



Integrated Marketing Communication in Building Brand Equity in the Social Media Era

Ani Purwati¹, Nafiah Ariyani²

^{1,2}Sahid University, Indonesia

Correspondent: dr.anipurwati.pal.ind@gmail.com¹

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ABSTRACT: Social media provides a great opportunity for companies or brand owners and sellers to build and increase brand awareness, brand association, brand loyalty, perceived quality, and proprietary assets through Integrated Marketing Communication. This study adopts a qualitative approach with a literature review and content analysis to analyze the application of Integrated Marketing Communication on social media and its impact on brand equity elements. The results show that integrating integrated marketing communication on social media can build brand equity and increase brand awareness, brand association, loyalty, perceived quality, and proprietary assets. The Integrated Marketing Communication marketing mix elements also play a role by integrating various communication strategies to convey consistent and effective messages through advertising, sales promotion, public relations, direct marketing, personal selling, interactive marketing, word-of-mouth marketing, and events and experiences). Paid advertising, organic content, engagement, hashtags and collaborative campaigns, content marketing, and live streaming are other important elements to create a consistent brand experience and strengthen the relationship between brands and consumers. In conclusion, Integrated Marketing Communication on social media can build brand equity, which increases awareness, association, quality perception, and brand loyalty. Elements such as paid advertising, organic content, and influencer collaborations create a consistent experience that strengthens emotional connections with audiences while building sustainable brand equity and competitiveness in the market. These findings contribute to academics and practitioners in understanding effective digital marketing communication strategies in the digital era.

Keywords: Brand Equity, Digital Marketing, Integrated Marketing Communication, Marketing Communications, Social Media.



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INTRODUCTION

Social media has become an inseparable part of people's lives. Almost everyone connects with the world through various social media platforms, from teenagers to adults. Social media influences social change in Indonesia. Social media has a positive impact by making it easier for us to interact with many people, expand our network of friends, and eliminate distance and time barriers. In addition, social media allows us to express ourselves more freely and spread information quickly, all at a more affordable cost. Social media has had a great influence on people's social lives. Changes in social relations or the balance of social relations and transformations in various social

institutions significantly impact the existing social system. Social media influences groups' values, attitudes, and behavior patterns, creating social dynamics that continue to evolve. It also changes how people interact, communicate, and view the world ([Cahyono, 2016](#); [Indiani et al., 2024](#); [Ramli et al., 2021](#)).

Social media also facilitates various aspects of life, including education, shopping, and health. Many people now rely on social media to find the latest information, follow trends, or interact with communities with similar interests. Not just for interacting with friends or family, social media has also evolved into a very effective tool for sharing information, seeking entertainment, or even building a professional network. Platforms such as Instagram, Facebook, Twitter, and TikTok are no longer just places to share photos or statuses but have become spaces for people to express themselves, communicate with others, and even influence public opinion. Today, social media is used as a platform for social interaction and has also developed into a primary channel for companies to communicate directly with consumers. The presence of social media has made it easier for businesses to communicate with their consumers or customers. In addition, social media has also become the main means for businesses to do marketing, allowing them to reach a wider audience. With a wide range of features in place, social media allows for more direct, personalized, and interactive communication between businesses and customers, which in turn helps build stronger relationships and expand marketing reach ([Andika et al., 2024](#); [Muhammad Umam Mubarok Yohanes Gunawan Wibowo Raisun Mathew, 2025](#); [Rusydi, 2023](#)).

This phenomenon has brought significant changes in the marketing world, where companies must be more adaptive and responsive to the needs and preferences of increasingly dynamic and constantly evolving consumers. With the ability to reach audiences in a broader and more personal way, social media presents new opportunities for companies to build closer relationships with consumers and strengthen their brand's position in the market. Social media is an internet-based platform and application that allows users to create, share, interact with content, and communicate with others. Social media creates a space where individuals and organizations can network, share information, and engage in real-time conversations, often with a wide audience. ([Nasrullah, 2019](#)), explained that social media is an internet-based platform allowing users to represent themselves, interact, share information, and build a community online. In his view, social media functions as a communication tool and a space to form digital identities, share culture, and influence social dynamics through cyberspace interactions. According to Nasrullah, social media has become a phenomenon that has emerged along with the development of technology and internet innovation, affecting how individuals and organizations interact and communicate. In addition, he also highlighted the significant impact of social media on various aspects of life, journalism, public relations, and marketing. Social media is a complex and dynamic entity that not only serves as a communication tool but also as a space for individuals and organizations to form identities, share cultures, and influence social dynamics through online interactions ([Nasrullah, 2019](#)).

Integrated Marketing Communication (IMC) through content-based marketing campaigns is one of the interaction activities carried out on social media. In this activity, companies use social media to convey a consistent and integrated message to the audience through various types of content, such as articles, images, videos, infographics, and more, that are relevant to marketing goals. For example, a company could design a campaign that involves posting on Instagram creatively

showcasing a product, then leveraging Twitter to spread more information or offer discounts through promo codes, and on Facebook to share more in-depth articles or stories about the company's brand or values. These channels convey the same message and support coordinated marketing goals ([Wardana et al., 2024](#)).

([Kotler & Keller, 2006](#)) Integrated Marketing Communication is a concept in which a company integrates and coordinates various communication channels to send a clear, consistent, and convincing message about the company and its products. This aims to build long-term relationships with consumers. ([Shimp, 2008](#)) defines Integrated Marketing Communication as a continuous process in designing and implementing various types of marketing communication that aim to influence consumers more persuasively, be it to buy a product, introduce a brand, or increase awareness. Integrated Marketing Communication ensures that each communication channel, even though it has a different format or audience, still carries a similar message, leads to the same goal, and maintains a consistent consumer experience. These interactions are also two-way, where consumers can provide immediate feedback through comments or private messages, allowing companies to respond quickly and relevantly. Utilizing social media as the main communication channel in its Integrated Marketing Communication strategy, the company not only increases brand visibility but also builds closer relationships with consumers, focusing on more personalized and responsive interactions ([Tekrisna, 2020](#)).

