

## Digital Marketing Communication Strategy of the Organizer Meeting-Incentive-Convention-Exhibition at the Halal Lifestyle Festival in Jakarta

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### ABSTRACT

This study explores digital marketing communication strategies applied by MICE (Meeting -Incentive -Convention- Exhibition) companies in organizing halal lifestyle concept festivals in Jakarta. Indonesia has a very large Muslim population and significant market potential, Jakarta itself as the largest capital city is very appropriate to be used as the most strategic location in organizing Halal Lifestyle-based events. This study uses a qualitative descriptive approach. The results show that digital marketing through social media such as Instagram and Facebook plays an important and effective role in creating awareness, building a positive image, and increasing audience participation. The main strategies used in Social Media Marketing include selecting social media platforms to use according to the target market, building activities on social media accounts, collaborating with influencers (Key Opinion Leaders) that are appropriate and relevant and utilizing digital ads (Digital ads). The effectiveness of the use of social media can increase engagement and be the main factor in supporting the success and sustainability of halal lifestyle concept festival activities. Suggestions for development include diversifying digital platforms and strengthening the internal social media team.

## INTRODUCTION

The growth of the MICE (Meeting, Incentive, Conference and Exhibition) industry has provided a variety of types of service industry activities related to the provision of service services. MICE is a business that makes a high contribution economically, especially for developing countries (KEMENDAG-RI, 2011). Jakarta Apart from being a business and cultural center, it is also known as a major destination for MICE activities with adequate infrastructure and diverse cultural attractions. However, the development of halal lifestyle trends among people in Jakarta requires MICE industry organizers to be able to present an event concept that is in line with halal principles.

The 2023 State of Global Islamic Economy (SGIE) report, quoted from the Antaranews.com website, states that Indonesia is currently ranked 3rd, replacing the position occupied by the previous United Arab Emirates. The involvement and role of the government is one of the important factors supporting the increase. The assessment indicators include Food & Beverage, Fashion, Cosmetic & Pharmaceutical, Sharia Financial, Halal Tourism and Media and Recreation (ANTARA, 2023)

Based on data from the Ministry of Religion of the Republic of Indonesia Jakarta in 2022, it is stated that the total number of Muslim population in Jakarta is 9,507,379 people or around 84% of the total population of Jakarta (KEMENAG, 2022), where the number of Muslims of productive age (ages 15 to 64 years) on average reaches above 60% (BPS-JAKARTA, 2024a). Head of BPS Amilia Adi Ninggar said that the majority of the middle class population lives in urban areas with a percentage of up to 72.89% and the population towards the middle class (aspiring middle class) reached 56.8%. (TEMPO, 2024), This is a very wide niche potential for products related to Halal Lifestyle

Exhibition in the MICE industry according to the Decree of the Minister of Tourism, Posts and Telecommunications regarding Exhibition or Exhibition is "An activity to disseminate information and promotions related to the implementation of conventions or those related to tourism". The International Association of Professional Congress Organizers defines Exhibition as "Event at which products and services are displayed" (Noor & Sc, 2018). In the Halal Lifestyle concept festival, it is a place to bring together manufacturers of the Halal Product industry as well as halal concept service providers with consumers of halal lifestyle products on display. By integrating Halal Value into every aspect of the festival, ranging from Food and Beverage, Fashion, Travel, Finance, Property products to a variety of Islamic content and activities are presented in order to attract market segments in Jakarta and its surroundings.

How can the MICE Industry with the concept of Halal Lifestyle reach the audience in Jakarta? According to data from the Jakarta Central Bureau of Statistics (BPS) in 2023, 77.28% of Jakarta residents access the internet to use social media (BPS-JAKARTA, 2024b). So in this context, the right marketing communication strategy to reach the right audience to be implemented is a digital strategy by utilizing social media. Effectively, this is a key element to create awareness, build a positive image, and increase audience participation.

