

## The Role of Digital Marketing in Increasing Brand Awareness of Klepon Legend Culinary Tourism in Gianyar

Herry Arianto<sup>1</sup>, Dinar Sukma Pramesti<sup>2</sup>

<sup>1,2</sup>Tourism Planning and Development, Politeknik Internasional Bali

\*Correspondence: [paulus.herry@gmail.com](mailto:paulus.herry@gmail.com)

### Abstract

**Purpose:** This research aims to examine how digital marketing, especially video content on social media, influences brand awareness of *klepon* legend Gianyar and to identify strategies used by the business to increase sales through social media presence.

**Method:** This study uses a qualitative descriptive approach. Data were collected through literature review from journals, books, and online sources, as well as analysis of public comments and responses on social media platforms related to *klepon* legend Gianyar.

**Result:** The findings show that digital marketing through video-based social media content is effective in increasing brand awareness. In addition, endorsements and content sharing help spread information widely through electronic word-of-mouth (e-WoM), which supports higher customer interest and sales growth.

**Contribution:** This research highlights the importance of digital marketing for promoting traditional culinary products in the modern era. It contributes new knowledge on how small culinary businesses can use social media strategies to strengthen brand awareness, preserve local food culture, and improve competitiveness in the digital market.

**Keywords:** *Brand Awareness, Culinary, Digital Marketing, Klepon Legend Gianyar*

### Introduction

The culinary business is one of the sectors that has grown very rapidly in recent years in Indonesia. It has strong potential for continued expansion and is considered capable of generating profits ranging from millions to hundreds of millions of rupiah each month. The Indonesian Creative Economy Agency stated that there are three main sectors contributing the most to Indonesia's creative economy: the culinary, fashion, and craft sectors. The culinary sector contributes 41.4 percent to Indonesia's creative economy. The growth of the culinary business is partly driven by changes in the lifestyle of people in large cities (Juniman, 2017). Trends in the culinary business will continue to evolve as long as humans require food as both a basic necessity and a social need (Putra et al., 2022). Culinary products will always be in demand, not only to satisfy hunger but also as part of a lifestyle.

It is therefore unsurprising that the number of culinary business actors in Indonesia has increased significantly, as the food and beverage industry is projected to remain one of the leading sectors supporting manufacturing growth and the national economy (Kementerian Perindustrian RI, 2017). The importance of this sector is reflected in its consistent and significant contribution to the gross domestic product (GDP) of non-oil and gas industries, as well as in the increasing realization of investment. However, the growing number of culinary businesses presents its own challenges. Business actors compete intensively to market their food and beverages in various ways. Maintaining food quality alone is no longer sufficient to ensure competitiveness; the implementation of appropriate

The marketing strategies and the delivery of high-quality service are also crucial considerations. Creativity in the culinary field must continue to develop through various innovations. In addition to innovations in product development (such as variety, taste, and food safety) and improvements in human resource skills (through education and training),



innovation in technology is also necessary in line with the advancement of the times.

In the digital era, the use of the internet and other interactive technologies has become a primary consideration in innovating culinary businesses. Over the past five years, the number of internet users in Indonesia has continued to grow annually. According to data from the Indonesian Internet Service Providers Association and Hootsuite in collaboration with We Are Social, the number of internet users in Indonesia increased from 171.17 million people in 2018 to 175.40 million in 2019. In Bali, approximately 59% of the population uses the internet, with the highest usage coming from generation Z and millennials represent the largest proportion of internet users (Evita et al., 2023). These generations, typically aged between adolescence and early adulthood, are considered the most active users of internet-based technologies. The high number of internet users in Indonesia, particularly in Bali, encourages the utilization of internet-based technology as a business innovation in the culinary sector to expand market reach and develop businesses.

