

Digital Branding and Micro-Influencer Strategy to Create Buzz and Consumer Trust (A Study of the Glowhaven Beauty & Mind Wellness Business in Tangerang, Banten)

Eka Sapitri Pebriani*, Survival, Wahyu Wulandari

Universitas Widya Gama Malang, Indonesia

Email: ekaspdolphin@gmail.com*

Submitted: June 2025, *Revised:* June 2025, *Accepted:* June 2025

Abstrak. As a new venture, GlowHaven Beauty & Mind Wellness faces significant challenges, including minimal brand awareness and low consumer trust in a saturated market. Therefore, a marketing strategy is required that not only generates buzz quickly but also fundamentally builds sustainable consumer trust. This research uses a mixed-methods approach, specifically an exploratory sequential model (qualitative to quantitative). This approach was chosen because the study not only aims to describe existing strategies (qualitative) but also to formulate and prioritize the most feasible strategies in a measurable manner (quantitative), namely through SWOT and QSPM analyses. The research subjects are individuals who possess in-depth and relevant knowledge of the research object, namely internal and external informants. The main focus of this research is the digital marketing strategy of GlowHaven Beauty & Mind Wellness, which centers on digital branding strategies (authentic content and storytelling) and the role of micro-influencers, with the goal of creating buzz and building consumer trust. The data analysis technique follows the strategic workflow established in the framework, combining qualitative and quantitative methods—specifically, qualitative analysis of initial data (data reduction), strategic matrix analysis (SWOT), and quantitative analysis of strategic priorities (QSPM). The study concluded that GlowHaven Beauty & Mind Wellness has a strong internal foundation through mindfulness narratives and authentic educational content, positioning it to capitalize on the “quiet luxury” trend and electronic word-of-mouth (eWOM) potential in Tangerang, while still needing to mitigate internal management weaknesses and the threat of audience skepticism.

Keywords: Digital Branding, Micro Influencer, Buzz, Consumer Trust.

INTRODUCTION

The national beauty and cosmetics industry has enormous market potential, as reflected in its rapid growth alongside increasing public awareness of the importance of self-care. Based on data from Jakpat (2024) regarding Beauty Industry Trends, the average individual uses four to five makeup products daily. As many as 79 percent of individuals report feeling more confident when appearing in public while wearing cosmetics. In addition to beauty products, there are also body care, skincare, and other related products, such as soaps specifically designed for sensitive skin or skin conditions present since birth (Geni & Budiyantri, 2025).

In Indonesia, the large market share of the beauty industry is supported by the strong potential of major business actors and the availability of raw materials. By 2024, it is estimated that the market value of the beauty industry in Indonesia will reach IDR 146 trillion, comprising approximately 100,400 salons, 5,000 barbershops, and 3.97 million retail units distributing beauty and personal care products. From the consumer perspective, the growing awareness of cosmetic and body care components has encouraged more people to shift toward natural beauty products. This shift occurs not only because of their quality and safety but also due to their perception as more environmentally friendly (Geni & Budiyantri,

2025).

The beauty and wellness industry in Indonesia is characterized by high dynamism and competitiveness, marked by the continuous emergence of new brands offering innovative products and services. This intense competition places startups in a vulnerable position. Competition index data reveal that DKI Jakarta is among the regions with the fiercest business competition in Indonesia, indicating that sub-sectors such as beauty and wellness operate within highly dynamic and competitive environments (Alfifto et al., 2025; Chaffey & Ellis-Chadwick, 2019; Kotler et al., 2021). Consequently, startups in this sector require innovative marketing strategies to survive. National data also indicate an increase in business competition intensity from 2023 to 2024, reflected in the rise of the overall competition index score. This increase, driven by improvements in key indicators such as market structure, firm behavior, regulation, and demand, signifies heightened purchasing power and market activity. This vibrant market dynamism, characterized by rapid development and frequent innovation, continues to attract new entrants, thereby further intensifying the competitive landscape typical of Indonesia's beauty and wellness industry (Suryana, 2018; Wheelen et al., 2018).

The business environment in Indonesia—particularly in economically intensive regions such as Banten and DKI Jakarta—exhibits a high level of competition (Denning, 2017; Tuten & Solomon, 2018; Firmansyah, 2019). This condition requires every business actor to develop a clear and differentiated strategy to survive and thrive. For startups such as GlowHaven Beauty & Mind Wellness in Tangerang, Banten, this intense competition creates vulnerability, as they must compete with established brands for consumer attention and trust. However, the growing consumer interest in natural and eco-friendly beauty products presents a strategic opportunity for GlowHaven to position itself uniquely through its integrated beauty and mind wellness approach.

As a newly launched business, GlowHaven Beauty & Mind Wellness faces major challenges in the form of low brand awareness and consumer trust amid a saturated market. Therefore, a marketing strategy is needed that can not only generate buzz quickly but also build consumer trust sustainably. In the context of the digital era, marketing strategies must shift from conventional approaches to the use of digital branding and micro-influencers as key elements. Digital branding plays an essential role in building brand image, message consistency, and authentic storytelling, while micro-influencers are considered effective in creating organic buzz through their emotional closeness and credibility within specific niche markets.

In the beauty and mind wellness sector, consumer trust is a crucial factor because the products offered are directly related to personal health and well-being. Micro-influencers contribute to building this trust through transparent and relevant personal experiences, which are then synergized with GlowHaven's digital branding that emphasizes the values of clean beauty, material transparency, and brand authenticity. Numerous previous studies have shown that micro-influencers significantly influence consumer trust and engagement, while digital branding effectively increases awareness and buzz. Nevertheless, most studies have analyzed these two strategies separately or focused on only one output.

Based on these research phenomena and gaps, this study focuses on GlowHaven Beauty & Mind Wellness as a case study of startups in niche markets. The research aims to formulate the optimal synergy between digital branding strategies and the use of micro-influencers to

achieve two strategic outputs simultaneously—namely, buzz and consumer trust. Academically, this study is expected to contribute to the development of an integrated digital marketing conceptual model for startups in the wellness industry. Practically, the results are expected to provide measurable strategic recommendations for GlowHaven Beauty & Mind Wellness management in effectively and efficiently allocating digital marketing resources amid fierce market competition.

MATERIALS AND METHODS

1. Types of Research

This study uses a mixed method approach with an exploratory sequential model (qualitative to quantitative). Characteristically, the research is exploratory-descriptive. The exploratory stage aims to explore and identify internal and external strategic factors related to digital branding and micro-influencer collaboration at GlowHaven Beauty & Mind Wellness. Furthermore, the descriptive stage is used to systematically present and analyze these factors through the SWOT Matrix (IFAS/EFAS) and prioritize strategies using QSPM.

