

# Instagram Ads Optimization Strategy to Increase Brand Awareness at CV Media Computindo

Khotimah Dewi Anom<sup>1,\*</sup>, Fajar Nur Khayati<sup>2</sup>, Evania Adna<sup>3</sup>, Tia Oktaviani<sup>4</sup>, Tarwoto<sup>5</sup>

<sup>1,2,3,4,5</sup> Department of Information System, Universitas Amikom Purwokerto, Indonesia

(Received: September 10, 2023; Revised: October 9, 2023; Accepted: November 12, 2023; Available online: December 10, 2023)

## Abstract

This study aims to investigate Instagram Ads optimization strategies in increasing brand awareness at CV Media Computindo. In this ever-evolving digital era, Instagram is one of the most popular and effective marketing platforms. Strong brand awareness is very important for CV Media Computindo because it can increase brand exposure in a competitive market. The research method used is a qualitative approach with descriptive methods. A qualitative approach with a descriptive method is a research method that utilizes qualitative data and is described descriptively. The purpose of qualitative descriptive research is to make systematic descriptions, drawings, or drawings as well as the relationships between the phenomena being investigated. 98% ad reach has been obtained, 100% broadcast is male gender, 78% aged 35-44 years and 21.9% aged 45-54 years, the top locations for exposure are West Java 29.4%, East Java 23, 3%, Jakarta 21.5%, Central Java 21.2%, and DI Yogyakarta 4.4%. Shows that Instagram Ads have a significant influence on building brand awareness at CV Media Computindo.

**Keywords:** Instagram Ads, Brand Awareness, Qualitative, CV Media Computindo

## 1. Introduction

CV Media Computindo is a company that focuses on the field of network technology. CV Media Computindo provides various products and services related to network support devices such as WiFi, barrels, routers, Fasconnectors, switches, hubs, and the like. These products are used in building, managing, and expanding communication and connectivity networks in business and industrial environments. CV Media Computindo also provides network installation services and technical support related to the use of these network devices. In this regard, CV Media Computindo can design, build, install, and configure network infrastructure according to business needs, carried out by a skilled and experienced team.

CV Media Computindo has a marketing focus in the surrounding areas of Purwokerto - Purbalingga. In addition to serving direct orders and providing quality customer service, CV Media Computindo uses digital media as one of the ways to promote and market products and services, such as Instagram, Tokopedia, and Shopee, to increase brand awareness.

Digital marketing is a marketing strategy that uses digital media and internet technology to promote products, services, or brands to a targeted audience. It involves the use of various digital channels such as websites, search engines, social media, email, mobile apps, and other online platforms to achieve marketing goals. Digital marketing includes various activities such as content development, search engine optimization (SEO), online advertising, social media marketing, email marketing, affiliate marketing, content marketing, data analysis, and more. The goal is to reach the right audience, build brand awareness, generate leads or customers, and increase sales or conversions.

Increasing brand awareness is key to expanding the reach of a brand and attracting the attention of potential customers. With Instagram Ads, CV Media Computindo can leverage the various features and targeting capabilities offered by this platform to achieve these goals. The optimization strategy for Instagram Ads is designed to maximize the

---

\*Corresponding author: Khotimah Dewi Anom (anomdewi2002@gmail.com)

DOI: <https://doi.org/10.47738/ijiis.v6i4.171>

This is an open access article under the CC-BY license (<https://creativecommons.org/licenses/by/4.0/>).

© Authors retain all copyrights

effectiveness of digital marketing campaigns in introducing CV Media Computindo to a relevant audience and increasing awareness of the network products and services they offer.

Instagram Ads is a feature on Instagram that allows users to create advertisements. With Instagram Ads, advertisers can promote products, services, or brands to a target audience in a measurable and effective way. Instagram Ads allows advertisers to create ads in the Instagram feed or Instagram Stories and choose the ad format that suits their needs, such as photos or videos. Instagram Ads also has complex targeting features, allowing advertisers to reach specific audiences based on demographics, interests, behavior, and more. Advertisers can manage ad campaigns and set budgets and schedules, and Instagram Ads provides measurement and analysis features that allow advertisers to see the performance of their ads, including the number of views, clicks, interactions, and conversions.

