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The Application of New Media in Marketing Communication of “ONNI House” in Pandemic Covid-19

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ABSTRACT: The development of the COVID-19 Virus has been increasing since its first case was confirmed in Indonesia, the local government prohibited restaurants are prohibited to serve dine-in service. ONNI House which is a business in the restaurant sector is also affected by this regulation. Through a marketing communication strategy, ONNI House carries out activities with the title #ONNIBukBer and ONNI Cafe at Home. The formulation of the problem regarding the implementation of the ONNI House marketing communication strategy in dealing with the COVID-19 pandemic while the purpose of this study is to identify the implementation of the ONNI House Jakarta digital marketing communication strategy through social media in the face of the COVID-19 pandemic. The researcher uses the Lasswell propaganda theory as the main theory and also the concept of marketing communication, digital marketing communication, and new media. In this case, the researchers used qualitative methods. The results of this study, ONNI House has succeeded in building awareness of its existence during the COVID-19 pandemic even though it cannot serve dine-in directly through its marketing communication strategy, maximizing the use of new media to be active in communicating and assisted by the right Key Opinion Leader to become key to surviving in this unexpected situation.

Keywords: Restaurant, New Media, Marketing Communications, Pandemic, Digital Marketing Communications.

I. INTRODUCTION

Established in 2018, ONNI House has a capacity of up to 120 visitors. The concept of ONNI House itself is referred to as a concept store, wherein ONNI House there are restaurants, flower shops, and home appliances stores, most of which are local brands. This research will focus on the restaurant of ONNI House. ONNI House, which is located in the Tanjung Duren area, West Jakarta, presents an industrial and homely atmosphere through its interior design and ONNI House itself is a restaurant that has advantages in the dine in experience, so it focuses on the experience of eating on the spot, not focusing on takeaway food.

The segment targeted by ONNI House itself is women from the age of 18 - 35 years who like to take pictures who live in Jakarta and Tangerang, in addition to various places inside ONNI House to take pictures, this is also supported by the ONNI House decorations which are always updated with the theme. by the theme of the seasons such as summer, spring, autumn and at the end of the year ONNI House has a winter theme combined with a Christmas atmosphere.

The Coronavirus, also known as COVID-19, is a virus that was first discovered in the city of Wuhan in China. China officially reported the presence of the Coronavirus to the World Health Organization (WHO) on December 31, 2019.[1] The first positive case of the Covid-19 virus was confirmed to have entered Indonesia on March 2, 2020, where there were two cases of positive patients in Indonesia.[2]

This causes anxiety and fear in the community about the news of positive cases in Indonesia, such as, people are starting to limit activities outside the home that are not important including social contact and avoiding interacting in certain social spaces because of concerns about contracting the Covid-19 virus.[3] The restaurant is a social space that is a place for people to gather to avoid contracting the virus so that the number of visitors decreases which has an impact on turnover. The impact of this was also felt by ONNI House, so ONNI House decided to temporarily close on March 28, 2020, this closure was carried out in addition to reducing visitors because the access road to ONNI House which was on the second road, several road gates that served as access in and out were closed. so that access becomes difficult and limited. So during the temporary closure, ONNI House lost income from customers who usually eat on the spot.

Since the first positive case of the Covid-19 virus, the number of positive cases continued to increase until October 28, the number of positive cases was 400,483, the number of cases of recovered patients was

325,793 and the number of cases died as many as 13,612 throughout Indonesia, and Jakarta became the province with the most daily cases, namely 844 cases.[4]

The Indonesian government itself has made various efforts to prevent the transmission of the Covid-19 virus. DKI Jakarta is a province that has the highest number of cases out of all provinces in Indonesia. The DKI Jakarta regional government itself must also take policy steps in handling this pandemic. On April 7, 2020, the regional government of DKI Jakarta through the Governor officially announced that Jakarta would implement Large-Scale Social Restrictions (PSBB) starting April 10, 2020.[5] The DKI Regional Government itself has carried out two volumes of Large-Scale Social Restrictions, the first volume from April 10, 2020 - June 4, 2020, and for the second volume from the period September 14, 2020 - October 11, 2020. [6]

