
Proposed Product Requirement to Increase Adoption Rate of PT XYZ Campaign Management System

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Abstract

The ever-increasing use of social media presents a huge opportunity for the marketing industry to leverage digital channels as a key strategy. PT XYZ, a company that focuses on data analysis, developed a Campaign Management System to help companies monitor marketing campaigns using internal influences such as employees. Despite its potential, the adoption rate of this system has not yet met the minimum expectations of customers. The research aims to identify the key needs of users and determine features that can increase adoption rates. This research method uses a qualitative approach with in-depth interviews with selected customers and internal document analysis. The data is analyzed to find patterns of user needs for relevant features. The results show that the adoption rate of the platform is closely related to features that increase user motivation, such as transparency of program information, integrated insight reports, and gamification. The addition of educational features and artificial intelligence-based content generators is also proposed to help influencers create creative content. In conclusion, increasing the adoption of Campaign Management Systems requires the development of features that are relevant to the needs of users, both from the admin and influencer sides. This research implies that PT XYZ can improve product competitiveness and sustainability in the industry through a platform that is more responsive to user needs.

Keywords: Product Development, Campaign Management System, Influencer Marketing, SAAS, Tingkat adopsi platform

INTRODUCTION

The increasing use of social media in people's social lives has become an important issue for the marketing industry. This increase is in line with the rising public interaction on social media, which has now become important for people's existence in life.

In 2021 social media users reached 4.20 billion, equivalent to 53% of the world's total population (Globalwebindex Q3 (2019)). This figure increased by 490 million from 2019, with YoY growth of more than 13%. At the same time, Indonesia itself has 160 million social media users, equivalent to 59% of Indonesia's total population. This figure has increased by 8.1% since April 2019. Indonesian people use the internet for around 7 hours 59 minutes every day, with almost 3 hours spent on social media.

Post Covid-19, social media usage across the world has increased as they spend their lockdown time online. This reinforces the reason for companies to focus their marketing strategies on social media as an additional channel. Behavioral changes caused by the use of social media provide new strategy options that can be used by marketing experts. The latest research (Forbes, 2013; Gunawan & Huarng, 2015; Wang et al., 2012; Zhaveri,

2013) shows the potential of social media in shaping consumer behavior. The existence of social media, which can be accessed anytime and anywhere, can make it easier to share experiences and exchange opinions, including providing recommendations for the product or service that they use. (Forbes & Vespol, According to organization research conducted by Nielsen, (2015) 83% of people trust the opinions of their circle, friends, and family. Nielsen, (2015) However, 66% of consumers have more tendency to trust opinions from other consumers who posted online. Compared to other marketing formats, strategies that incorporate recommendations from individuals familiar with the target audience foster significantly higher levels of trust. This approach surpasses traditional methods such as brand websites, newspaper articles, or television advertisements. (Adiele, 2012)(Adiele, 2012)

With the increasing ease of sharing opinions about products and services on social media, influencers play a crucial role in providing recommendations. Today, not only celebrities but also ordinary individuals can be considered influencers within their social circles. According to Nielsen's research, recommendations from these influencers tend to be even more impactful. (Nielsen, 2015).

This shift underscores the importance for companies to carefully evaluate their marketing strategies, particularly in leveraging influence and enhancing public awareness of their products or services. The rise of social media and changes in consumer behavior have transformed traditional marketing approaches into modern strategies (Marketing 4.0), emphasizing the need to prioritize online channels for promotion. Influencer marketing, in particular, offers significant potential for companies to explore. However, several key factors must be considered, including selecting the right influencers, monitoring progress, and iterating program outcomes to ensure success.

According to a survey conducted by Hadi, (2021), the primary objectives of using influencers include increasing brand awareness (98.8%), educating target consumers (62.7%), boosting sales (50.6%), growing followers (39.8%), and enhancing Search Engine Optimization (SEO) (25.3%). Instagram emerged as the most frequently used platform, with 98.8% of respondents favoring it. These findings highlight that leveraging influencers is both important and effective for companies aiming to enhance brand awareness.

