

# Audience Perception of PT HM Sampoerna's Media Strategy in the Digital Era

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## ABSTRACT

This analysis explains the audience's perception of PT HM Sampoerna's media strategy in the digital era using social media. This analysis uses a qualitative approach with a case study method that is specifically directed at PT HM Sampoerna. The analysis technique is literature review. The results of the discussion explain that PT HM Sampoerna implements a media strategy that is adaptive, creative, and image-oriented. This company not only highlights cigarettes as the main product in its communications, but also focuses on forming a brand image that is associated with an active, dynamic, and classy lifestyle. This strategy is implemented through the use of digital media such as Instagram, YouTube, and TikTok, as well as through organizing and sponsoring various events that reach urban, art, music, and automotive communities.

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## 1. INTRODUCTION

The rapid development of information and communication technology has led to a major transformation in the way individuals and organizations convey and receive information (Habibah, 2021). This digitalization phenomenon has driven significant changes in corporate communication strategies, including in highly regulated industries such as the tobacco industry. In Indonesia, one of the major players in this industry is PT HM Sampoerna, a company with a long history and a wide consumer base. To stay relevant amidst the strict regulations on the promotion of tobacco products, PT HM Sampoerna is required to adjust its media strategy creatively and adaptively.

As the government imposes restrictions on direct promotions, tobacco companies must find alternative ways to reach out to audiences without violating the law. Digital media, especially social media, has become one of the most potential communication channels in bridging promotional needs and regulatory compliance. Communication strategies through digital media no longer only focus on delivering product information, but also on efforts to build brand image, create emotional attachment, and insert lifestyle values in accordance with the intended market segment (Solihin et al., 2023).

The communication strategy used by PT HM Sampoerna in the digital era tends to be implicit and symbolic. The company does not directly feature cigarette products in its campaigns, but instead prioritizes a more subtle approach through support for art, music, sports, and collaboration with public figures or influencers. This kind of campaign emphasizes the values and lifestyle associated with the brand, thus forming a positive perception in the minds of the target audience, without explicitly promoting the product (Haro et al., 2024).

This phenomenon raises both ethical dilemmas and public concern. On the one hand, companies have succeeded in creating a strategy that complies with regulations, while still effectively reaching consumers. On the other hand, there are concerns that the strategy disguises cigarette

promotion and can have a negative impact, especially on vulnerable groups such as teenagers. This makes public perception of the media strategy used by PT HM Sampoerna an important issue that should be studied in depth.

The digital age has different characteristics compared to the previous era. They are active, critical, and have wide access to various sources of information. Their perception of a media campaign is not only influenced by message content, but also social context, personal values, and collective opinions on social media (Aksenta et al., 2023) . Therefore, examining how audiences interpret PT HM Sampoerna's media strategy is important to determine the effectiveness as well as the social impact of the strategy.

Analysis of audience perceptions of tobacco companies' media strategies is limited, especially in the Indonesian context. Most previous analyses have focused more on analyzing promotional content or on tobacco industry regulatory policies. This analysis aims to fill this void by providing an overview of how the public, as recipients of media messages, respond to and assess the communication strategies implemented by PT HM Sampoerna in the digital era. This study is important not only to understand corporate communication practices, but also to assess the extent to which digital media strategies contribute to the formation of public perceptions, including positive, neutral and negative perceptions. These public perceptions will ultimately influence attitudes towards brands, consumer loyalty, and even influence public discourse about the cigarette industry as a whole.

In this research, audiences are not positioned only as passive objects, but as subjects who are active in interpreting and shaping the meaning of the messages they receive. By understanding the audience's perspective, companies and regulators can formulate communication strategies and public policies that are more responsive to the evolving social dynamics. Furthermore, this research also serves as a reflection on the changes in communication strategies in the digital era, which no longer rely on traditional channels, but on fluid, personalized and community-based interaction patterns. This demands a new understanding of the relationship between companies, media and society in the ever-changing digital landscape.

Based on this background, this research will explore audience perceptions of PT HM Sampoerna's media strategy in the digital era with a focus on how media messages are constructed, delivered, and received by the public. It is expected that the results of this research can contribute to the development of media literacy, business communication ethics, and cigarette industry regulation in the digital context in Indonesia.

