

## Digital Marketing Strategies in Introducing Sports Products to the Millennial Generation

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### ABSTRACT

This study examines digital marketing strategies for introducing sports products to the millennial generation, focusing on social media, influencer marketing, and interactive content. Millennials, known for their strong digital engagement, require targeted and innovative marketing approaches to drive purchasing decisions. This research employs a mixed-method approach, combining quantitative surveys (n=300 respondents) and qualitative in-depth interviews (n=10 digital marketing professionals and influencers) to analyze the impact of these strategies. Findings indicate that Instagram (45%) and TikTok (30%) are the most effective platforms for engaging millennials, with interactive features such as Reels, Stories, and short-form videos enhancing consumer interest. Additionally, 75% of respondents acknowledge the influence of trusted influencers, emphasizing their role in building consumer trust and increasing purchase intent. The study also reveals that tutorial videos (35%) and live streaming (20%) significantly boost engagement, underscoring the importance of educational and real-time content in digital marketing. These insights provide practical guidance for marketers, suggesting that brands should prioritize Instagram and TikTok for social media campaigns, strategically collaborate with influencers, and leverage engaging content formats such as tutorials and live streaming. Future research should explore the long-term impact of influencer marketing on brand loyalty and investigate emerging technologies such as virtual and augmented reality to further enhance digital marketing strategies.

**Keywords:** digital marketing, sports products, millennial generation, social media, influencer marketing.

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### INTRODUCTION

The development of digital technology has significantly transformed the marketing landscape, particularly in introducing products to consumers. The millennial generation, known for its deep connection with technology and digitalization, requires a more targeted and innovative marketing approach (Ryan, 2019). According to a survey by (Antczak, 2024), 75% of consumers are more likely to purchase a product after seeing it on Instagram, highlighting the increasing influence of digital marketing on consumer purchasing decisions. Similarly, research by (Edward J. et al., 2023) found that social media marketing strategies, particularly on platforms like Instagram and TikTok, significantly impact purchasing decisions in the sports apparel industry. This suggests that digital marketing strategies must not only capture consumer attention but also effectively engage them in the decision-making process.

Sports products, which include equipment, apparel, and accessories, require a more creative marketing approach that aligns with evolving digital trends. Given the shift in consumer behavior toward greater digital connectivity, it is crucial for marketers to understand how to effectively reach and build relationships with millennial audiences through digital channels (Bennett & Lachowetz, 2024). One increasingly popular approach is through social media and influencer marketing, where companies leverage the influence of public figures to promote their products. A study by (Munsch, 2021) revealed that influencers on social media could increase purchase intent by 60%, emphasizing their role in shaping consumer behavior. However, while influencer marketing has proven effective, challenges such as brand authenticity, audience trust, and the saturation of sponsored content require companies to adopt a more strategic and data-driven approach.

This study aims to explore and analyze effective digital marketing strategies in introducing sports products to the millennial generation (Mansur et al., 2022). By using social media as a primary promotional tool and utilizing various types of interactive content, companies can increase brand awareness and build consumer loyalty among millennials (Naumovska, 2017). Additionally, collaboration with influencers who have relevant audiences can strengthen trust in the marketed products. According to (Akre et al., 2019), creating content that aligns with the latest trends and leveraging influencers is key to reaching the millennial generation through digital marketing. However, alternative marketing strategies such as user-generated content, gamification, and personalized advertising should also be considered to ensure comprehensive consumer engagement.

This article will discuss various digital marketing strategies used by companies to introduce sports products to the millennial generation, as well as the challenges and opportunities that arise in the process. A deeper understanding of digital marketing strategies will help companies design more effective and targeted campaigns to reach digital-savvy millennial consumers. Additionally, research by Aqilah et al. (2024) shows that optimizing social media use can increase consumer interest in products, reinforcing the importance of digital engagement in marketing sports products.