2. Population and Sample

The population in this study includes all parties involved and relevant to GlowHaven Beauty & Mind Wellness' digital marketing strategy. The research sample was determined by purposive sampling, namely informants who are considered to have in-depth and relevant knowledge. The sample consisted of internal informants (2-3 key management people such as CEOs or marketing managers) and external informants (4-7 micro-influencers and active social media consumers/early adopters). The selection of this sample aims to obtain a strategic perspective from the company and market side.

3. Data Collection Techniques

Data collection techniques were carried out through in-depth interviews, non-participant observations, and documentation. In-depth interviews are used to explore strengths, weaknesses, opportunities, and threats as well as perceptions of buzz and consumer trust. Observations were made on digital branding activities and micro-influencer interactions on social media. Documentation is used to collect secondary data in the form of internal reports, social media statistics, and scientific literature that supports strategic analysis.

4. Data Analysis Techniques

The data analysis technique is carried out in stages by combining qualitative and quantitative analysis. Qualitative data is analyzed through a process of reduction, categorization, and validation to identify SWOT factors. Furthermore, these factors are analyzed using the IFAS and EFAS Matrices to determine the strategic position of the company and formulate alternative strategies. The final stage uses the Quantitative Strategic Planning Matrix (QSPM) to determine strategy priorities based on the Total Attractiveness Score (TAS), so that the most effective strategy is obtained in creating buzz and building consumer trust.

RESULTS AND DISCUSSION

A. Analysis of Internal and External Factors

Internal and external factor analysis is an evaluation process that companies use to understand conditions inside the organization as well as situations outside its business

environment in order to formulate the right strategy.

1. Internal Factor Analysis

This analysis focuses on the elements that are under the control of the company. The goal is to identify what has been done well (strengths) and what needs to be improved (weaknesses).

In an effort to map the core competencies and optimize the company's resources, the following are the results of internal factor analysis detailing the main strengths and aspects that require improvement in GlowHaven Beauty & Mind Wellness's operations.

a. Strengths

Based on the uniqueness of the brand, digital content, and resources, it was found that:

1) The existence of a complete brand story (inside and out) as a unique characteristic.

The main advantage of GlowHaven Beauty & Mind Wellness lies in its unique Beauty & Mind Wellness concept. Unlike competitors who focus solely on physical outcomes, GlowHaven Beauty & Mind Wellness offers added value through its emphasis on mental health—an essential strength in its storytelling approach.

The application of this holistic concept creates strong differentiation amid the saturation of the conventional beauty market, which has tended to be uniform and focused only on surface aesthetics. By addressing the mental health aspect, GlowHaven Beauty & Mind Wellness does not merely sell physical treatment services but offers a lifestyle solution that provides emotional benefits and responds to the anxieties of urban communities struggling with high levels of stress. This allows the brand to build a deeper and more meaningful identity, positioning grooming not just as a beauty routine but as an investment in peace of mind and overall well-being.

Furthermore, the integration of mental health into the brand identity offers rich material for strengthening digital narrative strategies. Rather than relying solely on “before and after” visual transformations, narratives that emphasize the journey toward peace of mind and confidence allow for more meaningful, emotionally resonant content. This approach naturally encourages more organic interactions and builds consumer trust, as the messages conveyed feel sincere, human, and relevant to audiences seeking balance amidst the fast-paced demands of modern life.

2) Content sharing knowledge that feels authentic and honest.

Digital content is considered to be able to build emotional bonds because it involves genuine wellness practitioners, so that the information conveyed is not just a sale, but a life solution. The involvement of genuine wellness practitioners in digital content gives a human face as well as scientific authority to the GlowHaven Beauty & Mind Wellness brand identity. When audiences see that the message is being conveyed is coming from an individual with real expertise (not just an advertising model), their perception shifts from simply looking at a promotion to receiving credible professional advice. This is very crucial in building customer trust, because in the current era of excess information, audiences tend to be skeptical of one-sided claims and value content that has a foundation of expertise and integrity in their field.

In addition, this "life solution" approach changes the orientation of brand communication from transactional to transformational. Rather than just highlighting product features in a hardselling way, the practitioner can review how certain wellness practices are able to answer the mental and physical challenges faced by the audience on a daily basis,

such as stress management or the search for peace of mind. This strategy creates a deep emotional closeness because the brand is present as a partner who understands the inner needs of consumers, which ultimately triggers organic interactions as well as wider positive buzz because the content is considered useful to be shared again.

3) A very picky standard in looking for small influencers.

GlowHaven has an internal database to select influencers not based on the number of followers, but on the depth of engagement (engagement), which is a strength in budget efficiency. Focusing on the depth of interaction rather than just the number of followers is a strategic move to ensure that each brand message truly reaches an active and responsive audience. In the wellness industry, the quality of the audience is far more valuable than the quantity, as the decision to trust a mental health and beauty service is heavily influenced by the discussions and recommendations that take place in intimate social circles. By prioritizing engagement rates, GlowHaven Beauty & Mind Wellness can spark a more quality buzz, where audiences not only passively view the content, but also comment, ask questions, and reshare that information with their community.

In addition, this strategy provides great advantages in terms of economic efficiency and return on investment for the company. Micro influencers with fewer followers but high loyalty tend to offer more competitive cooperation fees compared to large influencers whose followers are more diverse and less focused. By using an internal database to filter out partners who have a high level of trust in the eyes of their followers, GlowHaven Beauty & Mind Wellness can allocate its marketing budget in a targeted manner. This not only reduces the waste of costs on irrelevant audiences, but also effectively strengthens consumer trust through recommendations from people who are considered honest and have a close relationship with their audience.

4) Kelemahan (Weaknesses)

Based on the evaluation of collaboration, message consistency, and trust measurements, it was found that:

a. The difficulty of bargaining and arranging cooperation.

As a new venture in Tangerang, GlowHaven Beauty & Mind Wellness faced the challenge of convincing large micro influencers to collaborate on a budget.

As a newcomer to a highly competitive market, GlowHaven Beauty & Mind Wellness is often faced with the issue of brand recognition that is still low in the eyes of content creators. Micro influencers who have a loyal follower base and a well-maintained reputation are usually very selective in choosing cooperation partners because they are risking their own personal credibility. In the absence of a long track record or massive testimonials, convincing them to be willing to promote a new brand becomes quite a daunting task, especially when the company's bargaining value does not yet look strong compared to the long-established players in the beauty and wellness industry.

