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Digital Marketing Communication Innovation: A Gender Bias on @Mbasiticom Instagram Content

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Abstract

Marketing innovation recently occurred and had well growth in social media due to digital marketing efficiency and social media's spread in producing informative content. Household servant industry is part of it with the content of @Mbasiticom Instagram account frequently produce content of their services that show a new change in marketing and also an innovation in marketing field, However, as household servant industry is known as exploitative in their respective field, @mbasiticom doesn't escape this system which causing harmful stigma between women and society. With the content analysis, a new perspective is discovered upon the industry, how women and gender equality study is still relevant even to this day.

Keywords: *Marketing Innovation; Communication Model; Indonesian Household Servant; Social Media; Digital Marketing*

INTRODUCTION

Social media marketing is a type of online marketing that involves promoting a brand, product or service on social media platforms such as Facebook, Instagram, Twitter, LinkedIn, Pinterest and more (Angelia & Susilo, 2023). Social media marketing has become an integral part of digital marketing as more and more people are using social media platforms to communicate, share information and discover new products and services (Susilo, 2022).

Social media marketing allows businesses to reach a large audience at a relatively low cost compared to traditional advertising methods. With social media, businesses can create engaging content, run targeted ads and engage

with customers directly (Li et al., 2021). Here are some key aspects of social media marketing that businesses need to consider:

1. Defining the target audience: The first step in social media marketing is to identify the target audience. Businesses need to determine who their ideal customer is, what they like, and what motivates them. This information will help businesses to create content that resonates with their target audience.
2. Choosing the right platform: There are many social media platforms available, and each platform has its own unique audience and features. Businesses need to choose the right platform that best suits their target audience and business objectives.
3. Creating engaging content: Social media marketing requires businesses to create engaging and shareable content that captures the attention of their audience. The content should be relevant, informative and entertaining (PUSPANINGRUM, 2020).
4. Running targeted ads: Social media platforms allow businesses to run targeted ads based on demographic, geographic and interest-based targeting. Targeted ads can help businesses reach a larger audience and increase brand awareness.
5. Building a community: Social media marketing is not just about promoting products and services; it's also about building a community of loyal followers. Businesses should engage with their audience, respond to comments and questions and create a sense of community around their brand.
6. Measuring success: Social media marketing requires businesses to track and measure their success. Metrics such as reach, engagement, clicks and conversions can help businesses understand the effectiveness of their social media marketing efforts and make necessary changes to their strategy (Dwivedi et al., 2021).

Social media marketing can be an effective tool for businesses of all sizes, but it requires a well-planned strategy and consistent effort. Here are some benefits of social media marketing:

1. Increased brand awareness: Social media platforms allow businesses to reach a large audience and increase brand awareness. With the right strategy, businesses can create a strong brand presence and attract new customers (Patma et al., 2021).
2. Improved customer engagement: Social media allows businesses to engage with their customers directly and respond to their comments and questions. This can help businesses build a stronger relationship with their customers and improve customer satisfaction.
3. Targeted advertising: Social media platforms allow businesses to run targeted ads based on demographics, interests and behaviours. Targeted ads can help businesses reach a specific audience and improve their chances of converting leads into customers (Wibowo et al., 2021).
4. Cost-effective: Social media marketing is a cost-effective way to promote a brand, product or service. Compared to traditional advertising methods, social media marketing is relatively inexpensive and can generate a high return on investment.

5. Increased website traffic: Social media platforms can drive traffic to a business's website. By sharing relevant and informative content, businesses can attract visitors to their website and increase their chances of converting them into customers.

In conclusion, social media marketing has become an essential component of digital marketing. With the right strategy, businesses can leverage social media platforms to reach a large audience, build brand awareness and engage with customers directly. However, social media marketing requires consistent effort, measurement and adaptation to be successful. Businesses should be willing to experiment, learn and adjust their strategy to achieve their marketing objectives (Li et al., 2021).