A key novelty of this research is the testing of digital marketing strategies that integrate multiple popular social media platforms among millennials, such as Instagram, TikTok, and YouTube, as primary channels for introducing sports products (Sundaram et al., 2020). Unlike previous studies that focused on a single platform or a specific product category, this research evaluates the diversity of digital content strategies that can enhance brand awareness and consumer preferences. By identifying and analyzing various digital marketing strategies, this research aims to provide new insights into the application of digital marketing in the sports product industry, particularly in the context of the millennial generation, which is highly connected to technology and social media (Gurunathan & Lakshmi, 2023).

This study will contribute to the existing literature on digital marketing by offering a deeper understanding of millennial consumer behavior and how marketers can leverage digital platforms and social media to influence their purchasing decisions.

## **METHOD**

The study uses a descriptive qualitative approach to analyze digital marketing strategies for introducing sports products to the millennial generation, utilizing comprehensive data collection to gain a comprehensive understanding of the phenomenon (Sugiyono, 2019). The study uses purposive sampling, selecting participants based on specific criteria relevant to digital marketing in the sports product industry. This method ensures that the participants have direct experience in marketing sports products or engaging with them through digital platforms. Additionally, snowball sampling is applied to identify additional respondents, particularly influencers and social media managers, through referrals from initial participants.

### ***Study Participants***

The study recruits participants from major Indonesian cities like Jakarta, Surabaya, and Yogyakarta, known for their high tech-savvy millennial population, to provide a balanced perspective on the effectiveness of digital marketing strategies for sports products. This diversity ensures a comprehensive representation of both marketing professionals and consumers. A total of **30 participants** are included in this study, representing key stakeholders in the digital marketing ecosystem. The participants are categorized as follows: **(1) Digital marketers** (10 participants): Professionals responsible for planning and executing digital marketing campaigns for sports products. **(2) Social media managers** (8 participants): Individuals managing brand engagement on platforms such as Instagram, TikTok, and YouTube. **(3) Influencers** (6 participants): Content creators with significant followings who promote sports products. **(4) Millennial consumers** (6 participants): Individuals aged 22–40 who actively purchase sports products and engage with digital marketing content.

### ***Study Organization***

This research uses a descriptive qualitative approach to analyze digital marketing strategies in introducing sports products to the millennial generation. This approach was chosen because it allows the researcher to gain in-depth and holistic insights into how digital marketing strategies are implemented, as well as how the millennial audience responds to them.

### ***Data Collection Methods***

In this study, statistical analysis was used to process and analyze the data obtained from interviews, observations, and document analysis, as well as to test the established hypotheses. Although this research is qualitative in nature, statistical analysis was employed to provide a deeper understanding of the patterns and relationships between existing variables, such as the influence of social media, influencer marketing, and interactive content on millennials' purchasing decisions.

Below are the details of the statistical methods used in this study:

#### **1. Descriptive Statistics**

Descriptive statistics are used to analyze data, providing insights into participant demographics and responses to digital marketing strategies. They are used to determine the distribution of categorical data, analyze consumer preferences and engagement levels, and examine the variability in audience responses and engagement levels. The methods include frequency and percentage, central tendency, and standard deviation.

#### **2. Correlation Analysis**

Correlation analysis is used to evaluate the strength and direction of relationships between variables like social media usage, influencer marketing, and consumer engagement in purchasing decisions. It uses Pearson Correlation for linear relationships and Spearman Correlation for ordinal or non-normally distributed data, such as ranking digital marketing strategies' effectiveness.

### 3. Regression Analysis

Regression analysis is used to determine the impact of independent variables on consumer purchasing decisions, enabling the prediction of behavioral trends. Two methods are used: Simple Linear Regression, which assesses the effect of a single independent variable on a dependent variable, and Multiple Linear Regression, which evaluates the combined effects of multiple independent variables on purchasing decisions.

### 4. T-Test and ANOVA (Analysis of Variance)

The study compares demographic characteristics, engagement levels, and marketing strategy effectiveness between groups using two methods: Independent Sample T-Test and ANOVA (Analysis of Variance). The T-Test compares two groups, like male and female millennial consumers, while ANOVA examines differences among three or more groups, like responses to digital marketing campaigns across different age segments.