Social media can be important in building long-term relationships between companies and consumers. Through more personalized, direct interactions, companies can respond quickly to feedback, creating a sense of appreciation among consumers. Additionally, by sharing relevant and valuable content, companies strengthen bonds with consumers and increase engagement. Consistent brand experiences and targeted campaigns make consumers feel connected and loyal. Social media also allows companies to build a solid brand community, where consumers share experiences, reinforcing a sense of community and long-term loyalty. The long-term relationship between the company and the consumer can result in brand equity. Brand equity reflects a brand's value and reputation in the eyes of consumers, which is formed through consumer experiences, perceptions, and interactions with a company's products or services. The more positive this relationship is, the stronger the brand's equity, which can increase customer loyalty, strengthen the brand's position in the market, and provide a competitive advantage for the company.

According to ([Aaker, 1991](#)), Brand equity is a set of assets and liabilities connected to a brand name and its symbols, which can increase or decrease the value a product or service provides to a company and customers. Aaker mentions several dimensions of brand equity, including brand awareness, association, quality perception, and loyalty. Meanwhile, Keller (2003) defines brand equity as a brand's impact on consumers' response to a product or service based on consumer recognition and perception of the brand. According to Keller, brand equity can be measured through two main components, namely, brand awareness and brand image. Integrated Marketing Communication emerged as an effective approach to delivering consistent and coordinated marketing messages through various communication channels. Integrated Marketing Communication allows companies to integrate various marketing elements, such as advertising, sales pitching, public relations, and direct marketing, thereby creating a cohesive brand experience for consumers.

Research results from ([Moriensyah, 2015](#)) Social media has become an effective marketing tool, allowing companies to convey their message following predetermined marketing programs and targets. Through social media, several positive results can be achieved, such as increased brand awareness that makes the product or service better known by a wider audience. Additionally, social media helps companies build a better reputation by responding quickly and transparently to consumer complaints or feedback, increasing public trust. Direct interaction with consumers on the platform also strengthens the company's and consumers' relationship, increasing their loyalty. Furthermore, social media supports brand development by conveying a consistent message and reinforcing the brand identity. Equally important, a well-designed campaign on social media can drive consumer purchase intent, either through special offers or positive reviews, ultimately increasing the company's chances of increasing sales. Next ([Yuniaris, 2011](#)) His research stated that Integrated Marketing Communication affects customer loyalty; the message built-in integrated marketing communication can build customer loyalty. Trust, psychological commitment, and word of mouth are the shaping factors of customer loyalty, and integrated marketing communication significantly influences customer loyalty. The Integrated Marketing Communication approach through interaction on social media is becoming increasingly relevant to the dominance of social media as the main communication platform in today's digital era. However, while Integrated Marketing Communication offers great potential in building brand equity, its implementation in the era of social media still faces various challenges. Companies often struggle to align their messaging and marketing strategies across various digital platforms, which can reduce the effectiveness of communication and affect consumer perception of the brand ([Zhuang et al., 2023](#)) ([Shalahuddin & Nurfaizah, 2023](#)). Based on the background that has been described, the problem further identified in the research is how implementing Integrated Marketing Communication can build brand equity in the era of social media. So, the formulation of the problem to be answered is how to build brand equity in companies that actively use social media. The main objective of this study is to analyze the application of integrated marketing communication in building brand equity on social media and identify the elements of integrated marketing communication that are effective in building a strong relationship between brands and consumers.

AIDA Theory and Uses and Gratifications Theory provide a strong theoretical foundation for understanding how Integrated Marketing Communication on social media can affect consumer behavior. Elias St. Elmo Lewis introduced the AIDA (Attention, Interest, Desire, Action) theory in 1898. (Effendy, 1984) In his book *Communication Science Theory and Practice*, the AIDA model is an acronym for Attention, Interest, Decision, and Action. This theory explains a person's stages before finally deciding to take action. This model is often used in marketing and advertising to describe the process that occurs when consumers are aware of a product's existence until they decide to buy it.

AIDA's theory explains that effective marketing communication must go through four stages, namely attracting attention (Attention), creating interest (Interest), building desire (Desire), and encouraging action (Action). AIDA theory can be used to explain how integrated marketing communication works on social media. First, companies attract attention through attractive visual content or paid advertising. Then, the company creates interest by presenting relevant information about the product or service. Furthermore, companies build desires (Desire) by highlighting

product benefits or offering incentives such as discounts. Finally, the company encourages action by including a clear call to action, such as a "Buy Now" button or a promo code.

Meanwhile, the Uses and Gratifications Theory explains that consumers use social media to meet certain needs, such as the need to get information, entertainment, social interaction, and self-expression ([Katz et al., 1973](#)). The theory of Uses and Gratifications was developed by Elihu Katz, Jay G. Blumler, and Michael Gurevitch in 1974. This theory examines the origins of psychological and social needs that drive individuals to choose and use certain media to meet these needs. This approach emphasizes the active role of the audience in choosing the media that suits their needs and desires. The Uses and Gratifications theory explains that consumers use social media to meet their information, entertainment, social interaction, and self-expression needs. Implementing Integrated Marketing Communication on social media can meet this need by providing informative content, such as blog articles or tutorial videos, and entertaining content, such as funny videos or viral challenges. Live interaction through live streaming sessions or quick responses to customer comments can meet the needs of social interaction. Meanwhile, the urge to participate in photo contests or customer testimonials can satisfy the need for self-expression.

These two theories complement each other in the context of the research conducted. The Uses and Gratifications theory explains why consumers use social media and how companies can meet their needs. Consumers use social media to meet their information, entertainment, social interaction, and self-expression needs. Through Integrated Marketing Communication, companies can meet this need by providing informative, entertaining, interactive, and encouraging consumer participation through user-generated content (UGC). For example, companies can meet information needs by sharing tips or tutorials. Entertainment needs with funny video content. Social interaction needs with live streaming sessions and self-expression needs by holding photo contests or customer testimonials ([Purba & Irwansyah, 2022](#)).