Table 1. Source: Central Bureau of Statistics (BPS) Jakarta

Kab/Kota	Persentase Penduduk yang Mengakses Internet menurut Tujuan Menggunakan Internet dan Kabupaten/Kota di Provinsi DKI Jakarta (Persen)																			
	A		B		C		D		E		F		G		H		I		J	
	2022	2023	2022	2023	2022	2023	2022	2023	2022	2023	2022	2023	2022	2023	2022	2023	2022	2023	2022	2023
Kep Seribu	89,64	88,76	22,53	12,08	18,75	21,77	57,1	70,64	33,2	42,08	9,47	5,21	64,74	82,54	7,17	11,85	20,75	34,61	17,01	15,01
Jakarta Selatan	77,83	85,87	24,1	12,02	23,96	31,98	67,34	80,66	24,3	34,06	4,59	7,19	55,96	76,03	17,82	25,42	28,57	35,69	5,56	2,75
Jakarta Timur	81,75	84,05	22,21	15,76	23,95	28,24	72,89	79,05	29,34	37,62	6,38	5,19	64,59	74,58	17,45	22,48	31,73	37,24	4,34	6,61
Jakarta Pusat	86,26	80,81	19,86	12,35	23,35	24,8	67,78	73,69	18,93	29,71	6,71	5,12	58,66	82,92	13,56	23,99	24,37	28,33	3,23	4,91
Jakarta Barat	74,05	83,06	20,81	10,79	20,83	23,32	76,26	74,83	25,49	28,99	7,34	6,32	62,09	75,98	19,74	26	27,12	30,03	2,53	5,58
Jakarta Utara	72,55	80,51	19,98	10,99	13,11	20,26	62,76	75,45	20,19	27,39	3,97	4,95	47,54	82,74	11,35	21,37	14,14	29,3	4,12	5,86
DKI Jakarta	77,87	83,34	21,73	12,61	21,34	26,19	70,35	77,28	24,91	32,32	5,86	5,86	58,75	77,36	16,75	23,91	26,37	33,02	4,06	5,25

A: Mendapat Informasi/Berita B: Proses Pembelajaran C: Mengirim/Menerima Email D: Media Sosial E: Pembelian Barang/Jasa  
F: Penjualan Barang/Jasa G: Hiburan H: Fasilitas Finansial I: Informasi Mengenai Barang/Jasa J: Lainnya

Overall, an effective marketing communication approach does include several key success factors such as Offline promotion, Utilizing Online Channels such as digital media, strategic partnerships, and relevant branding activities. However, in this study, it will focus on the marketing communication approach through digital media, especially social media platforms.

In 2018 at the Jakarta Convention Centre (JCC) - Jakarta, Hijrahfest became a pioneer Festival with the concept of Halal Lifestyle in Jakarta. The activity was successfully held by utilizing the new media Instagram (Amelia et al., 2020). This is also followed by the phenomenon of the Hijrah wave of celebrities and influencers which also makes this trend more in demand by the public. The phenomenon of hijrah (internal conversion) among celebrities is not only limited to spiritual changes but also in the economy of daily lifestyles (Lyansari, 2019). The use of new media is currently one of the keys to success in a Festival activity with the concept of Halal Lifestyle.

The content that is widely posted is educational content on religious da'wah, halal lifestyle, halal products, humanitarian actions to boycott content for partiality and support for Palestine for the genocide that occurred in their country. Various expressions of hijrah in social media appear in various forms, ranging from sharing knowledge content in the form of verses or hadiths, Islamic fashion content, business trends, culinary trends, music trends to job profession choices. The expression of hijrah identity has become a big wave on social media in the urban Muslim community (Taufiq et al., 2022) This has led to changes to live a halal lifestyle or known as a halal lifestyle.

The halal lifestyle has transcended religious boundaries and has become a global trend that attracts the attention of people from various backgrounds. Some of the factors driving this trend are Rapid Growth Muslim Consumers, Increased Consumer Awareness, Government Support and International Organizations (Patrianti et al., 2021).

This research aims to explore the digital marketing communication strategies applied by MICE companies in organizing halal lifestyle concept festivals in Jakarta. This introduction underscores the importance of a strategic approach in digital marketing communication in the MICE sector, especially in responding to halal lifestyle trends, as well as its relevance in building business competitiveness and sustainability in this industry.

## LITERATURE REVIEW

The MICE industry plays a vital economic role in developing countries and is increasingly influenced by cultural and religious trends, such as the rise of the halal lifestyle (KEMENDAG-RI, 2011; Patrianti et al., 2021). Studies have shown that digital media platforms, particularly social media, are effective tools in promoting halal-themed events, as demonstrated by Hijrahfest at JCC which successfully leveraged Instagram as a primary marketing channel (Amelia et al., 2020). The increasing use of digital platforms among Jakarta's urban Muslim population—especially among the middle class—creates a significant opportunity for targeted digital marketing strategies (BPS-JAKARTA, 2024b; Taufiq et al., 2022). While several studies have addressed halal consumption and media expression of hijrah identity (Lyansari, 2019), there is limited literature specifically exploring how digital communication strategies are employed by MICE organizers to promote halal lifestyle events. This gap highlights the need for further research on digital engagement and audience targeting in this niche market segment.