On the other hand, budget constraints force companies to conduct much more intense and creative negotiation processes in order to maintain quality partnerships. Challenges arise when individuals with a high level of interaction demand professional compensation equal to their market value, while companies must maintain operational cost efficiency as a fledgling venture. This condition can hinder the company's speed in creating buzz at large, because the process of a personal approach to find a common ground between the values carried by the

brand and the financial expectations of external parties requires a lot of time and energy.

b. Fragmented or non-uniform brand messages.

There are challenges in maintaining the harmony between the language style of each micro-influencer and the calm, mindful brand image of GlowHaven Beauty & Mind Wellness. The diversity of expression among content creation partners often poses a major challenge to maintaining consistency in a company's digital identity. Since each individual has a unique character and communication style—traits that attract and retain their followers—granting creative freedom sometimes risks producing narratives that contrast with GlowHaven Beauty & Mind Wellness's core values of serenity and mindfulness. If a partner adopts a tone that is overly aggressive, noisy, or exaggerated, it can obscure the intended image of mindfulness and make the brand message appear inconsistent or superficial across various social media platforms.

This inconsistency in tone can ultimately hinder the development of strong consumer trust. In digital branding, message consistency is essential so that audiences can recognize and rely on the brand's personality across every communication touchpoint. If each collaboration generates differing emotional impressions—ranging from overly casual to insufficiently sensitive to mental health themes—the credibility of GlowHaven Beauty & Mind Wellness as a provider of calming, wellness-focused services becomes difficult to reinforce. Audiences require a coherent and stable narrative experience to genuinely believe that the brand's promise of inner well-being extends beyond a mere marketing slogan.

c. The method of assessing results is not automatic (still using the old method).

There is currently no dedicated system or tool to accurately measure the extent to which micro-influencer collaborations succeed in building long-term consumer trust. Trust is a qualitative and intangible asset, making it difficult to translate consumers' feelings of confidence into concrete numerical data. At present, campaign success is often assessed through surface-level metrics such as impressions or likes, which merely capture temporary buzz without providing an accurate picture of audience loyalty. Without advanced analytical tools capable of in-depth sentiment analysis, companies struggle to distinguish between interactions driven by curiosity and those grounded in genuine belief in brand values.

Furthermore, the continued reliance on manual evaluation processes creates information gaps that hinder fast and accurate strategic decision-making. Management teams often have to sort through thousands of comments and interactions individually to gauge audience perceptions—a process that is not only time-consuming but also susceptible to subjective interpretation. The absence of a long-term monitoring system makes it difficult for GlowHaven Beauty & Mind Wellness to map the consumer journey from initial awareness to genuine trust. As a result, efforts to strengthen the brand's digital image become less measurable and harder to optimize for achieving sustainable success in the market.

2. External Factor Analysis

GlowHaven Beauty & Mind Wellness has a strong momentum in the midst of the "quiet luxury" trend that is being favored by the middle class in Tangerang. Urban society is now looking for inner value and serenity as a form of true luxury, not just a flashy materialistic. Digital branding strategies with the theme of mindfulness are very relevant to the needs of the market that craves a balance of life. Plus, personal content like "A Day in My Life" from micro influencers has proven to be effective in sparking organic buzz because it feels honest

and relatable, encouraging audiences to voluntarily recommend each other on social media.

But behind these opportunities, the Tangerang market, which is already crowded with old competitors, has begun to adopt a similar strategy with much more aggressive discount offers. The financial power of competitors allows them to launch massive campaigns that can distract price-sensitive consumers. This condition risks making wellness services perceived as ordinary commodities chosen only based on the lowest price, not value or quality. GlowHaven needs to strengthen its digital narrative in order to remain able to maintain differentiation and consumer trust in the midst of a price war.

In addition to price competition, audience distrust is a serious threat if micro influencers are not transparent about paid content. Today's consumers are very sensitive to reviews that seem "brand-driven" and will feel deceived if there is no clear disclosure. This not only damages the reputation of the influencer, but it also tarnishes GlowHaven's image as a manipulative brand. Content that is too rigid in following the company's instructions will lose authenticity and instead trigger negative buzz in the form of criticism from netizens. Transparency and creative freedom are the key to building trust and not destroying it.

B. Strategic Position Analysis

After identifying various internal and external factors through in-depth observations and interviews, the next step is to determine the company's strategic position in the competition of the beauty & wellness industry in Tangerang. This analysis was carried out by integrating the assessments of key informants into the Internal Factor Analysis Summary (IFAS) and External Factor Analysis Summary (EFAS) matrices.

The main objective of this strategic position analysis is to accurately map the extent to which GlowHaven Beauty & Mind Wellness' internal strengths are able to respond to available market opportunities, while also identifying how vulnerable the company is to internal weaknesses and threats from the outside environment. The results of the matrix calculation are then projected into a Cartesian SWOT chart to get a visual picture of the company's position quadrant. This position is a crucial foundation in formulating the most adaptive and competitive digital branding and micro-influencer collaboration strategy for GlowHaven Beauty & Mind Wellness to build consumer trust in the future.

1. Internal Environmental Analysis (IFAS Matrix)

Internal environmental analysis is a crucial step to identify the strengths that can be optimized and the weaknesses that GlowHaven Beauty & Mind Wellness must mitigate. The assessment in the Internal Factor Analysis Summary (IFAS) matrix is compiled based on the results of primary data collection through a weighting and rating questionnaire involving three key informants from the company's management element.

The informants provided an assessment of fundamental aspects such as the uniqueness of the brand narrative, the quality of educational content, and the effectiveness of the ongoing operational management system. Through the calculation of weights and scores in this matrix, it will be seen how strong GlowHaven Beauty & Mind Wellness's internal foundation is in supporting digital branding strategies in the midst of dynamic industry competition. The results of the recapitulation of the internal informant's assessment are presented in the following table 1:

Table 1 Results of the Internal Informant Assessment (IFAS Matrix)