AIDA's theory helps explain how Integrated Marketing Communication on social media can influence consumer behavior. In contrast, the Uses and Gratifications theory explains why consumers use social media and how brands can meet their needs. Combining these two theories, this study explains how integrating Integrated Marketing Communication on social media can build brand equity by increasing brand awareness, brand association, loyalty, and perceived quality.

This research will greatly benefit academics, marketing practitioners, and companies. For academics, the results of this research can be a reference in developing the theory of Integrated Marketing Communication and brand equity in the digital era. In contrast, this research guides marketing practitioners in designing an effective integrated marketing communication strategy on social media. For companies, the results of this research can be the basis for making more appropriate decisions regarding allocating resources in marketing activities on social media. While there has been a lot of research linking Integrated Marketing Communication, social media, and brand equity, there is still a gap in understanding the most effective elements of Integrated Marketing Communication in social media. Therefore, this research aims to fill these gaps and significantly contribute to developing marketing communication strategies in the digital world.

METHOD

This research uses a qualitative approach to understand how implementing Integrated Marketing Communication (IMC) contributes to building brand equity on social media. This approach allows an in-depth exploration of various brands' marketing communication strategies without direct interaction with respondents. Using literature review and content analysis methods, this research explores the communication patterns used by companies in building relationships with audiences on social media.

A qualitative approach was chosen because it provides a broader understanding of digital marketing communication. According to Sugiyono (2022), this approach is based on postpositivism, which aims to examine natural phenomena by interpreting the meaning of the data obtained. Meanwhile, Creswell (2016) emphasizes that this approach explores social meaning in groups or individuals related to certain phenomena. In the context of this study, the qualitative approach allows researchers to explore how IMC elements such as paid advertising, user-generated content, and digital interaction contribute to shaping brand equity on social media.

Data was collected through two main methods: literature review and social media content analysis. The literature review was used to identify theories and previous research relevant to IMC, social media, and brand equity. The literature reviewed included scientific articles, journals, books, and academic publications that provide insight into the effectiveness of IMC strategies in digital marketing. Meanwhile, content analysis was used to examine the communication strategies implemented by brands on various social media platforms such as Instagram, TikTok, Facebook, and Twitter. This analysis includes observations of paid advertisements, digital campaigns, customer interactions, and user-generated content. The data was analyzed based on user engagement patterns, content formats (image, video, text), and messages' effectiveness in marketing communication strategies.

After collecting the data, this study used two main analysis techniques: thematic and content analysis. Thematic analysis identified key themes in IMC strategies implemented on social media, such as digital advertising effectiveness, community-based marketing, user engagement, and influencer collaboration. Meanwhile, content analysis was used to identify patterns of digital marketing communication. According to Krippendorff (2018), content analysis is a method that enables systematic interpretation of the meaning of text, images, or videos. In this research, content analysis helps understand how brand messages are packaged, how audiences respond, and how these interactions contribute to the formation of brand equity.

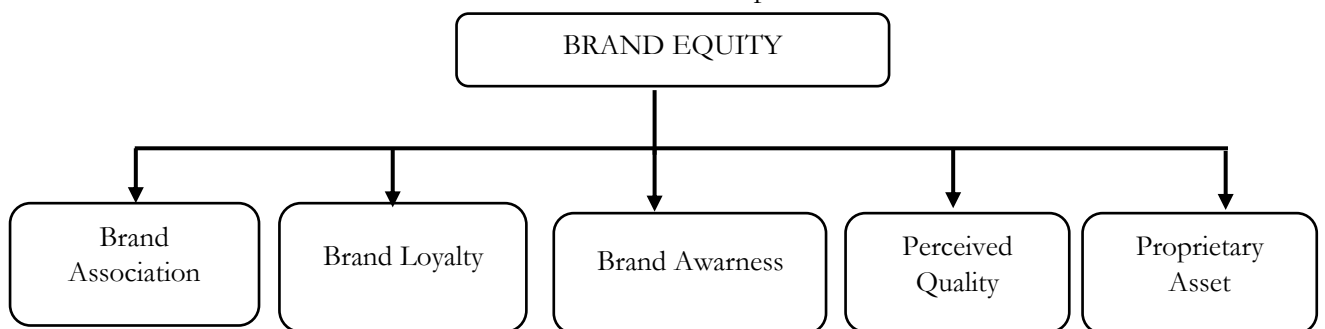
This research applied source and data triangulation to ensure data validity and reliability. Source triangulation was conducted by comparing information from various academic references, industry reports, and social media data. In contrast, data triangulation was conducted by analyzing communication strategies from several companies and platforms to ensure the consistency of findings. In addition, this study also paid attention to the ethical principles of research by ensuring that the data used was relevant, legitimate, and did not violate the privacy of the individuals or entities being analyzed.

With this systematic approach, the research can provide deeper insights into how brands build equity through integrated marketing communication strategies on social media. The analysis reveals effective communication patterns and identifies the challenges and potential of IMC strategies in an increasingly competitive digital era.

RESULT AND DISCUSSION

The results of this study show that the application of Integrated Marketing Communication in social media has a positive impact on building brand equity, namely brand awareness, brand association, brand loyalty, perceived quality, and proprietary assets. Through Integrated Marketing Communication, companies, brand owners, or sellers can increase brand awareness by delivering consistent messages through various social media channels, which helps brands to be better recognized by the audience. In addition, Integrated Marketing Communication strengthens brand associations, where consumers associate the brand with certain values or qualities, which are reflected in the content and interactions made by the brand on social media. It also contributes to increased brand loyalty, as continuous and personalized communication with consumers strengthens relationships and builds trust, encouraging consumers to remain loyal to the brand. Integrated Marketing Communication also influences the perception of brand quality, as consistent and informative content improves consumers' view of the quality of the products or services offered. Finally, implementing Integrated Marketing Communication on social media can strengthen a brand's proprietary assets, such as logos or unique campaigns, which help brands differentiate themselves from competitors and create a recognizable identity. Overall, this shows that IMC on social media plays a major role in building strong brand equity, creating a cohesive and memorable experience for consumers, and strengthening the brand's position in the market.