One of the most rapidly developing business innovations today is digital marketing, which refers to all efforts undertaken to promote or market products or services using the internet as the primary medium. Digital marketing integrates psychological, humanistic, anthropological, and technological factors, forming a new medium characterized by large capacity, interactivity, and multimedia capabilities. This new era facilitates interaction between producers, market intermediaries, and consumers. Digital promotion has expanded to support company services and enhance consumer engagement (Lumentut, 2024). Therefore, promoting a brand through digital media enables businesses to reach a wide target audience efficiently, in a timely, personalized, and relevant manner.

The increasing use of social media today has significantly influenced changing trends in the marketing world. One form of digital marketing that utilizes social media platforms is social media marketing. Social media refers to a group of internet-based applications built on technological foundations that allow users to create and modify shared content (Kaplan & Haenlein, 2010). Social media is a digital platform that allows users to actively participate, create, share, and exchange content in an interactive virtual network environment (Appel et al., 2020). A common characteristic of all social media platforms is the openness of dialogue among users. According to the We Are Social 2023 survey, the most widely used social media platforms globally are Facebook (2.958 billion users), YouTube (2.514 billion users), WhatsApp (2 billion users), and Instagram (2 billion users).

Promotional videos uploaded on social media platforms indirectly inform potential consumers about the existence of products or services. Video marketing is an effort by marketers to deliver information to potential consumers and persuade them to accept, resell, recommend, or use the promoted product, service, or idea through video content. The element of persuasion aimed at influencing knowledge, attitudes, preferences, and behaviors—is the core of promotion (Noviyanti & Purnamasari, 2026). Video is currently considered an effective medium for communicating marketing messages to potential consumers. In line with Dwyer's perspective, video is capable of capturing 94% of information channels entering the human mind through sight and hearing, and generally enables individuals to remember 50% of what they see and hear from video content (Khan & Asim, 2025; Restendi, 2021).

According to Farhah (2023), video media, as a form of audio-visual media, serves several functions: the attentional function (attracting attention and directing consumer focus toward the video content), the affective function (evoking consumer emotions and attitudes), the cognitive function (facilitating understanding and retention of the message or information), and the compensatory function (providing context for consumers who have difficulty organizing and recalling information). In general, there are three main categories of video content (Nilawati et al., 2025): (1) Awareness, which emphasizes entertainment value and strong appeal to attract a wide audience; (2) Engagement, which builds emotional connections and triggers audience responses such as comments, likes, and shares; and (3) Education, which informs and educates audiences through case studies and tutorials.

The number of videos and the feedback they receive are closely related to the popularity of the content they contain (Bremner, 2015). Video is a powerful tool in generating popularity

and stimulating purchase intention. The success of a video can be measured by the number of views, shares, subscriber growth, and other online interactions (Borghol et al., 2011; Figueiredo et al., 2011; Khan, 2017; Tafesse, 2020; Velho et al., 2020).

Consequently, content creators compete to use video as a promotional tool that can help increase sales. Video content as a promotional medium in the culinary sector is now regarded as a crucial innovation in enhancing culinary popularity. Furthermore, video content has become the most preferred type of content for users to engage with (Wyzowl, 2020; Tubular Insights, 2020). Research conducted by HubSpot Research shows that 54% of consumers prefer watching video content compared to email (46%) and images (41%). Additionally, video content is considered the most memorable type of content for audiences (43%), compared to text (18%) and images (36%). Moreover, the State of Video Marketing report indicates that approximately 89% of consumers are encouraged to make purchases after watching videos, and 76% of marketers state that video can increase sales (HubSpot, 2023; Wyzowl, 2023).

The selection of video as a marketing medium is also supported by survey results from Hootsuite, which show that watching online videos has become the most popular internet activity among Indonesian users, reaching 99%, compared to other activities such as watching vlogs, listening to music streaming services, listening to online radio, and listening to podcasts. Video content distributed through social media is an effective communication method for delivering brand information due to its interactive features (Kumar et al., 2018). Such content is essential as a promotional tool to increase brand awareness, as video is one of the easiest media for conveying messages through audio and visual elements (Novianti & Purba, 2020). In this context, brand awareness refers to a consumer's ability to recognize or recall a product within a specific product category (Aaker, 2020).