Furthermore, the Sociabuzz survey revealed that 70% of respondents rated influencer marketing effectiveness between 7 and 10, indicating a high level of success. In a separate survey, 90% of participants affirmed that influencer marketing is an effective strategy for achieving marketing goals.

According to a SocialPubli survey, nine out of ten marketers have adopted influencer marketing as part of their overall strategy. (Caiado et al., 2023). Similarly, in 2021, a survey by Influencer Marketing Hub revealed that 90% of respondents considered influencer marketing an effective tool for promotion. Additionally, SocialPubli's 2019 findings confirm that the majority of marketers, specifically 9 out of 10, have integrated influencer marketing into their campaigns.

Budget allocation trends further underscore this shift: 63% of businesses reported increasing their budgets for influencer marketing in 2022. By 2024, 92% of brands plan to further boost their influencer marketing expenditures (Forbes, 2013). According to Edelman's 2024 State of Influencer Marketing report, U.S. companies typically allocate

less than \$50,000 for influencer campaigns, while 15% invest over \$500,000 (Forbes, 2013).

Harvard Business Review highlights that over 75% of companies have dedicated budgets for influencer-driven strategies, including notable campaigns such as Coca-Cola's #ThisOnesForYou and Dior's award-winning 67 Shades initiative. The influencer industry reached a valuation of \$16.4 billion in 2022, demonstrating its significant growth. Research also indicates that influencer marketing yields a positive return on investment (ROI), with a 1% increase in budget correlating to a 0.46% rise in engagement. Optimizing budget usage in influencer strategies can result in a 16.6% boost in overall engagement, reinforcing the potential effectiveness of this approach.

The development of Influencer Marketing is also recognized by public relations practitioners, where endorsements from internal company parties are believed to be able to raise the branding points of a company. According to research conducted by several practitioners and academics, including the SBM ITB Academic Community, the things voiced by employee influencers in terms of improving branding, building reputation, and company image have been proven to show effectiveness. This is also due to the influx of millennial and Zoomer generations who are already of productive or working age. Therefore, this is used as a marketing communication strategy by several global and national companies to complement the paid influencer strategy, where this strategy uses external influencers or content creators. Some companies even optimize the role of employees as influencers to convey messages to the general public. (Wijaya et al., 2023).

Forbes named this phenomenon Employee Generated Content (EGC), where the strategy has strength and effective tools to reduce marketing costs. EGC can engage authentic connections and enhance brand reputation. EGC can represent an employee's opinion about their experience as an employee and also reduce the cost to build trust. (Saleem & Hawkins, 2021).

The close relationship between the influencer industry and social media has naturally led to the integration of Artificial Intelligence (AI) in this field. AI is increasingly being used by various platforms to analyze influencer profiles, enabling companies to collaborate with content creators who align with their target audience.

In the realm of marketing, AI demonstrates a positive impact, particularly in influencer marketing. A study analyzed using SPSS revealed a positive relationship between influencer endorsements, perceived quality, and social presence enhanced by AI (Rana et al., 2024). This underscores AI's role in improving the effectiveness of influencer campaigns.

A survey conducted in September 2023 found that 76% of marketing agencies and 52% of influencers already leverage AI to analyze data, aiding both in finding suitable content creators and identifying companies that require influencer support. Platforms such as TikTok and YouTube have also adopted AI to assist their most active content creators. (Lyu et al., 2024).

Moreover, AI-powered platforms have emerged, simplifying the process for companies to connect with content creators whose audience demographics match their target market. These platforms also help creators find job opportunities that align with their niche and follower personas. By utilizing AI-driven data analysis, campaign performance can be measured more accurately and efficiently, enabling more effective optimization.

RESEARCH METHODS

This study uses a qualitative approach that aims to understand the phenomena that occur from the perspective of the research subject. This approach was chosen because of its relevance in exploring complex variables that are difficult to quantitatively measure. The method used in this study is a case study with in-depth analysis. Data is collected through semi-structured interviews and analysis of internal company documents. The subjects of the study consist of users of the Campaign Management System provided by PT XYZ, including users from within the company as well as several corporate clients. The data collection technique involves in-depth interviews with open-ended questions to the research subjects and the collection of documents related to the implementation of the system. Direct observation of the use of the system is also carried out to complete the data. The instruments used include interview guidelines compiled based on research objectives and checklists for system observation. These instruments are designed to gain deep insights into the user's perceptions, challenges, and needs for the system. The data is analyzed using a thematic analysis approach, which involves organizing the data into key themes based on patterns and relationships between the data. The analysis process is carried out iteratively to ensure the validity of the findings.