## METHODOLOGY

This study uses a Qualitative approach described by the Descriptive method. The location of the research in this Halal Lifestyle concept Festival activity is in Jakarta, but for visitors not only from the city of Jakarta but also from satellite areas around the city of Jakarta in this case Bogor, Tangerang and Bekasi. The data collection technique is through in-depth interviews with MICE companies, Halal festival organizers, participants and consumers. In participatory observation, the researcher makes observations during the activity and documentation related to the research.

## RESULTS AND DISCUSSION

### *Digital Marketing Communication Strategies*

A festival with the concept of halal Lifestyle which of course requires the right Marketing Communication Strategy in order to reach the Muslim community who are the target market. Marketing communication is one of the important elements in the marketing mix which plays a role in conveying messages to potential consumers with the aim of increasing awareness, interest, and action on a product or service. According to Kotler and Keller (2016), marketing communication is the process of conveying value and building strong relationships between companies and consumers through various communication channels. In this context, digital marketing is a communication channel that plays a very important role and has the opportunity to become the main channel used for marketing communication. According to a survey from the Indonesian Internet Service Providers Association (APJII) 2024, it is stated that social media users in Indonesia are most active in using digital platforms in the form of Facebook and Instagram applications. It is also mentioned that on average more than 90% of internet users access through mobile phones or tablets (APJII, 2024) Therefore, marketing communication strategies through

intermedianet-based digital media are the most appropriate strategy used by the MICE industry today.

### ***Social Media Marketing***

Social Media is an internet-based technology that facilitates conversations. Social media reflects new sources of online information that are newly created, disseminated, and used with the aim of educating each other about products, brands, services and relevant issues that are happening (Kencana, 2021). Social Media Marketing is a marketing communication strategy by utilizing internet technology in order to build *brand awareness*, increase sales, and interact with *followers* by utilizing digital platforms. In MICE activities with the concept of Halal Lifestyle, the platforms used are Facebook and Instagram. In terms of making purchases and increasing sales, social media marketing is an effective instrument for spreading messages and has a strong relationship with purchasing decision-making (Rakhmawati, 2023).

### ***Social Media Platforms***

This study observes the activities of the Festival with the concept of Halal Lifestyle, Facebook and Instagram are the most popular platforms to date used to promote their event activities. The selection of the platform is based on the behavior of its main target market which is the users of the platform, as conveyed in the Indonesian Internet Penetration Survey by the Indonesian Internet Service Providers Association (APJII, 2024) regarding social media users based on the following generation levels:

- Gen X: Using Facebook (66.30%); Instagram (12.91%)
- Gen Y: Uses Facebook (74.09%); Instagram (22.14%)

Both Facebook and Instagram specifically rely on almost the same features such as visual content, photos and short videos that are very effective in branding and strengthening positioning.

### ***Social Media Activity***

#### ***Hijrahfest***

The researcher observed firsthand how the activities on the Official Instagram account at a MICE event, namely Hijrahfest, have successfully managed their social media to have followers of around 935,000 followers (HIJRAHFEST, 2024). This account is actively used to post for various purposes ranging from informational content, promotion of activities as well as doing da'wah educational content at the same time. Communication that occurs between official accounts and followers is carried out in the comment column and Direct Message (DM). Some interesting posts or special content are deliberately done to arouse curiosity so that it provokes diverse responses. Especially for questions in the comment column or through Direct Message (DM), usually assign the account Admin officer to do the response. (Amelia et al., 2020). Here's an example of a post on @Hijrahfest account.



Figure 2. Source: Instagram Official Hijrahfest @Hijrahfest

This Instagram channel @Hijrahfest is managed in a way that is attractive, neat, organized, organized and conceptual in each of its posts. The channel was initially managed by an administrator on an internal team in 2018. then the account is managed by a special team that focuses on the management of Social Media Management which until now the team has developed into a professional Agency that provides Digital Campaign management services. As in the results of an interview with a Chief Operating Officer-Hijrahfest "Currently, the social media Instagram @Hijrahfest that we manage is the best and effective means in delivering the messages that want to be conveyed from Hijrahfest to its followers".

