

The role of leaders in optimizing social media for Bakmie Asta brand awareness

Muhammad Arsyad^{1*}, Dudi Permana²

Universitas Mercu Buana

Corresponding Author: Muhammad Arsyad :rhadenarsyad@gmail.com

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ABSTRACT

This study aims to optimize social media management in enhancing the brand awareness of Bakmie Asta MSME through a systematic and measurable approach. The research employed a mixed-method approach with an implementation-based framework using the System Development Life Cycle (SDLC) Waterfall model, which consists of the planning, analysis, design, implementation, and evaluation stages. Performance measurement was conducted using Key Performance Indicators (KPI) to evaluate content production, posting consistency, and engagement levels across Instagram, TikTok, and Facebook over an eight-month period. The results indicate that the implementation of an SDLC-based workflow successfully established a more structured, well-documented, and measurable social media management process. Based on KPI evaluations from the first to the third quarter, team performance achieved a good category with an average realization rate exceeding 80%. Furthermore, the use of paid advertising (ads) proved effective in significantly increasing the number of views in the short term, though organic content strategies demonstrated more stable and sustainable growth in views when implemented consistently. Overall, the combination of SDLC-based project management, KPI measurement, and adaptive content strategies successfully enhanced the brand awareness of Bakmie Asta

INTRODUCTION

The Micro, Small, and Medium Enterprises (MSME) sector plays a crucial role in supporting stability, job creation, and national economic growth in Indonesia (Lubis & Salsabila, 2024). However, in the current era of globalization and the digitalization of trade, the competitive challenges faced by local businesses are becoming increasingly intense (Hakim et al., 2024). These conditions require MSME to continuously adapt to advancements in information technology in order to sustain their businesses (Arianto & Sofyan, 2022). Shifts in consumer behavior now dominated by digital activities have positioned digital marketing platforms, particularly social media, as promotional tools that are considered far more efficient, responsive, cost-effective, and capable of reaching a broad market share (Syaharullah et al., 2021).

The main problem frequently faced by most MSME operators, particularly in the local culinary sector, is a limited understanding of digital marketing strategies, which results in low brand awareness among potential customers (Talib & Sari, 2024). This phenomenon is clearly evident at Bakmie Asta, a handmade noodle business operating in the Food Court area of Pasar Santa in South Jakarta. Although it has great potential and generates satisfactory net operating profits, the outlet's location deep within the market makes Bakmie Asta less visible to the public from the outside (low visibility). Before this management project began, Bakmie Asta's digital marketing efforts were not being managed optimally; digital promotions were limited to an Instagram account that was rarely updated, and the business lacked interactive channels on other popular platforms such as TikTok and Facebook.

In response to these challenges, this intervention project titled "Social Media Management" was carried out as one of the prerequisites for graduation from the Bachelor of Management program (Firdausi & Sulistyorini, 2023). This study aims to optimize the management of social media accounts (Instagram, TikTok, and Facebook) to boost brand awareness for the Bakmie Asta MSME. The management of this project was structured using the Waterfall model of the System Development Life Cycle (SDLC) framework, and its success was measured through strict team performance indicators in the form of Key Performance Indicators (KPI) (Abidin & Firdaus, 2025). Through this integrative approach, the project's outcomes are expected to make a practical contribution to expanding digital exposure, fostering interactive engagement, and increasing sales conversions and the competitiveness of local culinary MSME in the digital realm.

LITERATURE REVIEW

Social Media and Digital Marketing for MSME

Social media is a digital platform that allows users to interact, share content, and build communities in an online space (Talib & Sari, 2024). In a business context, social media serves not only as a means of communication but also as a strategic tool for building long-term relationships with customers and strengthening brand image (Obermayer et al., 2022)

System Development Life Cycle (SDLC)

The System Development Life Cycle (SDLC) is a systematic framework fundamentally used to build, develop, and maintain a system, ensuring that it operates strictly in accordance with expected objectives. While originally rooted in software engineering and information systems, the SDLC framework has been increasingly adapted into digital marketing and social media management. In this context, SDLC provides a rigorous, step-by-step approach to project execution, enabling a social media management team to transition from an unstructured, ad-hoc content creation process into a highly organized and measurable digital campaign (Suryana & Yulianti, 2021).