RESULTS AND DISCUSSION

a. Pestel Analysis

Politics

The business context of this case can be examined from two perspectives: the growth of the AI industry and the development of the influencer marketing industry in Indonesia. The adoption and implementation of AI in any country are heavily influenced by policies related to privacy, intellectual property rights, personal data protection, and security.

In Indonesia, AI-specific regulations have not yet been formalized. However, the government introduced the Indonesia National Artificial Intelligence Strategy (Strans KA) in 2020, outlining ethical considerations, policies, development frameworks, and the data ecosystem necessary for AI advancement. Despite its comprehensive scope, this strategy remains a non-binding policy document. (Vidigal & Claussen, 2024).

Several existing regulations impact AI usage in Indonesia, including:

1. Permenkominfo No. 3 of 2022: Governs licensing for businesses utilizing AI.
2. Law on Electronic Information and Transactions (UU ITE): Regulates AI through the concept of electronic agents.
3. Personal Data Protection Law (UU PDP): Addresses the use of AI in processing personal data.
4. Circular No. 9 of 2023 by the Ministry of Communication and Information (Kemenkominfo): Provides ethical guidelines for AI use by businesses.
5. Otoritas Jasa Keuangan (OJK) and AFTECH, 2023: Issued a Code of Ethics for Responsible AI in the fintech industry.

The regulatory landscape for AI continues to evolve as countries face challenges in creating and implementing governance frameworks. In Indonesia, future regulations may

pose constraints on AI ecosystem development. However, the government is expected to balance ethical considerations with technological innovation to ensure responsible AI growth and risk management.

In the influencer marketing industry, political dynamics also play a significant role. Influencers are increasingly used as tools for political campaigns to generate public empathy, awareness, and support. According to Indonesia Corruption Watch (ICW) in a discussion at MAP Corner FISIPOL UGM, influencers are often engaged by government entities to disseminate specific messages and agendas.

Economy

Worldwide, there are an estimated 50 million creators generating content for 5 billion social media users. Social commerce is growing rapidly and is expected to be worth \$2 trillion by 2026 (a projected 25% CAGR). (Delloite, 2023) The growth of content creators in the world has accelerated since the COVID era, which has made people isolated and only using social media as their entertainment. Until now, the need for creators is very significant for brands to spread word of mouth. So, the world of content creators will continue to run and have a significant economic impact. The profession of content creator is also currently being sought after by people of all ages, one of which is a job field for people who have to be at home, such as housewives. This profession can also be a side profession for professional workers, which shows that the content creator industry can have a greater impact on the economy.

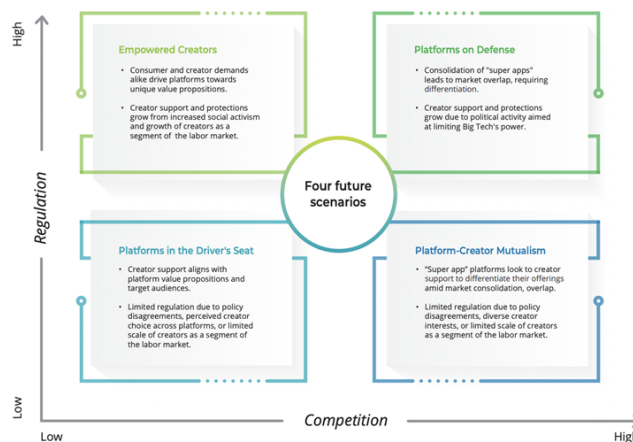


Figure 2. Four Potential Futures on How The Relationship Between Platforms and Creators Could Evolve in The Future

Social

The presence of influencers in the industry has caused a shift in customer behavior and created a new perspective in the world of marketing. The power of influencers in providing recommendations can greatly influence people in selecting needs and purchasing decisions. This will have an impact on high consumption. From a cultural perspective, the virality that is the impact of influencers adds new channels as a learning medium for many people so that the spread of culture and values can occur more quickly than before.

