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**COMMUNICATION STRATEGY AS  
FACEBOOK SOCIAL NETWORK MARKETING  
E-COMMERCE MEDIA COMMUNITY SURABAYA  
(Descriptive Study-Qualitative Sports Equipment Products)**

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**Abstracts:** In 2014 Indonesia has some young leaders who are well-known as a businessman in the field of e-commerce on the scope of South-East Asia. Therefore, this study aims to Determine the marketing communication strategy of e-commerce in using social networking sites namely Facebook, but anyway the government did not have any collection of data about e-commerce activities. Data source in this study is as much as three informants from community members who use Facebook doing e-commerce for selling sports equipment. The data analysis technique used is the depth interview. The Results Showed that E-commerce in Facebook classified to direct the marketing communications mix Showed Because this study informants that use only the medium of Facebook to promote Reviews their e-commerce activity. E-commerce activities are performed as informants Also inspired by other friends who has already doing e-commerce there. The success of the predecessor as well as has motivated them to Participate in implementing e-commerce activities.

**Keywords:** Facebook, e-commerce, sports equipment

**PRELIMINARY**

Year after year the world population continues to grow, including also the case with Indonesia. In 2000, the population of Indonesia in the range of 200 million people, and in 2010 the population had reached Indonesia's 235 million people (<http://bps.go.id/>). An increase in the population is a phenomenon that occurs throughout the world and it is consequently boosted also in various fields of human activity.

The phenomenon of population growth continues to happen as well as the findings in the field of communication technology. One human discoveries in the field of communication technology that is increasingly widespread use of the internet is also used worldwide. In 2012, an estimated number of Internet users in

China are as many as 538 million people, whereas in 2000 the number of Internet users is only 22.5 million. India in 2012 had 137 million internet users of previous inhabitants in 2000 just as much as 5 million users. Indonesia in 2012, which then has 55 million internet users than ever before in 2000 there were only 2 million users ([www.internetworldstats.com](http://www.internetworldstats.com)).

In the same year, ie in 2012 Indonesia is among the top 10 largest internet users, which is at number 8. Britain is a country with a share of the population that most Internet users (89.84%), the condition is followed by Japan (86.25%) and Germany (86.15%) and the United States (84.20). Meanwhile, Indonesia ranks 11th worldwide in terms of the development of the number of Internet users (2650%). By

looking at the data the percentage growth of Internet users, the real growth of the Internet in Indonesia in line with the growth of China, which is the country with the largest population using the internet (621 million), the United States (268.5 million), and in the next sequence of India (195, 2 million). Indonesia ranks 11th in the world because it has as much as 66.8% of internet users.

The high number of Internet users indicates that more and more community members who have a need to use the internet. The increase in the number of a major opportunity for the world of marketing, where marketing opportunities automatically appear as an online consumer. Thompson (in Jothi et.al, 2011: 234) states that since the explosion of the Internet as a business medium, the main function is one of the Internet for marketing. The Internet is an important distribution channel for the company that has managed to become a big company. One of them is the marketing and distribution of brand communication can be done through social networking sites.

Jothi et.al (2011: 234) explains that social networking sites are online communities of people who share interests and activities and who are interested in exploring the interests and activities of others. Indirectly social networking has changed the lifestyle of the world including Indonesia.

Internet users in Indonesia use social networks to socialize with friends and family, make new friends, promo/sell, and seeking employment (www.ipsos-na.com, 2012). Data in 2014 showed that Facebook users from Indonesia reached 69 million, while the number was far behind the social networking site Twitter that only 50 million people (<http://www.cnnindonesia.com/>, 2015). Nielson survey results Indonesia has been done in Jakarta, Bodetabek, Bandung,

Surabaya, Yogyakarta, Semarang, Medan, Makassar and Denpasar, revealed that Facebook as the dominant social media throughout Southeast Asia. Data shows that 90% of digital consumers in Indonesia have an active profile on Facebook, where Indonesia is the second highest and at the global level after the United States (Marketing, Ni Wayan Ekawati, 2011).