Table 1. Aaker Model Template



Source: David A. Aaker (1991:11), www.slidebazaar.com

Furthermore, based on the content analysis conducted on various social media platforms, it was found that the IMC strategies used by companies varied and contributed differently on each platform. On Instagram, IMC strategies are more effective in visual-based marketing, with storytelling content and influencer collaborations that increase engagement and brand awareness through attractive visuals and direct interaction with the audience. Meanwhile, TikTok proved effective in creating viral content and engaging with audiences through challenges and creator collaborations, providing a great opportunity to quickly increase brand awareness and engage audiences in content creation. On the other hand, Facebook is more optimal for in-depth long-

form content creation and community building through discussions and customer engagement, allowing brands to go deeper into storytelling and build long-term relationships with audiences. With its high communication speed, Twitter works well for customer response and building brand authority through trends and discussions. It effectively handles customer service and maintains direct interaction with consumers.

Table 2 compares the Integrated Marketing Communication (IMC) elements applied on each social media platform as part of a more in-depth analysis. This table illustrates the differences in approaches and strategies used by brands to reach their audiences on different platforms and how IMC elements are adapted to the characteristics of each platform.

Table 2. Comparison of Integrated Marketing Communication (IMC) in Social Media.

Elemen IMC	Instagram	TikTok	Facebook	Twitter
Paid Advertising	Specific visual-based targets Short	interactive videos, interactive	Specific community targets	Trend- and engagement-based
User-Generated Content (UGC)	Repost of user content	Challenge & dueting/collab	Community testimonials	Viral threads retweets
Interactive Engagement	Like, Share, Comment, Live streaming, polling, collab	Duet, stitch, challenge	challenge Community Group	discussion Reply, interactive thread

This table illustrates how IMC elements are implemented on each social media platform, emphasizing how each platform approaches audiences through paid advertising, user-generated content (UGC), and interactive engagement.

The research also identified key challenges in implementing Integrated Marketing Communication (IMC) on social media. One is the frequent algorithm changes on social media platforms, which can affect organic reach and force brands to constantly adjust their strategies to remain effective. In addition, audience saturation is becoming a bigger problem as more brands compete for audience attention, so more creative and segmented IMC strategies are needed. Another challenge is consumer skepticism, where consumers are now more selective in receiving branded messages, trusting user-generated content over paid advertising. The results suggest that brands should pay attention to the different characteristics of each platform and the IMC elements appropriate for each and address these challenges with a more authentic and personalized approach to maintain consumer trust and improve the overall effectiveness of the IMC strategy.

This aligns with research conducted by Dinni and Zuliestiana (2022), which stated the application of *Integrated Marketing Communication* (IMC) on social media in building brand *equity*. Brand equity includes several important elements, such as brand awareness, brand association, perceived quality, and brand loyalty, all of which can be strengthened through integrated marketing communications. The study found that IMC has a very positive and significant impact on developing these elements, ultimately contributing to increasing brand competitiveness in the market. One of the elements of brand equity that has the most significant impact is *brand awareness* or brand awareness. This study shows that implementing Integrated Marketing Communication through social media effectively increases brand recognition among consumers. Companies can reach a wider audience and

increase brand exposure using mutually supportive communication channels, such as paid advertising, organic content, and audience engagement. This allows consumers to better recognize and remember the brand in various situations, which is the first step in building a stronger relationship with consumers. In addition to increasing *brand awareness*, *Integrated Marketing Communication* also strengthens *brand associations* in the minds of consumers. This study explained that consistent communication on social media helps brands build a stronger image by connecting brands with certain values or attributes that consumers want. For example, by conveying a message that describes product quality, sustainability, or innovation, companies can create positive associations that increase consumer perception of the brand. This strong association makes the brand more recognizable and deepens the consumer's emotional connection with the brand. The implementation of *Integrated Marketing Communication* also has a positive impact on perceived quality or perception of brand quality. This study found that informative and consistent content on social media can increase consumer perception of the quality of the products or services offered. Consumers tend to judge the quality of a brand based on the information they receive through existing communication channels. Therefore, companies that can convey a clear and convincing message about the advantages of their product or service will more easily gain consumer trust and strengthen the brand image as a provider of quality products. Furthermore, this study shows that the effective implementation of *Integrated Marketing Communication* on social media also impacts increasing brand loyalty. One of the keys to success in building brand loyalty is creating a continuous and personal relationship with consumers. Through regular interactions and consistent reinforcement of brand messaging on social media, companies can strengthen their relationship with the audience, increasing consumers' propensity to stay loyal to the brand. This loyalty is crucial in maintaining market share and increasing customer retention in the long run.

Results (Dinni & Zuliestiana, 2022) show how important Integrated Marketing Communication's implementation on social media is in building and strengthening brand equity. By leveraging various integrated communication channels, companies can create consistent and relevant messages that increase brand awareness and reinforce positive associations, quality perceptions, and consumer loyalty to the brand. Application *Integrated Marketing Communication* A well-planned one helps companies build deeper relationships with audiences, ultimately contributing to brand success and competitiveness in an increasingly competitive market. Thus, *Integrated Marketing Communication* is an effective marketing tool and a very important strategy for strengthening the brand's position in the market. This research provides strong evidence that by using IMC appropriately, companies can create stronger brand equity, allowing them to survive and compete in an increasingly dynamic market. Therefore, implementing IMC on social media should be considered an integral part of the marketing strategy to achieve long-term success. This is also strengthened by the results of the study (Kandhogo, 2014), which found that *Integrated Marketing Communication* (IMC) has a strategic role in building and strengthening brand equity (*Brand Equity*) through various interconnected mechanisms. First, increasing brand awareness is one of the main impacts of implementing *Integrated Marketing Communication*. By integrating various communication channels, *IMC* ensures consistent and broad messaging, making it easier for consumers to recognize and remember the brand. This high level of awareness is the main basis for creating a deeper relationship between brands and consumers.