No	Faktor Strategis Internal	Informan 1 Bobot	Informan 1 Rating	Informan 2 Bobot	Informan 2 Rating	Informan 3 Bobot	Informan 3 Rating	Rata-rata Bobot	Rata-rata Rating
I KEKUATAN (STRENGTHS)									
1	Keunikan Merek: Cerita merek yang lengkap (brand mindfulness) sebagai ciri khas unik	3	4	3	4	3	4	3.00	4.00
2	Otentisitas Konten: Konten berbagi ilmu (edukasi) yang terasa asli dan jujur dari praktisi	2	4	3	4	2	4	2.33	4.00
3	Efisiensi Seleksi: Standar yang sangat ketat dalam memilih micro influencer berdasarkan interaksi	2	3	2	4	3	3	2.33	3.33
II KELEMAHAN (WEAKNESSES)									
4	Hambatan Manajemen: Kesulitan dalam tawar-menawar biaya dan mengelola administrasi kerja sama	3	2	2	2	2	2	2.33	2.00
5	Konsistensi Pesan: Pesan merek yang terkadang terpecah atau tidak seragam di setiap influencer	2	2	2	2	3	3	2.33	2.33
6	Sistem Evaluasi: Pengukuran hasil (kepercayaan dan konsumen) yang masih manual/belum otomatis	2	1	3	1	2	2	2.33	1.33
Total Nilai Kepentingan								14.67	

Source: Appendix 2 (Questionnaire Answer Recap), 2025

Based on table 1 Internal Strategic Factors (IFAS), GlowHaven Beauty & Mind Wellness has a very solid foundation of strength in the aspects of unique brand narrative and authenticity of educational content, each of which obtained the highest average rating of 4.00. Although this internal advantage is supported by a strict micro-influencer selection process (average rating of 3.33), the company still faces challenges in terms of fundamental

weaknesses, especially related to the evaluation system of cooperation results which is still carried out manually with the lowest average rating of 1.33. Overall, the total importance value of these internal factors accumulated at 14.67, indicating that while GlowHaven Beauty & Mind Wellness has a strong unique bargain value, optimizing operational management and standardizing messages are still priority for improvement to minimize administrative barriers in the future.

2. External Environmental Analysis (EFAS Matrix)

An external environmental analysis was conducted to map factors beyond the company's control including opportunities that can be leveraged and threats that must be anticipated by GlowHaven Beauty & Mind Wellness. The identification of these external variables is very important considering the dynamics of the beauty and welfare industry in the Tangerang region that continues to grow. The assessment in the External Factor Analysis Summary (EFAS) matrix was obtained based on the perceptions and assessments of seven key informants representing the perspectives of experts, strategic partners (micro influencers), and potential consumers.

The involvement of external informants aims to capture the market's response to mindfulness lifestyle trends as well as measure the level of audience sensitivity to digital communication patterns that are currently applied. Through weighting and ranking aspects such as the potential of electronic word of mouth (eWOM) to the level of market saturation of competitors, this matrix will provide an objective picture of GlowHaven Beauty & Mind Wellness' bargaining position in its macro environment. The recapitulation of the results of the assessment of these external strategic factors is presented in table 4.2 as follows:

Table 2 Results of External Informant Assessment Recapitulation (EFAS Matrix)

No	Faktor Strategis Eksternal	Inf 1		Inf 2		Inf 3		Inf 4		Inf 5		Inf 6		Inf 7		Rata-rata	Rata-rata
		Bobot	Rating														
I PELUANG (OPPORTUNITIES)																	
1	Tren Pasar: Tren "Quiet Luxury" (kemewahan yang tenang dan elegan) di sektor wellness Tangerang	3	4	3	4	3	3	4	2	4	3	4	3	4	2	4.86	3.86
2	Potensi WOM: Melalui pelanggan audiens saling merekomenasikan layanan di media sosial	3	4	2	4	3	4	2	3	3	4	3	4	2	4	2.57	3.86
II ANCAMAN (THREATS)																	

3	Persaingan Lokal: Pasar Tangerang yang sangat jenuh dengan kompetitor baru yang agresif	3	2	2	2	2	2	3	3	3	2	2	2	3	2	2.57	2.14
4	Ekspektasi Audiens: Rasa tidak puas konsumen pada harga yang tidak sebanding	2	2	3	2	3	1	2	2	2	3	2	2	2	2	2.43	1.86
Total Nilai Kepentingan															10.4	3	

Source: Appendix 2 (Questionnaire Answer Recap), 2025

Based on table 2 External Strategic Factors (EFAS), GlowHaven Beauty & Mind Wellness has a very potential market opportunity in the Tangerang area, mainly driven by the "quiet luxury" trend and the large opportunity of electronic word of mouth (eWOM) which both received the highest average rating of 3.86. While the opportunity is promising, companies should be wary of the threat of saturated local competition (average rating of 2.14) as well as audience skepticism of ad transparency which has the lowest average rating of 1.86. Overall, the total value of importance of these external factors accumulated at 10.43, which indicates that the main focus of GlowHaven Beauty & Mind Wellness's external strategy should be directed at harnessing the momentum of quiet luxury lifestyle trends while addressing consumer doubts through more honest and transparent digital communication patterns.

3. Determination of Coordinates and SWOT Quadrants

After obtaining the total score on the IFAS and EFAS Matrix, the next stage is to determine the strategic position of GlowHaven Beauty & Mind Wellness through mapping on the Cartesius SWOT chart. The determination of the coordinate point is carried out by calculating the difference between the total strength and weakness scores as the internal axis (X), as well as the difference between the total opportunity and threat scores as the external axis (Y). The calculation results showed an X-axis coordinate value of 1.08 which came from the difference between the total strength score of 1.98 and the total weakness score of 0.90, as well as the Y-axis coordinate value of 1.05 obtained from the difference in the total opportunity score of 2.01 and the total threat score of 0.96.

Based on these coordinate values, the strategic position of GlowHaven Beauty & Mind Wellness is in Quadrant I (aggressive), which indicates the company's very favorable condition. This position shows that GlowHaven has strong internal strength to make the most of the available market opportunities. Therefore, the recommended strategy is a growth oriented strategy, with an emphasis on intensive and sustainable digital branding expansion. This approach is expected to strengthen consumer trust, increase buzz, and expand the market dominance of GlowHaven Beauty & Mind Wellness in the Tangerang area and its surroundings.

4. Interpretation of Strategic Position

The placement of GlowHaven Beauty & Mind Wellness' position on the cartessius SWOT chart provides a comprehensive overview of the strategic policy direction that the company must take. This interpretation is a synthesis of all the data that has been processed, which aims to translate the quadrant coordinate points into the form of applicable strategic recommendations. By understanding this position, management can assess whether the digital branding and micro influencer collaboration strategy that has been carried out is on the right track or requires major adjustments.