*Interactive Media In Retail Group* (IMRG, Ni Wayan Ekawati, 2011), states that the purchase of goods through social networks now have become a major activity in the UK. The level of sales grew by 18 percent per year in 2010 and is expected to reach 17 percent in 2011. Almost half (49%) of all users in the UK internet have used social networking once in the past year. As well as more than 70 percent of people and households now as internet users. Research Correa et al (2010) suggest that social networking users are also influenced by gender and age where women aged adults are more intense in the use of social networking in the fulfillment of their need for a product.

As mentioned earlier, this time social networking is not only used as a medium of a relationship of friendship, but also as a promotional medium businesses a cheap and powerful. Business transactions carried out through internet network online, either via the global Internet and through social networking is a new business forms, called e-commerce.

*Association for Electronic Commerce* simply defines e-commerce as an "electronic business mechanism" (Indrajit, 2002: 9). However, more details again, (Hartman, in Indrajit, 2002: 9), the definition of e-commerce as "a kind of mechanism conduct business electronically focusing on transaction-based businesspeople using the Internet as a medium of exchange of goods or services between two institutions (B-to-B)

as well as between institutions and direct consumer (B-to-C) ".

Indonesia itself in 2014 gave birth to some famous young leaders as a businessman in the field of e-commerce on the scope of South-East Asia (<http://bisnis.news.viva.co.id/>, 2015), namely Achmad Zaky as owner bukalapak.com, Ferry Unardi as traveloka.com owner, and Jason Lamuda as berrybenka.com owner. Three young entrepreneurs from Indonesia complements other young entrepreneurs who earned the nickname "influential businessmen in Southeast Asia".

Surabaya, East Java provincial capital is the second-largest city after Jakarta. Surabaya population is a population of approximately three million people, Surabaya has become the Metropolis city with some of the rich diversity in it. In addition, Surabaya today has become the center of business, commerce, industry, and education in Indonesia ([www.eastjava.com/](http://www.eastjava.com/)). As the second-largest city in Indonesia, Surabaya also has internet users in line with the scale of the city. Data from APJII (Indonesian Internet Service Provider Association) in 2012 said, "based on population, the number of Internet users is the highest in the city of 3.5 million, followed by Surabaya 955 thousand users, and Bekasi 676 thousand users".

Based on the background as well as a phenomenon that has been described above, on this occasion researchers interested in conducting the study "Social Network Marketing Communication Strategy Facebook as a media e-commerce on public Surabaya (descriptive qualitative study on sports equipment products)".

### **Formulation of the problem**

From the background of the problem and the description above, the problem in this research are:

How do marketing communications strategy on the use of Social Network Facebook as a medium of e-commerce on the sportswear products on the Surabaya community?

### **Research purposes**

The purpose of this study was to find out the reasons, goals and how the marketing communication strategy of e-commerce players in the utilization of social networking site Facebook on sports equipment products to the people of Surabaya.

## **BASE THEORY**

### **Mass communication**

DeVito (Effendy, 2009: 21), states that mass communication is a communication addressed to the masses, to the enormous audience. This does not mean that the audience covering the whole population or all the people who read or all the people who watch television. In other words, the audience is a group of people whose numbers are large and generally difficult to define. DeVito also provides easier restrictions on mass communication, as communication is distributed by transmitters is audio and or visual. Mass communication would probably be easier and more logical if the shape is defined by "television, radio, newspapers, magazines, movies, books, and tape).

Meanwhile, according to Jay Black and Frederick C (Nurudin, 2006: 12) states that mass communication is a process in which the messages produced by mass / not a bit of it distributed to the broad mass of the message recipient, anonymous, and heterogeneous. Size here means more than just a collection of people in close physical proximity, whereas anonymous

means that individuals who receive the message tends to be strangers to each other, and heterogeneous means messages sent to people from a wide range of employment status, and occupation with different characteristics of the same another recipient of the message and not homogeneous.

Based on the understanding of mass communication that have been proposed by experts in communication at the top, it can be concluded that mass communication is communication using modern mass media (print and electronic) in the delivery of information addressed to a number of audiences (communicant) heterogeneous and anonymous so that the message the same can be received simultaneously.

### **Marketing communications**

Marketing communications are a means used by the company in an attempt to inform, persuade and remind consumers - directly or indirectly - about the products and brands they sell. In a certain sense, marketing communications described the "voice" brand and is a tool they can use to build a dialogue and build relationships with customers (Kotler and Keller, 2006: 204).