In addition, *Integrated Marketing Communication* also contributes to strengthening brand associations. Creatively designed and planned campaigns allow companies to create a positive image in the minds of consumers. The associations often include the perception of a particular quality, value, or experience the brand offers. This not only increases the positive perception of the brand but also strengthens consumer trust, which directly impacts the increase in brand equity. Furthermore, *Integrated Marketing Communication* plays a role in building customer loyalty. IMC creates a closer emotional connection between brands and consumers by increasing interaction and engagement through relevant and engaging communications. This customer loyalty increases retention and encourages consumers to recommend the brand to others, which expands the customer base and strengthens the brand's image in the market.

Integrated Marketing Communication also has a long-term impact on *brand equity*. While the effects may not be immediately apparent, a consistent and sustainable *Integrated Marketing Communication* strategy can significantly increase brand value. Investments in integrated communications deliver stronger brand equity, which is an important asset in the face of future market competition. The positive impact of *Integrated Marketing Communication* on brand equity is also reflected in the improvement of market performance. Brands with strong equity tend to easily attract consumers' attention, increase market share, and boost sales. *Integrated Marketing Communication* allows companies to build deep relationships with consumers so that the brand has greater competitiveness in a competitive market.

Integrated Marketing Communication shows the importance of an integrated communication strategy. When all communication elements, such as advertising, public relations, social media, and direct marketing, work harmoniously, the impact on brand equity becomes more effective and efficient. With a coordinated approach, IMC builds brand equity and creates a solid foundation for the company's long-term success. *Integrated Marketing Communication* is essential to modern marketing strategies, ensuring brands survive and thrive in an increasingly competitive market. On the element of *brand awareness*, *Integrated Marketing Communication*, which integrates various communication strategies and channels to convey a consistent message, has proven to be effective in building a brand image in the minds of consumers.

Companies leverage social media platforms to reach a wider audience by combining paid advertising, organic content, and direct consumer interaction. According to Savitri & Riofita (2024:5), marketing communication is crucial in building *brand awareness* through technology and the right channels. With the IMC approach, companies can ensure that the message conveyed is consistent across multiple platforms, strengthening the brand image in the eyes of consumers. When consumers are more often exposed to the same message through paid advertising or relevant content, it is easier to remember and recognize the brand, increasing brand awareness. Additionally, through *Integrated Marketing Communication* on social media, companies can build stronger relationships with consumers, increasing loyalty and positive perceptions of the brand. With the right strategy, IMC increases brand awareness and supports overall brand equity building, including quality perception, brand association, and customer loyalty. *Integrated Marketing Communication* on social media has great potential to strengthen brand equity, especially in increasing brand awareness. Using various integrated communication channels allows companies to create a stronger brand image and make it more easily recognizable to the target audience.

Furthermore, brand associations play a very important role in building brand equity. *Integrated marketing communication applied to social media* can also strengthen brand associations with the values that the company wants to highlight. When companies, through their social media content, consistently portray their commitment to sustainability and environmental friendliness, which aligns with the values they want to instill in consumers. Using elements such as educational campaign videos and relevant blog articles, companies can reinforce the desired associations in the minds of consumers. Therefore, implementing the right *integrated marketing communication strategy will strengthen the brand image and create positive associations with relevant value for the audience.* Consumer loyalty is also one of the indicators of the success of the implementation of *Integrated Marketing Communication* on social media. Based on the analysis of social media content, it was found that direct interaction with consumers through social media, such as responses to consumer questions or comments and personalized content, can increase the sense of closeness between the brand and its audience.

Consistent and unified messaging across social media channels in *Integrated Marketing Communication* must rely on integrating messages from multiple channels, which also significantly influences the creation of a uniform and recognizable brand experience. Companies that deliver a consistent message across social media platforms are better able to build trust and long-term relationships with their audiences. In addition, applying technology and innovation in the *integrated marketing communication strategy* greatly affects the success of building brand equity on social media. The use of advanced technologies such as social media analytics and data-driven personalization allows companies to tailor their messages according to the needs and preferences of the audience. Companies that leverage targeted paid advertising features using user behavior data on social media have significantly increased conversion rates and engagement. Companies can improve communication efficiency and achieve a more targeted audience by continuously adapting to technological developments. Active consumer engagement with brand content through likes, comments, shares, and retweets is also important in building brand equity. Active interaction creates a sense of closeness between the brand and the audience and strengthens the relationship between consumers and the brand. This shows that the use of an integrated communication strategy can have a positive impact on building brand equity. Companies introduce their products or services through social media and create a more personal relationship with consumers. Message consistency, proper use of communication channels, and active interaction with audiences are proven to increase brand awareness, strengthen brand associations, and build consumer loyalty.

In brand equity, *integrated marketing communication is implemented strategically and consistently to enable companies to strengthen brand identity and create a more meaningful brand experience for consumers.* Therefore, companies looking to build strong brand equity in the age of social media need to consider the importance of holistic *Integrated Marketing Communication*, which not only involves delivering a uniform message but also creates an engaging and relevant brand experience for their audience. Various elements of the *Integrated Marketing Communication* marketing mix also play an important role in building brand equity and improving various components. *Integrated Marketing Communication* integrates various communication strategies to deliver consistent and effective messages to a segmented audience, leveraging the power of social media as the primary platform. One of the important components of *Integrated Marketing Communication* is advertising, which, through social media such as paid advertising on Facebook, Twitter, Instagram, and Tiktok,

can introduce and increase brand awareness to a wider audience. This advertising focuses on building an image and changing consumer perception of the brand.