The resurgence in the popularity of traditional culinary products cannot be separated from the emergence of numerous videos that explore legendary culinary items with unique and authentic flavors, attracting consumers to continuously seek them out. One such traditional delicacy is *klepon*, made from glutinous rice flour, salt, pandan, palm sugar, water, lime water, and grated coconut, characterized by its chewy texture and sweet-savory taste. *Klepon* legend Gianyar, established in 1980, is one of the most famous *klepon* vendors in Bali, known for its authentic flavor. It has been recognized as serving the best *klepon* in the world by renowned culinary experts William Wongso and Bondan Winarno.

Since being featured by these two prominent culinary experts, *klepon* Legend Gianyar has gained significant attention from content creators. Currently, many video contents circulating on social media review this modest stall and its *klepon* products. The study entitled "The Role of Digital Marketing in Increasing Brand Awareness of *Klepon* Legend Culinary Tourism in Gianyar" aims to examine the impact of digital marketing on the brand awareness of *Klepon* Legend and to identify business strategies in utilizing social media to increase sales.

## Research Method

The type of research used is descriptive-analytical (descriptive analytic), as this study aims to clearly identify the relationship between the implementation of digital marketing and the enhancement of brand awareness of *Klepon* Legend Gianyar. The research method employed is a qualitative approach by analyzing various public comments found on video content featuring *klepon* legend Gianyar. The research location is within social media networks that display videos related to the existence of *klepon* legend Gianyar. Based on a social media survey, video content featuring *klepon* legend Gianyar has been uploaded on Facebook, Instagram, and YouTube. Each platform will then be analyzed to identify video content with the highest level of public engagement (measured by the number of viewers, likes, and comments).

The type of data used in this study is qualitative data. Qualitative data refers to data in the form of text or narratives, descriptive information, documents, and images obtained directly through internet exploration. In this research, the primary data source is obtained through observation of video content used to increase consumer awareness of *klepon* legend

Gianyar. Secondary data is obtained through literature review, including articles, journals, and digital news sources.

The data collection techniques employed in this study include observation and literature study. The researcher conducts observations on the object of study, specifically video content that disseminates information about the existence of *klepon* legend Gianyar. Data collection through literature involves searching for written data in the form of relevant literature related to the research object. Library sources are used to explore various texts, manuscripts, books, and documents relevant to the research topic from the library of Politeknik Internasional Bali.

In this study, the data obtained in the previous stages will be analyzed. According to Jane Sutton and Zubin Austin (2015), qualitative data analysis involves coding and identifying themes (theming). The final step in qualitative research is data synthesis, which represents the researcher's narrative of the findings obtained during the study so that they can be communicated to a broader audience.

## **Result and Discussion**

The impact of digital marketing on the brand awareness of *klepon* legend culinary products in Gianyar will be described, along with the strategies employed by business actors in utilizing social media to increase sales.

### **The Impact of Digital Marketing on Brand Awareness of *Klepon* Legend Culinary in Gianyar**

The ease of disseminating content to the general public through social media is considered to significantly enhance users' brand awareness of marketed products. Social media enables users to easily connect with others, participate and contribute actively, and communicate with multiple parties without limitations of space and time. Governments and relevant associations must recognize that promotional media is no longer limited to conventional channels; instead, digital media highly accessible and easily replicated—has become increasingly dominant.

Product promotion through video marketing that incorporates elements of information, education, and entertainment can attract audiences and encourage them to share content widely (electronic word of mouth). To examine the impact of digital marketing on the brand awareness of *klepon* legend culinary products in Gianyar, the researcher collected nine videos from Instagram, YouTube, and Facebook. Public comments displayed on these videos were then observed and analyzed to determine the extent to which digital marketing particularly in the form of video content can enhance brand awareness of *klepon* legend in Gianyar.