Technology

Influencers' close relationship with social media makes them very dependent on technological developments. One of them is the existence of AI, which is currently developing, which can boost and facilitate content creators' needs in channeling their creativity and getting monetization for this because they are paid by brands. The growth of content creators will occur along with the growth of technology, and vice versa.

Environmental

Industrially, the creator content industry does not have much influence from environmental aspects. However, with influencers and the virality they bring, awareness of climate change, for example, can spread more widely and increase significantly. The brand also can use it for strategy in spreading their CSR moves that focus on environment saving. Influencers can be involved in their CSR activity and spread the CSR key message significantly.

Legal

Legally, of course, privacy data is limited to use by other people or second parties. If there are more binding regulations regarding this matter, then this will affect the platform's performance in analyzing profiles and also getting the number of the engagement rate of a campaign. Recently, consent or approval has been required from the influencers to crawl their data on their social media performance. Restrictions on privacy data collection that are stricter than that will affect campaign management system products and also the content creator industry. Brands will also have trouble getting appropriate insight and managing marketing campaigns using influencers on big campaign sizes.

a. Identification of Factors That Are Considered Important

Factors that are considered important represent the customer feedback on what factors that user-perceived are important to be developed in the Campaign Management System so that the platform could deliver the best output to its user and increase its adoption. Twenty-one factors are considered important in developing the system. Below are the detailed factors that are considered important:

1. Digital Ecosystem Capability
2. User Access Management
3. Features Capability
This factor is regarding how far the existing features can facilitate all the customer needs on each journey.
4. Speed
5. Program Information Transparency
6. Insight Report Accumulation Availability
7. Insight Report Comparison Availability
8. Insight Report Data Period
9. Reward Information Availability
10. Gamification method
11. Content Creation Assistance
12. User Interface/User Experience
13. Live Recents Activity Status
14. Features Flexibility

Based on the feature, the author tries to break down each factor considered important:

Campaign Creation Feature

Transaction features intend to assist admin users in the following ways with these features:

1. Creating a campaign
2. Input detail campaign such as campaign description, campaign direction, content reference, platform/channel campaign, target audience, and location coverage campaign
3. Publish the campaign
4. Sending invitations to join the campaign to influencer

Below are the factors that are considered important by respondents in these features:

Table 1. Factors Considered Important in Campaign Creation Feature

No	Factors considered important	% Factors being mentioned
1	Features Capability	100%

This feature is fully operated by the company admin, who is in charge of creating and monitoring campaigns. They are happy with existing features by giving a score of 4 out of 5 for the feature performance, but they are adding some information about their needs regarding to get additional value from this feature, such as below:

Table 2. Additional Value Expectation from Campaign Creation Feature

No	Requirements	Category	Urgency rate
1	To capture more advanced campaign objectives such as minimum participation, minimum expected engagement, and another parameter that can give fina insight into the final journey	Features Capability	3 out of 5
2	To give influencers information about the rewards they will achieve and it can be connected to appraisal	Reward Information Availability	4 out of 5
3	To create customized formulation inside the platform regarding to accumulate appraisal from each or all campaigns automatically	Features Flexibility	4 out of 5

Content Submission Features

Transaction features intend to help influencer users in the following ways with these features:

1. **Provide a content submission page for the influencers to be reviewed by the admin**

Below are the factors that are considered important by respondents in these features:

Table 3. Factors Considered Important in Content Submission Feature

No	Factors considered important	% Factors being mentioned
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1	Speed	100%
2	Feature Capability	100%

This feature is fully operated by the influencer user. They are pleasant with existing features by giving a score of 4 out of 5 for the feature performance. But they are adding some information about their needs regarding to get additional value from this feature, such as below:

Table 4. Additional Value Expectations from Content Submission Feature

No	Requirements	Category	Urgency rate
1	To get tips & tricks on how to create creative content related to the campaign theme, to get inspirational educational content on how to build creative and engaging content	Content Creation Assistance	4 out of 5