In addition, *sales promotion* on social media often includes discounts, coupons, or direct gifts through online campaigns, encouraging consumers to purchase with certain incentives. This increases sales volume in the short term and helps brands get greater attention from their audience. *Public relations* on social media has also become very relevant, where brands can build a positive image through interaction with followers, manage their reputation through responses to comments or crises, and share corporate social activities that support certain values. Direct marketing, such as sending emails or private messages through platforms like Instagram Direct, allows companies to communicate directly with consumers, providing more personalized and relevant messages. Although less commonly found on social media, personal selling can be applied through live chat or live sessions with consumers to provide in-depth information about products, help the purchase decision process, and build more personal relationships.

One of the elements of *Integrated Marketing Communication* That is very dominant on social media is *interactive marketing*, such as Internet marketing. This is where social media comes into play, with brands leveraging social media platforms to interact directly and in real-time with consumers, whether through posted content, direct interaction with comments and messages, or interactive videos. *Word-of-mouth marketing*, which is greatly amplified by sharing content on social media, encourages consumers to recommend their brand to their friends or followers. It is very strong social proof that builds trust and loyalty to the brand. Finally, events and experiences (*events and experiences*) are also very important in building brand equity on social media. For example, exclusive product launches or events broadcast live on social media allow consumers to feel directly engaged with the brand, increase their engagement, and create a more immersive brand experience. One of the aspects that are increasingly being paid attention to in this context is *User-generated content* (UGC), where consumers are not only passive audiences but also play an active role in creating relevant content and supporting brands (Nisrina, 2021) When consumers share their experience with a product or brand through photos, videos, or reviews on social media, they reinforce the brand's message and expand its reach.

User-generated content. It serves as a very powerful social proof, where content created by other users can be more trusted by the audience than the message conveyed by the brand. This creates a more authentic and personal relationship between the brand and the consumer (Mayrhofer et al., 2020). For example, in a live-streamed product launch event, a company can encourage consumers to share their moments on social media with custom hashtags or brand tags, which the company can reuse to expand the campaign's impact. By combining the elements of *integrated marketing communication*, which involves direct interaction and user-generated content on social media, companies can build more consistent, authentic, and directly connected messages with consumers (O'Hern & Kahle, 2013). This increases customer engagement and loyalty and increases brand equity in the long run, as consumers feel part of the larger brand story. This shows that the application of *Integrated Marketing Communication* On social media can build brand equity and improve various components of brand equity. One affects brand equity, namely increasing brand awareness (Mulhern, 2013).

Application *Integrated Marketing Communication* on social media can make a significant contribution to increasing brand awareness. By using a variety of communication channels in an integrated manner, including paid advertising, organic content, and influencer promotion, companies can increase their brand's reach and visibility on social media platforms (Hayes, 2008). Application *Integrated Marketing Communication* (IMC) on social media also involves various other elements working together to create a consistent brand experience and strengthen the relationship between the brand and the consumer. One of the indispensable elements is paid advertising, which allows brands to reach a wider and more targeted audience through platforms such as Facebook, Twitter, Instagram, and Tiktok. Paid advertising can be understood as a form of advertising done by businesses or sellers on social media platforms by paying to display their ads to users. In paid ads, business owners or companies buy ads by paying a certain amount of money so their ads can be shown to users on platforms such as Facebook, Twitter, Instagram, or TikTok. As in this study, paid advertising on social media can increase product visibility and attract more customers, which can increase profits for both social media platforms and sellers. Paid advertising usually provides better results and increased sales and profits for the platform. Paid ads are also created. *Targeted Promotion*: promotional efforts are specifically aimed at specific market segments based on user data. By using data and analytics, platforms can target ads to users who are more likely to be interested in specific products, thereby improving the efficiency and effectiveness of ads.

These targeted promotions can increase profits for both sellers and platforms and encourage companies, brands, or sellers to sign up on platforms that offer paid advertising (Hao & Yang, 2022). The use of paid advertising through social media platforms includes Facebook, Twitter, Instagram, and Tiktok Ads. These paid ads allow brands to reach a wider and segmented audience. These ads can be personalized to target specific demographics, interests, and behaviors, increasing the campaign's effectiveness on social media. Furthermore, organic content posted naturally on social media is important in building an authentic relationship between the brand and its followers. Organic content allows brands to interact directly with their audience at no additional cost, creating a more personal and genuine impression. In addition, collaboration with influencers is increasingly becoming a popular trend because it greatly impacts consumer perception. With a built audience and trusted relationships, influencers can expand their brand's reach while increasing their credibility in the eyes of consumers (Tsiakali, 2018). *Engagement* Through comments likes, and personalized messages are important in strengthening the relationship between brands and audiences. This interaction creates a more intimate experience where consumers feel more valued and connected to the brand. In this case, engaging and informative video content becomes one of the most effective formats for capturing the attention and retention of the audience. With a strong narrative and compelling visuals, videos can convey brand messages more emotionally and memorably. Hashtags and collaborative campaigns are another increasingly popular strategy for increasing brand awareness. By capitalizing on trends and creating conversations on social media, brands can attract more people's attention while building a positive buzz around their brand. Meanwhile, content personalization provides a more intimate touch for consumers, creating a relevant and exclusive experience. This strengthens the emotional connection between consumers and brands, ultimately contributing to customer loyalty.

In addition, content marketing in articles, blogs, or infographics effectively demonstrates brand credibility and expertise in the field. By providing useful and value-added information, brands not