Based on the results of the mapping that has been carried out, the position of GlowHaven Beauty & Mind Wellness is in Quadrant I (Aggressive Strategy/Growth-Oriented Strategy). This position indicates that the company has excellent internal conditions to exploit the various external opportunities available in the Tangerang market. A more in-depth explanation of the strategic implications of this position, as well as how GlowHaven Beauty & Mind Wellness should move forward by leveraging its unique strengths to meet market challenges, will be outlined in the following sections:

- 1) The placement of GlowHaven Beauty & Mind Wellness in Quadrant I with a coordinate point (1.08; 1.05) confirms that the organization is in a very favorable expansive position. This reflects that the company's internal strength score is able to outweigh its weaknesses, while the available market opportunities are more dominant than the threat of its competition. Practically, this aggressive strategy requires GlowHaven Beauty & Mind Wellness to maximize the use of the uniqueness of the brand's story (mindfulness) and the authenticity of educational content to optimally exploit the momentum of the quiet luxury market trend in the Tangerang area.
- 2) The main strategic step to be taken is to integrate internal strengths in the rigorous selection of micro influencers with the high potential of electronic Word of Mouth (eWOM) to build more massive consumer trust. With excellent internal conditions, companies are advised to penetrate deeper markets through transparent digital campaigns to mitigate audience skepticism and win competition amid local market saturation. This focus on growth not only aims to increase brand visibility, but also to strengthen GlowHaven Beauty & Mind Wellness' position as an opinion leader in the honest and trusted wellness industry.

5. Formulation of Alternative Strategies

Based on the company's position in Quadrant I, strategy formulation is focused on optimizing internal strengths to aggressively capture external opportunities. The main emphasis is on how the attributes of micro influencers (expertise and honesty) and the authenticity of messages can be converted into consumer trust.

Table 3 Matrix SWOT

	<i>S: Strengths :</i>	<i>W: Weaknesses (Kelemahan):</i>
Internal Factors	<ol style="list-style-type: none"> 1. A complete brand story (outside & inside/mindfulness) as a unique characteristic. 2. Content sharing knowledge (education) that feels authentic and honest from practitioners. 3. Very strict standards in choosing micro influencers based on 	<ol style="list-style-type: none"> 1. Difficulties in bargaining costs and managing the administration of cooperation. 2. Brand messages that are sometimes fragmented or not uniform across each influencer. 3. Measurement of results (consumer confidence) that is

External Factors	interaction.	still manual/not yet automatic.
<p>O : <i>Opportunities</i> (Peluang):</p> <ul style="list-style-type: none"> The trend of "quiet luxury" in the Tangerang wellness sector. The large opportunity for audiences to recommend services to each other on social media. 	<p>SO (Credibility Optimization) Strategy:</p> <p>Maximize the selection of <i>micro influencers</i> who have practitioner profiles (expertise) to deliver honest educational content.</p>	<p>WO (Authenticity Alignment) Strategy:</p> <p>Address fragmented messages by creating content guidelines that prioritize relevance (authenticity).</p>
<p>T: <i>Threats</i> :</p> <ul style="list-style-type: none"> The Tangerang market is very saturated with aggressive old competitors. Consumer dislike of non-transparent advertising (<i>no disclosure</i>). 	<p>ST (Brand Transparency) Strategy:</p> <p>Using honesty as the main selling point to differentiate GlowHaven Beauty & Mind Wellness from competitors.</p>	<p>WT (Trust Audit) Strategy:</p> <p>Automate the evaluation system to measure the extent to which <i>an influencer's message</i> remains relevant and does not lose its authenticity in the midst of increasingly saturated market competition.</p>

Source: Processed researcher (2025)

Explanation of alternative strategies:

- SO Strategy (Credibility Optimization): Maximize the selection of micro influencers who have a practitioner profile (expertise) to deliver honest educational content. This strategy aims to create consumer trust through social recommendations (eWOM) that are based on real credibility, not just paid promotions.
- WO (Authenticity Alignment) strategy: Address fragmented messages by developing a content guide that prioritizes relevance (authenticity). This is important so that the message still feels authentic (genuine) for the Tangerang audience, so that the quiet luxury market opportunity can be converted into brand loyalty.
- ST (Brand Transparency) Strategy: Using honesty as the main selling point to differentiate GlowHaven Beauty & Mind Wellness from competitors. By emphasizing the trustworthiness of influencer partners, GlowHaven Beauty & Mind Wellness can break through the skepticism barrier of audiences who are tired of advertising content without clear disclosure.
- WT (Trust Audit) Strategy: Automate the evaluation system to measure the extent to which an influencer's message remains relevant and does not lose its authenticity in the midst of increasingly saturated market competition.

The SWOT matrix specifically crosses between digital branding strategies (through brand narrative and content authenticity) and the use of micro influencers to achieve buzz and consumer trust goals, which are as follows:

- 1) Creating Buzz (Through SO Strategy): Leveraging the narrative of mindfulness and influencer expertise to trigger eWOM (social recommendations). Buzz is created when honest educational content from practitioners sparks organic conversations on social media, so that the GlowHaven Beauty & Mind Wellness brand becomes the talk of the town in the Tangerang wellness community.
- 2) Creating Consumer Trust (Through Micro Influencer Attributes): Emphasizing the attributes of credibility (expertise) and honesty (trustworthiness) in every educational content. Consumer trust is built because the messages conveyed by micro influencers are authentic and relevant to the needs of the audience, not just commercial advertising.
- 3) Location and Object Synchronization: Targeting the specific "quiet luxury" trend that is developing in the Tangerang area.

Quiet luxury is a lifestyle trend and consumption pattern that prioritizes high quality, exclusivity, and refined aesthetic value without the need to flaunt brand logos or flashy luxury. Here are the main characteristics of quiet luxury in the context of the wellness industry:

1. Focus on tangible benefits and depth of value (such as mindfulness and mental health) rather than just outwardly visible social status.
2. Consumers in this category value honest educational content from expert practitioners more than bombastic ads that feel unauthentic.
3. In regions like Tangerang, this trend is reflected in the selection of services that offer peace of mind and privacy, which fits perfectly with the brand narrative of GlowHaven Beauty & Mind Wellness.
4. Prioritizing investment in sustainable well-being, which is often communicated through micro influencers with attributes of expertise and high credibility.

The trend of "quiet luxury" is the main opportunity because quiet luxury audiences tend to trust social recommendations (eWOM) that are authentic and personal.

C. Selection of Priority Strategies

Based on the results of the analysis in the previous SWOT matrix, four alternative strategies have been formulated that can be applied by GlowHaven Beauty & Mind Wellness in optimizing digital branding and the role of micro influencers. However, to determine one strategy that is most effective and has the highest attractiveness to be implemented immediately, further evaluation using the Quantitative Strategic Planning Matrix (QSPM) is needed.