The PSBB rules regulated in Pergub Number 33 of 2020 concerning the Implementation of PSBB in Handling Covid-19 in DKI Jakarta strictly regulate activities in public places, some of which are considered sufficient to make various business lines suffer losses because business activities cannot run as expected. ordinary and society. During the PSBB itself, restaurants are only allowed to serve food orders to take home from or by telephone from the restaurant, they are not allowed to eat on the spot or direct orders.[7] Of course, this makes restaurants, especially those that focus on the dine-in experience, suffer losses and even result in permanent closure. Reporting from CNBC Indonesia, the central PHRI survey shows 1,033 restaurants are permanently closed until September 2020 and since October 2020 it is estimated that there are around 100-175 restaurants that are closed every month.[8]

During this Covid-19 pandemic, new steps are the main key in formulating strategies to survive, not least in the preparation of marketing communication strategies. ONNI House has implemented several marketing communication strategies, including ONNI Cafe at Home and ONNI Bukber which are used to survive during this pandemic, ONNI House has Instagram social media with the username @onnihouse.jk which is the main channel in communicating with its consumers.

Researchers chose ONNI House Jakarta as the object of research this time because ONNI House is a restaurant that has only been established for 2 years and survived the pandemic when other restaurants had to close permanently. As well as bold new steps are taken to adapt to the pandemic situation, namely changing from the concept of eating in place to fully online, and successfully surviving during this pandemic.

This study has a problem formulation about how to implement ONNI House's marketing communication strategy facing the COVID-19 pandemic and the purpose of this study is to identify the implementation of ONNI House Jakarta's digital marketing communication strategy through social media facing the COVID-19 pandemic.

II. THEORETICAL FRAMEWORK

Lasswell's Propaganda Theory

The propaganda theory by Harold Laswell in 1948 describes the communication process and the functions it carries out in society.[9]Wiryanto states according to Lasswell in communication several important elements are related to each other.[10] The five elements include who, who is the sender of the communication message (communicator). Says What, what is the message the sender conveys. In Which Channel, the media or communication channel is used to convey the message. To Whom, who receives the communication message (communicant). With what effect, what effect occurs after the communicant receives the communication message.

In this study, the Lasswell propaganda theory is used because it is a simple communication theory and also this communication model can be applied in various types of communication media.

Integrated Marketing Communication

Integrated marketing communication or what is known as Integrated Marketing Communication according to The American Marketing Association is the concept of "recognizing the added value of various communication disciplines and combining these disciplines to provide clarity, consistency, and maximum communication impact". [11]

According to Shimp and Andrew, integrated marketing communication is the coordination of the elements of the promotional mix between each other and with other elements of a brand's marketing mix, where all of these elements communicate the same message.[12]

Digital Marketing Communication

Digital marketing communication or digital marketing communication is digital marketing combined with elements of the marketing communication mix such as public relations, advertising, sponsorship, personal selling, direct marketing, and sales promotion.[13]

New Media

New media according to McQuail is defined as a link between information communication technology and the related social context, uniting three elements, namely artefacts and technological tools; activities, practices and uses; and social planning and organization formed around tools and practices.[14]

III. RESEARCH METHODS

In this study, the author uses a constructivist research paradigm to find out the reality of the awareness of messages conveyed during the COVID-19 pandemic when implementing the marketing communication strategy carried out by ONNI House Jakarta. The research method used is constructivist qualitative, namely marketing communication activities for the ONNI House Jakarta restaurant in April - June 2020 in implementing marketing communication strategies to deal with the Covid-19 virus pandemic.