only build trust but also reinforce positive associations in the minds of consumers. This information helps brands stay relevant and present a solution that answers the audience's needs. When these elements are integrated, the impact on brand equity becomes very significant. Authentic interactions, creative content, and a strategic approach can improve various components of brand equity, such as awareness, association, quality perception, and consumer loyalty. By creating a holistic and consistent experience, brands can strengthen their position in the market, build long-term relationships with consumers, and continue to thrive amid increasing competition. The elements mentioned are that live streaming on social media is one of the increasingly popular and effective tools for implementing *Integrated Marketing Communication*. *Live streaming* allows brands to interact directly with audiences in real time, creating a more personalized and authentic experience. Platforms such as Instagram Live, Facebook Live, and YouTube Live provide opportunities for companies to hold live events, such as product launches, Q&A sessions, or even virtual tours, that provide a hands-on experience to followers and potential consumers. The advantage of *Live streaming* is its ability to invite the audience to participate directly, provide comments, ask questions, and share their experiences in real-time. This helps to increase *engagement* and create a more intimate relationship between brands and consumers. In addition, *Live streaming* can also be used to show brand transparency and build trust with the audience, for example, through live broadcasts that show the process of creating products or collaborating with trusted parties. *With live-streaming, companies can provide more in-depth information about their products or services and create a sense of urgency that encourages the audience to act immediately.* For example, special offers or discounts are only valid during Live streaming. All of this contributes to increased brand awareness, brand association, and consumer loyalty, all of which are important components in building brand equity. However, for *Integrated Marketing Communication* activities on social media to be successful and effective in building and strengthening brand equity. Social media offers an opportunity to reach a wider audience and allows for more personalized, real-time interactions with consumers. Therefore, an integrated strategic approach is needed to manage various *Integrated Marketing Communication* activities, such as advertising, content marketing, collaboration with influencers, and consumer engagement, to ensure that each element of the campaign not only supports the communication objectives but also contributes directly to increasing brand awareness, brand association, consumer loyalty, and quality perception.

Activity *Integrated Marketing Communication* Through social media, various complementary strategies can be used to build and strengthen brand equity. *Social Media Advertising*, like paid ads on popular platforms, helps to increase *Brand Awareness* by efficiently reaching a wider audience ([Kaplan & Haenlein, 2010](#)) Creative formats such as audiovisual videos, carousel images, or specific campaigns can draw consumers' attention to a superior product or a specific brand message. Moreover, Content Marketing plays an important role by presenting relevant, engaging, and informative content. Content such as infographics, video tutorials, blog articles, or storytelling campaigns form a positive brand image while strengthening an emotional connection with the audience.

On the other hand, Influencer Marketing is an effective strategy to leverage the network of influencers of individuals who have high trust in their communities. Influencers can increase consumer trust and encourage strong brand associations through product reviews or direct use of products in their content. Direct interaction with consumers through *Customer Engagement Activities* is also no less important. Quick responses to comments, messages, or interactive features such as

polls and Q&A create a positive and personalized brand experience. This strategy gives consumers a sense of appreciation, which leads to increased brand loyalty. In addition, *user-generated content (UGC)*, where consumers are invited to create and share content about the brand, form an active user community and increase loyalty through creative contests with specific hashtags (Roma & Aloini, 2019).

Digital promotions, such as discounts, *giveaways*, or limited offers, are also designed to attract consumers while encouraging them to try or stay loyal to the brand. Exclusive campaigns like the "Flash Sale" can increase conversions while strengthening audience relationships. Last, *Social Listening* allows brands to monitor consumer conversations on social media to understand their needs and sentiments and respond proactively to issues to maintain a positive image. *Community Building* is also key in *Integrated Marketing Communication*, where digital groups or forums strengthen customer engagement and create brand advocacy. Meanwhile, creative campaigns through *Viral Marketing* can increase brand visibility exponentially. Finally, using *Analytics and Insights tools* in social media, brands can evaluate the effectiveness of their campaigns through data such as *engagement rate*, impressions, and *click-through rate* to continuously optimize strategies. This *Integrated Marketing Communication* strategy on social media also allows brands to take advantage of interactivity, personalization, and rapid dissemination of information. With an integrated approach, brands can increase awareness, strengthen associations, and build consumer loyalty, key pillars in building sustainable brand equity.

The study results show that implementing IMC on social media positively impacts brand equity development. Based on AIDA's Theory, *Integrated Marketing Communication* on social media can increase brand awareness by attracting consumers' attention through creative paid advertising and engaging organic content. For example, the company uses striking visuals and eye-catching captions on Instagram to grab users' attention. After that, the company creates interest by presenting relevant information, such as product advantages or customer testimonials. The next stage is to build desire by highlighting the product's benefits or offering discounts, and finally, encourage the purchase action through a clear call-to-action, such as a 'Buy Now' button or a promo code.

In addition, the *Uses and Gratifications* Theory explains that consumers use social media to meet their needs for information, entertainment, social interaction, and self-expression. Implementing IMC on social media can meet this need by providing informative content, such as blog articles or tutorial videos, and entertaining content, such as funny videos or *viral challenges*. Live interaction through live streaming sessions or quick responses to customer comments can meet the needs of social interaction. Meanwhile, the urge to participate in photo contests or customer testimonials can satisfy the need for self-expression.

Based on the research findings, a new model called Social Media-Integrated Marketing Communication (SM-IMC) was proposed. This model combines elements of IMC by leveraging social media features to build brand equity more effectively. The SM-IMC model consists of five main elements, namely: (1) paid advertising to increase brand awareness; (2) organic content to build brand associations; (3) direct interaction to increase brand loyalty; (4) *user-generated content (UGC)* to reinforce quality perceptions, and (5) collaborative campaigns to build long-term relationships with consumers.

This SM-IMC model emphasizes integrating various communication channels and social media features to create a consistent and authentic brand experience. For example, companies can use paid advertising to grab consumers' attention, organic content to create interest, direct interaction to build desire, and UGC to drive purchase action. Thus, this model increases brand awareness and strengthens positive associations, quality perceptions, and consumer loyalty.

Furthermore, based on the Grand Theory, Middle Theory, and *Applied Theory*, this study shows that Marketing Communication Theory, as a *Grand Theory*, provides a basic framework for understanding how marketing messages can affect consumer behavior. This theory explains that effective marketing communication must attract attention, create interest, build desire, and encourage purchase. This theory is the cornerstone for understanding how companies can use various communication channels to build brand equity in social media.

Meanwhile, as a Middle Theory, the Integrated Marketing Communication Theory explains the importance of integrating various communication channels to convey consistent and effective messages. This theory emphasizes that companies must coordinate advertising, sales promotion, public relations, and direct marketing to create a cohesive brand experience. Meanwhile, *Brand Equity* Theory explains how brand equity can be built through brand awareness, association, quality perception, and loyalty.