CV Media Computindo has not been able to fully utilize Instagram Ads to enhance the company's branding. Therefore, CV Media Computindo needs to optimize the use of Instagram Ads. The objective of this research is to implement an Instagram Ads optimization strategy to increase brand awareness for CV Media Computindo.

## 2. Literature Review

### 2.1. Digital Marketing in the Technology Sector

The technology sector has undergone a profound transformation in recent years, marked by the ascendancy of digital marketing as an indispensable component of business strategy. For network technology companies such as CV Media Computindo, the reliance on digital marketing transcends mere trendiness; it is a strategic imperative. The intricate nature of technological products and services necessitates a marketing approach that is dynamic and adaptive. Digital channels, in this context, provide a versatile platform for showcasing innovations, communicating technical prowess, and establishing a direct connection with the target audience. This paradigm shift in the intersection of technology and digital marketing represents a departure from traditional methods, highlighting the importance of real-time engagement, data-driven decision-making, and the requisite ability to navigate the ever-evolving digital landscape [1].

The amalgamation of technology and digital marketing signifies not only a shift in tools but a transformation in the very essence of marketing strategies. CV Media Computindo, positioned within the network technology sector, exemplifies the need for a multifaceted approach. Beyond a conventional reliance on traditional methods, the company recognizes that success lies in embracing the dynamism of digital channels. These channels serve not only as conduits for product promotion but as platforms for storytelling, where the technical intricacies of products are communicated in a manner that resonates with a digitally savvy audience. This necessitates an approach that goes beyond static marketing techniques, emphasizing the real-time engagement demanded by the digital landscape. In this paradigm, the ability to harness data for decision-making becomes a linchpin for companies seeking not just to survive but to thrive in the fast-paced and competitive technology market [2].

### 2.2. The Significance of Brand Awareness in the Dynamic Technology Landscape

In the fast-paced and ever-evolving technology landscape, brand awareness transcends conventional marketing objectives—it becomes a critical pillar for sustained success. For companies like CV Media Computindo, operating in the network technology sector, where competition is fierce and innovations are rapid, the ability to cultivate and maintain brand awareness is a strategic imperative. Beyond product-centric marketing, brand awareness fosters trust, loyalty, and a distinct market identity. In an era where consumers are inundated with choices, a strong brand serves as a beacon, guiding customer preferences [3].

CV Media Computindo's pursuit of enhanced brand awareness is not merely a marketing endeavor; it is a strategic commitment to shaping perceptions, building credibility, and standing out amidst technological advancements. The company recognizes that in a landscape characterized by rapid advancements and intense competition, a strong and recognizable brand not only attracts attention but also instills confidence in customers. In the network technology sector, where technical complexities may pose challenges in consumer understanding, a robust brand presence becomes a means of simplifying choices and establishing a connection beyond the products themselves. CV Media Computindo's strategic dedication to brand awareness underscores its understanding of the multifaceted role branding plays in navigating the intricate dynamics of the technology-driven market [4].

### 2.3. Instagram Ads as an Evolving Force in Digital Marketing Strategy

In the expansive realm of digital marketing, Instagram Ads has emerged as a dynamic force, particularly for companies seeking to engage visually-oriented audiences. The platform's visual-centric nature effectively resonates with the preferences of its predominantly younger user base. This visual appeal positions Instagram Ads as a strategic avenue for CV Media Computindo, providing an opportune platform to showcase its network technology solutions in a visually compelling manner. Through the incorporation of diverse ad formats, such as photos and videos, CV Media Computindo gains a versatile canvas for creative storytelling. This capability not only enhances its ability to communicate the technical intricacies of its products but also facilitates an engaging and accessible presentation. Consequently, Instagram Ads becomes more than a mere content creation tool; it transforms into a comprehensive resource for strategic marketing endeavors. Beyond content, the platform's multifaceted features include strategic ad placement and intricate targeting, thereby solidifying its status as an indispensable tool for marketers navigating the complexities of the digital landscape [5].

