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The Application of New Media by Digital Entrepreneurship Men's Skin Care "Lumin" in Pandemic Covid-19

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ABSTRACT: The purpose of this study is to explain how Lumin uses new media to achieve its mission as a digital entrepreneur. The digital era has brought a new concept in business, namely the use of new media in product marketing. Lumin is a product that utilizes new media to expand consumer networks to various countries. This study uses the theory of communication models from Laswell, new media, and digital entrepreneurship. This study uses constructivism qualitative research methods to be able to produce descriptive data in a person's spoken or written language and observed behavior. Based on this research, it was found that Lumin's communication process in marketing its products has succeeded in getting many consumers. However, the main issues raised in the negative comments, namely the poor quality of products and customer service, are outside the scope of this research, namely related to the product itself and the after market. Lumin needs to be more responsive in dealing with various comments about its products in order to maintain its success in marketing products through new media.

Keywords –Lumin, New Media, Digital Entrepreneurship, Communication Model

I. INTRODUCTION

The digital era has entered and has a major impact on people's daily lives. The sophistication of technology has provided many conveniences for human activities. This can be seen from the role of digital technology during the Covid-19 pandemic. The epidemic affected the business world from various countries around the world where the government carried out large-scale social restrictions. According to the International Labor Organization, the Covid-19 pandemic has had a tremendous impact because it has never been experienced before and is felt all over the world.[1]This pandemic is not only a health threat, but also disrupts economic activities and threatens the livelihoods of millions of people. As a result, business activities are disrupted and a strategy is needed to survive in the midst of this global outbreak.

Apart from the impact of the Covid-19 pandemic, this era of globalization has provided products and introduced products through the digital or online-based world, and can be one solution to survive amid social restrictions. In fact, this virus has actually become a trigger for increasing e-commerce and accelerating digital transformation. This can be seen from the increasing share of e-commerce from global retail trade from 14% in 2019 to 17% in 2020.[2]Indeed, this trend of using new media has existed since before the pandemic period, which will then fundamentally change the way companies do business, from building products to marketing them through new channels. This is in accordance with the statement by Rathee&Rajain that the business sector is currently required to be able to adapt to technological sophistication in conducting business activities.[3]

This change in business patterns is known as digital transformation, which then gives birth to business models and businesses known as digital entrepreneurs.[4]One of the areas of business that is greatly affected by this phenomenon is in the field of skin care or what is often better known as skin care. This business field is a very large field, but generally it is dominated by products that are specifically for women.[5]

Recently, there has been a market development in the realm of skin care, namely the development of skin care products for men. However, there is a major problem that will affect the product development and marketing strategy of skin care products for men, namely the lack of men's knowledge of skin care products, and the difficulty for men to adapt and increase knowledge about related products. This is supported by research in Bandung and Jakarta by Laksono and Purwanegara.[6]From 250 respondents with an age range of 16 to 30 years, it was found that male consumers need external factors to influence their purchase intention. The study shows that there is a lack of knowledge about the importance of skin care for men.

Seeing this phenomenon, Lumin was founded by two men who initially also had the same problem as men in general, namely they wanted to take care of their faces, but they didn't know where to start. Initially they

consulted with their relatives, and they were assisted by starting by answering some basic questions to determine the nature of their skin, which would then be adjusted to the existing skin care products.[7]

In running the business, several things emerged as challenges, namely the presence of competitors in the skin care market. Thus, in order to be successful, Lumin needs a marketing strategy that can give them a comparative advantage over the competition. To do so, Lumin needs a strategy in new media, which is seen as being able to establish relationships and social interaction through dynamic communication between its members.[8]

The phenomenon of the application of new media in the business sector has been widely carried out to improve services to be faster and easier. Based on research by Paramita and Erdiansyah, the existence of communication and information technology can improve the creative economy for young people. Activities in the internet space have been embedded in people's daily lives, including online shopping activities.[9] Furthermore, according to Friedman and Friedman in their research, it is explained that humans must be more adaptive to technological advances such as new media. With technological sophistication, new media can be used for business activities, such as advertising, relationship marketing, and niche marketing.[10]