## **2. RESEARCH METHOD**

This analysis uses a qualitative approach with a case study method specifically directed at PT HM Sampoerna as the main focus of the study. The qualitative approach was chosen because it provides space for researchers to explore in depth the media communication strategies carried out by companies in the context of the digital era, as well as how audiences form perceptions and interpret the messages conveyed. The case study method is considered the most appropriate because it allows a comprehensive analysis of complex phenomena in real situations, especially related to how cigarette companies carry out communication strategies amid restrictions on the promotion of tobacco products by government regulations. The main focus of the research was directed at understanding public perceptions, including how they interpreted the content delivered by the company, formed opinions on the communication strategies used, and responded to the company's overall image.

Data collection techniques were conducted through literature review, social media observation, and documentation (Waruwu, 2024) . The literature study was used to obtain a conceptual basis and relevant theories related to communication strategies, audience perceptions, and digital media dynamics in the context of the tobacco industry. Observations were made of social media content related to PT HM Sampoerna, both through official channels such as company accounts and through third parties such as influencers, celebrities, or events symbolically affiliated with the brand. In addition, documentation in the form of news articles, media reports, and online publications were analyzed as secondary data sources to strengthen data interpretation and triangulation.

### 3. RESULTS AND DISCUSSIONS

#### PT HM Sampoerna's Media Strategy in the Digital Era

PT HM Sampoerna is one of the companies operating in the cigarette industry sector, which is currently showing significant growth. The progress of this industry can be observed from the increasing variety of types and brands of cigarettes produced, both by large, medium, and small companies. In Indonesia alone, there are approximately 3,217 cigarette companies classified into three main categories, namely the lower, middle and upper classes. However, only three companies are classified as large or multinational, and PT HM Sampoerna is one of them. PT HM Sampoerna's excellence can be seen from its ability to conduct strong product differentiation, among others through attractive packaging design with a distinctive red logo that distinguishes it from other brands. The products produced are also diverse, such as Sampoerna Mild with 16 sticks, Sampoerna Mild with 12 sticks, and Sampoerna Menthol with a cold sensation, all of which are variants of filter kretek cigarettes (Sari, 2021).

The success achieved by PT HM Sampoerna is inseparable from its ability to compete with other major competitors such as PT Djarum and PT Gudang Garam, especially in the face of fluctuating economic conditions. To maintain market position and improve competitiveness, companies need an intensive marketing communication strategy. Promotion in this context is an important tool in conveying information and persuasion to consumers, in order to encourage exchanges in the marketing process. As one of the elements of the marketing mix, promotion aims to strengthen consumer confidence in the products offered and increase the company's potential for success in the midst of market competition. Promotion also plays a strategic role in providing relevant information about the company's products or services, as well as building a perception that is superior to competitors (Siregar, 2024).

One of the leading strategies implemented by PT HM Sampoerna in promotional activities is through the Sampoerna Retail Community (SRC) program. This program is applied to a number of fostered stores in various regions, including Jember, with the aim of creating modern stores that have a visual identity in line with the company's distinctive colors and logo, namely red and white. The transformation of the store's appearance into a more attractive and modern one makes it easier for consumers to choose products and increases comfort while shopping. The layout of goods or in-store displays is also an important element in this strategy, because the neat and visually appealing arrangement of products can change consumer attitudes from not intending to buy to being encouraged to make purchases.

Furthermore, in facing communication challenges amidst the strict regulation of the tobacco industry, PT HM Sampoerna implements a media strategy that is adaptive, creative, and image-oriented. The company does not only highlight cigarettes as the main product in its communication, but also focuses on building a brand image associated with an active, dynamic, and classy lifestyle. This strategy is executed through the utilization of digital media such as Instagram, YouTube, and TikTok, as well as through the organization and sponsorship of various events that reach out to urban, art, music, and automotive communities.

The communication approach used by Sampoerna can generally be categorized as a *brand experience strategy*, which is an effort to create positive emotional experiences through media, without having to show the product directly. For example, through content themed on youth creativity, the spirit of collaboration, and personal achievement, the company seeks to build positive value associations with their brand. This is done very carefully so as not to violate legal provisions regarding tobacco product advertising, while still effectively reaching the target audience, especially the younger generation of digital media users.

In addition to content produced directly by the company, PT HM Sampoerna also utilizes the presence of third parties such as influencers, celebrities, and community partners who indirectly support the spread of positive narratives about the brand. Their involvement is usually packaged in the form of content cooperation, event sponsorship, to support for social movements and digital creativity. This strategy not only expands the brand's reach, but also increases *engagement* and public trust because the message comes from parties that are considered credible and relevant by the audience.