For CV Media Computindo, the power of Instagram Ads extends beyond mere visuals—it encapsulates a holistic approach to digital marketing. The platform's ability to align with the preferences of the target audience, coupled with its diverse functionalities, empowers the company to not only showcase its technological prowess but also to strategically position its offerings in the ever-evolving digital marketplace. By recognizing the multifaceted nature of Instagram Ads, CV Media Computindo can capitalize on its capabilities to not just capture attention but to cultivate meaningful connections with its audience through strategic and visually compelling campaigns [6].

### 2.4. Identifying and Overcoming Challenges in Instagram Ads Implementation

While Instagram Ads holds immense potential, its effective implementation is not without challenges. For companies like CV Media Computindo, understanding and navigating the intricacies of the platform is a multifaceted endeavor. Crafting content that strikes the right balance between technical depth and user-friendly appeal requires a nuanced understanding of both the product offerings and the target audience. Moreover, the evolving algorithms and user behavior on social media platforms demand continuous adaptation. Staying ahead of these changes, deciphering the metrics, and refining strategies accordingly is an ongoing challenge. For CV Media Computindo, recognizing these challenges is the first step towards optimizing the use of Instagram Ads, ensuring that each campaign not only reaches the intended audience but also resonates with them on a meaningful level [7].

## 3. Methodology

The research method employed is a qualitative approach with a descriptive method. Qualitative approach with a descriptive method is a research method that utilizes qualitative data and is elaborated descriptively. The objective of qualitative descriptive research is to create a systematic description, depiction, or portrayal along with the relationships among the phenomena being investigated. The descriptive method itself is a research method used to examine the status of human groups, subjects, a thought system, or a class of events in the present with the aim of creating a systematic description, depiction, and understanding the relationships among the phenomena being investigated. Qualitative approach, on the other hand, is a research procedure that produces descriptive data in the form of written or spoken words from individuals.

Furthermore, interview and literature study methods are also employed in this research. Interviews provide a direct perspective from relevant parties and specific information about the practical experiences of CV Media Computindo, while literature studies provide a knowledge base and broader insights from previous research. The combination of these two methods can provide rich and in-depth insights into Instagram Ads optimization strategies and their effects on brand awareness at CV Media Computindo.

In this research, the Instagram platform is utilized because Instagram is a social media platform with a significantly higher number of active users compared to other social media platforms. This study focuses more on Instagram Ads to understand how to optimize Instagram post ads for more effective information delivery and to optimize marketing activities.

## 4. Results and Discussion

Research methods in the process of branding network products and services involve the use of SWOT analysis, which is a business strategy planning analysis consisting of Strengths, Weaknesses, Opportunities, and Threats [12]. SWOT involves defining specific business or project goals and identifying internal and external factors that support or hinder the achievement of those goals [13]. The application of the SWOT analysis method is as follows:

### 4.1. Strengths:

- 1) Experience and Expertise: CV Media Computindo has experience and expertise in providing network support devices, as well as installation and maintenance services.
- 2) Product Quality: The network products offered by CV Media Computindo are of high quality, meeting customer needs effectively.
- 3) Marketing Region: CV Media Computindo has a marketing focus around the Purwokerto - Purbalingga area, allowing a focus on the local market and gaining an advantage in serving customers directly.

### 4.2. Weaknesses:

- 1) Limited Market: Limited marketing areas may be a constraint in achieving broader growth.
- 2) Supplier Dependence: CV Media Computindo may face the risk of dependence on network device suppliers, which can affect product supply.
- 3) Limited Resources: As a relatively small company, CV Media Computindo may have limited human and financial resources to face competition.

