy. Where this method has previously set certain criteria that are the conditions for selecting samples. The criteria that have been set are for UNM students who operate online shops and are included in the perpetrator category. Informants are selected according to research data needs which can change at any time during the research data development process. Four people chose the people who became informants for this research.

Based on the criteria that have been determined, the informants in this study or research can be seen in the following table.

No	Informant Identity	Informant Code
1	Name: Ulil Amri Occupation: Student Age: 20 years old Gender: Male Business type: Clothing Online Application: Instagram	A.1.1
2	Name: Nursyamsi Occupation: Student Age: 20 years Gender: Female Type of Business: Clothing Online Applications: Facebook, WhatsApp, Instagram	A.2.1
3	Name: Farha Sahafa Haifa Occupation: Student Age: 21 Years Gende : Female Business Type: Mixed goods (accessories and skincare) Online Application: Instagram	A.3.1
4.	Name: Salsa Amelia Azzahra	

 Occupation: Student Age: 21 years old

Gender : Female

A.4.1

Business Type: Mixed goods (accessories and skincare)

Online Application: WhatsApp

 Source: Data Processing Results, 2023

The four informants above were able to represent and answer the question "The Role of Business Communication Through Online Store Media in Increasing Consumer Buying Interest". However, keep in mind that this research cannot be applied to all online shop business people. The four informants cover the category of online shop business actors specifically in the Makassar City area. This is because the research only focuses on online shop business actors based in Makassar City. This research uses qualitative data and coding methods for data analysis. In this study, initial coding and focused coding were the two stages of the coding process that were completed.

Then use time triangulation and reflexivity to determine whether the data in this study is reliable. The triangulation process can be thought of as a process in which data is examined using multiple methods, sources, and time periods. By using other data unit parameters, triangulation techniques can also be used to verify the validity of the data. In this study, time triangulation was used which looked to be checked again using the same method but at different times. Then, in the role of a researcher, reflexivity is used to recognize the influence of self-position and identity.

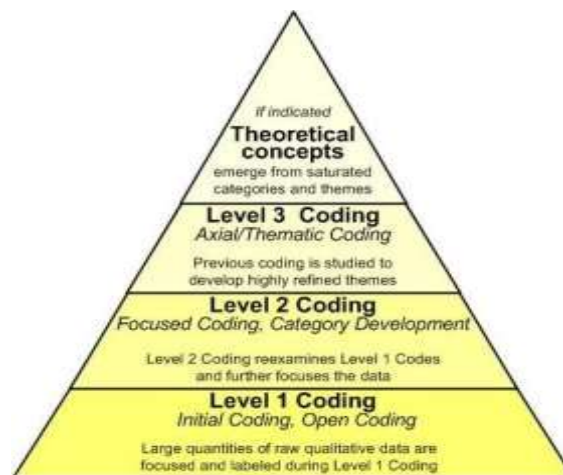


Figure 1. Data Coding Stages

RESULT

The aim of this research is to investigate how online shop users in Makassar City, South Sulawesi Province, are specifically influenced by business communication through online shop media. Based on existing criteria, the instrument in this research seeks to collect various information from up to four informants—students and female students—who have been previously identified.

The data we try to collect is in the form of several meeting instructions for business correspondence classes via web-based shop media, namely (1) How long have you been running an internet-based shop business (2) How do you market goods to customers so they are interested in buying (3) What correspondence tasks carried out to increase sales (4) Are there any obstacles in displaying through internet-based store media (5) What kind of progress do you increase the buyer's purchasing income (6) Are the progress effective and ready to increase the buyer's purchasing income. (7) How well does online shop media increase consumer buying interest?

The informants' responses are presented in the following table, which provides a more in-depth and clear explanation of the interview findings:

Table 2. Interview Results

Question	Informant's Answer
How long have you been running an online shop business? <i>Coding A</i>	I ran an online shop business for 1 year (Ulil Amri, interview 10 April 2023). I run a small online shop business more than 2 years (Nursyamsi, interview 10 April 2023). I have been running an online shop business for a long time 2.5 years (Farha, interview 10 April 2023). I ran the business for approximately 6 months (Salsa, interview 10 April 2023). <i>Coding A.1.1; A.2.1; A.3.1; A.4.1</i>
As an online shop business owner, how do you market your products to consumers so they are interested in buying? <i>Coding B</i>	Create and distribute pamphlets, photos, Interesting videos accompanied by product testimonials (Nursyamsi, interview 10 April 2023). Post your status on WhatsApp and offer an affordable price so that friends are interested in buying (Salsa, interview 10 April 2023). <i>Coding B.2.2; B.4.2</i>
What is your communication role? what to do to increase sales in online shop media? <i>Coding C</i>	Communication is very important, I am a buyer usually communicate via social media with us as producers, for example contact us via WhatsApp or instagram and messenger (Farha, interview April 10, 2023). <i>Coding C.3.3</i>
Are there any problems in running marketing through online shop media? <i>Coding D</i>	Yes, the obstacle is attracting buyers more. It's very difficult to do because We have to be attractive so that buyers can stop by our stall. Apart from that, we usually have network problems because even though using wifi is usually the network it's constrained so usually we