### 5. Data Visualization

Data visualization techniques improve statistical interpretation by presenting categorical variables like social media platforms for sports product purchases. Scatter plots illustrate relationships between variables like influencer engagement and purchasing behavior. Line graphs depict trends over time, like consumer engagement with digital marketing campaigns. These methods enhance the clarity of statistical findings.

By integrating these statistical methods, this study ensures a robust analysis of digital marketing strategies, providing deeper insights into their impact on millennial consumer behavior and purchasing decisions.

### **Training Program**

The training program aims to equip marketers and businesses with practical skills in implementing effective digital marketing strategies for promoting sports products to the millennial generation, focusing on social media, influencer marketing, and interactive digital content.

The training program aims to enhance digital marketing knowledge, particularly for sports products and millennial consumers, by focusing on social media platforms like Instagram, TikTok, and YouTube. Participants will learn to design and execute effective marketing campaigns, understand platform algorithms, and audience engagement techniques. They will also master influencer marketing strategies, collaborate with the right influencers, and create engaging interactive content. The program also equips participants with the ability to plan, implement, and assess digital marketing campaigns, using data analytics to evaluate performance and optimize future strategies.

### **Training Program Structure**

The training program consists of six modules covering digital marketing for sports products, including social media strategies, influencer marketing, content creation, and campaign optimization. The final session includes a hands-on simulation to reinforce learning outcomes.

Tabel 1: Training Program Structure

Module	Title	Duration	Topics Covered
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<b>Module 1</b>	Introduction to Digital Marketing for Sports Products	2 hours	Overview of digital marketing, current industry trends, and the significance of digital strategies for sports products.
<b>Module 2</b>	Understanding Social Media Platforms	3 hours	Selection of appropriate social media platforms (Instagram, TikTok, YouTube), utilization of key platform features, and audience engagement strategies.
<b>Module 3</b>	Developing an Influencer Marketing Strategy	2 hours	Identifying suitable influencers, strategies for collaboration, and performance evaluation of influencer marketing campaigns.
<b>Module 4</b>	Creating Interactive and Engaging Digital Content	3 hours	Types of engaging content, including video tutorials, live streaming, and challenges; creative content production techniques.
<b>Module 5</b>	Evaluating and Optimizing Digital Marketing Campaigns	2 hours	Methods for assessing campaign effectiveness, leveraging analytics for optimization, and case studies on successful digital marketing strategies.
<b>Module 6</b>	Practical Session and Digital Marketing Campaign Simulation	4 hours	Hands-on practice in designing and executing a digital marketing campaign, including content creation and influencer collaboration simulations.

This structured approach ensures that participants acquire both theoretical knowledge and practical experience, equipping them with the necessary skills to develop and manage effective digital marketing campaigns for sports products.

### ***Training Methods***

The training program uses interactive and practical learning methods to enhance participant engagement and knowledge retention. It includes lectures and presentations on digital marketing concepts, social media strategies, influencer marketing, and content creation. Group discussions encourage sharing insights and best practices in sports product digital marketing. Case studies analyze successful and unsuccessful campaigns, providing real-world examples. Practical exercises involve designing and implementing digital marketing strategies, creating content, and developing campaign execution plans.

### ***Expected Outcomes from the Training Program***

The training program aims to equip participants with the skills and knowledge to effectively implement digital marketing strategies in the sports product industry. Key outcomes include strategic digital marketing execution, influencer collaboration expertise, content creation and engagement skills, and data-driven decision making. Participants will be able to design, manage, and optimize digital marketing campaigns for millennial consumers, enhance brand credibility and consumer trust, and develop interactive content that boosts brand awareness.