The Official Instagram account of this activity also pays great attention to the creativity and quality of the visual display on the digital posters posted on its social media accounts. By utilizing Visual Communication Design (DKV) on each digital poster, the design displayed becomes more aesthetic and attractive while being able to send the intended message to its followers. This visual communication design plays a role in transforming messages into various visual forms so that it is easy to communicate messages (Guidance & Islam, 2020).

### *Muslim Lifest*

In another similar festival that the researcher found on the digital platform is Muslimlifest, the researcher observed his social media account which currently has around 76,000 followers (Muslim Lifest, 2024), this social media account is used to provide important information related to the activities that will



be carried out by the organizers. The researcher assessed that one of the factors for the success of the implementation of his activities was to utilize his social media. Here is an example of a post on his social media account.

Figure 3. Source: Instagram Official Muslimlifefest @Muslimlifefest

The researcher interviewed visitors who had attended the activity and said that he got information about every activity carried out by Muslim lifefest through his social media account which was also very active in providing up-to-date information. The results of the interview with Rizky-visitors of the activity *"I have been following the IG account of muslim lifefest more than 2 years ago, so that I can get information about the muslimlife event, when the event will be held, where the place is and who is the filler"*. Great participation and support came from one of the business communities, namely the Indonesian Muslim Entrepreneur Community (KPMI) where in every event activity also participated in posting on its social media accounts.

#### Women Festive

The researcher also observed that a festival activity with the concept of halal lifestyle also comes with different characteristics that are specifically for Muslim women, namely WomenFestive. Data from the Jakarta Central Bureau of Statistics (BPS) 2024 shows that the number of Muslim women of productive age (15 to 65 years old) is estimated at 3.9 million people (BPS-JAKARTA, 2023), which is a potential market for halal lifestyle concept activities, especially for Muslim women. This activity also utilizes her official Instagram social media account to convey information about her activities through @womenfestive account with a total of around 76,000 followers to date (Womenfestive, 2024). This account contains various content related to various things about the life of a woman who is obedient to religion. Posts in the feed and IG stories contain about how trying to become a righteous Muslim woman who believes and is pious becomes an attraction that becomes a strong engagement. Here's an example of a post.



Figure 4. Source: Instagram Official WomenFestive @Womenfestive

The results of the interview with the Project Manager of Womenfestive conveyed that many followers are interested in this activity because the

information conveyed is a special concept only for women, this Instagram account @womenfestive implements well-planned Social Media Management in each of its posts. Currently, womenfestive is a pioneer in halal lifestyle concept festival activities specifically for Muslim women. The following is the results of the interview with Berlina Puspita-Project Manager Womenfestive : "The post on our official social media which contains video clips, lectures and advice or special quotes of akhwat (women) delivered by the ustadzah, makes many of our worshippers feel that our content is very relatable to the situation and life they are currently living". The researcher also observed that this activity has a high base of Muslim militancy by followers of congregational recitation from the ustadzah who were present as the speakers.

### HalalMove

Another festival observed is the HalalMove Festival social media account, the researcher observed that currently the account has around 36,000 followers (HalalMove, 2024) The account is actively providing important information



related to the content of activities that will be carried out by the organizers and also what Micro, Small, Medium Enterprises (MSMEs) brands have joined the halal lifestyle concept festival activities. As in the following example post:

Figure 5. Source: Official Instagram Halalmove @Halalmove

This account often posts halal brands or products from Exhibitors who are members of the Festival with the aim of providing information to the wider public that these products can be found in this activity. It is also beneficial for manufacturers to get good promotion of the products marketed at the exhibition and increase the positive image of the exhibitor brand . The following are the results of the interview with Dani Indrawan-Marketing Administrator of Expo-Halalmove "We deliberately post on our Instagram account brands that have been incorporated so that prospective visitors are informed if they want to find these products they can come directly to our event. In addition, the brand posted is increasingly known in the public because it is often introduced through posts on our account. This Exhibition activity also focuses on the exhibition of halal products from local and international producers. This festival is seen in line with MUI's appeal not to market products affiliated with the state of Israel or products that are not pro to humanitarian issues in Palestine.