Marketing communication form many functions for consumers. Consumers can be notified or designated how and why a product is used, by what, and where and when; consumers can learn about who makes the product and what sustained the company and brand; and consumers can be given an intensive or rewards for trial or use. Marketing communications enable companies to connect their brands with people, places, special events, brand experiences, feelings, and stuff. Marketing communications enable companies to connect their brands with people, places, special events, brand experiences, feelings, and stuff. Marketing

communications can contribute to brand equity to build the brand in memory and creates a brand image.

Surachman (2008: 180) confirms that the marketing or promotional communications should be integrated with the company's strategy. Basically, marketing communication is the development of communication in general. Marketing communications is usually referred to as well as the promotion mix (promotion mix) which refers to the mix specification of advertising, sales promotion, public relations, personal selling, and direct marketing coupled with the point of purchase communication (pop communication) as tools of the company in order achieve the objectives of the company. This is consistent with the view that the concept of the 4P's of the seller when associated with the concept of the 4C's will show promotional items, together with communication means. (Product = convenience, price = cost, promotion = communication, place = channel distribution).

While the role of marketing communications alone in this regard is to contribute to brand equity by establishing strong brand relationships, good, and also the unique unity. The marketers also required to evaluate the possibility of communication options exist to structure the knowledge of the brand in order to be effective. If there are differences in the strength of the communications mix is used then the result will be very different (Surachman, 2008: 30).

### **Marketing Communication Strategy**

Marketing communications strategy as a fundamental pattern of running and planned targets, the deployment of resources and interaction with the organization of the market, competitors and environmental factors. Meanwhile,

Trout explain the essence of the marketing communications strategy is how to create a good perception in the minds of consumers, to be different, to identify strengths and weaknesses of competitors, became specialization, master one simple word in the head, leadership that gives direction and understand the realities of the market to be first than to be better. (John A. Byrne in Brannan 2005: 2).

The accuracy of the strategy is determined by how the strategy spelled out in an action plan. Analysis needed to assist planning marketing communication are:

1. Analysis of market opportunities

In some aspects, this analysis covers the characteristics and needs of the market, product strategy, the purchasing power of people who have the intention that income, if the demand and purchasing power of the strong desire but no product can be termed as airs. Later analysis of market opportunities also include distribution channels, and so on. Analysis of business opportunities that will be required on products entering new markets, new products into the market, or new products for new markets. Market opportunities (market opportunities) is a region where there is a demand trends are positive company believes that in the market there are still unsatisfied needs, which is considered as an opportunity for new products to comply, and companies likely to enter the market if the market there is effective competition. So it can be illustrated that this market opportunity created if in the market there are three things that requests, needs and opportunities that have not been satisfied, and effective competition. Thus the subject must always strive to associate marketing efforts (products) to meet the needs and tendencies of Request and different market segmentation.

2. Competitor analysis

In the preparation of marketing planning strategy *communication* for products and services, required an analysis of the conditions of competition in the market to enter. Observations of segmentation or target market of each restaurant competitors will help in seeing the extent of the opportunities the market share could be affected, how Hanga they charge for similar products with the products you have, how they provide the best service to the guests, and the financial ability (equity) them. As in analyzing competitors, competitor products are divided into two parts according to Kennedy and Soemanagara (2006: 64) as follows: (a) Competitors (direct competitors) is a competitor who has a direct relationship with our products, where products can be varied, served to meet specific needs;

Analysis regarding this business competitors need to see the extent to which the ability to position the product in the market. By looking at the competition, it can be decided marketing communication strategy to be prepared.

3. Setting a target market

After conducting an analysis of market opportunities and competitors, hereinafter choose one or more of the target market. This step is the focus of the results, goals and achievements that constitute the company's expectations of the market. The structured promotion strategy will be different and the strategies of other companies. The difference between the company's strategy to one another is determined by what the market is used, expected results, and financial capabilities possessed. This process can be determined through the basic steps, namely the identification of the market on unsatisfied needs, determine market

segmentation, selecting target markets, and positioning the company through marketing strategies.