The nine videos include: "Mampir ke Warung *Klepon* Legend Gianyar", "Nyobain Jajanan Legend di Gianyar", and "Nyobain *Klepon* Terenak di Dunia", sourced from Instagram; "Warung *Klepon* Ini Memang Gak Ada Duanya," "Sumpah Enak Banget, ke Bali Wajib Coba!," and "According to Two Culinary Masters, "Ini *Klepon* Terenak di Dunia," sourced from YouTube; and "Klepon Gianyar Cemilan Tradisional," "Mampir ke Warung *Klepon* Legend di Gianyar," and "Warung *Klepon* Gianyar, Bali," sourced from Facebook.

The following section presents the results of observations and analysis of public interactions (views, likes, comments, and shares) displayed on these videos.

#### ***Various Videos Circulating on Facebook***

Public interaction in the form of comments on three *klepon* legend Gianyar videos obtained from Instagram was analyzed to determine the level of brand awareness among Instagram users regarding the existence of *klepon* legend Gianyar. A total of 257 public comments were analyzed, compiled from the videos "Mampir ke Warung *Klepon* Legend Gianyar," "Nyobain Jajanan Legend di Gianyar," and "Nyobain *Klepon* Terenak di Dunia." The analysis results show that, out of 257 comments, 82 comments (31.9%) indicate that consumers were already aware of the existence of *klepon* legend culinary products before watching the video and recommended them to others. A total of 43 comments (16.7%) indicate that consumers were able to recall the existence of *klepon* legend after watching the video.

Meanwhile, 36 comments (14%) show that consumers became aware of *klepon* legend only after watching the video and expressed an intention to visit or purchase the product. Furthermore, 39 comments (15.2%) indicate that consumers were unaware of *klepon* legend and its related information but discussed *klepon* in general. Lastly, 57 comments (22.2%) show that consumers discussed other topics unrelated to the *klepon* legend video content.