The household servant industry in Indonesia is a complex and multi-faceted one, with a long history and deep cultural roots. Known locally as *pembantu rumah tangga*, or simply "PRT," household servants have been a part of Indonesian society for centuries, and play an important role in the daily lives of many families. Historically, household servants were typically women from rural areas who came to work in the homes of wealthy or middle-class families in urban areas. These women were often young and unmarried, and saw domestic work as a way to earn money and gain valuable life experience. Many were recruited by middlemen known as *calo*, who would take a percentage of their wages in exchange for finding them work (Greeley & Porter, 1998).

Over time, the household servant industry has become more formalized, with laws and regulations governing the employment of domestic workers. Today, there are an estimated 11 million domestic workers in Indonesia, making up about 3% of the country's workforce. Most are women, and many are from marginalized groups such as low-income families, ethnic minorities, and rural areas. Despite the formalization of the industry, there are still many challenges facing household servants in Indonesia. One of the biggest is a lack of legal protections and employment benefits. Many domestic workers are employed informally, without written contracts or any kind of job security. This leaves them vulnerable to exploitation and abuse, including long hours, low wages, and even physical or sexual violence (Simpson, 2014).

Another issue is the stigma attached to domestic work in Indonesian society. Even though millions of people work as household servants, the industry is often looked down upon as low-status and unskilled labour. This can make it difficult for domestic workers to demand fair wages and treatment, and can also contribute to a culture of abuse and exploitation. In recent years, there have been efforts to improve the situation for domestic workers in Indonesia. In 2015, the government passed a law that guarantees basic rights for domestic workers, including minimum wage, health insurance, and social security benefits. However, many domestic workers are still not aware of their rights, and enforcement of the law is often lax. There are also organizations and activists working to improve the situation for household servants in Indonesia. One such group is the National Network for Domestic Workers Advocacy (JALA PRT), which advocates for the rights and welfare of domestic workers, and provides education and support to workers and their families. Another is the Migrant Care organization, which focuses

on migrant domestic workers, many of whom come from other countries in Southeast Asia to work in Indonesia.

Despite these efforts, the household servant industry in Indonesia remains a challenging and often exploitative one. Domestic workers continue to face low wages, long hours, and difficult working conditions, as well as a lack of legal protections and social recognition. However, as awareness of these issues grows and more people speak out in support of domestic workers, there is hope that things will improve for this vital and often overlooked sector of Indonesian society.

After knowing the background of certain phenomenon which involve social media marketing innovation and challenge of exploitative system in household servant services, this research has purpose to discover the dynamic change in household servant industry, whether we found the new problem or the old problem being reconstructed by the industry. To keep observing industry is part of research's task in changing the humanity science perspective and increasing the quality of both the studies and the researcher itself, as well as making transparency about what is going on in society and the industry that is written inside the research.

LITERATURE REVIEW

The Innovation of Marketing

Marketing innovation refers to the process of developing and implementing innovative marketing strategies, techniques, and tactics to achieve better results and gain a competitive edge in the marketplace. It involves creating new products, services, and processes that meet the needs and wants of customers while addressing the challenges and opportunities of the business environment. In this article, we will explore the various aspects of marketing innovation and its importance for businesses today. Marketing innovation is a crucial element of business success in today's competitive marketplace. With the ever-increasing pace of technological advancements and changing consumer preferences, businesses need to continuously evolve and adapt their marketing strategies to stay relevant and stay ahead of the competition. Marketing innovation can help businesses to differentiate themselves from their competitors, attract and retain customers, and drive growth and profitability.