Data collection techniques will be carried out through interviews, observations and literature studies. The interview itself is divided into internal and external, for internal sources, it is determined by the characteristics of employees who work at ONNI House and are involved in the implementation of marketing communication strategies, namely HendriHermawan as General Manager and SafanaDewingga as creative team staff. Externally, it is determined by the characteristics of being a follower of the ONNI House Instagram account and having visited ONNI House before. This study focuses on awareness of the message by the target market and the impact of the marketing communication strategy carried out by ONNI House in dealing with the COVID-19 pandemic, but this is limited to the marketing communication strategy implemented from April 2020 - June 2020.

IV. DISCUSSION

ONNI House

ONNI House was founded in June 2018 and is a place with a concept that unites a restaurant and a flower shop. (H. Hermawan, personal communication, 2020). The vision of ONNI House itself is to create a new lifestyle trend in society, one of which is raised by ONNI House is slow living. (S. Dewingga, personal communication, 2020). In its activities, ONNI House also organizes activities that are relevant to its vision of building a slow living lifestyle, such as holding activities with the Indonesian Cancer Care Community and #SeaSoldier. The history of ONNI House itself was originally better known as ONNI Florist which is where flower shops are located in malls (S. Dwingga, personal communication, 2020). ONNI House itself has a positioning as a place that creates new lifestyle trends for women who have an interest in plants and flowers as well as a slow living lifestyle. ONNI House itself is based in Jakarta and has a branch in Surabaya. The unique selling point of ONNI House itself lies in its concept which combines a restaurant and flower shop, place decorations, and activities carried out by ONNI House (H. Hermawan, personal communication, 2020). ONNI House is also known as a restaurant that has unique and beautiful decorations for taking pictures whose themes are always changing. (M. S. Waani, personal communication, 2020).

ONNI House Jakarta while facing the COVID-19 pandemic, experienced a situation that they had never experienced because they had to temporarily close due to limited road access and took several new steps in marketing communication strategies, the biggest obstacle during COVID-19 itself was where ONNI House did not can serve meals on the spot, which is the unique selling point of ONNI House itself where customers get the experience of eating on the spot with a unique atmosphere and decoration.

ONNI BukBer and ONNI Cafe at Home

The main purpose of this ONNI House marketing communication strategy is to show the existence of ONNI House during the pandemic even though it cannot serve meals on the spot directly (H. Hermawan, personal communication, 2020). This is what ONNI House wants to convey that currently food from ONNI House does not have to eat on the spot due to the PSBB situation which is not possible, but can be ordered online to be delivered and enjoyed at their respective homes.

Several activities in the marketing communication strategy implemented by ONNI House include ONNI Bukber activities and also ONNI Cafe at Home. In its first activity, ONNI Bukber which is held during the fasting month, which stands for ONNI Buka Bersama, through the slogan "breaking together while sharing" ONNI House would like to convey that customers can enjoy the iftar menu from ONNI House at their respective homes and ONNI House continues to support medical personnel who are at the forefront of dealing with COVID-19. Although the fasting month of 2020 cannot do iftar activities together to gather with relatives or friends by coming and eating directly at ONNI House due to the pandemic and PSBB rules from the government, customers can still enjoy food from ONNI House which is delivered directly to the customer's house for Iftar together with people at home, the package is also equipped with dried flower decorations which are the hallmark of ONNI House decorations when customers eat directly at ONNI House. In addition, ONNI House also carries out social movements in ONNI BukBer activities through collaboration with fundraising for medical personnel, namely WeCare.id by donating 30% of the proceeds from ONNI Bukber sellers to support

the #APDUntukNegri movement from WeCare.id. ONNI House Jakarta provides delivery for iftar packages along with a choice of packages starting from 2 people, 4 people and 6 people. ONNI Bukber is run from April 18, 2020, to May 15, 2020.