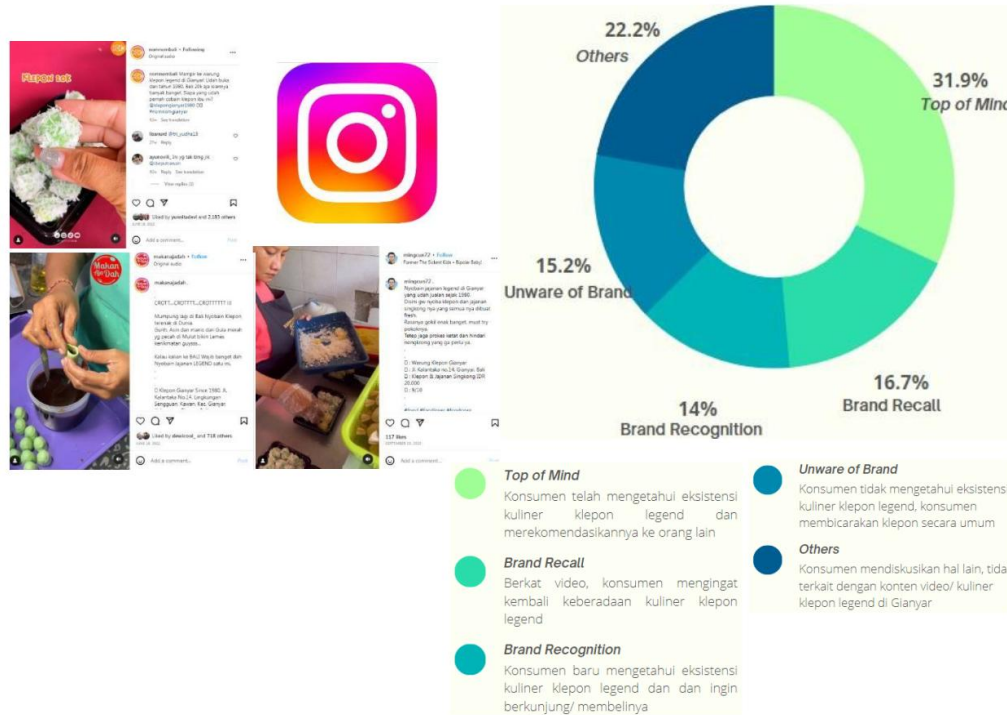


Figure 1. Analysis of Public Comments on *Klepon* Legend Gianyar Videos on Facebook  
Source: Analysis, 2026.

### Various Videos Circulating on YouTube

Public interaction in the form of comments on three *klepon* legend Gianyar videos obtained from YouTube was also analyzed to determine the level of brand awareness among YouTube users. A total of 1,023 comments were analyzed, compiled from the videos “Warung Klepon Ini Memang Gak Ada Duanya,” “Sumpah Enak Banget, ke Bali Wajib Coba!,” and “Kata dua Master Kuliner, Ini Klepon Terenak di Dunia.” The results show that, out of 1,023 comments, 65 comments (6.4%) indicate that consumers were already aware of *klepon* legend before watching the video and recommended it to others. A total of 73 comments (7.1%) indicate that consumers were able to recall *klepon* legend after watching the video. Meanwhile, 84 comments (8.2%) show that consumers became aware of *klepon* Legend only after watching the video and expressed interest in visiting or purchasing it. Additionally, 389 comments (38%) indicate that consumers were unaware of *klepon* Legend and discussed *klepon* in general, while 412 comments (40.3%) show that consumers discussed topics unrelated to the *klepon* legend video content.



Figure 2. Analysis of Public Comments on *Klepon Legend Gianyar* Videos on Youtube  
 Source: Analysis, 2026.

### Various Videos Circulating on Instagram

Public interaction in the form of comments on three *klepon* legend Gianyar videos obtained from Facebook was further analyzed to determine the level of brand awareness among Facebook users.



Figure 3. Analysis of Public Comments on *Klepon Legend Gianyar* Videos on Instagram  
 Source: Analysis, 2026.

A total of 131 comments were analyzed, compiled from the videos “Klepon Gianyar Cemilan Tradisional,” “Mampir ke Warung Klepon Legend di Gianyar,” and “Warung Klepon Gianyar, Bali.” The analysis results show that, out of 131 comments, 46 comments (35.1%) indicate that consumers were already aware of *klepon* legend before watching the video and

recommended it to others. A total of 17 comments (13%) indicate that consumers were able to recall *klepon* legend after watching the video. Meanwhile, 11 comments (8.4%) show that consumers became aware of *klepon* legend only after watching the video and expressed interest in visiting or purchasing it. Furthermore, 25 comments (19.1%) indicate that consumers were unaware of *klepon* legend and discussed *klepon* in general, while 32 comments (24.4%) show that consumers discussed unrelated topics.

Based on the analysis of nine *klepon* legend Gianyar culinary videos sourced from Instagram, YouTube, and Facebook, it can be concluded that *klepon* legend Gianyar is widely recognized by the public. This is evidenced by public comments on Instagram and Facebook videos, which are dominated by responses reflecting the *top-of-mind* level of brand awareness. The majority of commenters were already familiar with *klepon* legend and had previously tried the product. Referring to the brand awareness pyramid theory (Durianto, 2014), the existence of *klepon* legend Gianyar in the public's perception can be considered very strong.

The presence of these videos can also be said to reinforce brand recall, as they help audiences remember *klepon* legend. However, the percentage of unaware of brand remains relatively high based on the analysis of the nine videos. This indicates that a considerable number of online consumers are still unaware of *klepon* legend Gianyar. This lack of awareness leads many users to comment on *klepon* in general rather than specifically addressing *klepon* legend Gianyar.

