

The Influence of Social Media, Digital Marketing Content, and Online Interactions on Increasing Brand Awareness for Wedding Organizers (Case Study on Wedding Organizer Partners)

Anisah Shabrina ^{1*}, Heri Susanto ², Agus Pranamulia ³

^{1,2,3} Universitas Nusa Bangsa, Bogor, Jawa Barat, Indonesia

¹ anisahshabrina@unb.ac.id; ² heri@unb.ac.id; ³ aguspranamulia@unb.ac.id;

* Corresponding Author :

ARTICLE INFO

Article history :

Received : December 15, 2025

Revised : January 15, 2026

Accepted : March 31, 2026

Keywords :

Influence of Social Media Usage;

Digital Marketing Content;

Online Interaction;

Brand Awareness;



This is an open access
article under the CC-BY-SA
license. Copyright (c) 2026
Majalah Ilmiah Bijak

ABSTRACT

This study aims to examine and analyze the influence of social media usage, digital marketing content, and online interaction on brand awareness in wedding organizer services. The sample used consists of customers who have utilized the services of wedding organizer partners in 2024. Data were collected using a census method and analyzed using multiple linear regression. The results indicate that the influence of social media usage, digital marketing content, and online interaction significantly affects brand awareness. Therefore, wedding organizer partners need to maintain the quality of services provided, enhance the quality of content and Q&A services related to weddings, and strengthen brand awareness.

1. INTRODUCTION

The digital era has brought significant changes to various aspects of human life, including the world of business and marketing. Developments in information and communication technology have transformed the way companies interact with consumers and market their products and services (Kotler & Armstrong, 2020). One industry significantly impacted by this digital transformation is the wedding organizer industry, a service business that relies heavily on consumer trust and brand reputation. Brand awareness is a crucial factor in the success of a wedding organizer, given that wedding services are considered a high-involvement product, where consumers conduct in-depth information searches before making a decision to use the service. Aaker (2019) emphasized that brand awareness is the first step in building strong brand equity, which in turn influences consumer preferences and purchasing decisions.

Partner Wedding Organizer, managed by CV. Mega Rekan Adil, is a wedding planning, wedding organizing, and event organizing company in Bogor. The company strives to provide the best service to its customers by maintaining quality service, offering competitive prices, and fostering strong online engagement. However, competition among wedding organizers in Bogor is increasingly fierce. Many offer attractive packages and services, and have a large social media following and engaging content. This forces Partner Wedding Organizer to continuously innovate and improve its digital marketing content to increase brand awareness and remain competitive with other wedding organizers.

With numerous wedding organizers scattered throughout Bogor, competition in the industry is becoming increasingly fierce. Partner Wedding Organizer needs to ensure its services are competitive, while maintaining a focus on factors that are fundamental to increasing brand awareness. This study aims to analyze the influence of these factors on brand awareness. The results of this study are expected to provide guidance for companies in developing appropriate business strategies to strengthen their competitive position and increase brand awareness sustainably.

The research questions include:

1. How does social media use influence wedding organizer brand awareness?
2. How does digital marketing content influence wedding organizer brand awareness?
3. How does online interaction influence wedding organizer brand awareness?
4. What is the simultaneous influence of these three variables on wedding organizer brand awareness?

Research Objectives

1. To identify the influence of social media use on brand awareness in wedding organizers.
2. To identify the influence of digital marketing content on brand awareness in wedding organizers.
3. To identify the influence of online interaction on brand awareness in wedding organizers.
4. To identify the influence of social media use, digital marketing content, and online interaction on brand awareness in wedding organizers.

Mangold & Faulds (2019) define social media as a series of internet-based applications built on the ideological and technological foundations of Web 2.0, enabling the creation and exchange of user-generated content. Kaplan & Haenlein (2020) state that social media is an effective marketing tool because it enables two-way communication between companies and consumers. In the context of wedding organizers, digital marketing content can include blog posts about wedding tips, infographics about wedding budgets, client testimonial videos, wedding photo galleries, wedding guide e-books, and various other forms of content.

An effective digital marketing content strategy involves planning, creating, distributing, and measuring content tailored to the customer journey. In the wedding organizer industry, digital marketing content needs to be tailored to the stages of the prospective bride and groom's decision-making process, from seeking inspiration to post-wedding evaluation (Wijaya & Kusumawati, 2020). Online interaction in this study is defined as two-way communication between wedding organizers and potential customers through digital platforms. The indicators used to measure this variable refer to research by Hollebeek et al. (2019). In the context of wedding organizers, brand awareness is a crucial factor, considering that wedding services fall into the high-involvement category with a long purchasing cycle and low purchase frequency (Keller, 2019). Consumers tend to conduct extensive research before choosing a wedding organizer, making brand awareness the first step in their customer journey (Wijaya & Kusumawati, 2020).