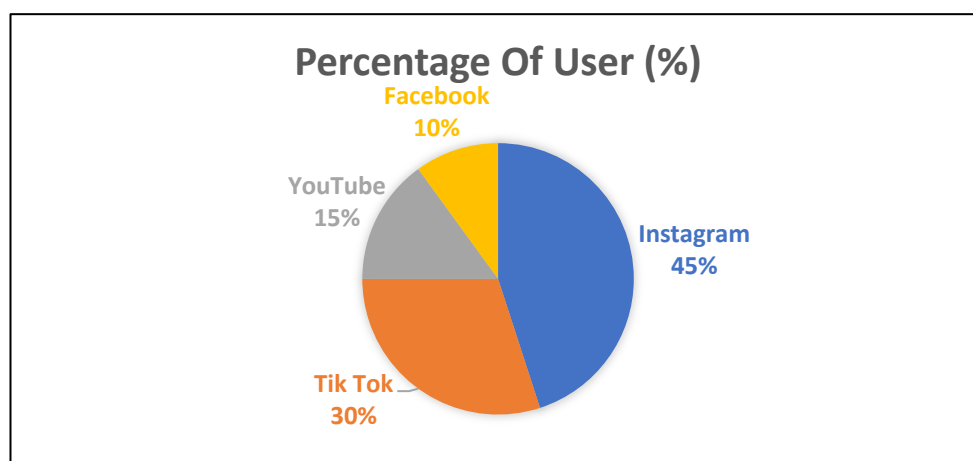
## **RESULT AND DISCUSSION**

In this section, the findings of the research are presented. The results are displayed using graphs, tables, or descriptive text. Tables should be placed either at the center or at

the end of each result section. The table title should be written at the top, centered. Use of Social Media in Sports Product Marketing. Based on the collected data, most millennial consumers are more attracted to sports products promoted through social media platforms. Among the platforms used, Instagram and TikTok show the highest engagement levels among millennial audiences. The table below shows the percentage of social media usage for purchasing sports products.

Tabel 2: Percentage of Social Media Usage by Millennial Consumers in Purchasing Sports Products

Platform	Percentage of User (%)
Instagram	45%
Tik Tok	30%
YouTube	15%
Facebook	10%

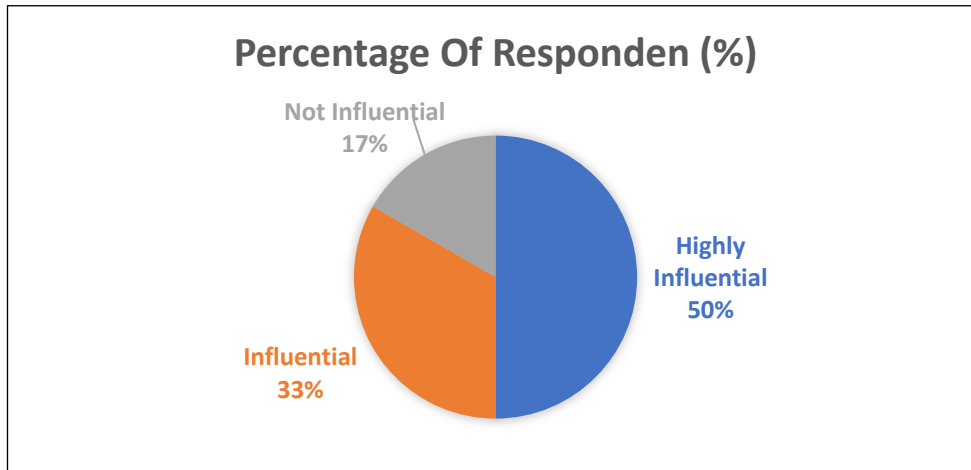


Graph 1: Percentage of Social Media Usage by Millennial Consumers

From the table and graph above, it can be seen that Instagram is the most preferred platform for purchasing sports products among millennial consumers, accounting for 45% of user engagement. This is due to its visual-centric features, such as Stories, Reels, and in-app shopping options. TikTok follows with 30% of millennials engaging with sports product promotions on the app. YouTube accounts for 15% of sports product-related engagements, focusing on long-form content like product reviews and tutorial-based marketing. Facebook records the lowest engagement at 10%, indicating a shift in consumer behavior towards more dynamic content formats. Brands should prioritize Instagram and TikTok for millennials, while integrating YouTube for in-depth content and product demonstrations. These findings highlight the importance of platform-specific marketing strategies tailored to consumer behavior on each channel.