From an analytical perspective, this lack of awareness can also serve as an opportunity to introduce new knowledge to the public after they watch the video content. This study also identifies the proportion of viewers who became aware of *klepon* legend Gianyar for the first time and expressed an intention to visit or purchase the product (*brand recognition*), although the percentage remains relatively low. The extent to which video content can influence consumers' purchase intentions and create memorable impressions depends largely on the quality of the video elements, which was not examined in this study.

Additionally, a high proportion of public comments categorized as others (unrelated to *klepon* legend Gianyar) suggests that the effectiveness of the video message can still be improved to better convey the intended information. Many comments discuss topics outside Klepon Legend, particularly in the YouTube video "Sumpah Enak Banget, ke Bali Wajib Coba!" uploaded by Maharani Kemala.

### **Business Strategies in Utilizing Social Media to Increase Sales**

The results of the analysis of *klepon* legend Gianyar culinary videos obtained from social media platforms Instagram, YouTube, and Facebook indicate that many endorsers, both celebrity endorsers and typical person endorsers, have uploaded content featuring *klepon* legend Gianyar and shared it with the public through social media. Based on an interview with the owner of *klepon* legend Gianyar, the business has never engaged in paid promotion to market its products. The widespread popularity of *klepon* legend, which has reached international recognition, has facilitated the owner in developing promotional and marketing efforts. In this context, electronic word-of-mouth (e-WoM) has proven to be highly effective in disseminating information about *klepon* legend Gianyar. Moreover, the presence of celebrity endorsers who voluntarily (without payment) upload videos about *klepon* legend Gianyar on their social media platforms further strengthens its promotion.

It is undeniable that the use of endorsement as a marketing strategy has become increasingly popular in the digital era and in the use of social media today. Endorsement-based marketing represents a modern marketing strategy, utilizing platforms such as Instagram, YouTube, and Facebook as channels for disseminating promotional content, making it more easily recognized by the public. Based on the analysis of *klepon* legend Gianyar culinary videos, it can be concluded that, in terms of the effectiveness of message delivery related to culinary products to consumers, the endorsement system has a positive impact. These include the ability to attract consumer attention and increase the communication effectiveness of

advertising messages, enhance product image, leverage the popularity of celebrities to help businesses enter new markets, and assist consumers in remembering a product or brand.

In addition, honest reviews from typical person endorsers (e-WoM) also play a significant role in influencing the popularity of *klepon* legend Gianyar. These honest reviews are presented in the form of videos uploaded to social media platforms such as Instagram, YouTube, and Facebook. The already strong brand awareness of *klepon* legend Gianyar encourages both celebrity endorsers and typical person endorsers to voluntarily create and share video content about *klepon* legend Gianyar across their social media platforms.

## Conclusion

The impact of digital marketing on the brand awareness of *klepon* legend culinary products in Gianyar is identified through the analysis of public comments on nine videos sourced from Instagram, YouTube, and Facebook. The results indicate that *klepon* legend Gianyar is widely recognized by the public, as evidenced by comments on Instagram and Facebook videos, which are dominated by responses reflecting the top-of-mind level of brand awareness. Based on the brand awareness pyramid theory, the existence of *klepon* Legend Gianyar in the public's perception can be considered very strong. The public was already aware of *klepon* legend Gianyar prior to watching the videos. The presence of these videos also reinforces brand recall, as video content helps remind audiences of the existence of *klepon* legend.

Furthermore, the analysis of *klepon* Legend Gianyar culinary videos across Instagram, YouTube, and Facebook reveals that many endorsers both celebrity endorsers and typical person endorsers have uploaded and shared content about *klepon* legend Gianyar with the public via social media. In this context, electronic word-of-mouth (e-WoM) proves to be highly effective in disseminating information about *klepon* legend Gianyar. Additionally, the presence of celebrity endorsers who voluntarily (without payment) upload related video content on their social media platforms further strengthens the promotion of *klepon* legend Gianyar.

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