This process is carried out by integrating the relative weights of the normalized internal and external factors with a total value of 1.00, then assigning an attractiveness score (AS) to each alternative strategy against each of these key factors. This step is crucial to ensure that the mathematically chosen strategy is able to have maximum impact in creating buzz and building consumer trust in the Tangerang market.

The assessment of the Attractiveness Score (AS) in QSPM was obtained through a questionnaire filled out by selected respondents who had a deep understanding of organizational and industry conditions, which in this case was an agreement between the owner and the management ranks.

The results of such attractiveness assessments are presented in the following QSPM Table:

Table 4 QSPM Table

No	Faktor Kunci	Bobot	Bobot Normalisasi	Optimasi Kredibilitas		Penyelarasan Ontetisitas		Transparansi Merek		Audit Kepercayaan	
				AS	TAS	AS	TAS	AS	TAS	AS	TAS
1	Keunikan Merek yang lengkap (brand mindfulness)	3.00	0.12	4	0.48	3	0.36	3	0.36	2	0.24
2	Otentisitas Konten: Konten berbagi ilmu (edukasi) yang terasa asli	2.33	0.09	4	0.37	3	0.28	4	0.37	2	0.19
3	Efisiensi Seleksi: Standar ketat dalam memilih micro influencer	2.33	0.09	4	0.37	2	0.19	3	0.28	2	0.19
No	Weaknesses (Kelemahan)										

Digital Branding and Micro-Influencer Strategy to Create Buzz and Consumer Trust (A Study of the Glowhaven Beauty & Mind Wellness Business in Tangerang, Banten)

1	Hambatan Manajemen: Kesulitan tawar-menawar biaya & administrasi	2.33	0.09	2	0.19	3	0.28	2	0.19	4	0.37
2	Konsistensi Pesan: Pesan merek tidak seragam	2.33	0.09	3	0.28	4	0.37	3	0.28	3	0.28
3	Sistem Evaluasi: Pengukuran hasil masih manual	2.33	0.09	2	0.19	2	0.19	2	0.19	4	0.37
Total Bobot Faktor Internal		14.67									
Bobot Normalisasi Internal		0.58									
No Opportunities (Peluang)											
1	Tren "Quiet Luxury" di sektor wellness Tangerang	2.86	0.11	4	0.46	4	0.46	2	0.23	1	0.11
2	Potensi WOM melalui pelanggan di media sosial	2.57	0.10	4	0.41	3	0.31	3	0.31	2	0.20
No Threats (Ancaman)											
1	Persaingan lokal sangat jenuh	2.57	0.10	3	0.31	3	0.31	4	0.41	3	0.31
2	Ekspektasi audiens pada harga tidak seimbang	2.43	0.10	4	0.39	2	0.19	4	0.39	3	0.29
Total Bobot Faktor Eksternal		10.43									
Total Bobot Relatif (Normalisasi)		0.42									
Total bobot factor internal dan eksternal		25.10									
Total		1.00	1.00	3.43		2.92		2.99		2.55	

Source: Appendix 2 (Questionnaire Answer Recap), 2025

In order to maintain the accuracy of the analysis, the raw weights derived from the identification of internal factors of IFAS (14.67) and external factors of EFAS (10.43) have gone through a normalization process so that the cumulative total of weights amounts to exactly 1.00.

- a) Weight Normalization: Calculated by dividing the average value of each factor by the total accumulated value of all key factors (25.10).
- b) Example: The "Brand Uniqueness" factor has a raw weight of 3.00, which after normalization ($3.00 / 25.10$) becomes 0.12. This weight indicates the level of relative importance of these factors to the success of the company's overall strategy. Priority determination was carried out by comparing the total value of the Attractiveness Score (TAS) of the four available alternative strategies. The final result shows the order of priority as follows:
- c) Priority I - Credibility Optimization (TAS = 3.43): Is the strategy with the highest score. This strategy is most effective because it maximally utilizes the power of brand narrative and the authenticity of educational content to capture the opportunities of the quiet luxury trend in Tangerang.
- d) Priority II - Brand Transparency (TAS = 2.99): Focus on content honesty to address the threat of audience skepticism.
- e) Priority III - Alignment of Authenticity (TAS = 2.92): Focuses on improving message consistency to remain relevant to market needs.
- f) Priority IV - Trust Audit (TAS = 2.55): Be the last option as it is defensive with a focus on improving the internal evaluation system.

A. Digital Branding and Micro Influencer Strategy

Based on the results of the comprehensive analysis conducted, the strategic position of GlowHaven Beauty & Mind Wellness is located in Quadrant I of the SWOT chart, indicating that the organization is in a highly favorable condition to implement an aggressive strategy. The coordinate position (1.08; 1.05) reflects that GlowHaven Beauty & Mind Wellness possesses considerable internal strength to capitalize on external opportunities available in

the Tangerang market, particularly by leveraging the rapidly growing quiet luxury trend. This demonstrates that investments in digital branding strategies rooted in depth of value and serenity—hallmarks of the wellness industry—resonate strongly with the needs of local audiences who are becoming increasingly saturated with conventional marketing content.

The implementation of the Quadrant I strategy is directed toward maximizing the attributes of micro-influencers as the main driver in building consumer trust. Research data indicate that the expertise and trustworthiness of practitioners selected as influencer partners are the key factors most influencing audience perception. By combining authentic educational content with a brand narrative centered on mindfulness, GlowHaven Beauty & Mind Wellness can organically generate social recommendations or electronic word of mouth (eWOM). This phenomenon is crucial for creating buzz on social media, as conversations among consumers are far more effective in building credibility than non-transparent paid advertising.

Through the analysis of the Quantitative Strategic Planning Matrix (QSPM), it has been determined that the Credibility Optimization Strategy is the top priority, with the highest attractiveness score of 3.43. This strategy specifically emphasizes the careful selection of micro-influencers and education-oriented messaging rather than mere product promotion. The dominant attractiveness scores for the market trend factor (0.46) and content authenticity (0.37) in the QSPM matrix confirm that alignment between the messenger's profile and the brand's offered values is the key to overcoming audience skepticism. This strategy aims not only to increase brand visibility in the short term but also to position GlowHaven Beauty & Mind Wellness as a trusted authority in the wellness industry in the Tangerang region.