Tabel 3: Influence of Influencer Marketing on Purchasing Decisions for Sports Products

Influence of Influencer	Percentage of Responden (%)
Highly Influential	45%
Influential	30%
Not Influential	15%



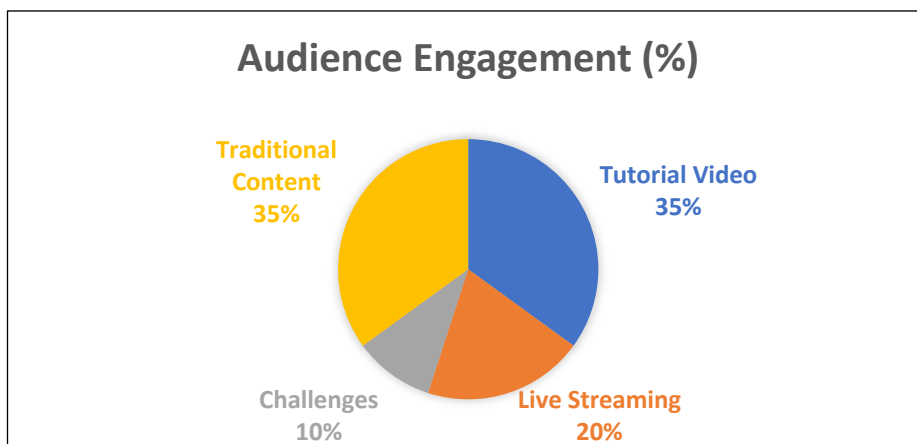
Graph 2: Influence of Influencer Marketing on Purchasing Decisions

The graph and table above show that Influencer marketing significantly influences millennial consumers' purchasing decisions for sports products. 45% of respondents consider endorsements from trusted influencers highly influential, while 30% classify it as influential. A total of 75% of respondents acknowledge the influence of influencers, emphasizing the importance of strategic brand-influencer collaborations for consumer engagement and sales.

However, 15% of respondents believe influencer marketing does not significantly impact their purchasing decisions, relying more on personal research, peer recommendations, or direct brand interactions. To maximize impact, brands should focus on authentic and strategic collaborations with relevant influencers, leveraging their credibility and audience reach to establish stronger connections with millennial consumers.

Tabel 4: Impact of Interactive Content on Millennial Audience Engagement

Content Type	Audience Engagement (%)
Tutorial Video	35%
Live Streaming	20%
Challenges	10%
Traditional Content	35%



Graph 3: Impact of Interactive Content on Audience Engagement

This graph and table show that Interactive content is crucial for engaging millennial audiences in sports product marketing. Tutorial videos and traditional content are the most

effective, accounting for 35% of audience interaction. Traditional content, such as static posts and promotional images, remains relevant due to its accessibility. Live streaming, a real-time, interactive marketing tool, engages 20% of the audience, fostering trust and engagement. Challenges, which leverage user participation and viral trends, contribute 10% to audience engagement. However, the effectiveness of these formats depends on execution, audience appeal, and incentive structures. The findings underscore the importance of a diversified content strategy in digital marketing, focusing on a balanced mix of tutorial videos, traditional content, and live streaming, while strategically utilizing challenges to enhance audience participation and brand awareness.

Tabel 5: Multiple Linear Regression Results for the Influence of Social Media and Influencer Marketing on Purchasing Decisions

Variable	Regression Coefficient	Significance Value (p-value)
Sosial Media	45%	0,01
Influencer Marketing	38%	0,03

The table show that social media and influencer marketing significantly influence millennial consumers' purchasing decisions for sports products. Social media, with a 45% and p-value of 0.01, shows a strong impact on consumer interest and conversions, indicating active engagement on platforms like Instagram, TikTok, and YouTube. Influencer marketing, with a 38% and p-value of 0.03, has a moderate yet significant impact on purchasing decisions, indicating endorsements from trusted influencers contribute to consumer trust and product interest. The findings underscore the importance of integrating social media and influencer marketing into digital marketing strategies for sports products, emphasizing the need for brands to engage in social media campaigns and strategic partnerships to boost consumer trust and drive purchasing decisions.