ONNI House shared content on Instagram feeds 6 times about ONNI Bukber. The first content, which was shared on April 18, 2020, conveyed about ONNI Bukber and the social movement it runs, the packages available along with prices with photos of the food, the menus that are selected from the package, as well as how to order and delivery time. This first content aims to introduce ONNI Bukber so that the target will know the details presented in this first content. In the second content that was shared on April 27, 2020, ONNI shared photos of packaging from ONNI Bukber with dried flower decorations and explained how to order and deliver that it could be sent to be delivered to relatives in the caption section, the purpose of this second content is to show the unique ONNI packaging with Dried flower decorations and ONNI Bukber can not only be ordered for yourself but can also be sent as gifts to others. The third content that was shared on April 28, 2020, contains a video consisting of various menus in the ONNI Bukber package, then there is also a photo that lists the prices of packages and menus available along with prices and how to order and delivery times. The purpose of this third content is to convey back to strengthen awareness about ONNI Bukber and its details. The fourth content that was shared on April 30, 2021, raised content about the package for 6 people and the price with a photo of the background of the food. This content emphasizes the message about the 6 person package from ONNI House and what you get from this package. The fifth content that was shared on May 6, 2020, conveyed about the social movement from ONNI Bukber in collaboration with WeCare.id in the #APDUntukNegri movement along with an explanation of the movement. The purpose of this content is to strengthen awareness about this social movement from ONNI Bukber. The last content was shared on May 11, 2020, showing photos of ONNI Bukber packaging stacked with tea on the side and captions containing details of ordering and social movements from ONNI Bukber. The purpose of this content is to strengthen the target's awareness of the still available ONNI Bukber.

The second activity carried out in this marketing communication strategy apart from ONNI Bukber, is ONNI Cafe at Home. The purpose of this program itself is to show that even at an uncertain time where government policy is not clear when the PSBB period will end so that it cannot serve dine-in, ONNI House Jakarta still exists and is still surviving in this difficult situation and now ONNI House can 'brought' home. Bringing home in this case is interpreted by providing snacks, biscuits to frozen foods that are typical of ONNI House Jakarta's menus that can be cooked at home. This is a new step taken by selling packaged food as well as frozen food, this new step is carried out by ONNI House because customers cannot leave the house and the restaurant also does not serve meals on the spot, where when people work from home or other activities that only require done at home, people can also feel bored and bored, with the existence of ONNI Cafe at Home, it is hoped that it can fill boredom while at home by enjoying snacks or cooking frozen food from ONNI House. The choice of the name ONNI Cafe at Home itself is based on a trending algorithm obtained from Google Business which shows that from the search results, ONNI House is better known as a cafe so that it is better known and remembered by the target. The choice of "at home" itself is to change the mindset of the target who thinks that ONNI House can only be enjoyed by eating directly. By including "at home" in the activity title, the targets can more easily catch that ONNI House also provides food to be ordered and delivered to their home even though they cannot serve dine-in during PSBB.

For ONNI Cafe at Home activities, ONNI House shares content on Instagram 5 times. The first content was shared on May 26, 2020, the first photo tells about the ready-to-cook meal category or food that is ready to be cooked and can be purchased through Shopee or Tokopedia, in the second photo attaching the available menus. The goal, of course, is to introduce ONNI Cafe at Home with the ready-to-cook meals category which can be obtained through Shopee and Tokopedia and in the caption section it says that when you can't eat on the spot, ONNI House will come to your house via ONNI Cafe at this home. The second content shared on May 28, 2020, is about packaged food from ONNI Cafe at Home and also photos of the foods sold at Tokopedia and Shopee to be enjoyed at home. The goal is the same as the first content, only the second content emphasizes more on introducing packaged foods sold on Tokopedia and Shopee. The third content that was shared on June 19, 2020, sharing the photo content of the Tempeh Mendoan Crispy menu. The purpose of this content is to remind followers that ONNI Cafe at Home is still available to followers. On June 23, 2020, ONNI House shared the fourth content from ONNI Cafe at Home, ONNI House shared a photo of Fried Tofu Stick which is the ONNI Cafe at Home menu. The purpose of this content is to strengthen awareness of ONNI Cafe at Home activities for ONNI House Jakarta Instagram followers. The last content from ONNI Cafe at Home which was shared on June 26, 2020, featured a photo of Furikake Fries which is a menu from ONNI Cafe at Home. The purpose of this content is to strengthen awareness of ONNI Cafe at Home activities.