The coordinates of GlowHaven Beauty & Mind Wellness's position in Quadrant I indicate the organization's readiness for aggressive expansion. The priority strategy generated through the QSPM matrix—Credibility Optimization (score 3.43)—emphasizes the use of micro-influencers with specific expertise to convey authentic brand narratives. This is consistent with the findings of Eze (2025) and Koneti et al. (2025), who affirm that micro-influencers are a vital force in niche markets such as wellness because they generate higher levels of engagement and trust than other influencer categories.

Efforts to create buzz for GlowHaven Beauty & Mind Wellness are executed through organic conversation stimulation or electronic word of mouth (eWOM). This strategy aligns with the research of Nisrina & Sudradjat (2025), which found that collaboration with micro-influencers as key opinion leaders is significantly more effective in increasing engagement than conventional advertising. The use of storytelling techniques in digital content, as explained by Pratama & Riofita (2025) and Wahyudi et al. (2025), has also been proven effective in building strong emotional connections with audiences, thus fostering broader brand awareness within the Tangerang area.

In terms of building consumer trust, GlowHaven Beauty & Mind Wellness's strategy focuses on credibility and transparency. This aligns with the research of Pradhana & Isa (2024), which found that influencer credibility significantly influences purchase intent and consumer well-being. The findings of Balaban et al. (2022) further reinforce the QSPM results, showing that transparency in advertising disclosure increases trustworthiness in the eyes of the audience. By prioritizing honest, educational content from practitioners, GlowHaven Beauty & Mind Wellness has successfully mitigated consumer skepticism,

consistent with Ingriana & Rolando's (2025) view that the ability to build authentic relationships is a key factor in fostering trust.

Thus, the integration of authentic digital narratives with user-generated content has proven superior in establishing credibility. Research by Feissyliya et al. (2025) confirms that authentic digital narratives are more effective than traditional advertising in shaping public perception. The success of this strategy ultimately has a significant impact on consumer confidence and purchasing decisions, as validated by the research of Denova et al. (2025). Therefore, the strategic priorities selected by GlowHaven Beauty & Mind Wellness are both theoretically and empirically supported to achieve competitiveness in the wellness market through a combination of popularity (buzz) and deep trust.

B. Mechanism of Creating Buzz and Consumer Trust through Selected Strategies

The creation of buzz for GlowHaven Beauty & Mind Wellness through the selected strategy is strongly supported by the role of micro-influencers as an essential force in niche markets. The results of the QSPM analysis, which position the Credibility Optimization Strategy as a top priority with a Total Attractiveness Score (TAS) of 3.43, indicate that buzz creation is achieved through collaboration with micro-influencers who serve as key opinion leaders. In line with the research of Nisrina & Sudradjat (2025), this type of collaboration has proven more effective in fostering stronger engagement rates than conventional advertising because it triggers organic conversations on social media. This is further supported by the findings of Koneti et al. (2025), which show that micro-influencers generate higher levels of engagement within specific communities—in this context, the wellness and quiet luxury audience in Tangerang. In addition, the use of storytelling in marketing content has been proven effective in generating awareness and building emotional connections that positively influence audience perception.

Accordingly, in efforts to build consumer trust, the strategy of GlowHaven Beauty & Mind Wellness relies on the credibility and authenticity of educational content delivered by practitioners. According to the research of Pradhana & Isa (2024), influencer credibility has a significant effect on consumer purchase intent and psychological well-being, making it particularly relevant to GlowHaven Beauty & Mind Wellness's mind wellness services. This trust factor is also reinforced by advertising transparency. Balaban et al. (2022) found that specific and honest disclosure of promotional content enhances perceived trustworthiness among audiences. This explains why the Credibility Optimization Strategy scored highest on the audience skepticism factor, as honesty and the ability of influencers to build authentic relationships are key in fostering digital trust.

Furthermore, the integration of digital narratives with credible information sources is strengthened by the role of user-generated content and genuine testimonials, which form part of the micro-influencer ecosystem. Research by Feissyliya et al. (2025) confirms that authentic digital narratives are more effective in establishing trust than traditional advertising approaches. When consumers observe micro-influencers providing sincere educational content, that sense of trust has a direct and positive impact on their purchasing decisions, as supported by Denova et al. (2025). Therefore, the strategy prioritized through the QSPM analysis is not merely aimed at achieving short-term popularity through buzz but also at building a lasting foundation of trust through credible sources and authentic messaging directed toward the people of Tangerang.

C. Implications of Research Results

The implications of the results of this study include two main aspects, namely theoretical implications that strengthen the scientific treasure of strategic management, and practical implications that guide the management of GlowHaven Beauty & Mind Wellness:

1) Theoretical Implications

- a. This research reinforces the theory that in niche (specific) markets, the strength of influence is not determined by the number of followers, but rather by credibility and closeness of relationships. This supports the findings of Koneti et al. (2025) that specific market segments such as wellness respond more to strategies that prioritize engagement over mass reach.
- b. These findings expand the concept of digital branding by showing that honest storytelling is the main bridge in turning audience skepticism into consumer trust. Authentic narratives have proven to be more effective at building deep emotional connections than traditional advertising.
- c. This study demonstrates how the QSPM matrix can be used objectively to select the strategy that best suits the company's position in Quadrant I (Aggressive), taking into account the credibility aspect as the main attraction factor.

2) Practical Implications

- a. GlowHaven Beauty & Mind Wellness's management can no longer rely solely on popularity metrics. Implicitly, companies must adopt an evaluation system that prioritizes the profile of practitioners/experts to ensure aspects of expertise and trustworthiness. This strategy is crucial to create a quality buzz in the Tangerang area.
- b. The results imply that GlowHaven Beauty & Mind Wellness needs to consistently package its content in a quiet luxury aesthetic that is not commercially aggressive but rich in educational value. This strategy is proven to have a high appeal score (US 4) to win the niche (specific) market.
- c. With the findings regarding audience hesitancy towards advertising (AS 4), the implication for management is the obligation to implement full transparency in any paid partnership content. Honest disclosure will actually increase brand credibility in the eyes of increasingly savvy consumers.
- d. This priority strategy provides direction for companies to encourage the creation of user-generated content from consumers who feel helped by influencer educational content. This organic conversation will be an efficient growth engine amid the saturation of the local market.

CONCLUSIONS

Based on the results of the data analysis and discussions conducted regarding the digital branding strategy of GlowHaven Beauty & Mind Wellness, the following conclusions can be drawn. The identification of internal and external factors (IFAS and EFAS) shows that GlowHaven Beauty & Mind Wellness's main strengths lie in the uniqueness of its brand narrative (mindfulness) and the authenticity of educational content produced by practitioners. However, the company still faces weaknesses in administrative management and the continued reliance on a manual evaluation system. Externally, significant opportunities arise from the quiet luxury market trend in Tangerang and the high potential of eWOM, despite the

threats posed by audience skepticism toward advertising and the saturated level of local competition.