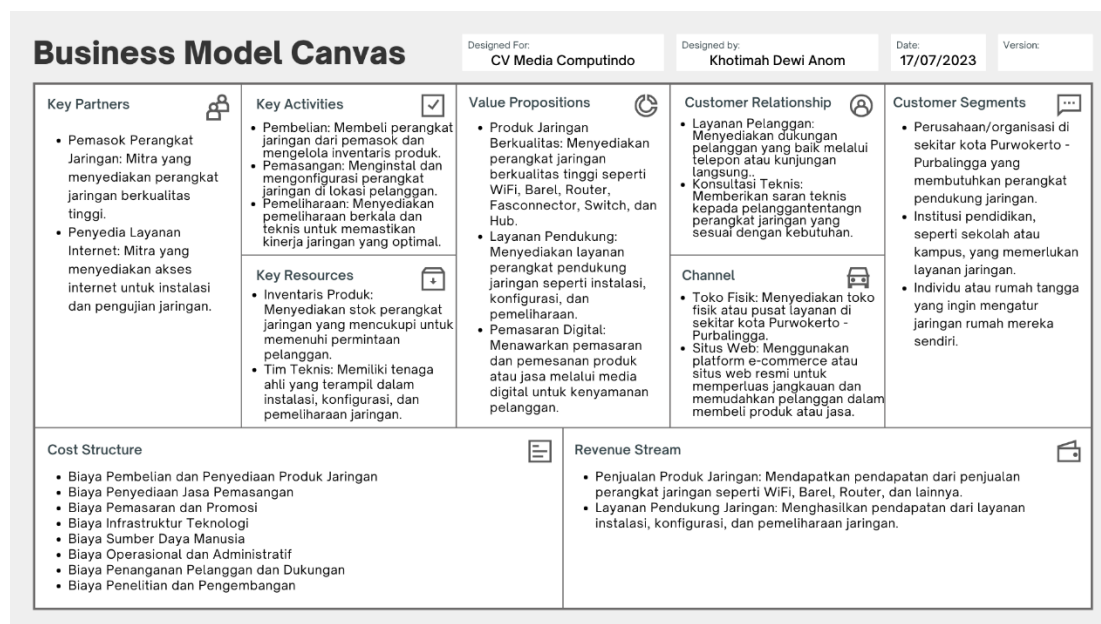
### 4.3. Opportunities:

- 1) Network Demand Growth: The demand for network support devices continues to rise with technological advancements and increased connectivity needs.
- 2) Market Expansion: CV Media Computindo can consider expanding their marketing areas to nearby regions or even beyond the Purwokerto - Purbalingga area.
- 3) Additional Services: Providing additional services such as network consultation, training, or technical problem-solving can open new opportunities and increase revenue.

### 4.4. Threats:

- 1) Intense Competition: CV Media Computindo operates in a competitive industry, with competitors offering similar products and services.
- 2) Technological Changes: Rapid technological advancements can lead to changes in customer needs and preferences, requiring companies to adapt to remain relevant.

Additionally, a Business Model Canvas (BMC) is required, used to design, develop, and analyze the business model of a company [14,15]. It includes key components that explain how a company creates, delivers, and captures value. BMC is a visual framework used to develop, design, and explain the business model of an organization or product. Through BMC, CV Media Computindo can gain a comprehensive understanding of their business model and then integrate Instagram Ads optimization strategies accordingly. By using BMC as a framework, CV Media Computindo can illustrate how Instagram Ads play a role in creating, delivering, and capturing value in the business context [16,17].



**Figure 1.** Business Model Canvas of CV Media Computindo

In the BMC, it can help identify relevant and potential customer segments for CV Media Computindo. This information can be utilized in optimizing Instagram Ads strategies to target the appropriate customer segments and reach the right audience through customized advertisements. Instagram is one of the distribution channels that CV Media Computindo can use to convey their marketing messages and introduce network products or services to the target audience[18,19]. Instagram Ads enable CV Media Computindo to reach potential audiences through this popular platform.