New Media and Social Media

ONNI House in its marketing communication strategy this time took a new step, which was a quite drastic change from what previously relied on dine-in directly and changed entirely to using new media, especially social media in its strategy. ONNI House uses Instagram social media as the main media to convey messages to targets and is supported by WhatsApp social media and uses e-commerce, namely Tokopedia and Shopee to transact buying and selling of ONNI House products. ONNI House's own Instagram has more than 12,000 followers. WhatsApp from ONNI House has contacts from customers who previously communicated via WhatsApp, most of whom made dining reservations on the spot.

In the first marketing communication activity of ONNI House in dealing with the pandemic, it was ONNI Bukber. Through this ONNI Bukber, ONNI House The promotional strategy used by ONNI House is to use advertisements posted on Instagram and Facebook by targeting the Muslim segment and spreading messages to customers via WhatsApp regarding this #ONNIBukber.

For ONNI Cafe at Home activities, ONNI House adds media in communication to reach a wider target. ONNI Cafe at Home activities are shared through ONNI House Jakarta's main communication medium, namely the Instagram account @onnihouse.jkt. ONNI House Jakarta also uses various promotional tactics including advertisements to advertise this post about ONNI Cafe at Home on Instagram and Facebook as well as e-commerce advertisements on Tokopedia and Shopee, then ONNI House also spreads messages via WhatsApp to its customers.

In addition, ONNI House Jakarta also uses the services of influencers or key opinion leaders (KOL) to advertise products from ONNI Cafe at Home so that the reach of the message becomes wider than the more niche target market, the main characteristic of influencers used by ONNI House is a lifestyle. influencers who have the same audience characteristics as the target characteristics of ONNI House Jakarta itself. Influencers sent by ONNI Cafe at Home products review the product and share it through the Instagram Story feature, the content from this Instagram Story itself will only last 24 hours and will automatically disappear after 24 hours from the public. For ONNI Cafe at Home activities, ONNI House products were reviewed and shared by 10 influencers.

Orders from ONNI Cafe at Home also enter a new platform, namely e-commerce where ONNI Cafe at Home products can be purchased through Shopee or Tokopedia. This is a new step for ONNI House, which previously only focused on the customer experience for dine-in. and reservations can also be made via WhatsApp ONNI House Jakarta.

ONNI Folks

ONNI House has its name for its target, ONNI Folks. For the segment targeted by ONNI House, from Demographics with characteristics of women aged 17-35 years, both housewives, students and executives. (H. Hermawan, personal communication, 2020). From behavioural are people who like to eat in places and take pictures and like flowers and plants. In terms of geography, the segment is domiciled in Jakarta and Tangerang. The targeting of ONNI House are women aged 17-35 years living in Jakarta and Tangerang who like to eat at restaurants and take pictures and have an interest in flowers and plants.

Strategy Effect

In this study, the researcher also conducted interviews with several ONNI Instagram followers who met the criteria as the target market of ONNI House and had visited ONNI House before. The first informant named Hanny, aged 23 stated that he knew about the marketing communication strategy of ONNI Cafe at Home, where Hanny thought that ONNI House was trying to bring the atmosphere of ONNI House to the homes of ONNI House customers when they could not visit ONNI House directly, in addition to showing persistence in taking new steps by ONNI House in dealing with this difficult situation (H. Stevany, personal communication, 2020). Meanwhile, the second resource person, Maxin, admitted that he knew the two activities of the marketing communication strategy, namely #ONNIBukBer and ONNI Cafe at Home and considered the two activities carried out by ONNI House to show the existence of ONNI House during COVID-19 (M.S. Waani, personal communication, 2020). The two sources themselves only knew that ONNI House had Instagram communication media.