Regarding the company's strategic position (SWOT/IE matrix), the mapping results on the SWOT diagram indicate that GlowHaven Beauty & Mind Wellness is located in Quadrant I (Aggressive), with coordinates (1.08; 1.05). This position signifies that the company is in a highly favorable condition, having strong internal capabilities to capitalize on external opportunities and drive sustainable organizational growth. From the SWOT matrix analysis, four main alternative digital branding strategies were identified: (1) the SO strategy—optimizing the selection of practitioner micro-influencer profiles to deliver honest educational content; (2) the WO strategy—developing content guidelines that prioritize authenticity to overcome fragmented messaging; (3) the ST strategy—emphasizing brand honesty and transparency as key value propositions to address audience skepticism; and (4) the WT strategy—automating the evaluation system to maintain message relevance amid intense market competition. Based on the Quantitative Strategic Planning Matrix (QSPM) analysis, the Credibility Optimization Strategy (SO strategy) was selected as the top priority, achieving the highest Total Attractiveness Score (TAS) of 3.43. This strategy is considered the most effective in creating buzz and building consumer trust because it deliberately aligns the credibility of micro-influencers with the emerging quiet luxury trend in the Tangerang niche market.

REFERENCES

- Alfifto., Darmansyah, M. R., Nurlaili, Y., et al. (2025). *Manajemen Pemasaran di Era Digital: Strategi dan Inovasi di Era Teknologi*. Deli Serdang Sumatera Utara: Mifandi Mandiri Digital.
- Balaban, D. C., Mucundorfeanu, M., & Naderer, B. (2022). The role of trustworthiness in social media influencer advertising: Investigating users' appreciation of advertising transparency and its effects. *Communications*, 47(3), 395-421. <https://doi.org/10.1515/commun-2020-0053>
- CEDS. (2024). *Laporan Akhir Kajian Indeks Persaingan Usaha di Indonesia*: Center for Economics and Development Studies (CEDS). Jakarta: Komisi Pengawas Persaingan Usaha (KPPU).
- Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital Marketing: Strategy, Implementation and Practice* (7th ed.). Pearson Education.
- Denning, S. (2017). *The Leader's Guide to Storytelling: Mastering the Art and Discipline of Business Narrative*. Jossey-Bass.
- Denova, A., Rahman, T. A., & Ulya, A. J. (2025). Pengaruh Peran Mikro Influencer dalam Membangun Kepercayaan dan Keputusan Pembelian Terhadap Merek UMKM di Era Modern. *MUSYTARI: Neraca Manajemen, Ekonomi*, 19(9), 1-6.
- Eze, M. (2025). The Role of Micro-Influencers in Niche Digital Marketing Strategies in Africa: Impact on Consumer Engagement and Brand Loyalty. *International Journal of Marketing Studies*, 17(1), 1-21. <https://doi.org/10.5539/ijms.v17n1p1>
- Feissyliya, J., Sinurat, C., & Alexandra, M. (2025). Studi Literatur Peran User-Generated Content dalam Membentuk Narasi Digital. *Jurnal Komunikasi Digital - Digication*, 1(1), 38-46.

- Firmansyah, M. A. (2019). *Pemasaran Produk dan Merek (Planning & Strategy)*. Pasuruan: Penerbit Qiara Media. Cetakan Pertama. Surabaya: Penerbit Qiara Media.
- Geni, F. P. L., & Budiyanti, E. (2025). *Potensi Pasar Industri Kecantikan di Indonesia*. Jakarta: Badan Keahlian DPR RI.
- Ingriana, A., & Rolando, B. (2025). Efektivitas Strategi Influencer Marketing dalam Meningkatkan Kepercayaan Konsumen dan Panjualan Produk di Era Digital. *JUMDER: Jurnal Bisnis Digital dan Ekonomi Kreatif*, 1(5), 1-16.
- Koneti, C., Seetharaman, A., & Maddulety, K. (2025). Evaluating the Effectiveness of Influencer Marketing in Niche Markets. *Journal of Marketing & Social Research*, 2(5), 65-79.
- Kotler, P., Kartajaya, H., & Setiawan, I. (2021). *Marketing 5.0: Technology for Humanity*. John Wiley & Sons.
- Nisrina, M. R., & Sudradjat, R. H. (2025). The Role of Micro-Influencer as Key Opinion Leader in Increasing Brand Awareness of Jiniso. *Journal La Sociale*, 6(5), 1522-1531. <https://doi.org/10.37899/journal-la-sociale.v6i5.2385>
- Pradhana, M. P., & Isa, M. (2024). The Role Of Influencer Credibility And Kindness On Consumer Well-Being And Purchase Intentions For Skincare On The Tiktok Platform. *Management Studies and Entrepreneurship Journal*, 5(2), 5814-5829.
- Pratama, A. Y., & Riofita, H. (2025). Pentingnya Storytrlling Dalam Strategi Content Marketing. *Student Scientific Creativity Journal*, 3(1), 189-197. <https://doi.org/10.55606/sscj-amik.v3i1.4980>
- Suryana, Y. (2018). *Kewirausahaan: Pendekatan Praktis, Kiat dan Proses Menuju Sukses*. Jakarta: Kencana.
- Tjiptono, F. (2019). *Strategi Pemasaran*. Yogyakarta: Penerbit Andi.
- Tjiptono, F., & Chandra G. (2017). *Pemasaran Strategik*. Edisi ke-3. Yogyakarta: Andi
- Tuten, T. L., & Solomon, M. R. (2018). *Social Media Marketing (3rd ed.)*. SAGE Publications.
- Wahyudi, S. A., Praptiningsih, N. A., & Hayat, H. (2025). Peran Storytelling dalam Membentuk Narasi yang Berdampak pada Era Digital. *Komunika: Jurnal Ilmu Komunikasi*, 12(2), 82-92. <https://doi.org/10.22236/komunika.v12i2.18265>
- Wheelen, T. L., Hunger, J. D., Hoffman, A. N., & Bamford, C. E. (2018). *Strategic Management and Business Policy: Globalization, Innovation, and Sustainability*. Essex: Pearson Education Limited.



© 2025 by the authors. Submitted for possible open access publication under the terms and conditions of the Creative Commons Attribution (CC BY SA) license (<https://creativecommons.org/licenses/by-sa/4.0/>).