	do live or post products so it's constrained (Farha, interview 10 April 2023). Coding D.3.4
What kind of promotions do you do to increase consumer buying interest? Coding E	Give discounts if you buy a lot, or give product bonuses and post product photos using all social media as best as possible (Salsa, interview 10 April 2023). Coding E.4.5
Have promotions been carried out? successful and able to increase consumer buying interest? Coding F	Successful because of profits and buying interest consumers are increasing day by day increase/increase (Nursyamsi, interview April 10, 2023). It was successful, but not as quickly as expected and only for a few consumers (Farha, interview 10 April 2023). Coding F.2.6; F.3.6
How effective is the use of online shop media in increasing consumer buying interest? Coding G	Very effective because it can reach buyers both inside and outside the city far away from our place (Ulil Amri, interview 10 April 2023). Very effective, because they are simply necessary look at your device without having to get tired of looking for it went to the shops one by one to search items they want (Salsa, interview April 10, 2023). Coding G.1.7; G.4.7

Source: Data Processing Results (2023)

Four informants were selected as examples for this concentrate under these conditions based on the results of interviews with students in Makassar, the nearest city. The four respondents are students who operate online shops, so their responses are quite representative. The questions provide a model when the marker discusses how business correspondence work through the medium of a web-based store can increase buyers' purchasing interest. The interview summary shows that online business students understand the function of business communication and how to utilize online shop media. In Makassar City, the results of the meeting were mostly included in the mentoring class: (1) How long does it take to run an online shop; 2) How to display goods; (3) The importance of business communication in boosting sales 4) Challenges of operating an online store 5) Use of promotions; (6) Successful campaigns to attract purchasing interest; Moreover, the powerful use of online shop media.

From this research we can see that the informants' responses were very short. The first indicator of the importance of business communications, the length of time spent running an online store, shows this. Based on the question indicators, the output of the three informants shows that students have been running an online shop business for quite a long time, and the four informants

show that they are able to use online shop applications to increase consumer interest. The second indicator of the importance of business communication is students' ability to use online shop media to market their products, which is an example of how to market products. In the third indicator of the role of business communication, namely the role of business communication in increasing sales, students already know as people who run online stores that good communication is very important for making online sales so that producers can communicate well with their customers and make sales.

In addition, for the fourth indicator of the importance of business communication - obstacles in running an online shop, students face a number of challenges as online shop owners, including the inability of the network they use to post their products directly and to online shop media. Then there is the fifth indicator, namely promotions used to sell products. Students who run online stores already know how to promote their products so that customers are interested in buying them. One way is to give discounts if there are many purchases, provide product bonuses, and post product photos on as many social media platforms as possible. Especially for point 6, namely the development of progress to increase buying interest, where students as online shop financial managers have succeeded in making progress because the benefits and buying interest of customers are gradually increasing/enlarging. For the seventh indicator, namely the effectiveness of using online shop media, students who run online shop businesses are very effective in using online shop media. One reason is that they can reach customers in and out of town that are far from where we are.

DISCUSSION

1. *The Role of Business Communication*

The study of communication strategies to increase consumer buying interest carried out while running an online shop business is related to three stages, namely strategic planning, strategy implementation and strategy evaluation, according to the results of informant interviews. This finding is in accordance with the findings of (Huang and Chen, 2021) which states that organizing business correspondence techniques (making arrangements for) promotional activities is considered effective if each advertising component is arranged and facilitated appropriately marketing strategy which is part of a series of decisions made in connection with company goals (Sultana et al., 2023). Next, the place of field-tested strategy is the meaning of the obligations and steps to be initiated, which incorporate the goals, objectives, and assets derived to the execution of the business.

It is very important to develop a business communication strategy for online store owners (Kong et al., 2019). as explained by the consumer target implementing informant. The first step taken is that ID interactions must begin with a proper examination of objective buyers. Customers can be thought of as people who might buy a product, people who use the product, people who make decisions, or people who make decisions. In addition, forming an image of an item appears comparable to other items available or placed with competing brands on the shopper's insight map (Hasanudin, 2019). The buyer discernment map characterizes the market to

the extent of how buyers perceive the vital qualities of competing goods. This perception map will serve as a basis for consumers to evaluate products, such as price and quality (Lin, C.C.). A strong consumer impression of a product is essential for effective marketing.