One key aspect of marketing innovation is the development of new products and services that meet the evolving needs and wants of customers. This can involve the creation of entirely new products, as well as the adaptation and enhancement of existing products to better serve customer needs. For example, companies like Apple and Samsung continuously innovate and release new versions of their smartphones and tablets with new features and functionality to appeal to customers and stay ahead of the competition (Purchase & Volery, 2020). Another aspect of marketing innovation is the development of new marketing strategies and tactics to reach and engage with customers. This can involve the use of new technologies and platforms such as social media, mobile apps, and artificial intelligence to deliver personalized and targeted marketing messages that resonate with customers (Ungerma & Dědková, 2019). For example, companies like

Amazon use customer data and artificial intelligence algorithms to recommend products and services to customers based on their past purchase history and browsing behaviour.

Marketing innovation can also involve the creation of new business models and processes that improve efficiency, reduce costs, and increase profitability. For example, companies like Uber and Airbnb have disrupted their respective industries by creating new business models that leverage technology and the sharing economy to provide more efficient and cost-effective services to customers. Another important aspect of marketing innovation is the development of new partnerships and collaborations with other companies and organizations. This can help businesses to expand their reach, access new markets, and leverage the strengths and capabilities of their partners to create new products and services that better meet the needs of customers. For example, companies like Nike and Apple have partnered to create the Nike+ app, which allows users to track their workouts and connect with other athletes.

To be successful in marketing innovation, businesses need to foster a culture of innovation that encourages and rewards creativity, experimentation, and risk-taking. This requires a commitment to ongoing learning and development, as well as a willingness to invest in new technologies, processes, and talent to support innovation initiatives. It also requires a willingness to embrace failure and learn from mistakes, as not every innovation will be successful. Marketing innovation can bring many benefits to businesses, including increased revenue, improved customer satisfaction and loyalty, and a competitive advantage in the marketplace. However, it also comes with risks and challenges, including the need for significant investment in research and development, the potential for failure, and the need to continuously adapt and evolve in response to changing market conditions and customer needs.

In conclusion, marketing innovation is a critical component of business success in today's fast-paced and constantly evolving marketplace (Wang et al., 2020). It involves the development of new products, services, and processes that meet the needs and wants of customers while addressing the challenges and opportunities of the business environment. To be successful in marketing innovation, businesses need to foster a culture of innovation, invest in new technologies and talent, and be willing to embrace failure and learn from mistakes (Ding & Li, 2021). With the right approach, marketing innovation can help businesses to differentiate themselves, attract and retain customers, and drive growth and profitability.

Innovation by Social Media Marketing

Social media marketing is a rapidly evolving form of marketing that has revolutionized the way businesses interact with their customers. It has come a long way from the early days of MySpace and Friendster, and today it is one of the most important tools that businesses can use to reach their target audience. In this article, we will take a closer look at the history of social media marketing, from its beginnings in the late 1990s to the present day. The first social media platform was Six Degrees, launched in 1997. This platform allowed users to create profiles and connect with friends, and it laid

the groundwork for the social media platforms that followed. In the early 2000s, Friendster and MySpace emerged as the dominant social media platforms, and businesses quickly realized the potential of these platforms to reach their target audience.

In the early days of social media marketing, businesses used these platforms to create profiles and connect with their customers. They would post updates about their products or services, and interact with customers through comments and messages. However, the reach of these platforms was limited, and businesses struggled to measure the effectiveness of their social media marketing efforts. In 2004, Facebook was launched, and it quickly became the dominant social media platform. Businesses began to use Facebook to create pages and connect with their customers, and they soon discovered that Facebook offered powerful targeting tools that allowed them to reach specific demographics. This marked the beginning of a new era of social media marketing, as businesses began to invest heavily in advertising on the platform (Ebrahim, 2020).

In 2006, Twitter was launched, and it quickly became another important platform for social media marketing. Twitter allowed businesses to connect with their customers in real-time, and it offered a powerful tool for customer service and support. Businesses could respond to customer complaints and inquiries quickly and efficiently, which helped to build trust and loyalty with their customers.