For feedback inform of Instagram social media engagement on ONNI Bukber activities from a total of 6 shared content, the first content is liked by 46 accounts, the second content is liked by 33 accounts, the third content is liked by 37 accounts, the fourth content is liked by 32 accounts, the fifth content is liked by 30 accounts, the content is liked by 30 accounts. Finally, 35 accounts liked ONNI Bukber and all content had no comments. Meanwhile, Instagram social media engagement on ONNI Cafe at Home activities out of a total of 5 shared content, 33 accounts liked the first content, 38 accounts liked the second content, 42 accounts liked the third content, the fourth content is liked by 31 accounts, the last content on ONNI Cafe at Home is liked by 35 accounts and only the third content has 1 comment from the yunitahartono account asking if you can eat on the spot in person, this shows that customers who already want to know whether can eat on the spot or not.

The main objective of ONNI House Jakarta's marketing communication strategy is successful because the targets are aware that ONNI House during this pandemic is still surviving and active even though it does not serve dine-in. It can be seen from the effect in the form of engagement with the average number of likes from ONNI Bukber activities is 35.5 accounts and 0 comments per content and the average number of likes from ONNI Cafe at Home activities is 35.8 accounts and an average of 0, 2 comments per content. Meanwhile, the average number of likes from the overall content from ONNI Bukber and ONNI Cafe at Home activities is 35.6 accounts and 0.01 comments per shared content. This figure is still below the average number of likes and comments from the ONNI House Jakarta Instagram account.[15] However, it can be seen in terms of the average increase of ONNI Cafe at Home activities towards ONNI Bukber. In addition, an increase also occurred in terms of product sales, sales figures experienced growth from the first program, ONNI Bukber which only sold 4 packages and in the second program, ONNI Cafe at Home whose sales increased by more than 10 times from the sales of the first program. This success was obtained because ONNI House can read the market correctly regarding people's habits when PSBB is only at home and requires snacks in the form of snacks, ONNI House also chooses the right Key Opinion Leader to promote its products to niche markets. Then ONNI House also makes maximum use of its communication media to reach its customers by actively sharing content via Instagram and WhatsApp and taking new steps by using Tokopedia and Shopee as channels to make buying and selling easier, faster and also effective.

If a business is facing an uncertain situation such as a pandemic and cannot serve directly, then by implementing a communication strategy that dares to take new steps in utilizing new media to be active in communicating and assisted by Key Opinion Leaders who have the same characteristics in delivering messages and are supported With effective transaction media such as e-commerce, a small and medium-sized business like ONNI House can survive.

V. CONCLUSION

Based on the results of the study, it shows that ONNI House has several activities in marketing communication strategies carried out in the face of the COVID-19 pandemic. ONNI House would like to convey a message about the existence of ONNI House which still survives even though it cannot serve meals on the spot directly. Through this strategy, ONNI House customers know that ONNI House continues to show its existence by taking new steps in various ways, this success can occur because ONNI House uses the right Key Opinion Leaders, actively conveys content using its communication media, uses e-mail. - commerce as an effective channel for buying and selling transactions. This can be applied by small and medium-sized businesses to dare to take new steps in formulating marketing communication strategies in dealing with uncertain situations such as a pandemic by utilizing new media to actively communicate assisted with the right Key Opinion Leader.

The suggestion for ONNI House is to increase communication media, especially through other social media, not only prioritizing Instagram. ONNI House itself needs to add other communication channels so that it doesn't just depend on Instagram and WhatsApp. In addition, it is important for businesses in Indonesia to be able to match their needs in unexpected situations such as COVID-19 with the strategies that are drawn up and the importance of choosing the right communication channel by delivering an attractive message and then being assisted by the right spokesperson. Indonesia's economic development in this COVID-19 situation.

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