As in the world of Offline Marketing, online marketing also requires digital activities on social media in order to build engagement between brand owners and their consumers, which in the context of a festival with the concept of halal lifestyle is the audience. Consumer engagement in a brand is an activity that indirectly involves related consumers to find, evaluate alternatives, and make decisions involving brand selection (Vivek et al., 2012).

### ***KOL (Key Opinion Leader)***

Key Opinion Leader (KOL) is an individual who has certain skills, both in terms of knowledge and abilities so that his opinion is well heard by the wider community. The Key Opinion Leader (KOL) chosen is someone who is trusted and respected by many people because of their deep knowledge related to a certain field so that their opinion becomes a recommendation that is then followed by many people (Permana et al., 2024). The success of this activity cannot be spared from the social media marketing strategy by utilizing the role of Key Opinion Leader (KOL) who usually works as an artist and celebrity as well as an influencer by having a positive and relevant image according to the target market then spreading information through social media accounts owned by the influencer. A number of artist names along with the number of current followers whose figures often appear on the show are Teuku Wisnu (4.9 Million), Shireen Sungkar (27.4 Million), Zaskia Sungkar (31.1 Million), Irwansyah (15.5 Million), Dimas Seto (1.1 Million), Dini Aminarti (3.4 Million), Fenita Arie (1.8 Million), Arie Untung (3.3 Million), Ricky Harun (18 Million) and so on.

### ***Digital Advertising (Digital Ads)***

Internet technology has a great influence on how businesses interact with their clients and establish relationships (Wuisan & Handra, 2023), At festivals with halal lifestyle concepts, namely Hijrafest, Muslim lifefest, Women Festive and Halalmove, researchers observed the use of Digital Advertising on the internet in the form of promotion or marketing of products and services through digital platforms under Meta Ads, namely Facebook and Instagram. Leveraging technology and data management can target more specific and relevant audiences, as well as making it possible to track and analyze them in real-time to increase brand visibility, attract the attention of potential customers, and increase purchase actions. In addition, in terms of placement costs in utilizing digital advertising, it is much more economical than placement on offline media.

## **CONCLUSION**

The digital marketing communication strategy implemented by companies in the Meeting-Incentive-Convention-Exhibition (MICE) sector in organizing a halal lifestyle concept festival in Jakarta is the Social Media Marketing strategy. With the increasing awareness of the halal lifestyle among the public, especially among Muslims, the MICE industry is required to adapt events in accordance with halal principles.

Jakarta has a large Muslim population and a high middle-class population can be a significant market opportunity for halal products and services. Festivals

such as Hijrahfest, Muslim lifest, Women festive and Halalmove show great potential in attracting audiences through the concept of halal lifestyle.

Media Sosia is the Main Platform of digital marketing communication. The use of Instagram and Facebook social media is key in digital marketing strategies as well as acting as the main channel. Social media not only serves for promotion but also to build interaction with audiences and increase brand awareness through relevant and engaging content. In addition, the involvement of Muslim celebrities and influencers as Key Opinion Leaders (KOLs) helps increase the visibility and attractiveness of the event. The use of digital advertising through Meta Ads maximizes marketing reach at a more affordable cost than conventional media.

## RECOMMENDATION

Advice for the Advancement of Digital Marketing Communication Strategy for the Halal Lifestyle Festival is to prepare yourself to face the next generation who will be the target audience by diversifying the Digital Platform used. In addition to Instagram and Facebook, consider using other platforms such as YouTube, TikTok, and LinkedIn to reach a wider market segment and increase engagement.

For this reason, it is necessary to increase new skills by providing training to the Digital Marketing Team periodically so that they are always updated with the latest trends and algorithms on social media. With the implementation of this suggestion, halal lifestyle festivals can expand their reach, increase engagement, and strengthen their position as a leading event in the MICE industry.

## FURTHER STUDY

Future research could explore the effectiveness of different digital marketing communication strategies across various segments within the halal lifestyle market in the MICE industry. Comparative studies between platforms such as Instagram, TikTok, and YouTube could provide deeper insights into audience engagement and conversion rates. Additionally, further investigation into the role of Key Opinion Leaders (KOLs), including metrics of influence and authenticity, could enhance understanding of their impact on event success. It would also be valuable to study consumer behavior and preferences related to halal events, as well as the potential integration of emerging technologies such as virtual reality (VR) or augmented reality (AR) to enrich the halal festival experience and broaden audience reach.

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