Content Monitoring Features

Transaction features intend to help admin users in the following ways with these features:

1. Monitoring progress campaign (step by step that completed) for each influencer
2. Giving content approval (if needed) & comments

Below are the factors that are considered important by respondents in these features:

Table 5. Factors Considered Important in Content Monitoring Feature

No	Factors considered important	% Factors being mentioned
1	Real-time update	50%

This feature is fully operated by the influencer user. They are pleasant with existing features by giving a score of 4 out of 5 for the feature performance. But they are adding some information about their needs regarding to get additional value from this feature, such as below:

Table 6. Additional Value Expectations from Content Monitoring Feature

No	Requirements	Category	Urgency rate
1	To get tips & tricks on how to create creative content related to the campaign theme, to get inspirational educational content on how to build creative and engaging content	Features Capability	4 out of 5

Campaign Measurement Features

Transaction features intend to help users in the following ways with these features:

1. Providing Insight Report for each campaign, including Impression Campaign (Like, Comment, Share, Save, Reach, Play), age range audience, gender audience, location audience, engagement rate of each influencer, campaign engagement rate compilation, and top influencer.

2. Provide an appraisal page to help admin in giving scores related to influencer performance on the campaign.

Below are the factors that are considered important by respondents in these features:

Table 7. Additional Value Expectation from Campaign Measurement Feature

No	Requirements	Category	Urgency rate
1	Real-time update of the insight report	Speed	3.5 out of 5
2	Leaderboards, and ranking positions, need to be more engaging for the layout	Gamification method	4 out of 5
3	Need transparency report and growth engagement to ensure influencer increasing skill	Insight Report Accumulation Availability	5 out of 5
4	Need transparency report and growth engagement to ensure influencer increasing skill	Insight Report Comparison Availability	5 out of 5
5	Need transparency report and growth engagement to ensure influencer increasing skill	Insight Report Data Period	5 out of 5

Solution

The results of interviews and author analysis show that the adoption rate is associated with the level of user stickiness. This stickiness can be built by facilitating features that can increase the motivation of influencer users in running campaigns, starting from understanding the brief and creating content according to the theme until they can achieve good insight reports.

To increase the adoption of Digital SME Platform from a product perspective, the key vocal questions are:

1. What are the factors that are considered important by customers of Campaign Management Systems?
2. What are the product requirements for Campaign Management System enhancement aligned with the customer needs?
3. What is the implementation plan?

Solution Option

Develop Features that can increase platform stickiness

The following are the features mentioned by user influencers that can increase stickiness in using the Campaign Management System platform

1. Gamification
2. Live Recents Activity Status
3. Insight Report Accumulation Availability
4. Insight Report Comparison Availability
5. Insight Report Data Period

Develop Features that can give inspiration and increase creativity in helping influencers in creating creative content:

1. Educational Content
2. Artificial Intelligence generating content

Develop a Platform that can give influencers transparency about the whole program:

1. Program Information Transparency
2. Reward Information Availability

Develop a Platform that can facilitate formula customization to help admin users get specific insight to get comprehensive results:

1. Point Formula Customization Page on Creating Campaign Page

Implementation Plan

An implementation plan was created based on the product requirement analysis. The detail of activity is referred from the previous analysis in the initiatives and target respected to the alternative strategy. The company has a project basis. Therefore, the actualization should be done within 4 months. The implementation plan will be divided by product roadmap and product backlog.

Product Roadmap

A product roadmap is the scaffolding for how the development of a product will take shape. From the customer requirements, some requirements are mentioned in all the features thus, for those types of requirements, the author categorized it into one epic for the overall platform.

Product Backlog

The product backlog is a list of the new features, changes to existing features, bug fixes, infrastructure changes, or other activities that a team may deliver to achieve a specific outcome. Below is the product backlog of the Campaign Management System.