The application of new media in a business can also be referred to as digital entrepreneurship. According to Sahut, Iandoli, and Teulon in their research, it was found that digital entrepreneurship can be applied using digital business models and digital ecosystems. The phenomenon of digital business has become a technological advancement that has an impact on employment and economic improvement.[11] Horst and Hitters added that digital transformation has created fundamental changes in the industrial sector, organizations, and individuals. With digital technology, media has become one of the important needs for the industry in carrying out its business activities.[12] Rathee & Rajain support the statement that digital technology has created new innovations in commercial activities in business.[3]

Based on this background, this research will focus on how Lumin utilizes new media to achieve its mission as a digital entrepreneur. As a basis for analysis, this study uses Harold Lasswell's communication theory which sees the communication process through five guiding questions that can reveal the main components of a communication process.

II. LITERATURE REVIEW

1. Laswell Communication Model

Harold D. Lasswell is a political scientist whose ideas come from many sources and are so influential that he cannot be confined within a box of disciplines. Lasswell led propaganda research and essentially invented the communication method of content analysis. During his career, he published more than 6 million scientific terms and published a large-scale, three-volume, three-volume "Propaganda and Communication in World History" before his death. Now people know him in one sentence that describes his field: "*Who Says What In Which Channel To Whom With What Effect?*"[13]

Lasswell's five communication model questions are: "Who says what to whom on which channel, and with what impact?" This question arose when Lasswell served in the experimental department of "War-time Communications" research at the Library of Congress. From September 1939 to June 1940, the Rockefeller Exchange Seminar was held once a month for 10 months. Later, Lasswell's model became the basic framework of the entire seminar, and Lasswell's five basic questions permeated most of the discussions at the conference.[14]

Lasswell's theory of propaganda and communication has the concept of one-way communication, from one party to the masses to achieve a set goal. The concept of Lasswell's theory has five components, namely five questions, the questions are read as "who says what in which channel to whom with what effect". These components are clearly related to the communication element in the function:[15]

- | | |
|---------------------|---------------------|
| a. Who says | : communicator |
| b. Says what | : message |
| c. In which channel | : media |
| d. To whom | : consumer |
| e. With what effect | : effect and impact |

2. New Media

The concept of new media does not involve any particular technology. Use of this term and its adaptation to today's new Internet-related media conditions.[16] The term new media first appeared McLuhan. This is one of McLuhan's prophecies about the concept of four eras in his book "Gutenberg Galaxy." [17] His prediction explains that the existence of the electronic era is marked by humans who can be united through technological advances. He called the community "digital citizens", which is closely related to the social characteristics of the Internet era. Then the Internet was born in 1969.[18]

The advent of social media has changed the way people communicate, the way people connect, the way they collaborate, and build relationships online. These changes have changed the dependencies of society and the way people create, share, and participate in content. Social networks in the online world are no longer limited to one generation, but a wide and large age range.[19] In addition, McGuire also said that the emergence of new media has brought the concept of society into the "information society", which can be interpreted as a society that becomes dependent on information and access electronic communication networks. Allocate most of its resources for activities, information and communication.[20]

The same is true for organizations. Now, organizations use digital media as a means of communication. In this case, the Internet has given new roles and functions to assist the communication process in the field of public relations. The Internet plays a very important role in PR communication, especially in the context of digital PR. David Philip and Philip Young mention three elements that are inseparable from public relations activities through online media, namely: [21]

- a. Platforms are tools that we use to access the internet, for example, mobile phones, PCs, television sets, e-posters, e-books and others.
- b. Channels are a means to access information, for example, e-mail, instant messaging, websites, social networks, blogs, micro-blogs, virtual environments, and others.
- c. The Context is a situation in accessing information, whether at home, on the way, at the office, or when interactive activities are carried out, whether easy or difficult.