Marketing communications strategy is a marketing activity that affects/coax, and/or warn the target market for the company and its products to be willing to accept, buying, loyal to the products offered by the company concerned. There are five ways of marketing communication major or often called the promotion mix, namely (Durianto and Supratikno, 2003):

- a. Advertising (Advertising), namely all forms of nonpersonal presentation, promotion, and the idea of the goods or services paid for by a sponsor.
- b. Sales Promotion (Sales Promotion), the various forms of short-term incentives to stimulate consumers' desire to try or buy a product or service.
- c. Public Relations (Public Relations and Publicity), that a wide variety of programs to maintain, create, and develop a corporate image or Merck product.
- d. Personal Selling (Private Sales), namely direct interaction with one or more potential buyers to do a presentation, answer questions and receive orders.
- e. Direct Marketing (Direct Marketing), namely the use of mail, telephone, facsimile, e-mail, and other nonpersonal communication tools to perform direct communication in order to get a direct response from customers and potential customers.

### **Social Media Facebook**

Facebook is a social networking service launched in February 2004, is owned and operated by Facebook, Inc. In September 2012, Facebook has more than one billion active users, more than half of them using a mobile phone. Users have to register before using this site. After that, users can create a personal profile, add other users

as friends, and exchange messages, including automatic notifications when they update their profile. Additionally, users can join a group of users with the same interests, sorted by workplace, school or college, or other characteristics, and categorize their friends into lists such as "Partners" or "Close Friends".

*Facebook* was founded by Mark Zuckerberg with his college roommates and fellow Harvard University students Eduardo Saverin, Andrew McCollum, Dustin Moskovitz and Chris Hughes. This web site membership was initially limited to Harvard students, then expanded to other colleges in the Boston, Ivy League, and Stanford University. It gradually opening up to students at various other universities before opening to high school students, and eventually to anyone aged 13 and over. However, according to the Consumer Reports survey of May 2011, there were 7.5 million children under the age of 13 years who have a Facebook account and another 5 million under 10 years, thus violating the terms of service of this site.

Most of Facebook revenue comes from advertising. Microsoft is Facebook's exclusive associates serve banner ads, and Facebook only serves advertisements that fall into Microsoft's ad inventory. According to ComScore, an Internet marketing research company, Facebook obtaining data from visitors as much as Google and Microsoft, but slightly less than Yahoo !. In 2010, the Facebook security team began expanding its efforts to reduce the risk of user privacy. On 6 November 2007, Facebook launched Facebook Beacon, which later became a failed attempt to advertise to friends using the manual way of "what to buy friends". Facebook main page displays login form in the upper right to registered users, and registration form underneath for new visitors. Users can create profiles with

photos, lists of personal interests, contact information, and other personal information. Users can communicate with friends and other users through private or public messages and a chat feature. They can also create and join interest groups and "favorite pages" (formerly called "fan pages" to 19 April 2010), some of which are maintained by many organizations for the purpose of advertising.

### **E-commerce**

E-commerce derived from the term electronic commerce. Its definition is: "E-commerce is the use of electronic communications and digital information processing technology in business transactions to create, transform, and redefine relationships for value creation between or among the organization, and between organization and individuals" (UNDP-APDIP, 2003: 6). In other words, e-commerce is the use of information processing technology and digital communications electronically transacting business in creating, changing, improving relations in the context of value creation between organizations, and between the organization and the individual.

Understanding more about the e-commerce expressed by Ekawati (2012: 213), that "E-retailers are buying at retail activities are conducted online through the internet". Wigand (2001: 5) explains the meaning of "Electronic commerce denotes the seamless application of information and communication technology from its point of origin to its endpoint along the entire value chain of business processes conducted electronically and designed to enable the accomplishment of a business goal. Reviews These processes may be partial or complete and may encompass business-to-business as well as business-to-consumer and consumer-to-business transactions ". That is, e-commerce is the application of information and communication technologies

electronically designed to achieve business goals.

Based on the above notions, then e-commerce is a relatively new business, namely in the form of trade of products or services in an internet facility (online). E-commerce can be conducted between the company and the company (B2B) or between companies and consumers (B2C), or vice versa (C2B).