In 2010, Instagram was launched, and it quickly became another important platform for social media marketing. Instagram offered a visual platform that allowed businesses to showcase their products or services, and it quickly became popular among younger demographics. Businesses began to invest heavily in influencer marketing on the platform, partnering with popular Instagram users to promote their products or services (Rayat et al., 2017). In recent years, social media marketing has continued to evolve, with new platforms like TikTok and Clubhouse emerging as important players in the space. These platforms offer new opportunities for businesses to connect with their customers and reach new audiences.

Today, social media marketing is an essential part of any marketing strategy, and businesses of all sizes are investing heavily in this channel. The rise of social media influencers has created new opportunities for businesses to reach specific demographics, and the targeting tools offered by platforms like Facebook and Instagram have made it easier than ever to reach the right audience. In conclusion, social media marketing has come a long way since the early days of MySpace and Friendster. Today, it is a powerful tool that businesses can use to reach their target audience, build brand awareness, and drive sales. As new platforms continue to emerge, businesses will need to stay on top of the latest trends and techniques in order to succeed in the ever-evolving world of social media marketing (Hussain et al., 2020).

Social media marketing has experienced an exponential growth in recent years (Batara & Susilo, 2022; Coritama et al., 2022). With the rise of social media platforms like Facebook, Twitter, Instagram, and LinkedIn, businesses have been able to reach out to their target audience in new and innovative ways. Social media marketing has become an integral part of a company's marketing strategy, and the trend is expected to continue in the

coming years. One of the reasons for the growth of social media marketing is the increasing number of social media users worldwide. According to recent statistics, there are over 3.96 billion social media users, which represents almost 50% of the world's population. This presents a massive opportunity for businesses to connect with potential customers on a global scale. Social media platforms provide an affordable way for companies to reach out to their target audience, create brand awareness, and increase customer engagement.

Another reason for the growth of social media marketing is the development of new features and tools that make it easier for businesses to create and manage their social media campaigns. Social media platforms are constantly evolving, and new features like paid advertising, influencer marketing, and live streaming have made it possible for businesses to create more engaging and interactive content. In addition, social media marketing offers a wealth of data and analytics that businesses can use to optimize their marketing campaigns. Social media platforms provide insights into customer behaviour, preferences, and demographics, which businesses can use to create targeted content that resonates with their audience. Finally, the COVID-19 pandemic has accelerated the growth of social media marketing. With many people staying at home and relying on social media for entertainment and communication, businesses have been able to reach out to their target audience in new and innovative ways. Social media marketing has become a critical tool for businesses to maintain customer engagement and drive sales during these uncertain times.

In conclusion, social media marketing has experienced significant growth in recent years, and this trend is expected to continue in the coming years. Businesses that embrace social media marketing and stay ahead of the curve will be able to connect with their target audience, create brand awareness, and increase customer engagement in new and innovative ways.

METHODS

Content analysis is a research methodology that is used to study communication materials such as written, spoken, or visual communication. One of the most influential scholars in the field of content analysis is Klaus Krippendorff, who is known for his seminal book, "Content Analysis: An Introduction to Its Methodology" (Elo & Kyngäs, 2008). Krippendorff's approach to content analysis is based on the idea that communication is a process of creating meaning, and that this meaning is created through the use of symbols. In his view, symbols are the building blocks of communication, and content analysis is a way of analysing these symbols to understand the meanings that they create (Susilo et al., 2019).

Krippendorff's approach to content analysis is characterized by a focus on the context in which communication takes place. He argues that the meaning of a symbol can only be understood in relation to the context in which it is used. This means that content analysis must take into account the social, cultural, and historical factors that shape communication. Krippendorff's approach to content analysis is also characterized by a focus on the researcher's interpretation of the data. He argues that content analysis is not a purely objective process, but rather one that involves subjective judgments on the part of the researcher. As a result, he emphasizes the

importance of reflexivity in the research process, and encourages researchers to be aware of their own biases and assumptions.