3. Digital Entrepreneurship

The use of New Media appears in the concept of digital entrepreneurship related to digital transformation which is a drastic change in how companies organize and manage their businesses. This transformation is driven by the development of digital technology which is supported by the development of computing power and the reduced cost of computing power.[4]

There are several meanings of the concept of digital entrepreneurship. However, basically digital entrepreneurship is an activity to create value through the creation or expansion of economic activity, by identifying and using information and communication technology products, processes and markets.[22] That way, digital entrepreneurship in this article includes business forms that involve products such as digital product-based services such as web hosting, digital services such as digital marketing and social media endorsement, to digital markets such as online marketplaces.

III. METHODS

This study uses constructivism qualitative research methods to be able to produce descriptive data in a person's spoken or written language and observed behavior.[23] The author uses a constructivist paradigm to find out men's awareness of skin care shaped by a digital campaign carried out by the skin care organization Lumin. In this study, the unit of analysis is digital movement as a strategic communication tool organized by Lumin. The object of this digital campaign research is textual and visual material from within the new media used by Lumin, as well as the responses given by the audience. The material selected in this study is the latest material that appeared at the time this research was carried out.

This study uses primary data derived from textual and visual materials from Lumin. While the secondary data used is a source of literature related to the research topic. The data analysis technique used is data condensation, data presentation, and conclusion drawing.[24]

IV. RESULTS AND DISCUSSION

1. Luminas Digital Business

Lumin is a company engaged in the field of skin care that moves globally. The skin care market at the global level alone was recorded at USD 119 billion in 2020, growing at a value of 2.8% from 2021-2026, and is projected to reach a value of USD 145.550 billion in 2026.[5] That way, Lumin is a company engaged in a very broad line of business. However, there is something unique about Lumin that will have an impact on Lumin's strategy in operating in the skin care market. First, Lumin focuses on skin care products for men. Second, Lumin does not have offline sales outlets. That way, Lumin sells skin care products for men online.[25]

Starting from making skin care products for personal needs, Lumin founders Richard Hong and Darwish Gani founded Lumin as a company that sells its products directly to consumers. The Lumin transaction process begins with consumers filling out a short form related to their skin condition and lifestyle to determine what type of skin care they need, and for how long the skin care will be used. Apparently, a business model like this is selling well in the skin care market, as evidenced by the emergence of hundreds of thousands of Lumin product subscribers worldwide.[7]

Lumin's business model that focuses on one target consumer, and through one particular sales channel (online) does not necessarily make Lumin's business easier. This is because Lumin still has to compete with

large companies that have many offline outlets and have a large market share, due to the similarity of target consumers.[5] Thus, Lumin needs a marketing strategy and transaction method that can give it a comparative advantage compared to other skin care companies.

Lumin's online marketing model is actually just one part of Lumin's story. The core of Lumin's marketing lies in its business model which aims not only to sell skin care to a target consumer (male), but also to educate them about the importance of taking care of their skin. Richard Hong said that this business model emerged because so far, men have low knowledge of skin care products. This is due to the skin care buying experience which he considers not positive, such as the lack of contextual information, to unresponsive or informative customer service.[7]

2. Lumin's Activities in New Media

In an all-connected world, business models are generally impacted by digital transformation to create value through the use of information and communication technology products, processes, and markets.[22] In this case, Lumin is present in various digital platforms such as websites and social media. Analysis of what messages are communicated by Lumin, as well as through what channels the message is conveyed will intersect. This is because in many cases, textual and visual materials, key messages, and Lumin's tagline are an integral part of the channel used by Lumin.

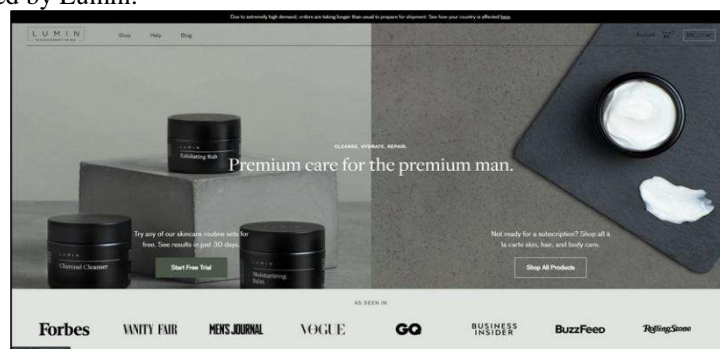


Figure 1 Main Page of Lumin Site

Lumin has a website with the luminskin.com page which contains visual material content in the form of products, promotional taglines, lifestyle concepts such as hairstyles and skin types, to various writings in the form of blogs. In addition, on the Lumin website there is also a section for "shopping", where visitors can view products and make transactions to buy related products.