## DISCUSSION

The study evaluated the effectiveness of digital marketing strategies in promoting sports products to the millennial generation, focusing on social media platforms, influencer marketing, and interactive content. Results showed that these strategies significantly influence millennial consumers' purchasing decisions, brand engagement, and awareness. Instagram and TikTok were identified as the most impactful platforms for sports product promotions (Jones et al., 2016).

The findings align with (Febriyantoro, 2020). on digital marketing and millennial consumer behavior, emphasizing the significant influence of social media on purchasing decisions through visual and interactive platforms. The study confirms Instagram and TikTok as primary channels for engaging millennial consumers, with 75% of respondents acknowledging influencer marketing's influence. This supports previous research showing millennials trust influencer recommendations over traditional advertisements. The study also supports (Salwanisa & Wikartika, 2023), findings on the effectiveness of interactive content in fostering consumer engagement and brand loyalty.

The findings suggest that sports product companies should focus on platform-specific marketing strategies to increase consumer engagement and conversion rates. These include:

### 1. Leverage Instagram and TikTok for Maximum Reach

Companies should utilize Instagram and TikTok for maximum reach, as they have the highest engagement rates among millennials. Visually engaging content like short videos,

interactive polls, and influencer collaborations can increase product visibility and consumer interest (Baharuddin et al., 2022).

## **2. Implement a Targeted Influencer Marketing Strategy**

Implementing a targeted influencer marketing strategy with strong millennial connections can boost brand credibility and encourage purchasing decisions. Collaborating with influencers who align with brand identity and have high engagement rates ensures authenticity in promotional efforts (Saprudin & Setiawan, 2023).

## **3. Develop Engaging and Interactive Content**

Companies should create interactive content, such as tutorial videos and live streaming sessions, to educate consumers about their products. This strategy not only boosts brand awareness but also enhances consumer retention, as it provides value-driven content and real-time engagement (Salwanisa & Wikartika, 2023).

## **4. Utilize Data Analytics for Continuous Optimization**

Data analytics can be used to continuously optimize business strategies by monitoring engagement metrics like click-through rates, social media interactions, and conversion rates, allowing brands to tailor content based on audience preferences, thereby improving marketing efficiency and return on investment (Dewi, 2022).

Future research should explore the long-term impact of influencer marketing and interactive content on brand loyalty and customer retention, as well as the role of emerging technologies like VR and AR in enhancing digital marketing experiences for millennials. Integrating these innovations into sports product marketing strategies can provide a competitive advantage in the digital marketplace, enhance digital marketing effectiveness, and drive higher sales within the millennial market segment.

## **CONCLUSION**

The study reveals that digital marketing strategies, particularly through social media platforms, influencer marketing, and interactive content, are highly effective in promoting sports products to the millennial generation. Instagram and TikTok play a crucial role in increasing brand awareness and consumer engagement, with social media marketing contributing 45% to purchasing decisions. Influencer marketing, which accounts for 38% of purchasing influence, significantly impacts consumer trust and buying behavior. The study also emphasizes the importance of interactive content, with tutorial videos and traditional content being the most engaging formats. Live streaming and social media challenges also contribute to audience interaction, underscoring the need for brands to adopt a diversified content strategy.

To implement these strategies, companies should prioritize social media engagement, leverage influencer collaborations, develop interactive and educational content, and use data analytics for continuous optimization. Future research should explore the long-term impact of influencer marketing and interactive content on brand loyalty and customer retention strategies, and investigate the integration of emerging technologies like virtual reality and augmented reality in digital marketing for sports products. By implementing these strategic insights, businesses can enhance digital marketing effectiveness, foster stronger consumer connections, and drive higher sales in an increasingly competitive and digital-first marketplace.

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