Within the various SDLC approaches, the Waterfall model is particularly distinguished by its emphasis on sequential, downward-flowing work phases. The fundamental principle of the Waterfall model is that each phase must be completely fulfilled, documented, and approved before the team can proceed to the subsequent phase. This linear progression prevents overlapping tasks, minimizes miscommunication among team members, and ensures that the strategic foundation is solidly built before execution begins. As applied in this social media management project, the Waterfall model consists of five definitive stages (Abidin & Firdaus, 2025).

1. **Planning:** Involves foundational preparations such as team formation, task allocation based on specific expertise, resource management, and the creation of a comprehensive project timeline.
2. **Analysis:** Focuses on gathering empirical data, including market analysis, competitor benchmarking, and identifying current content trends to define the strategic direction.
3. **Design:** Translates the analytical findings into tangible creative assets, involving the creation of visual identities, content templates, and mockups using tools like Canva and CapCut.
4. **Implementation:** The execution phase where the designed strategy is brought to life through scheduled content uploads, active community engagement, running paid advertisements, and executing collaborations.
5. **Maintenance:** The ongoing phase of conducting routine evaluations, monitoring digital metrics, and making necessary strategy adjustments based on content performance.

The integration of the SDLC Waterfall model is highly crucial for Micro, Small, and Medium Enterprises (MSME) like Bakmie Asta. It provides several critical advantages for project management. First, it establishes a structured workflow that enforces internal team discipline, ensuring that high-volume content production aligns precisely with predetermined editorial calendars.

Second, the linear nature of the Waterfall model facilitates strict documentation and progress tracking at every single stage. This systematic tracking makes the framework highly compatible with quantitative evaluation tools such as Key Performance Indicators (KPI), allowing project leaders to objectively measure output, assess team effectiveness, and validate whether the digital marketing efforts are continuously aligned with the ultimate goal of boosting brand awareness.

SWOT Analysis, STP, and the AIDA Model

SWOT analysis is used to identify the strengths, weaknesses, opportunities, and threats that influence a business's social media management strategy (Suirono, 2021). The STP (Segmenting, Targeting, Positioning) strategy is used to determine relevant audience groups and position a brand differently from competitors (Handayani et al., 2023). Meanwhile, the AIDA model (Attention, Interest, Desire, Action) explains the psychological stages consumers go through when responding to marketing content, ranging from capturing attention to driving a purchase (Kurniawati et al., 2022). These three theoretical frameworks are used in an integrated manner in formulating the social media content strategy for the Bakmie Asta MSME.

Key Performance Indicator (KPI) in Social Media Management

KPI are used as quantitative measurement tools to assess a team's performance in a project, including social media management projects. KPI measurements include indicators such as the number of published posts, follower growth, the number of likes, and the number of views, which are compared to targets set at the beginning of the period (Rachmawati & Abma, 2022).

METHODOLOGY

This study employs a mixed-methods approach integrated with an implementation-based project management framework. The research was conducted over an eight-month period, from May through December 2025, focusing on Bakmie Asta MSME located in the Pasar Santa Food Court, South Jakarta. The research team was structurally organized based on specific functional roles to ensure comprehensive execution, including project leadership, visual content creation, and community engagement management.

Data collection techniques in this study consisted of primary and secondary data gathering. Primary data were obtained through direct field observations, in-depth interviews with the MSME owner regarding business constraints, and the extraction of digital engagement metrics directly from the analytics dashboards of Instagram, TikTok, and Facebook. Secondary data were collected through the review of historical transaction reports and relevant literature. The collected data were then analyzed using a descriptive mixed-method analysis: qualitative data were synthesized to formulate STP and SWOT strategies, while quantitative data regarding content reach and audience engagement were analyzed descriptively by comparing the actual realization against the predefined Key Performance Indicators (KPI) targets using spreadsheet software.