Table 9. Product Backlog

No	Epic	Product Backlog
1	Gamification	<ol style="list-style-type: none"> 1. Redefined the user story 2. Create UI design 3. Back-end coding on the Production Stage 4. Testing
2	Live Recents Activity Status	<ol style="list-style-type: none"> 1. Redefined the user story 2. Back-end coding on the Production Stage 3. Testing
3	Insight Report Accumulation Availability	<ol style="list-style-type: none"> 1. Redefined the user story 2. Create a comparison scheme 3. Create UI design 4. Back-end coding on the Production Stage 5. Testing
4	Insight Report Comparison Availability	<ol style="list-style-type: none"> 1. Redefined the user story 2. Create a comparison scheme 3. Create UI design 4. Back-end coding on the Production Stage 5. Testing
5	Insight Report Data Period	<ol style="list-style-type: none"> 1. Redefined the user story 2. Create a comparison scheme 3. Create UI design 4. Back-end coding on the Production Stage

No	Epic	Product Backlog
		5. Testing
6	Educational Content	<ol style="list-style-type: none"> 1. Redefined the user story 2. Create UI design 3. Back-end coding on the Production Stage 4. Create educational content to be tested 5. Testing
7	Artificial Intelligence generating content	<ol style="list-style-type: none"> 1. Redefined the user story 2. Create UI design 3. Back-end coding on the Production Stage 4. Testing
8	Program Transparency	<ol style="list-style-type: none"> 1. Redefined the user story 2. Create UI design 3. Adding input description box in creating the campaign page 3. Back-end coding on the Production Stage 4. Testing
9	Reward Availability	<ol style="list-style-type: none"> 1. Redefined the user story 2. Create UI design 3. Adding reward input description box in creating the campaign page 3. Back-end coding on the Production Stage 4. Testing
10	Point Formula Customization Page on Creating Campaign Page	<ol style="list-style-type: none"> 1. Redefined the user story 2. Create a scenario for a customized formulation 3. Create formulation scenario related to Poinis - reward - and engagement rate 3. Create UI design 4. Back-end coding on the Production Stage 5. Testing

Justification

The outlined plan has received approval from PT XYZ, and several crucial steps have already been executed, reflecting a proactive approach to strategic implementation. The successful pitch to product owners resulted in their endorsement to develop a reward system page and also a points record. Additionally, this feature has already been implemented and already been utilized by several campaigns on client X.

For the other solution, the management is still in the discussion process because there are more priorities on other products to be developed first. However, as the discussion has already been arranged, they give positive feedback and agree with the main idea that the stickiness of the platform should be built to increase the adoption rate and also the competitive advantage of the product. Although the Campaign Management System is not their main product, they state that its existence should be maintained since it is significantly aligned with their product ecosystem mapping. Campaign Management System able to facilitate call to action process as the brand already received negative or positive insight for their brand image as a final result using the other XYZ product.

CONCLUSION

The increasing adoption rate in the use of campaign management systems is related to the level of user stickiness to the platform. The intensity of application use in the Campaign Management System is only triggered when a new campaign appears. However, the frequency, duration, and sustainability of platform use during the campaign period should still be monitored as an indicator of the stickiness level of the Campaign Management System platform. As a result of the interview and author analysis, the stickiness level can be built by facilitating features that can increase the motivation of influencer users in running the campaign. Starting from understanding the brief, creating a content theme-based, and getting an insight report. Influencer user motivation can be built by encouraging the following information facilitation as below: 1) Competition between users is shown through the user's position regarding the achievement of their respective engagement rates in each campaign. It further provides information regarding the growth of user engagement rates from one campaign to another. 2) Transparency reward and its calculation. 3) Recent activity updates from other users that encourage feelings of FOMO among influencer users. 4) Tips & tricks for creating creative and interesting content can be done by providing educational content regularly, which can assist influencer users in creating content or using an AI content generator, which can provide content concepts or captions quickly and on target. Apart from facilitating the needs of user influencers above, as a platform ecosystem, there is also a need for development that can facilitate the provision of data, especially for the admin user section. For example, a feature that can be customizable to adjust the formula for calculating points per campaign based on the rewards that users will receive. Thus, improving the platform by enhancing the existing features and developing new features that focus on achieving the objectives above can increase the adoption rate required for PT XYZ and improve platform performance significantly.

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