Using targeting to craft messages, business communication strategy consists of crafting messages, where the communicator identifies the targeted product customers (Marino et al., 2022). These messages are structured in such a way that they have an effect on the people who are the target audience. Brochures are used to convey messages to customers by influencing and attracting the attention of the target customers (Paul et al., 2023).

The motivation behind incorporating compelling messages is to change the popular understanding, mentality and assessment of the goods presented by online store entertainers (Rahardja, 2022). Communicators with consumers are used in persuasive messages, which are carried out through communication messages. The influencing strategy used by online shop organizations is to convince buyers to buy the goods offered, so that customers are moved by good considerations, especially the feeling of wanting to buy internet-based shop goods (Rouhani, 2019). Due to the ability of the communicator (seller) to suggest or imply something to the communicant (consumer) regarding the product, consumers are known to be susceptible to suggestions. Correspondence techniques are also equipped with the stability of the message content according to the buyer's conditions, and special strategies also have an impact on conveying the message to the communicant (Skurpel, D. 2022).

According to the findings of this research, business communication has the power to attract consumer buying interest. Organizing business correspondence procedures consisting of honesty that focuses on buyers, forming a picture of an item and ordering messages through control (focus on) is seen as successful in encouraging sales levels and promoting online shop business items.

2. Utilization of Online Shop Media

From the results of meetings with several web-based shop business witnesses, it turned out that they all previously had their own techniques for showcasing their products on the web. By creating a consistent business page with them and always being active on social media, online marketing can be an effective tool for promoting products interact with customers and share information about products, promotions and interesting content via social media. They also know how to use online advertising, such as ads on Facebook or Instagram, to spread the word about their products and tailor ads to specific markets by targeting the right people precisely. This finding is in line with Mckee's (2011) findings which state that technology has a significant influence on consumer buying interest. Starting with the development of Web 2.0 technology, especially tools that make it easier for individuals to publish content, share ideas, choose what they like, and suggest things to others.

This of course can also maintain the processes involved in online trading. The process of ordering the desired product also makes it easier for customers. Facebook is a popular social media platform used to promote products online. Through Facebook, the goods being sold can be experienced by many individuals

(Lin, Y et al., 2021). There are many new social media platforms that can be utilized for marketing; currently, Facebook, Instagram, and WhatsApp are some of the platforms used. Each of these social media platforms serves a different purpose in online product marketing because there are advantages and disadvantages to each social media platform. The utilization of web-based entertainment changes according to the elements driven by each type of online entertainment.

According to Gunelius (2011), social media marketing, also known as social media content marketing, is a type of direct or indirect marketing used to build awareness, recognition, recall, and action for a brand, business, product, person, or other entity. It is done using tools from the social Web, such as blog sharing, microblogging, social networking, social bookmarking, and social media content marketing. Social media content marketing may include specific strategies such as sharing coupons or announcing sales on Facebook or Twitter, or it may include. Moreover, online entertainment advertising offers a tremendous open door for business visionaries, independent ventures, medium businesses, and large organizations to build their brands and their organizations (Dolega et al., 2021; 2021) Patimo and Dollado Wenats, (2012) The rise of the social-based web has an impact on customer behavior where the presence of new media has changed the buyer's utilization design. Consumers are moving from passive viewers of the past to active viewers of today. In the past, consumers tended to only receive messages from the media. Consumers are no longer passive recipients of messages in this active audience consumption pattern; instead, they actively seek out the information they need and want about brands and products. Earnshaw, R. says as much. Promotion through online entertainment is a type of advertising that utilizes local web-based entertainment where sponsors (manufacturers or brand owners) can directly collaborate and exchange with their clients.

The findings of this research can be used to draw the conclusion that in this digital era, everyone must use the internet. The majority of people use the internet because it is very useful and offers various conveniences that can be accessed quickly. The fact that everyone has access to various sources of information that they can use for various purposes is one such convenience. Considering how many people use social media, it is an ideal medium for businesses, including online stores, to market. Online stores have become a popular shopping strategy since the rapid rise of the web. Why not, online stores offer many conveniences for consumers and businesses.

3. *Consumer Purchase Interest*

According to interviews with informants, social media communication can increase consumer buying interest, where attractive promotions can generate high buying interest. In a case study on Sendang Duwur Lamongan batik products, Martono and Iriani (2014) found that social media was closely related to increasing consumer buying interest. These findings support these findings. Likewise, Rizky and Yasin's (2014) research is in line with these findings and shows that communication via social media can increase purchase intentions, revealing that consumer purchase interest is one of the main factors in deciding which product or service to purchase.