The project implementation procedure follows the steps in the Waterfall SDLC life cycle:

1. Planning & Analysis Phase: Includes team formation, initial field observations, in-depth interviews with the partner (Mr. Aditya Agustino Hermawan), review of historical transaction reports, signing of a Memorandum of Understanding (MoU), and conducting STP, SWOT, and competitor analyses.
2. Design Phase: Developing content pillar plans, writing copy, designing a content editorial calendar in Google Spreadsheet, and creating visual mockups for social media feeds using Canva and CapCut based on the official Bakmie Asta logo color palette (red and white).
3. Implementation Phase: Scheduled publication of short-form video and static image content on Instagram, TikTok, and Facebook, running paid social media ads, collaborating with food vloggers, and conducting periodic monitoring of digital engagement metrics.
4. Maintenance & Evaluation Phase: Conducting weekly and monthly performance reviews, compiling quantitative evaluation reports based on the team's Key Performance Indicators (KPI) framework, and coordinating regularly with the SME owner to ensure the sustained quality of the digital campaign

RESEARCH RESULT

Results focus on the outcome of the research performed. Results express the outcome of study. Statistical analysis represents the significance. Visual representation of the data using figures, tables and graphs. Results must elaborate clearly the exploration of the findings based on the collected information and scientific tools and also the exact findings of the research.

This section presents data on the social media management performance metrics for the Bakmie Asta MSME, collected over the eight-month project implementation period (May until December 2025). The quantitative evaluation was conducted by comparing the achievement of quarterly targets using Google Spreadsheets, which were then converted into performance analytics metrics. Data on the performance of social media content engagement managed by the team is presented periodically across the following three quarterly assessment phases:

First Quarter Performance (May, June, July)

During the initial phase of implementation, the team's primary focus was on developing a visual identity, opening new accounts (TikTok and Facebook), and introducing the brand to a digital audience. The actual KPI data is presented in the table below

Table 1. Team KPI Results First Quarter

Key Performance Indicator (KPI)					
First Quarter (May, June, July)					
No	Key Performance Indicator (KPI)	Measurement Method	Target	Realization	Score
1	Development of Project Timeline and Content Plan	Percentage of content calendar and project timeline completion	3	3	100%
2	Team Coordination and Monitoring	Number of meetings and monitoring documentation	3	3	100%
3	Achievement of Content Upload Schedule	Number of posts matching the content plan	72	61	85%
4	Content Quality Control	Percentage of content meeting the standards	72	61	85%
5	Achievement of Social Media Engagement Targets	Likes, Followers, Views (each account for a score of 33)	99	74	75%
6	Evaluation and Reporting of Team KPI	Completeness of monthly reports	3	3	100%
7	Resolution of Project Risks and Constraints	Number of successfully resolved constraints	3	3	100%

Second Quarter Performance (August, September, October)

The second phase was marked by a much more stable team workflow and the periodic use of paid advertising. The actual KPI data is presented in the table below:

Table 2. Team KPI Results Second Quarter

Key Performance Indicator (KPI)					
Second Quarter (August, September, October)					
No	Key Performance Indicator (KPI)	Measurement Method	Target	Realization	Score
1	Development of Project Timeline and Content Plan	Percentage of content calendar and project timeline completion	3	3	100%
2	Team Coordination and Monitoring	Number of meetings and monitoring documentation	3	3	100%
3	Achievement of Content Upload Schedule	Number of posts matching the content plan	72	91	126%

4	Content Quality Control	Percentage of content meeting the standards	72	91	126%
5	Achievement of Social Media Engagement Targets	Likes, Followers, Views (each account for a score of 33)	99	83	83%
6	Evaluation and Reporting of Team KPI	Completeness of monthly reports	3	3	100%
7	Resolution of Project Risks and Constraints	Number of successfully resolved constraints	3	3	100%

Third-Quarter Performance (November, December)

The final phase focused on strengthening organic community retention and preparing the final project report. The actual KPI data is presented in the table below:

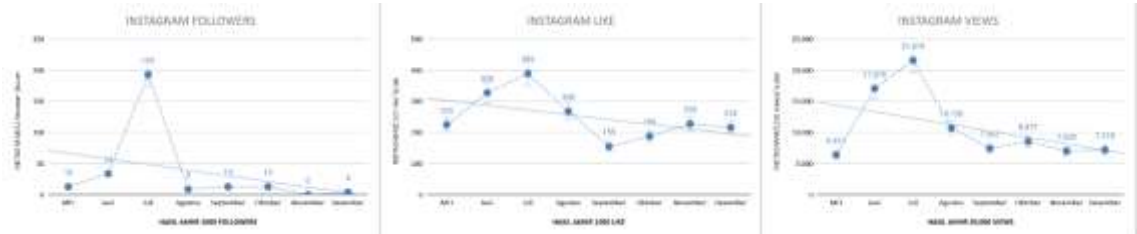
Table 3. Team KPI Results Third Quarter

Key Performance Indicator (KPI)					
Third Quarter (November–December)					
No	Key Performance Indicator (KPI)	Measurement Method	Target	Realization	Score
1	Development of Project Timeline and Content Plan	Percentage of content calendar and project timeline completion	3	3	100%
2	Team Coordination and Monitoring	Number of meetings and monitoring documentation	3	3	100%
3	Achievement of Content Upload Schedule	Number of posts matching the content plan	72	75	156%
4	Content Quality Control	Percentage of content meeting the standards	72	75	156%
5	Achievement of Social Media Engagement Targets	Likes, Followers, Views (each account for a score of 33)	99	66	67%
6	Evaluation and Reporting of Team KPI	Completeness of monthly reports	3	3	100%
7	Resolution of Project Risks and Constraints	Number of successfully resolved constraints	3	3	100%

Social Media Platform Digital Metrics Performance and Achievements

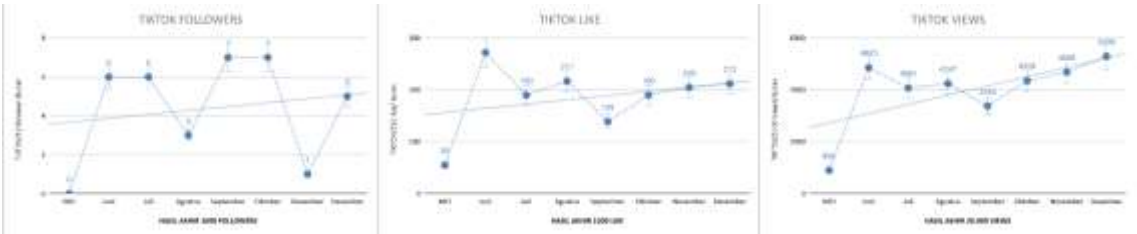
To see the tangible impact of the team’s effectiveness on strengthening the Bakmie Asta brand’s online presence, the summary of cumulative audience engagement metrics from May through December 2025 is presented in the table below:

Table 4. Instagram Engagement Data (Mei-Desember 2025)



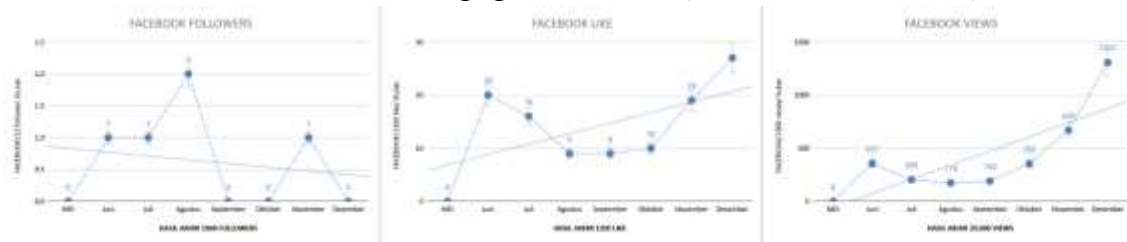
The performance of the Bakmie Asta Instagram account demonstrates notable fluctuations, characterized by a massive peak in July, particularly in the follower and view indicators. This significant surge correlates directly with the intensive allocation of the promotional budget for Instagram Ads during June and July. This peak indicates the high effectiveness of the targeted content strategy and promotional activities executed during that specific window. Although the metrics experienced a natural decline in the months following the cessation of the ad budget, this reduction did not negatively impact the overall brand awareness. The core engagement targets continued to be met consistently according to the team's initial SDLC planning.