Lumin combines product visual materials with Lumin's promotional taglines such as "We are looking for the best quality and most effective materials." In addition, Lumin also lists a type of "problem" related to skin, hair, or body, and then lists their products as solutions to those problems. This can be seen in the sentence "*Dry skin, tired face, fine lines, and wrinkles. We've got a thing or two going for it.*"

In the "shopping" section, the Lumin website offers special offers in the form of free-trials or products that will be given free for trials. This is of particular concern because this feature is not available on other Lumin communication channels. This exclusive feature on the Lumin website is also evidenced by the absence of information regarding the availability of this offer also on its social media, although in reference to the Lumin website.

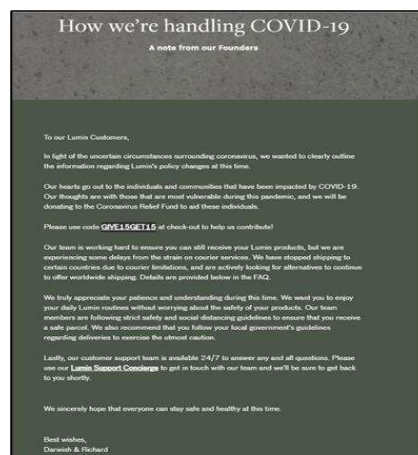


Figure 2 Lumin Management's Response to the Covid-19 Pandemic

Of all Lumin's new media channels, only the Lumin website contains messages related to Covid-19. Through a special page luminskin.com/pages/covid19-faq, Lumin's management conveyed the message "Our hearts go out to the individuals and communities that have been impacted by Covid-19. Our thoughts are with those that are most vulnerable during this pandemic, and we will be donating to the Coronavirus Relief Fund to aid these individuals." in the second paragraph.

In the next paragraph, Lumin provides the promotional code "GIVE15GET15" which can be used in transactions. The code is packaged in the sentence "Please use code GIVE15GET15 at check-out to help us contribute!". In addition, in the fifth paragraph, Lumin also conveys a request for patience from customers, and asks customers' trust in the safety of its products, which can be seen from the sentence "We truly appreciate your patience and understanding during this time. We want you to enjoy your daily Lumin routines without worrying about the safety of your products. Our team members are following strict safety and social distancing guidelines to ensure that you receive a safe parcel."

Lumin is present in two social media, namely Instagram and Facebook. In Instagram social media, Lumin has the username "@luminskin" and the display name "Lumin Skin Management". The bio section which is a short description of Lumin's Instagram account is filled with the text "Premium care for the premium man.", "As featured in @gq @forbes @businessinsider & @menshealthmag 2020", "Grooming Award Winner", and a link for the website Lumin "luminskin.com". Lumin's Visual Materials generally adhere to a monochrome color tone with a mix of gray, white, and black colors, as well as thin fonts or typefaces.

In an example of the story studied, it appears that Lumin conveys visual information on packaging and product types in the form of a survey that asks about the product that is considered the best by the respondents. This survey is presented in the concept of a giveaway or sweepstakes, which will provide incentives for survey participants. In this series of stories, Lumin does not include a tagline or key message. However, Lumin still refers to visual material that adheres to monochrome color tones, as well as product images that dominate not only the screen, but the context of this survey as a whole.