The definition of e-commerce by Kalakota and Whinston (1997) in a Turban Et al. (2000: 4) Can be reviewed in the following three perspectives, namely:

1. From the perspective of communication, e-commerce is the delivery of goods, services, information, or payments over computer networks or via other electronic equipment.
2. From the perspective of business processes, e-commerce is the application of technology to the automation of business transactions and workflow.
3. From a service perspective, E-commerce is a tool that meets the needs of companies, consumers, and management to cut service costs (service cost) while improving the quality of goods and increase the speed of service delivery.
4. From the perspective of online, E-commerce provides the ability to buy and sell goods and information through the Internet and other online means.

From the definition described above, the main thing that came with e-commerce, among others, namely: the online transaction, an exchange of goods/services, and the main media used is the internet.

### **Facebook as Media E-commerce**

The proliferation of social networks like Facebook has opened an excellent opportunity for anyone to conduct

marketing activities better and the cost is relatively cheap (Lasmadiarta 2011 in Zainal Muttaqin, 2011). Activities marketing and other business processes using the Facebook social networking can be referred to as E-commerce.

Facebook marketing is to conduct marketing activities to use all the facilities provided by Facebook with the goal of increasing sales (sales) to establish a more lasting communication with customers (customer relationship).

## **RESEARCH RESULT**

### **Interviews and Data Analysis**

As noted earlier, sources in this study consisted of 3 e-commerce through social networking site Facebook for products related to the needs of sports equipment. Sporting goods traded by the speakers include clothing, namely sports shirts and socks; footwear, namely shoes futsal, soccer, basketball and badminton; miscellaneous equipment, ie products that are commonly used in a variety of sports activities, such as hat, sunglasses, or jacket.

### **Communication Strategies and Tips For E-commerce Special offender**

Benchmark strategies have been explored regarding e-commerce strategy to implement the above is a general strategy that should be done as a principal e-commerce. Specific strategies will be discussed in this section are about additional strategies in order to win the competition and raise e-commerce business that has been run through the Facebook social networking media. Strategies every actor is not the same, even very specifically so that it is able to be the difference between an eCommerce actors with other actors. This particular strategy is also to be explored through interviews with the speakers as follows:

### **Resource DRK**

DRK integrate e-commerce activities on Facebook with a strategy called him a "proactive", which provides free shipping facilities to all consumers in Surabaya, product buyer residing in Surabaya and surrounding areas could be reached by DRK alone. Tired of not inhibit this activity, but its main customers and is expected to be able to satisfy the customer.

The use of Facebook also gives the consequence that the communication between the consumer and the seller DRK as products of sports equipment. Because of its intention to satisfy existing customers simultaneously reproduce the prospective consumer, a chat facility on Facebook always used optimally as possible to answer and explain the features of the products offered on the Facebook page DRK.

### **Resource PU**

The next guest speaker is PU outlines the specific strategies that stipulation to be able to win the competition in the business of e-commerce on Facebook. PU direct purchase to the relatively large amount. In view of the PU, the profit from the sale of the one who will raise a lot of e-commerce on Facebook. Therefore, to support the policies and strategies, PU is also making inroads in cooperation with the various schools do sales in the provision of sports uniform shirt.

The preferred strategy in marketing products sports equipment made by PU is the wholesale marketing system. Bulk purchasing systems in question are where customers are encouraged to become resellers (resellers) and buy in bulk very much. The system is also expandable, where customers can be also a sales agent who has profited more from other consumers.



### **Resource EKA**

The next guest speaker is EKA outlines the specific strategies that stipulation to be able to win the competition in the business of e-commerce on Facebook.

EKA set strategy expand the sales network to new customers or customers by providing a rebate if the purchase is made 1 dozen. Granting discounts can also apply for consumer retail purchases if the candidates agreed to write the transaction in a private veranda with address listed EKA account there. In this way the sales plus Facebook account EKA address will automatically be visible to everyone in your friendships.

Another strategy is always carried out by ACE for conducting e-commerce on Facebook is by always observing new strategy developed by competitors. The strategy is always to be repaired but EKA acknowledged that competitors' strategies will be adopted with corrections and improvements in the strategy.