Furthermore, for the implementation of Instagram Ads at CV Media Computindo, it is important to adapt to the company's characteristics and goals[20,21]. By understanding the target audience, creating engaging content, and executing effective campaign management, CV Media Computindo can leverage the potential of Instagram Ads to enhance brand awareness and achieve desired outcomes. Instagram Ads provide several crucial features in Insights that can help CV Media Computindo analyze and understand advertising performance[22,23]. Here are some key features in Instagram Ads Insight:

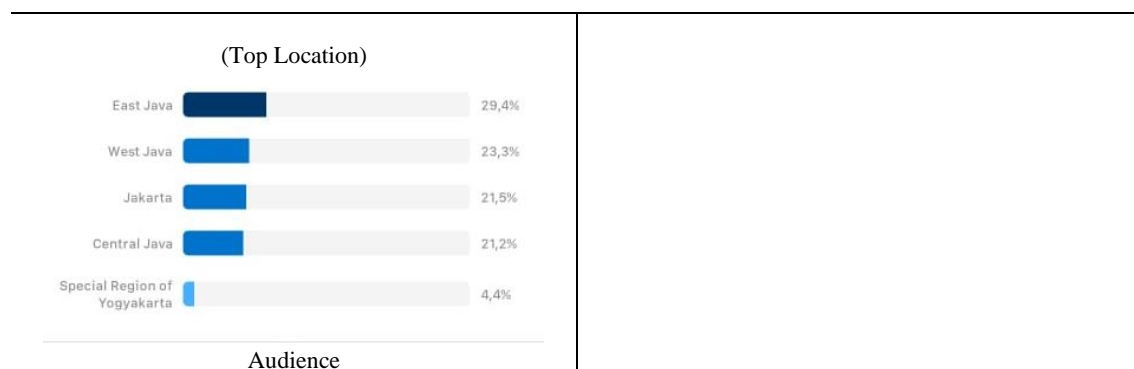
- 1) Impressions: Indicates the number of times CV Media Computindo's ads were displayed to users. This information helps understand how many times the ads were viewed by the target audience.
- 2) Reach: Shows the number of unique users who viewed CV Media Computindo's ads. This metric helps measure how widely the ad campaign has reached potential audiences.
- 3) Engagement: Measures user interactions with the ads, including the number of clicks, comments, likes, and shares. This information provides insights into how effective the ads are in capturing interest and engaging the audience.
- 4) Click-through Rate (CTR): Represents the ratio of clicks on the ads to the number of impressions. CTR is used to measure the level of user interest and engagement with CV Media Computindo's ads.
- 5) Conversion: If CV Media Computindo has set conversion goals in their campaign, Instagram Ads Insight can provide information about the number of conversions obtained from the ads. This helps evaluate the effectiveness of the campaign in driving desired actions from users.
- 6) Profile Visits: Displays the number of user visits to CV Media Computindo's profile after viewing their ads. This metric helps understand how successful the ads are in directing users to the company's profile and further encouraging brand awareness.
- 7) Follower Growth: If CV Media Computindo has linked their business Instagram account with Insights, they can see the growth in the number of followers after the ad campaign is launched. This helps assess whether the ads contribute to increasing brand awareness and gaining new followers.

The following are the results of the comparative analysis of posts using Instagram ads and without using Instagram ads:



**Table 1.** Comparison of Instagram Ads and Non-Instagram Ads Posts

Instagram Ads Matrix Results	Non-Instagram Ads Matrix
 <p>Disposting pada 12 Juli pukul 5:18</p> <p>4 0 0 1</p> <p>Content</p>	 <p>Mai 18 pukul 18:24</p> <p>2 0 0 0</p> <p>Content</p>
<p>Sinopsis ⓘ</p> <p>Jangkauan 499</p> <p>Interaksi Konten 5</p> <p>Aktivitas profil 6</p> <p>Tujuan iklan Kunjungan profil Dari iklan terbaru 6</p> <p>Overview</p>	<p>Sinopsis ⓘ</p> <p>Akun yang dijangkau 18</p> <p>Akun yang berinteraksi 2</p> <p>Aktivitas profil 4</p> <p>Overview</p>
<p>Jangkauan ⓘ</p> <p>499</p> <p>akun Pusat Akun terjangkau 98% dari iklan terbaru</p> <p>Impresi 619</p> <p>88% dari iklan terbaru</p> <p>Reach</p>	<p>Jangkauan ⓘ</p> <p>18</p> <p>Akun yang dijangkau</p> <p>12 6</p> <p>Pengikut • Bukan Pengikut</p> <p>Reach</p>
<p>Interaksi Konten ⓘ 5</p> <p>Suka 4</p> <p>Simpan 1</p> <p>Komentar 0</p> <p>Bagikan 0</p> <p>Content Interaction</p>	<p>Interaksi postingan 2</p> <p>Suka 2</p> <p>Komentar 0</p> <p>Bagikan 0</p> <p>Simpan 0</p> <p>Content Interaction</p>
<p>Aktivitas profil ⓘ 6</p> <p>Kunjungan profil 6</p> <p>100% dari iklan terbaru</p> <p>Mengikuti 0</p> <p>Ketukan tombol telepon 0</p> <p>0% dari iklan terbaru</p> <p>Ketukan tombol email 0</p> <p>0% dari iklan terbaru</p> <p>Profile Activity</p>	<p>Aktivitas profil ⓘ 4</p> <p>Kunjungan Profil 3</p> <p>Ketuk tautan eksternal 1</p> <p>Mengikuti 0</p> <p>Ketukan tombol telepon 0</p> <p>Ketukan tombol email 0</p> <p>Profile Activity</p>
<p>6</p> <p>Kunjungan profil dari iklan terbaru</p> <p>Status Selesai</p> <p>Pengeluaran Rp15.253 dari Rp15.241</p> <p>100% dibelanjakan</p> <p>Ads (Gender)</p>	<p>(Not Available)</p> <p>Ads</p>
 <p>100.0% 0.0%</p> <p>• Laki-laki • Perempuan</p> <p>(Age Vulnerability)</p> <p>35-44 78%</p> <p>45-54 21,9%</p>	<p>(Not Available)</p> <p>Audience</p>



A summary of several key insights about Instagram Ads posts is as follows: A total of 499 central account profiles have viewed the posts, including those in the ads, with a reach of 98% from recent ads. Reach differs from impressions, which can include multiple views of a post by the same central account. In other words, there are 619 impressions, indicating the frequency of the ad posts appearing on screens, with a percentage of 88% from recent ads. Additionally, there is profile activity showing the actions people take when interacting with the ad posts, with 6 profile visits and a 100% frequency of profile visits from recent ad results.

Meanwhile, the audience graph is the result of the ad settings made before the ad is displayed. These settings can include gender, age range, and location for advertising. The results show a reach of 98%, 100% views by males, 78% in the 35-44 age range, and 21.9% in the 45-54 age range. The top locations for views are obtained in West Java with 29.4%, East Java with 23.3%, Jakarta with 21.5%, Central Java with 21.2%, and Yogyakarta with 4.4% of ad views.

## 5. Conclusion

The utilization of Instagram Ads with SWOT analysis and Business Model Canvas methods in the effort to optimize digital marketing for building brand awareness at CV.Media Computindo has yielded results with a reach of 98%, 100% male gender views, 78% in the 35-44 age range, and 21.9% in the 45-54 age range. The top locations for views are obtained in West Java with 29.4%, East Java with 23.3%, Jakarta with 21.5%, Central Java with 21.2%, and DI Yogyakarta with 4.4% [24, 25]. This indicates that Instagram Ads have a significant impact on building brand awareness at CV.Media Computindo. By utilizing Instagram Ads, we can gather information on the number of visitors, target audience (gender, age), user interactions (likes, comments, shares, and saves), and reach (geographical area) in real-time. Therefore, Instagram Ads become one of the criteria in determining the marketing strategy for CV.Media Computindo to promote network device products or services in the future.

## 6. Suggestion

As for the research recommendation, it is hoped that the study can leverage other digital marketing platforms, such as SEO, Facebook Ads, TikTok Ads, and others, to enhance brand awareness for CV.Media Computindo. In the effort to boost brand awareness, it is essential to consider several key factors, such as creating engaging content, selecting target audiences, developing content that is interesting and relevant, setting an efficient budget, and measuring and analyzing performance to achieve optimal results.

## 7. Declarations

### 6.1. Author Contributions

Conceptualization: K.D.A. and F.N.K.; Methodology: F.N.K.; Software: K.D.A.; Validation: K.D.A. and F.N.K.; Formal Analysis: K.D.A. and F.N.K.; Investigation: E.A.; Resources: T.O.; Data Curation: E.A.; Writing Original Draft Preparation: E.A. and T.; Writing Review and Editing: E.A. and T.; Visualization: T. All authors have read and agreed to the published version of the manuscript.