Table 5. TikTok Engagement Data (Mei-Desember 2025)



The TikTok account exhibited a more fluctuating, yet promising, organic pattern. There was a significant initial increase in June, followed by a returning upward trend toward the end of the observation period, especially concerning the views metric. By the third quarter, the strategic use of trending audio and culinary hashtags allowed TikTok to maintain a highly stable average of 4,110 views. This upward trajectory at the end of the year clearly indicates that the uploaded content successfully reached a broader audience and fostered higher user interaction over time. The temporary declines observed in specific mid-project months did not significantly affect the established brand awareness, as the overall content reach remained remarkably stable and concluded with a positive growth trend.

Table 5. Facebook Engagement Data (Mei-December 2025)



Data from the Facebook platform indicates a different engagement behavior. While the follower growth remained relatively low and stagnant throughout the project, there was a substantial and significant surge in content views during the final months of November and December. Notably, Facebook views peaked at 1,351 in December. This late-stage increase indicates that the published content began to organically secure a much wider digital reach toward the end of the project timeline. Similar to the other platforms, the minor metric fluctuations throughout the earlier months did not yield any significant negative impact on Bakmie Asta's brand awareness, as the final reach achievements demonstrated continuous and positive development.

DISCUSSION

Discussion is to interpret and describe the significance of the findings in light of what was already known about the research problem being investigated, and to explain any new understanding or fresh insights about the problem after taking the findings into consideration.

The implementation of a structured work system based on the SDLC framework has proven to enhance the team's internal work effectiveness. In the first quarter, the process of adapting to the new workflow resulted in content publication falling short of the full target (61 out of a target of 72 pieces of content, or 85%). This was because the team was still in the phase of aligning communication and finalizing revisions to the mockup design with the partner owner (Mr. Aditya Agustino Hermawan).

However, entering the second and third quarters, the team's work discipline improved dramatically, with content upload rates exceeding operational targets (reaching 126% and 156%). Allya Putri, the content creator, was able to mass-produce creative content using Canva and CapCut thanks to the editorial calendar neatly organized on a cloud storage platform (Google Drive), ensuring that the account's content variety remained consistently strong.

The quantitative data in Table 4-6 highlights the striking differences in strategic impact between paid advertising (social media ads) and organic growth. Content published through Instagram Ads and Facebook Ads has proven successful in instantly boosting an account's reach and views on a large scale. This phenomenon is reflected in the surge in view metrics on the Instagram platform in June (12,155 views) and July (21,455 views) when the promotional budget was intensively allocated. The use of paid ads was effectively able to capture the attention of new audiences outside the Pasar Santa area in a short

period of time. However, after the ad budget ran out, there was a fluctuating downward trend in view metrics in the following months.

In contrast, an organic content strategy reflects a much more stable, healthy, and long-term growth pattern. Although new accounts (such as TikTok and Facebook) generated relatively low organic viewership figures in May, the team's consistency in posting high-quality visual content such as videos of handmade noodle-making, signature chili oil seasoning, and highlighting the hygiene of ingredients gradually helped build a trustworthy brand image in the minds of the audience. The combination of leveraging trending audio on TikTok and strategically crafting regional culinary hashtags successfully secured stable audience engagement metrics (likes and views) by the end of the year (TikTok maintained a stable average of 4,110 views in the third quarter).

A critical issue identified in the final performance evaluation of this project is the low conversion rate of views into new followers. Based on the data in Tables 4-6, follower growth across all three platforms experienced a sharp stagnation toward the end of the third quarter, with the Instagram account gaining only single-digit numbers of new followers (+7 and +6), while TikTok averaged +5 new followers. This situation stands in stark contrast to the view metrics, which remained exceptionally high (Facebook reached 1,351 views and TikTok reached 4,110 views in December).