On the other hand, Sampoerna's digital strategy also shows a shift in corporate communication patterns from one-way to dialogic and participatory. On social media, the company responds to comments, re-shares user-generated content, and creates a more open space for interaction. This strategy strengthens the emotional bond between the brand and the audience, and increases loyalty through active engagement in digital communities.

Thus, PT HM Sampoerna's media strategy in the digital era can be understood as an adaptation of conventional promotional strategies towards a more symbolic, lifestyle values-based, and image-oriented approach. This strategy shows the company's success in reading digital trends, understanding the characteristics of new media users, and developing communications that remain effective amidst strict regulatory limitations.

### **Audience Perception of Sampoerna Digital Media Content**

Business is one of the most attractive business sectors in the current era of the creative industry because it offers enormous potential benefits, both in social terms such as increased popularity, and financially for individuals who have the determination and high work ethic to achieve success (Nanda et al., 2022). In the business world, one of the decisive factors of competitive advantage is product quality that is able to answer consumer needs and preferences. However, behind promising opportunities, business also holds high risks, one of which is the intensity of competition between business actors. (Sulistiyowati et al., 2022) states that risk in a business context refers to the possibility of failure to return the investment or capital that has been spent. The high enthusiasm of the community to enter the business world, especially in similar types of businesses, triggers an increasing level of competition that cannot be avoided by business actors, especially in the midst of the flow of creativity and innovation that continues to grow (Zamahsari & Sunaryo, 2023).

Competition that occurs is not only caused by the similarity of business fields, but also by the lack of ability of old business actors to present products or services that are relevant to market needs (Al Idrus & MM, 2021). New competitors often emerge because they are able to read market opportunities and offer superior products or services, both in terms of quality and attractiveness. This condition requires businesses to constantly update strategies and maintain consumer loyalty, which now plays a dominant role in determining market direction (Agustin, 2025). Consumers who are increasingly selective and critical in choosing the best product or service make aspects of making purchasing decisions more complex. In this case, variables such as social media presence and service quality become important elements that influence consumer preferences (Sinulingga et al., 2023). To survive and excel in competition, businesses are required to have the right and effective strategies so that their products or services are able to attract attention and are firmly embedded in the minds of consumers (Zamahsari & Sunaryo, 2023).

One strategic approach that is very effective in today's digital era is the use of social media as a means of communication, promotion, and interaction with consumers (Ratnasari & Fachrian, 2025). Social media is a bridge that allows businesses to build a positive image through the presentation of content that is friendly, professional, and relevant to the needs of the audience (Wangi & Laksono, 2024). In this context, social media is not just a communication platform, but a major instrument in determining the success of service businesses, because it allows businesses to reach a wide audience quickly and efficiently. The advantage of social media lies in its ability to present business existence in a virtual space without having to do physical promotion. The image and credibility of the product or service can be widely spread through digital interaction, which not only introduces the business to the public, but also builds a closer and more personal relationship with consumers (Zamahsari & Sunaryo, 2023).

Social media is a very effective promotional tool because it can be accessed freely by anyone and from anywhere, thus enabling a wider marketing reach (Batee, 2019). Apart from being a means of introducing products, social media also facilitates the expansion of cooperation networks with various stakeholders, which automatically contributes to increased sales and exposure of product promotion through various forms of advertisements and uploads. Thus, social media is not only a tool, but also an integral part of modern marketing strategies that can have a direct impact on business growth and competitiveness in the market (Zamahsari & Sunaryo, 2023).

Audience perceptions of digital media content produced by PT HM Sampoerna show a diversity of responses that reflect differences in demographic and social backgrounds, as well as the level of media literacy of each individual, where most respondents from younger age groups, especially millennials and Gen Z, interpret digital content that is packaged aesthetically and creatively by the company as part of a modern communication strategy and relevant to contemporary lifestyles, without explicitly associating it with the promotion of cigarette products. Content that utilizes narratives around community empowerment, local culture preservation, entrepreneurship, and creative collaboration with artists and MSME players, is perceived as a form of the company's social contribution to the wider community, resulting in positive impressions that can strengthen the company's image as an entity that cares, is innovative, and adaptive to changing times and the development of digital technology.