### 6.2. Data Availability Statement

The data presented in this study are available on request from the corresponding author.

### 6.3. Funding

The authors received no financial support for the research, authorship, and/or publication of this article.

### 6.4. Institutional Review Board Statement

Not applicable.

### 6.5. Informed Consent Statement

Not applicable.

### 6.6. Declaration of Competing Interest

The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper

## References

- [1] W. Zulkarnain and S. Andini, "Inkubator Bisnis Modern Berbasis I-Learning Untuk Menciptakan Kreativitas Startup di Indonesia," *ADI Pengabd. Kpd. Masy.*, vol. 1, no. 1, pp. 77–86, 2020.
- [2] I. Amsyar, E. Christopher, A. Dithi, A. N. Khan, and S. Maulana, "The challenge of cryptocurrency in the era of the digital revolution: A review of systematic literature," *Aptisi Trans. Technopreneursh.*, vol. 2, no. 2, pp. 153–159, 2020.
- [3] M. R. Anwar, M. Yusup, S. Millah, and S. Purnama, "The role of business incubators in developing local digital startups in Indonesia," *Startupreneur Bisnis Digit.*, vol. 1, no. 1, pp. 1–10, 2022.
- [4] N. Septiani, A. S. Bist, C. S. Bangun, and E. Dolan, "Digital Business Student Development for Entrepreneurs with Software," *Startupreneur Bus. Digit. (SABDA Journal)*, vol. 1, no. 1, pp. 33–43, 2022.
- [5] A. Himki, T. Ramadhan, Y. Durachman, and E. S. Pramono, "Digital business entrepreneurship decisions: An e-business analysis (a study literature review)," *Startupreneur Bus. Digit. (SABDA Journal)*, vol. 1, no. 1, pp. 107–113, 2022.
- [6] G. Chakti, *The Book Of Digital Marketing: Buku Pemasaran Digital*, vol. 1. Celebes Media Perkasa, 2019.
- [7] H. Nusantara, P. A. Sunarya, N. P. L. Santoso, and S. Maulana, "Generation smart education learning process of blockchain-based in universities," *Blockchain Front. Technol.*, vol. 1, no. 01, pp. 21–34, 2021.
- [8] A. M. Pratiwi and A. Rohman, "Penerapan Strategi Digital Marketing Dalam Meningkatkan Omset Dengan Pendekatan Analisis Swot Perspektif Marketing Syariah Pada Toko Fihadaessie Surabaya," *Jesya (Jurnal Ekon. dan Ekon. Syariah)*, vol. 6, no. 1, pp. 881–898, 2023.
- [9] I. B. Prasetyo and R. Irawati, "Implementasi SWOT Digital Marketing Dalam Meningkatkan Penjualan 'Show Bakso Malang' di Era New Normal," *Bull. Manag. Bus.*, vol. 3, no. 1, pp. 237–247, 2022.
- [10] N. D. Trisnayanti and E. Moeldjadi, "STRATEGI DIGITAL MARKETING DALAM MENINGKATKAN HUNIAN KAMAR PADA HOTEL DAUN BALI SEMINYAK PASCA PANDEMI COVID-19," *J. Res. Manag.*, vol. 4, no. 2, pp. 169–178, 2023.
- [11] R. M. Husayn, L. Windiana, and A. Bakhtiar, "STRATEGI DIGITAL MARKETING TOKO BUAH DI KOTA MALANG (Digital Marketing Strategy Fruit Shop in Malang City)," *J. AGRIBISNIS DAN Komun. Pertan. (Journal Agribus. Agric. Commun.)*, vol. 5, no. 2, pp. 112–118, 2022.
- [12] R. Awaluddin, N. Jahidah, I. Arraniri, S. Regia, and R. Astriani, "Strategic Mapping During Covid-19 Pandemic in PT. Zamrud Bumi Indonesia Base on Swot and Business Model Canvas Strategy," in *Proceedings of the 2nd Universitas Kuningan International Conference on System, Engineering, and Technology, UNISSET 2021, 2 December 2021, Kuningan, West Java, Indonesia*, vol. 1, no. 1, pp. 1–13, 2022.
- [13] M. F. RAMADHAN and A. N. Rukmana, "Perancangan Strategi Pengembangan Usaha Menggunakan Analisis SWOT (Strength, Weakness, Opportunity, Threats) dan BMC (Business Model Canvas) Pada Nos Jeans," in *Bandung Conference Series: Industrial Engineering Science*, vol. 1, no. 1, pp. 1–6, 2023.