The conceptual framework in this study indicates that brand awareness among wedding organizers is influenced by social media use and online interactions. Social media serves as a means of promotion and communication, while online interactions strengthen relationships with consumers. The combination of the two is expected to effectively increase brand awareness. Thus, the more optimal the use of social media and the more active the online interaction between wedding organizers and their audiences, the higher brand awareness will be. Based on the explanation above, the conceptual framework for this study can be described as follows:

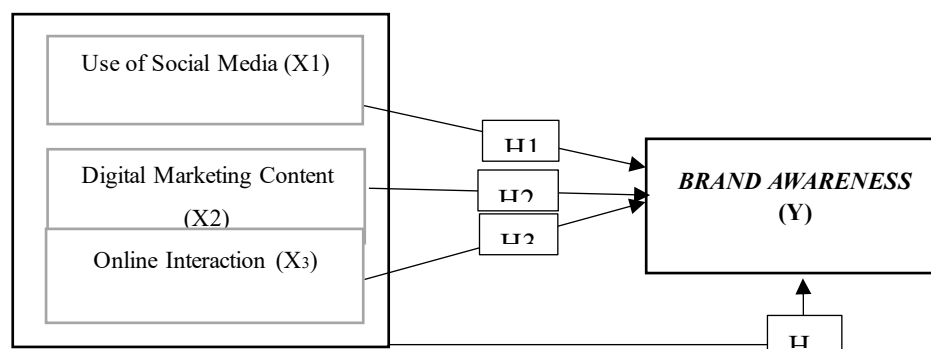


Figure 1. Framework of Thought

Based on the conceptual framework outlined above, the hypotheses in this study are:

H1 : Social media use (X1) has a positive and significant effect on brand awareness (Y) among wedding organizers.

- H2 : Digital marketing content (X2) has a positive and significant effect on brand awareness (Y) among wedding organizers.
- H3 : Online interaction (X3) has a positive and significant effect on brand awareness (Y) among wedding organizers.
- H4 : Social media use (X1), digital marketing content (X2), and online interaction (X3) simultaneously have a positive and significant effect on brand awareness (Y) among wedding organizers.

2. THE PURPOSED METHOD

This research methodology was designed to provide a comprehensive overview of the scientific approach used to analyze the relationships between research variables in the context of collaboration between wedding organizers and their partners/vendors. This research employed an associative quantitative research design with a case study approach, enabling the measurable and objective examination of the relationships and influences between variables within a specific research object. This approach enabled researchers to gain an in-depth understanding of interaction patterns and factors influencing operational collaboration within the wedding organizer industry.

The population in this study included all partners or vendors collaborating with the wedding organizers selected as the study objects. Considering the population characteristics that may be limited and specific, the sampling technique used was Non-Probability Sampling with the Purposive Sampling method, or Census. Sampling techniques, also known as sampling methods in research, refer to the method used to determine and take samples (Sugiyono, 2022). However, in this study, the technique used for data collection was a census. According to Sugiyono (2022), a census is a data collection method in which all members of the population without exception are included as part of the research sample. The population in this study were all Partner Wedding Organizer clients who had used the services from January to December 2024, totaling 47 people. The main data were obtained from distributing questionnaires to respondents using a Likert Scale, which allows for a more structured and quantitative measurement of the level of perception and assessment of the research variables.

Data analysis was conducted through several stages to ensure the quality and accuracy of the research results. First, a Data Quality Test was conducted in the form of validity and reliability tests to ensure the research instrument was able to measure variables accurately and consistently. Next, the researcher conducted a Classical Assumption Test, including normality, multicollinearity, and heteroscedasticity, as prerequisites for regression analysis. The main stage of the analysis was carried out using Multiple Linear Regression to test the influence of variables simultaneously and partially. The multiple linear regression model in this study aims to determine the effect of Social Media Use (X₁), Digital Marketing Content (X₂), and Online Interaction (X₃) on Brand Awareness (Y). The regression equation used is:

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

Where:

Y	=	Brand Awareness
X1	=	Social Media Usage
X2	=	Digital Marketing Content
X3	=	Online Interaction
a	=	Constant
$\beta_1, \beta_2, \beta_3$	=	Regression coefficients of each independent variable
e	=	Error term / Error value

Next, we conducted T-tests and F-tests, as well as calculating the Coefficient of Determination (R²) to determine the extent to which the independent variables explain the dependent variable. This analytical approach ensures that the research results are accurate, measurable, and scientifically accountable.