However, a more critical perception emerged from academics, public health activists, as well as parents and educators, who viewed Sampoerna's digital media content as part of a covert promotional strategy that subtly sought to instill a positive image of the tobacco industry through symbolic and associative approaches, where visual elements such as colors, logos, background music, and the selection of well-known narrators or influencers were used to blur the connection between the content and the tobacco products it represented. They argued that despite not featuring tobacco products directly, Sampoerna's communication strategy still targeted young audiences as the main target, by emphasizing the image of a dynamic, independent lifestyle, and full of creative spirit, which could indirectly encourage social acceptance of the brand and the tobacco industry as a whole.

On the other hand, there is also a group of respondents from fostered communities such as retailers in the Sampoerna Retail Community (SRC) program who revealed that the company's store visual transformation and digital communication strategy had a real impact on increasing consumer appeal and increasing sales, so their perception of Sampoerna's digital media content is more functional and pragmatic, namely as a branding tool that supports the progress of small and medium enterprises amid the challenges of increasingly competitive market competition. From this perspective, digital content not only builds the company's image, but also provides direct added value to local businesses that are part of Sampoerna's distribution ecosystem.

In addition, user interactions on social media show that social, educational, and cultural-themed content shared by official accounts and third parties working with Sampoerna, such as influencers or public figures, receive positive responses in the form of appreciative comments, likes, and reposts, indicating emotional engagement and recognition of the messages conveyed in the content. This shows that Sampoerna's digital storytelling strategy has successfully blurred the line between commercial and social content, thus influencing the way audiences perceive the company's existence in the digital space as an entity oriented towards social good values and community progress.

However, it is important to note that audience perceptions are dynamic and non-uniform, so a communication strategy that succeeds in shaping a positive image in one social group may not necessarily be received in the same way by another group that has a higher critical awareness of issues of communication ethics, public health, and corporate social responsibility. Thus, Sampoerna's digital media content can be said to have great influence in shaping public perception, but at the same time it also raises ethical dilemmas about the boundaries between promotion, education, and image manipulation in an industry that is still substantially associated with products that are controversial from a health perspective.

### **Social and Ethical Implications of Media Strategies in the Tobacco Industry**

Tobacco, as a strategic commodity, plays a very important role in Indonesia's national economic structure, especially in supporting the survival of farmers and the downstream industry, the cigarette industry. This industry is not only the main absorber of tobacco crops from various regions, but also acts as part of a complex and high-value economic distribution chain. The majority of tobacco products from farmers are still used as the main raw material in cigarette production, which makes the industry relevant in the context of agriculture and manufacturing industries. Among the various types of tobacco produced, Madura tobacco occupies a strategic position, mainly due to its high

nicotine content, ranging from 1 to 5 percent, which is highly required in the composition of Indonesia's signature kretek cigarette blend.

In the context of social responsibility, Corporate Social Responsibility (CSR) is present as a form of long-term commitment from companies to carry out their business activities ethically and contribute positively to the environment, society, and stakeholders. CSR not only emphasizes the fulfillment of economic and legal obligations to shareholders, but also emphasizes concern for broader stakeholders, including employees, local communities, and the environment. In practice, CSR encourages companies to develop business models that not only pursue profit, but also pay attention to social and environmental sustainability.

However, when CSR and media strategies are applied in the context of the tobacco industry, various social and ethical dynamics emerge that need to be critically examined. Media strategies in this industry, particularly by large companies such as PT HM Sampoerna, often include highly sophisticated and adaptive approaches, including the utilization of social media, digital promotion, and sponsorship of social and community events. Although technically not promoting cigarette consumption directly - in accordance with existing regulations - these approaches still raise debates about the extent to which these strategies can implicitly shape a positive image of the tobacco industry in the minds of the public, especially the younger generation who are active users of digital media.

From a social perspective, the use of communication strategies that frame cigarette consumption as part of a modern, creative and inclusive lifestyle has the potential to obscure the health risks inherent in tobacco products. When cigarette brands are associated with positive values through CSR campaigns, such as support for MSMEs, arts, or youth activities, the health risks of consuming these products tend to be forgotten or camouflaged in public perception. This can encourage the normalization of cigarettes as a symbol of aspirational social identity, rather than as an addictive product that carries long-term health consequences.

Furthermore, from an ethical perspective, media strategies in the tobacco industry pose a challenge to the principles of honesty and integrity of communication. Although tobacco companies may no longer explicitly advertise their products, communication strategies that highlight social, cultural and economic values can still be interpreted as a form of covert promotion. Such an approach poses a moral dilemma, especially when the information conveyed does not openly reveal the negative impacts of cigarette consumption, and instead emphasizes aspects of the company's image and reputation.