- 
- [14] N. A. Pinem, F. Sulistyawati, and E. N. P. Gulo, "Analysis Of Business Implementation on ShopeePay Digital Wallet using Business Model Canvas (BMC) and Swot Analysis," *J. Impresi Indones.*, vol. 2, no. 1, pp. 71–82, 2023.
- [15] M. I. Nurulloh, L. Simbolon, and G. R. Deksino, "Business Model Canvas For Indonesian Aerospace's CN235 Aircraft," *Int. J. Sci. Technol. Manag.*, vol. 3, no. 1, pp. 86–92, 2022.
- [16] J. P. B. Saputra, S. A. Rahayu, and T. Hariguna, "Market basket analysis using FP-growth algorithm to design marketing strategy by determining consumer purchasing patterns," *Journal of Applied Data Sciences*, vol. 4, no. 1, pp. 38–49, 2023. doi:10.47738/jads.v4i1.83
- [17] M. F. Fidrian and P. W. Handayani, "Evaluation of a Platform-Based Business Model in a Startup, A Case Study," in *2022 10th International Conference on Information and Communication Technology (ICoICT)*, IEEE, vol. 1, no. 1, pp. 184–189, 2022.
- [18] M. G. Pradana and H. T. Ha, "Maximizing Strategy Improvement in mall customer segmentation using K-means clustering," *Journal of Applied Data Sciences*, vol. 2, no. 1, pp. 19–25, 2021. doi:10.47738/jads.v2i1.18
- [19] E. L. Afifah and I. Setiawan, "BUSINESS DEVELOPMENT THROUGH A BUSINESS MODEL CANVAS APPROACH AT ELFATH MSMES," *SIMAK*, vol. 20, no. 02, pp. 186–201, 2022.
- [20] C. Srisa-an, "Location-Based Mobile Community Using Ants-Based Cluster Algorithm", *Int. J. Appl. Inf. Manag.*, vol. 1, no. 1, pp. 36–41, Apr. 2021.
- [21] H. B. Pratini and I. Setiawan, "Perencanaan Model Bisnis untuk Merdeka Ritel dengan Pendekatan Business Model Canvas," *Explor. J. Sist. Inf. dan Telemat. (Telekomunikasi, Multimed. dan Inform.)*, vol. 13, no. 2, pp. 163–171, 2022.
- [22] C.-C. Wang, Y. . Yang, and M. Chiang, "Understanding Users Attitude to Social Endorsement Advertising of Embarrassing Product", *Int. J. Appl. Inf. Manag.*, vol. 1, no. 1, pp. 6–22, Apr. 2021.
- [23] H. Khairunnisa, "Analisis Model Bisnis pada Kuliner Krupuk Kulit PD IKA dengan Pendekatan Business Model Canvas," *J. Pariwisata Indones.*, vol. 18, no. 2, pp. 40–52, 2022.
- [24] D. Krisbiantoro, S. Sarmini, dan A. Rahmah, "Designing a Digital Marketing Strategy for UMKM Batik Jati Kusuma using the Sostac Method," *International Journal of Informatics and Information Systems*, vol. 6, no. 3, pp. 114-119, 2023.
- [25] F. B. Harlan, Y. Tarigan, and A. Nisa, "Strategi Pemasaran G-Coffee Menggunakan Analisis SWOT Guna Menghadapi Era Society 5.0," *J. Bisnis, Manajemen, dan Ekon.*, vol. 4, no. 2, pp. 113–124, 2023.