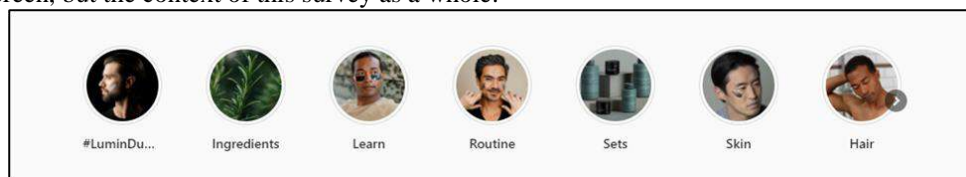


Figure 3 Highlights dalam Profil Instagram Lumin

Lumin Highlights is a collection of stories that have been uploaded to Lumin's profile, but grouped by certain categories, and displayed on Lumin's Instagram profile page for easy access. Content in the grouping of 1 highlight group can reach more than 10 pieces, with an upload period of more than 30 weeks. The types of highlight categories vary, but still revolve around Lumin products, such as "#Lumindudes" which is a collection of Lumin user materials, "Ingredients" which discusses the ingredients of Lumin products, "Learn" which includes facts related to scientific characteristics, facial, and facial treatments, "Routine" which shows about facial care routines, "Sets" which contains various information related to Lumin products that have been bundled, "Skin" which contains visual material about skin types and their treatment recommendations, and "Hair" which includes matters related to hair care.

3. Message Communication by Lumin

With skin care products aimed at men, the communicants of Lumin's marketing message are also men. However, this group of communicants can then be divided based on the location where they live, which will then affect aspects such as language to culture. So far, the Lumin website is available in 9 languages, namely Arabic, French, English, Spanish, German, Hebrew, Indonesian, Mandarin, and Portuguese. This is due to Lumin's global marketing reach.[25] In addition, Lumin also targets communicants based on age groups ranging from 18 to 25 years.[26]

In addition to location and age group, Lumin's message content, which is not only promotional, but also educational, can show Lumin's communicant targets. In this case, the message of introduction to skin-care on the website and social media shows that Lumin's target communicants are men who don't know much about skin-care.[25] However, a deeper search of the Lumin web page shows other content such as Blogs that include skin care-related tips that require advanced knowledge of skin care. Similar content is also found on Lumin's social media, which generally contain similar content in the form of stories. That way, Lumin's communicants can also include men who already know information about skin care, and want to enrich their knowledge about skin care.

3. Consumer Awareness of Lumin Products

The search for awareness of Lumin products is aimed at understanding the question of impact / to what effect, from the Lumin communication process. Although the increase and number of sales over time can be seen to see the correlation between Lumin's communication message campaigns and awareness of Lumin's products, the nature of this communication research will focus on the visible impact in the form of communicant reactions in new media.

Reactions to Lumin products can be seen through several sources. First, the reaction in Lumin's social media comment column. This reaction was chosen because it is the easiest thing to express, and thus can be seen as a direct impact of Lumin's communication process. Second, Lumin's review in other new media, namely YouTube. This reaction has a more difficult level of accessibility than comments on Lumin's Instagram page, because it requires someone's ability to create visual material content to upload to YouTube. Third, comments on Lumin's review in YouTube's new media, namely audience responses to Lumin's review content on YouTube. This is considered a reaction because it is still discussing Lumin, even though the comments are intended for Lumin review content creators.

First, from a search of the comments column on Lumin's content on Instagram, it can be seen that comments can be grouped according to their sentiments, namely positive, doubtful or expectant, and negative. In the positive comments group, generally what is discussed is the efficacy of Lumin products on someone's skin problems, as well as responses to answering questions or being entertained in posts in the form of memes intended to entertain. Comments in the doubt or expectation group convey the communicant's interest in Lumin products, but require additional evidence to convince the comment writer. While negative comments are divided into 2 topics, namely dissatisfaction with Lumin's customer service, and the ineffectiveness of Lumin's products for their skin problems.