In addition, Antez, L., (2021) explains that consumer interest can be triggered by external influences, awareness of needs, product introduction, and evaluation of alternatives. Marketing efforts and sociocultural factors shape these external influences. Inspiration as a force within people that drives them to move. A person will be encouraged to behave to master a product if he or she has a strong desire for it. On the other hand, if he lacks motivation, he will try to avoid the problem (Buchari & Darmawan, 2020).

One of the main factors that influences consumers' decisions to purchase goods or services is their intention to purchase. In web-based shopping, shopper interest is a significant indicator of genuine customer behavior which claims that as a consequence of the buyer's examination in data searches, the nature of an item and the assessment of the item will increase the buyer's purchasing interest (Martin, G 2019). Because there is a correlation that is built when someone has trust in a brand, it is possible that consumers have the intention to buy (Torriero et al.,) trust in a product has an impact on purchase intention. 2022). Several factors such as frequent fraud, inappropriate products, product prices that are different from other online stores, and quality that does not match the price make it difficult for online stores to gain trust.

Apart from trust, which should be the focus in web-based businesses, the nature of the data is also important. The quality of the information must be related to the online business's products or services. The most crucial factor in increasing consumers' purchasing power for the products offered is correct and accurate information. (Urbinati et al., 2020) As a business actor, it is important to choose the right location for product marketing activities.

According to the findings of this research, a high level of customer interest in purchasing a product indicates a high level of interest in repurchasing that product. When choosing to embrace an item, the choice to take the item arises after the buyer tries it on. Then, at that time, there was interest in the item. If consumers believe that the product they choose is of high quality and can satisfy or even exceed their desires and expectations, then this can increase interest in the product. In other words, consumers really value and appreciate this product. Every business must be able to understand consumer behavior in its target market to benefit from this phenomenon. This is because basically business is part of the process of fulfilling consumer needs through production and product creation.

CONCLUSION AND RECOMMENDATION

The role of business communication by utilizing online shop media such as Facebook, Instagram and Whatsapp is very meaningful in helping online shop media players to display their products to increase buyers' buying interest. The internet is an excellent marketing tool for online stores for many reasons. The internet can reach many people, but it can also be used to find a target market consisting of a specific group of people, especially young people such as students. Online shop business people can ensure that their products and services sell well and can even be improved, becoming the target or goal of business communication, with effective business communication; whether just conveying information, providing instructions for using the product, or increasing sales figures.

REFERENCES

- Antúnez, L., Alcaire, F., Brunet, G., Bove, I., & Ares, G. (2021). COVID-washing of ultraprocessed products: The content of digital marketing on Facebook during the COVID-19 pandemic in Uruguay. *Public Health Nutrition*, 24(5).
<https://doi.org/10.1017/S1368980021000306>
- Arianty, N., & Siregar, M. A. G. (2021). Benefits of using social media and product quality to consumer buying interest in MSME products in Griya Martubung Large Village Medan Labuhan District during the Covid-19 Pandemic. In *Journal of International Conference Proceedings (JICP)* (Vol. 4, No. 2, pp. 207-216).
- Ayuh, E. T., & Yuliani, H. (2021). Analisis Komunikasi Bisnis Online Shop Mantan Karyawan melalui Media Sosial Instagram. *JOPPAS: Journal of Public Policy and Administration Silampari*, 3(1), 12-18.
- Buchari, Rd. A., & Darmawan, I. (2020). Peningkatan Potensi Kewirausahaan Produk Lokal Melalui Pemasaran Digital Desa Cikeruh Jatinangor. *Sawala : Jurnal Pengabdian Masyarakat Pembangunan Sosial, Desa Dan Masyarakat*, 1(2). <https://doi.org/10.24198/sawala.v1i2.26592>
- Buulolo, Y. H. (2022). Pengaruh Komunikasi Bisnis Dan Merek Terhadap Minat Beli Konsumen Pada Ud. Suang Kecamatan Lahusa. *Jurnal Ilmiah Mahasiswa Nias Selatan*, 5(2), 18-32.
- Djamaluddin, D., & Pendahuluan, M. (2019). Peranan Komunikasi Dalam Bisnis. Dolega, L., Rowe, F., & Branagan, E. (2021). Going digital? The impact of social media marketing on retail website traffic, orders and sales. *Journal of Retailing and Consumer Services*, 60.
<https://doi.org/10.1016/j.jretconser.2021.102501>

Earnshaw, R. (2017). Social media and cultural implications. In SpringerBriefs in Computer Science (Vol. 0, Issue 9783319614083). https://doi.org/10.1007/978-3-319-61409-0_7

Fauziah, F. (2020). Strategi komunikasi bisnis online shop “shoppe” dalam meningkatkan penjualan. *Abiwara: Jurnal Vokasi Administrasi Bisnis*, 1(2), 45-53.