Furthermore, the media approach used by the tobacco industry can deepen the information gap between companies and consumers. With the power of capital, companies are able to dominate the public communication space through various digital platforms, while health campaigns from public institutions or civil society often struggle to reach the same wide audience. This creates a significant information gap, which in turn can unfairly influence consumer decision-making, especially for those who lack adequate levels of media literacy.

Another ethical implication is the involvement of vulnerable groups, such as youth, women and the less educated, who are often indirect targets of the tobacco industry's media strategies. When communication messages are packaged in the form of lifestyle content, music, or visual creativity, without prominent health warnings, these vulnerable groups are potentially exposed to influences that encourage them to try or normalize cigarette consumption. This goes against the principles of consumer protection and the moral responsibility of companies towards the public.

In addition, aspects of social justice are also highlighted in the study of the tobacco industry's media strategy. When CSR and social promotion are used to build social legitimacy, questions arise about the extent to which these efforts are truly for the benefit of society, or merely as an image strategy to maintain market share and perpetuate consumption. In this context, CSR becomes an ambiguous tool: on the one hand offering social assistance, but on the other hand hiding the real dangers of the products produced.

It is important to note that tobacco companies' public communications often take advantage of regulatory loopholes to deliver opinion-leading messages. While not formally unlawful, such an approach still demands an in-depth ethical evaluation. Companies should not only be oriented

towards regulatory compliance, but should internalize the values of social responsibility and ethics in all their communication activities.

Therefore, in facing the complex reality of media strategies in the tobacco industry, regulations are needed that are not only legally strict, but also sensitive to social and ethical dimensions. The government, health institutions, and civil society need to build synergies in monitoring and advocacy so that the media strategies used by companies do not sacrifice public health interests for short-term economic interests.

In conclusion, media strategy in the tobacco industry is not just an instrument of business communication, but a mirror of the company's values and moral orientation towards society. When the media is used to reinforce a positive image without acknowledging the negative consequences of the products being sold, it is not only a violation of communication ethics, but also a potential crisis of public trust. Therefore, media strategies in the tobacco industry must be placed within a framework of strict social accountability and clear communication ethics, so as not to become a means of justifying commercial practices that are detrimental to public health at large.

#### 4. CONCLUSION

This communication strategy through digital media no longer only focuses on delivering product information, but also on building brand image, creating emotional attachment, and inserting lifestyle values in accordance with the target market segment. The communication strategy used by PT HM Sampoerna in the digital era tends to be implicit and symbolic. The company does not directly feature cigarette products in its campaigns, but instead prioritizes a more subtle approach through support for art, music, sports, and collaboration with public figures or influencers. This kind of campaign emphasizes the values and lifestyle associated with the brand, thus forming a positive perception in the minds of the target audience, without explicitly promoting the product. One of the leading strategies implemented by PT HM Sampoerna in promotional activities is through the Sampoerna Retail Community (SRC) program. This program is applied to a number of fostered stores in various regions, including Jember, with the aim of creating modern stores that have a visual identity in line with the company's distinctive colors and logo, namely red and white. The transformation of the store's appearance into a more attractive and modern one makes it easier for consumers to choose products and increases comfort while shopping. The layout of goods or in-store displays is also an important element in this strategy, because the neat and visually appealing arrangement of products can change consumer attitudes from not intending to buy to being encouraged to make purchases. Furthermore, in facing communication challenges amidst the strict regulation of the tobacco industry, PT HM Sampoerna implements a media strategy that is adaptive, creative, and image-oriented. The company does not only highlight cigarettes as the main product in its communication, but also focuses on building a brand image associated with an active, dynamic, and classy lifestyle. This strategy is executed through the utilization of digital media such as Instagram, YouTube, and TikTok, as well as through the organization and sponsorship of various events that reach out to urban, art, music, and automotive communities. In conclusion, media strategy in the tobacco industry is not just an instrument of business communication, but a mirror of the company's values and moral orientation towards society. When the media is used to reinforce a positive image without acknowledging the negative consequences of the products being sold, it is not only a violation of communication ethics, but also a potential crisis of public trust. Therefore, media strategies in the tobacco industry must be placed within a framework of strict social accountability and clear communication ethics, so as not to become a means of justifying commercial practices that are detrimental to public health at large.

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