One of the key contributions of Krippendorff's approach to content analysis is his emphasis on the importance of intercoder reliability. He argues that content analysis is only valid if different coders can reach the same conclusions when analysing the same data. To achieve this, he emphasizes the importance of clear coding rules and guidelines, as well as regular training and monitoring of coders. Overall, Krippendorff's approach to content analysis has had a significant impact on the field of communication research. His emphasis on the context of communication, the importance of the researcher's interpretation, and the need for intercoder reliability has helped to establish content analysis as a rigorous and valuable research methodology.

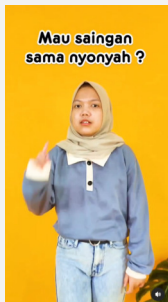
➤ **Analysis Technique**





The technique is by observing Instagram account. Observing Instagram account is necessary action because Krippendorff is looking what shaped the communication. Upon knowing what we're looking for, observing through Instagram account is the fitting choice to gain validity in this research. The technique later is put in the table involving text, visual, audio, and language interpretation. We're looking for what shaped communication, therefore combination is needed in order to gain it. After putting the data in the table, we'll be able to organize the data that construct our finding.

➤ **Analysis Unit**

The analysis unit will be @mbasiticom's Instagram account. As the topic of this research is marketing innovation, mbasiticom's service is one of those marketing innovations and one of necessary data to be analysed into this research. With mbasiticom being our analysis unit, we'll get analysis with more modern approach since they play active role in marketing innovation and digital marketing.

RESULT AND DISCUSSION

Text	Visual	Description
Mau saingan sama nyonya? Yo nda mampu. Mau ambil kerjaan nyonya? Yo mampu.		A satiric line for household servant, referring to professional problem where they want to rival their boss in order to seduce the husband (Fitri Ariana Putri & Riyadi, 2021).

<ul style="list-style-type: none"> - 3 tips menghindari provokator ART - ART Baru & ART yang dipecat 		<p>A convincing message that provocation exists frequently between household servants which mostly showing female servants.</p>
<p>Majikan & ART</p>		<p>Positioning the boss and the household servant based on gender.</p>
<ul style="list-style-type: none"> - Hari pertama kerja - ART Baru & ART Lama 		<p>Positioning the boss and the household servant based on gender.</p>
<p>ART & Tuan Muda</p>		<p>Positioning the boss and household servant based on gender</p>

Based on the data above, total of five contents are gathered and there are five different narrations. As one of market innovation in building the service

of household servants, @mbasiticom is pretty bold at gender bias. Gender bias in household servants is a pervasive problem that has been around for centuries. It is a manifestation of the larger societal issue of gender inequality, where men and women are not seen as equal in value and status. In many cultures, the role of the household servant has been traditionally reserved for women, and this has perpetuated gender bias in this industry (Fikria, 2012).

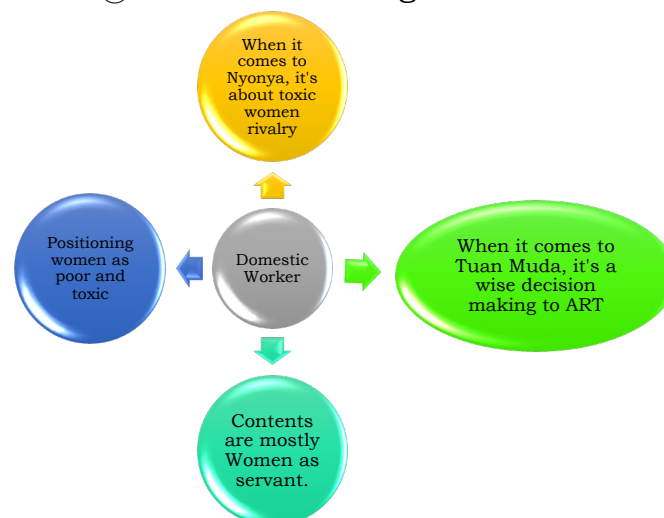
The gender bias in household servants can be seen in several ways. Firstly, women are more likely to be employed as domestic workers than men. This is due to the perception that women are better suited for tasks such as cooking, cleaning, and childcare. As a result, men are often overlooked for these jobs, and women are paid less for their work than men (Engels & Untermann, 2021).