According to the results of interviews with all the speakers, looking at all that e-commerce continues to grow and become a familiar activity in Indonesian society. This is in line with the development of the e-commerce business in Indonesia shot in the last five years. The result of research initiated by E-commerce Association of Indonesia (IDEA), Google Indonesia, and TNS (Taylor Nelson Sofres) shows that in 2013 the market value of e-commerce Indonesia reached US \$ 8 billion (Rp 94.5 trillion) and in 2016 predicted tripled to the US \$ 25 billion (USD 295 million) (<http://www.jpnn.com/>, Accessed October 17, 2015)

*E-commerce* performed using Facebook classified to direct marketing communications mix because the results show the recognition of the sources that do not use any advertising media besides Facebook to market its products on e-commerce activities. This is in line with

the opinions Duriyanto and Supratikno (2003), that there are five ways of marketing communication major or often called the promotion mix, namely: Advertising (Advertising), Sales Promotion (sales promotion), Public Relations (Public Relations and Publicity), Personal Selling (Private Sales), Direct Marketing (Direct Marketing). In this study, Facebook is used by the speakers as the promotional mix manifold Direct Marketing,

Communicating information through Facebook is a good marketing strategy. This is in line with the results Zainal Muttaqin (2011) arrive at findings that market segmentation is more focused, as with Facebook, to do the filtering target market to targeted users based on the information presented. This has been done by the interviewees in this study. for example, DRK uses Facebook in order to capture the target market of sports fans as well as from friends that had been there on the list of friendship on Facebook. PU more specific informant saw the market opportunity that can be achieved through social networks, be it through Blackberry Messenger or through Facebook. The extent of the target markets that already exist and are run by predecessors, as well as the potential for the future has inspired PU to enliven e-commerce business through Facebook. So does the need for pocket money and often make purchases through e-commerce, has inspired EKA speakers to participate using Facebook as a means to achieve its objectives.

In this research, it is known that the speakers are ordinary people who had not voted entrepreneur of e-commerce, but due to the availability of facilities are complete, then comes the strategy to make Facebook as a means of e-commerce. The results showed that the perpetrators of e-commerce, the informant is also a regular Facebook users. The speakers were

classified as regular users due to conduct e-commerce on Facebook does not make the facility a special page for e-commerce. E-commerce activities conducted by informants conducted by using a common veranda private property, but by adding the products of e-commerce. These results are in line with the opinions Lasmadiarta, 2011 (in Zainal Muttaqin, 2011) which states that the proliferation of social networks like Facebook has opened an excellent opportunity for anyone to conduct marketing activities better and the cost is relatively cheap. Activities marketing and other business processes using the Facebook social networking can be referred to as E-commerce.

According to the results of research, it appears that competition happens on the e-commerce business through Facebook confronts the players with competitors. This is in line with the opinion of Kennedy and Soemanagara (2006: 64) that the competitors are of two types, namely: (a) Competitors (direct competitors) is a competitor who has a direct relationship with our products, where products can vary, which is presented to meet specific needs; A direct competitor in running e-commerce on Facebook is the traders who are equally utilizing Facebook as a means of e-commerce; (B) Competitors indirectly (indirect competitors) is a company that has a different product with our products, but the presence of this product is substitutive (analogs), which served to meet the needs of the same customers; In this research,

The results showed that the interviewees carry out e-commerce in social networks because the speaker is a sports enthusiast. Exercise craze that cost a certain number of times someone expenditures burdening the budget. High activity in conducting this exercise which ultimately inspires an informant to conduct e-commerce

specialized in selling sports equipment. E-commerce activities also performed as guest speakers inspired by other friends who are already conducting e-commerce. The success of the predecessor as well as the continued emergence of e-commerce players finally motivate other speakers to participate in implementing e-commerce activities.

## **CONCLUSION**

Based on the results of research through interviews and analysis that has been done, then there are several conclusions that can be revealed in this study, namely:

1. Marketing communication strategy undertaken by the business e-commerce sporting goods through Facebook be done in various forms but the goal is to win the competition and enlarge the scale of the business has been run.
2. Marketing communications strategy e-commerce can take place either through Facebook because the site has a two-way communication facility between buyers and sellers.
3. Strategies for business expansion of e-commerce sporting goods carried via Facebook community it is possible to continue to grow as a social networking site, the offender can expand the e-commerce landscape network which doubles as well as the target market.

## **BIORESEARCH DATA**

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