Second, one thing that is interesting is that Lumin does not have an official account on the YouTube channel. However, YouTube is filled with Lumin product reviews in video formats from 3rd parties in various languages, such as Indonesian and English. Messages in Lumin product reviews contain positive to negative sentiments. In a review from the "kaigroomed" account for 8 minutes 24 seconds, reviewers submit reviews of 4 Lumin products with varying sentiments. The reviewer said that the majority of the Lumin products he used had a positive impact on his skin problems. However, there are some products that he feels are not effective for his skin problems. In addition, reviewers also said that Lumin's packaging was not good because the quality was not waterproof. Finally, the reviewer said that Lumin's customer service was very bad, due to the reviewer's unpleasant experience with the service.

Third, there are 489 comments on reviews from "kaigroomed" which mainly contain negative sentiments towards Lumin. The "Kevo" account said "*Their advertisements alone just make me NOT want to buy their product.*", in addition, the account "Shahrukh Sheikh" said "*After one month of bad experience with their customer service, I had to finally report them here in Sweden as a scam. They had charged me full money without my consent, yet I never received any product. Kept waiting while they made excuse after excuse. Now they are trying to negotiate a refund.*" And the account "Anorak" said "*I tried the product. Everything but the moisturizer gave me an allergic reaction. I broke into even worse acne than before.*"

The number of negative comments outside of Lumin's official communication channels on the one hand shows that in fact Lumin's communication process in marketing its products has succeeded in getting many consumers. However, the main issues raised in the negative comments, namely the poor quality of products and customer service, are beyond the scope of this research, namely related to the product itself, and the after market. Even so, social media channels have a role in maintaining two-way communication with their customers regarding the products and services of a company. Social media as a new medium is also an important tool for targeting a broad customer base without traditional boundaries such as geographic location, and allowing companies to interact organically with their customers through social media marketing.[27] In this case, Lumin's response is needed before the negative comments spread in new media, which can spread information quickly and massively. In addition, response is also needed to maintain brand value and maintain consumer loyalty.[28]

V. CONCLUSION

As a skin care brand based on digital entrepreneurs who run their business exclusively through new media. The new media channels used by Lumin include websites and social media such as Instagram and Facebook. Lumin focuses on their target market or communicants, namely men in the age range of 18 to 25 years with minimal knowledge of skin care. Although Lumin's target market is quite specific, competition from other brands requires Lumin to be active in communicating through their new media, and send messages that are in line with their mission.

In particular, negative reactions arise from the lack of efficacy of Lumin's products, and the poor service of Lumin's customers. However, Lumin has not responded to this in the various channels they have. Due to the importance of maintaining brand value and customer loyalty, Lumin needs to improve this by conveying a special message either in the form of stories, posts, or other messages to show that Lumin is aware of the

shortcomings that exist in their business, and they are committed to fixing these deficiencies. Although Lumin has included two-way content in its new media communication strategy, Lumin's utilization of new media has not been maximized. This is because Lumin has not been able to respond to responses to his communication, and Lumin is not optimal in taking advantage of the nature of social media which relies on two-way communication.

From a research perspective, Lasswell's model at first glance seems linear because of its nature which sees a gradual communication process. However, based on this research, the Lasswell model can also be used to view a communication process in two directions. This is because the Lasswell model can be used to see the impact in this study in the form of reactions from the communicant. However, the use of the Lasswell model cannot stand alone. This is because, from channel to impact, other concepts and theories such as new media and digital entrepreneurs are needed to provide a research context.

In addition, qualitative research methods are seen to be able to show effects in the form of sentiment from comments on Lumin's communication channels, as well as in 3rd party reviews, as well as comments on these reviews uploaded in various channels in new media. However, deepening the very broad aspects of new media also requires quantitative aspects such as the number and ratio of engagement and other benchmarks to be able to provide context such as how often negative sentiments arise against Lumin, and use that context to develop Lumin's business in the future.

The limitations of this study lie in the use of qualitative methods and constructivist paradigms for research. Therefore, the results of this study are specific research results and cannot be used to generalize phenomena, but can be applied to case studies that are used in digital media research for new media campaigns organized by Lumin.

VI. ACKNOWLEDGEMENTS

An acknowledgement section may be presented after the conclusion, if desired.

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