Secondly, the work of domestic workers is often undervalued and underpaid. This is because domestic work is seen as “women’s work” and is therefore not considered to be as important as other types of work. This undervaluation is especially true for women of colour who are often subjected to racial discrimination and receive lower pay (Sheeha, 2020).

Thirdly, women who work as household servants are often subjected to harassment and abuse by their employers. This abuse can range from verbal abuse to sexual harassment and assault. Many women are afraid to report this abuse for fear of losing their jobs or facing retaliation from their employers.

To address gender bias in household servants, there needs to be a shift in societal attitudes towards domestic work (Sinha, 2021). This can be achieved through education and awareness campaigns that highlight the value and importance of this work. Additionally, governments can implement laws and regulations that protect domestic workers’ rights and ensure that they are paid fairly for their work. In other words, gender bias in household servants is a significant issue that needs to be addressed. It is not only a violation of women’s rights but also perpetuates gender inequality in society.

How does that work in @mbasiticom Instagram content?



It's just shown in 1st visual to 5th visual by how all servants are having woman as their visual content. Even though their context are heterogeneous, it's always placing women in lower position. Men only exists in their content as "tuan muda", highlighting that the role of kitchen work are only owned by women. The "nyonya" in their content only mentioned when toxic rivalry happened between owner and servant. The context of making "nyonya" as their rival is derived from spicy adultery where the servants getting involved in affair, the mistress is trying to achieve the feat of the real wife or their owner.

Instead, men as the "tuan muda" with their wise decision making are referenced as slave master, where they hold the highest authority and the symbol of their wise decision is actually hiding the violent part of men in owning household servant. It is ironically shown in their content themselves between 1st visual and 3rd visual, how toxic women rivalry is a product of an affair by men and their household servant which tend to be violent by involving rape and abuse (Anwartinna, 2019).

Mbasiticom's marketing innovation is actually good for providing household servant service; however, Mbasiticom is still involved in thick gender bias through their Instagram content. The narration itself is mostly warning of the problem caused by female servants which should be placed in Mbasiticom customer care job desk that serves as their consultant whenever problem occurs in their business, such as how government that provides household servant services to the international countries, government never boldly shows the shape of problem and handle it internally by their own team means that this type of content can bring harmful stereotype towards women (Rizaldi & Qodariyah, 2021).

CONCLUSION

The conclusion of this research is that marketing innovation in social media has pretty great variation and new services or products; however it still didn't escape the gender bias construction in their content that may result in harmful stereotypes in the future. In the future we are not only competing with human but also with AI. If gender equality still faces challenge, the position of women can face difficulty twice from the current level (Nisa, 2019).

This also means that even though we have advanced so far by the technology, the problem that involves human ego still lives freely between society. The problem that involves human ego is almost immortal in itself and can't achieve the same dynamic as technological change. Mbasiticom's content serves as the possibility of the occurrence in women's harmful stereotype for the Gen Z because of this which could halt Gen Z's impressive learning in technology. When great skills faced with harmful stereotype, it would stagnate the growth of Indonesian economy in the future as competing with AI requires great skills and gender equality between humans.

Author's academic suggestion is that to wish more research about marketing innovation as it is possible that mbasiticom is not the only one who have this harmful stigma in their social media content. With more research, this kind of business can bring more perspective to the clueless business owner and change their content and system to be better and suited for sustainable environment, gender equality, and other basic human rights.

Author's practical suggestion is that to lessen portraying household servants as only for women and only portray men as Tuan Muda. Men also can be seen as slave master which could limit their space in expressing femininity.

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