Meanwhile, the application of *Integrated Marketing Communication* in social media, as *Applied Theory*, explains how companies can leverage social media features such as paid advertising, organic content, *live streaming*, and user-generated *content* (UGC) to build brand equity. For example, companies can use paid advertising to increase brand awareness, organic content to build brand associations, and live streaming to increase consumer loyalty.

In conclusion, various aspects that influence the implementation of Integrated Marketing Communication (IMC) strategies on social media have been identified in this research. The findings show that each platform has unique characteristics that affect the effectiveness of IMC strategies. The analysis showed that IMC elements such as paid advertising and user-generated content proved very effective in increasing engagement and brand awareness, especially on TikTok and Instagram. Meanwhile, Facebook is more effective for storytelling and deep community-building strategies, which play a role in building brand loyalty. These findings indicate that the selection of IMC elements should be tailored to the characteristics of each platform to obtain optimal results.

Data analysis identified user interaction patterns based on the number of likes, shares, comments, and audience responses to the content formats used. For example, a promotional campaign on TikTok using short videos and collaboration with influencers proved more effective than a text-based campaign on Facebook. These findings show the importance of customizing IMC formats and strategies to the audience and platform characteristics.

A concrete example is the #ShopeeHaul campaign on Instagram, which used user-generated content to increase brand awareness. The campaign created more than 500,000 monthly posts, significantly increasing brand exposure. This campaign shows that IMC can strengthen brand and consumer relationships through authentic content. Quoted from the shop.co.id website, Shopee

Haul is an activity where content creators showcase products purchased on Shopee through videos uploaded to platforms such as Shopee Video, YouTube, TikTok, or Instagram. This activity provides benefits for all parties involved. Content creators can increase engagement and potentially work with sellers to promote products. Viewers get in-depth information and product reviews to help them make shopping decisions. Meanwhile, sellers benefit from free promotions that increase their product visibility and sales. Thus, Shopee Haul creates a win-win ecosystem between content creators, buyers, and sellers.

However, implementing IMC strategies also faces major challenges, such as algorithm changes that affect organic reach and audience saturation on social media. To deal with this, brands need to adopt a more authentic and personalized approach to retain audience trust and ensure the effectiveness of more relevant communications.

In light of these findings, it is recommended that brands be more rigorous in selecting IMC elements that match the characteristics of the platform and its audience. Data analytics and a deep understanding of market trends can help companies optimize their IMC strategies. The right strategy can strengthen brand equity and increase competitiveness in the ever-evolving digital market.

This research has some limitations that need to be noted. First, this research only focuses on analyzing content taken from a few specific social media platforms, such as Instagram, TikTok, and Facebook, which may not cover all relevant social media platforms. Secondly, although the analysis was in-depth, only content uploaded by large companies and well-known brands was analyzed, so the results may not fully reflect the experiences or strategies of smaller or local brands. Thirdly, this study only used a qualitative approach, which focused on content analysis and user behavior observation, while a quantitative approach that measures data more objectively and broadly can provide a more comprehensive picture of the influence of IMC on brand equity. Therefore, the findings from this study need to be interpreted with caution, given these limitations.

Research is recommended to expand the scope of the study by involving more social media platforms, especially newer or more market-specific ones, to provide a more holistic perspective on the application of IMC in building brand equity. In addition, a quantitative approach incorporating analytical data from various social media platforms would be very useful in obtaining stronger evidence regarding the effectiveness of IMC strategies. More in-depth research should also be conducted to explore further the influence of IMC elements, such as user-generated content (UGC), on brand perception and consumer loyalty. Future research may also consider identifying factors that may influence the success of IMC campaigns across different industries and the influence of algorithms and changing social media trends on brand communication strategies.

CONCLUSION

In conclusion, the application of *Integrated Marketing Communication* Social media has a significant role in building brand equity, increasing the brand equity component, namely *Brand Awareness*, *Brand Association*, *Brand loyalty*, and *Perceived quality and proprietary assets*. Integrate various elements of

Integrated Marketing Communication to deliver consistent, effective messages that follow the target audience. Various elements of the marketing mix in *Integrated Marketing Communication*, such as advertising, sales promotion, public relations, direct marketing, personal sales, interactive marketing, *word-of-mouth* marketing, and *Event* and experiences, proven to be able to create a unified brand experience and strengthen the relationship between brands and consumers. Digital elements, such as paid advertising, organic content, engagement, hashtags, collaborative campaigns, content marketing, and *Live Streaming*, are important in creating relevant, interactive, and authentic brand experiences in the digital age ([Hao & Yang, 2022](#)).

Implementing IMC on social media fosters effective brand communication increases consumer engagement, and creates a closer and more sustainable relationship between consumers and brands. The implications of this research suggest that an effective IMC strategy must take into account the uniqueness of each social media platform in building brand equity. By understanding the characteristics of platforms such as TikTok, which focuses on engagement through short-form video, and Facebook, which emphasizes building tighter communities, brands can develop more targeted communication strategies. Additionally, data-driven approaches through social media analytics can help companies optimize their IMC strategies to remain relevant to the evolving needs of their audience and market trends.

Based on the research findings, several recommendations for stakeholders emerge. For marketing practitioners, it is crucial to integrate IMC elements more strategically, particularly in leveraging the potential of social media. Using a combination of paid ads, organic content, interactive engagement, and live streaming can provide a more immersive brand experience. Companies should also leverage user-generated content (UGC) to enhance brand authenticity and strengthen consumer trust. For academics, further research is needed to explore the relationship between IMC elements and brand equity components across various industries. Empirical studies with a quantitative approach can also validate these findings. Meanwhile, companies are advised to stay updated with social media trends and continually adjust their IMC strategies to match the ever-changing preferences of consumers. Utilizing analytics to understand consumer behavior on social media is also essential for creating more targeted and relevant communication strategies. By effectively integrating IMC strategies on social media, companies can significantly enhance brand equity, build stronger consumer relationships, and achieve success in the digital age.

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