These empirical findings indicate that high exposure to digital information does not necessarily correlate directly with the formation of a loyal digital community willing to commit to following an account. Modern audiences tend to act as passive viewers; they enjoy creative videos that appear on their For You page but are reluctant to visit a profile and click the "Follow" button.

This strategic evaluation underscores the need to revise the AIDA model in its final stage (Action). Khoerudin, the community engagement coordinator, recommends tactical interventions such as including much more persuasive Call to Action (CTA) instructions in the video captions, releasing a series of interconnected content, and organizing direct promotional programs (such as offering price discounts or free fried dumplings on-site to customers who can prove they have clicked the "Follow" button on Bakmie Asta's official social media accounts). Through this combined approach to operational management based on theoretical data, social media interactions are expected to foster the growth of a loyal digital community and drive an increase in actual sales revenue for local culinary businesses.

Based on the evaluated metrics, the empirical findings strongly support the formulated hypotheses. First, the structured implementation of the SDLC Waterfall model was proven to significantly enhance the operational capabilities of the team, evidenced by the KPI achievement rates exceeding 100% in the second and third quarters. Second, the data confirms, as paid social media advertising generated an immediate, albeit temporary, surge in visibility (peaking at 21,615 views on Instagram in July). Lastly, the sustained performance on TikTok, which maintained over 4,000 average views through consistent, quality postings without ad spend, validates by demonstrating that organic strategies yield more resilient and long-term brand awareness growth

CONCLUSIONS AND RECOMMENDATIONS

This study concludes that optimizing social media management through the System Development Life Cycle (SDLC) Waterfall model is highly effective in establishing a structured, documented, and measurable digital strategy for MSMEs. The integration of Key Performance Indicators (KPI) enabled a rigorous evaluation of the team's operational effectiveness. The findings reveal a distinct dichotomy between promotional strategies: paid advertising (social media ads) acts as a powerful catalyst for immediate, short-term surges in audience reach, whereas an adaptive organic content strategy focusing on visual aesthetics, digital trends, and emotional product narratives provides stable and sustainable long-term growth in brand awareness.

The managerial implication of this research indicates that local culinary MSMEs must dynamically combine both approaches; utilizing paid ads for initial market penetration and sustaining audience retention through consistent organic engagement. Furthermore, to address the challenge of passive audience behavior (high views but low conversion to followers), businesses must strengthen the 'Action' phase of the AIDA model by integrating more compelling Call to Actions (CTAs) and direct promotional incentives.

Despite its positive outcomes, this project has limitations. The observation was confined to a single culinary MSME over an eight-month period, which may not fully represent the digital dynamics of other business sectors. Therefore, future research is recommended to apply this SDLC-based digital marketing framework across a wider variety of MSME sectors and for a longer duration to test the consistency and scalability of the strategy.

ADVANCED RESEARCH

While this study successfully demonstrates the effectiveness of implementing the System Development Life Cycle (SDLC) Waterfall model and Key Performance Indicators (KPI) in optimizing social media management for Bakmie Asta, several limitations must be acknowledged to guide future scholarly investigations. First, the empirical observation was confined to a single culinary Micro, Small, and Medium Enterprise (MSME) operating within a specialized food court setting in South Jakarta over an eight-month evaluation window, which limits the generalizability of the findings across other business domains.

Therefore, future research should extend this framework across diverse MSME sectors—such as fashion, services, or manufacturing and broader geographical locations to evaluate the cross-industry applicability and scalability of the SDLC based digital marketing workflow. Additionally, given that the rigid, sequential nature of the Waterfall model presented minor challenges during real-time social media trend updates, subsequent studies could explore adaptive project management methodologies, such as Agile or Scrum, to assess whether iterative sprint cycles provide greater flexibility in responding to rapidly changing social media algorithms. Finally, since this study identified a notable gap between high video view metrics and lower follower/sales conversion rates in the final stage of the AIDA model, future research should incorporate advanced financial and analytical metrics such as Customer Acquisition Cost

(CAC), Return on Ad Spend (ROAS), and direct point-of-sale (POS) conversion tracking to systematically measure the direct financial impact of social media engagement on long-term MSME profitability

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