3. RESEARCH RESULTS AND DISCUSSION

The characteristics of the respondents in this study include data on gender, age, and type of employment. This data provides a profile of the respondents who were the object of the study, thus supporting the analysis of the research results. The following is a breakdown of the respondent data obtained:

a) Respondent Age

Based on age, respondents in this study were grouped into four categories. The following is a breakdown of respondent characteristics by age:

Table 1. Respondent Characteristics by Age

Information	Frequency	Percentage (%)
17 – 22 year	5	11%
22 – 27 year	27	57%
27 – 32 year	8	17%
32 year keatas	7	15%
Total	47	100%

Source: Processed Data, 2025

Based on Table 1, the study respondents covered a wide range of age groups, with the majority falling within the 22-27 age range (57%). The lowest age group was 17-22 years old, representing 11%. This diversity is expected to represent the views of various age groups as a whole.

b) Respondent Gender

Based on gender, respondents in this study were classified into two groups: male and female. The following data presents the characteristics of respondents by gender:

Table 2. Respondent Characteristics by Gender

Information	Frequency	Percentage (%)
Man	29	62%
Woman	18	38%
Total	47	100%

Source: Processed Data, 2025

Table 2 explains that 29 respondents in this study were male, representing 62%, and 18 were female, representing 38%. Therefore, the majority of respondents were male.

c) Respondents' Occupation

Respondents in this study were grouped into five categories based on their occupation. The following is a breakdown of respondent characteristics based on their occupation:

Table 3. Respondent Characteristics Based on Occupation

Information	Frequency	Percentage (%)
Private employees	16	34%

Doesn't work	6	12%
Civil Servants/Teachers/Police	7	14%
Businessman	13	30%
Freelance	5	10%
Total	47	100%

Source: Processed Data, 2025

The data above shows the distribution of respondents by occupation, reflecting the diversity of their professional backgrounds. The largest number of respondents were private sector employees at 34%. The smallest number of respondents were freelancers at 10%. This information is expected to provide insight into how respondents' job characteristics may influence their perspectives and responses to the research.

This study analyzed primary data from a Likert-type questionnaire. This scale facilitates measuring the influence of social media use, digital marketing content, and online interactions on brand awareness.

a) Respondents' Perceptions of Social Media Use

The Social Media Use variable in this study was analyzed based on the average score obtained for each statement and the percentage distribution of respondents' responses. Details of the average scores and distribution of respondents' responses can be seen in Table 4 below:

Table 4. Social Media Use Variable Indicator Score (X_1)

No	Question	Average score
1	I often see posts from Partner Wedding Organizers and I actively interact with their content..	4,57
2	I found the information I needed about wedding organizers on all Partner Wedding Organizer media platforms.	4,4
3	I feel that the wedding organizer branding is consistent across all the social media platforms they use..	4,32
4	The speed of responding to questions or comments on social media, and the experience of that interaction, influences my satisfaction in choosing their services..	4,13
Average score Social Media Use Variables		4,4

Source: Processed Data, 2025

b) Respondents' Perceptions of Digital Marketing Content

The Social Media Usage variable in this study was analyzed based on the average score obtained for each statement and the percentage distribution of respondents' responses. Details of the average scores and distribution of respondents' responses can be seen in Table 5 below:

Table 5. Digital Marketing Content Variable Indicator Scores (X_2)

No	Question	Average score
1	The visual quality of the content (images/videos) is very good.	4,34
2	Partner Wedding Organizer posts keep me informed.	4,47

3	The content delivered made me understand more about the services they offer..	4,3
Average score Digital Marketing Content Variables		4,3

Source: Processed Data, 2025

c) Respondents' Perceptions of Online Interaction

The Online Interaction variable in this study was analyzed based on the average score obtained for each statement and the percentage distribution of respondents' responses. Details of the average scores and distribution of respondents' responses can be seen in Table 6 below:

Table 6. Online Interaction Variable Indicator Scores (X₃)

No	Question	Average score
1	Partner Wedding Organizer quickly responds to my questions or comments on social media.	4,38
2	Partner Wedding Organizer responded well to me when I had many requests for my wedding.	4,6
3	I feel comfortable communicating with the Wedding Organizer Partner online.	4,34
4	I often participate in online discussion forums created by Partner Wedding Organizer.	4,53
Average score Online Interaction Variables		4,3

Source: Processed Data, 2025

d) Respondents' Perceptions of Brand Awareness

The Brand Awareness variable in this study was analyzed based on the average score obtained for each statement and the percentage distribution of respondents' responses. Details of the average scores and distribution of respondents' responses can be seen in Table 8 below:

Table 7. Brand Awareness Variable Indicator Scores (Y)

No	Question	Average score
1	I can recognize this brand when I see its logo.	4,26
2	When thinking about wedding organizers, it is very easy for me to remember the name Partner Wedding Organizer.	4,28
3	When friends or relatives need this service, Partner Wedding Organizer is the first thing that comes to my mind.	4,32
4	I can differentiate Partner Wedding Organizer services from other competitors	4,26
Average score Variable Brand Awareness		4,3

Source: Processed Data, 2025

According to Sugiyono (2022), data analysis is conducted after all data from respondents has been collected. This process involves several stages, such as grouping data based on variables and respondent type, tabulating data according to the variables studied, presenting data for each research variable, performing calculations to answer the research questions, and testing the previously formulated hypotheses.

a. Validity Test

The validity test aims to measure the appropriateness of each statement instrument in the questionnaire used in the research. The validity test process is conducted using the SPSS application, where the results can be seen through the corrected item-total correlation (r) value, which is then compared with r Table

1. Validity Test of the Social Media Usage Variable (X₁)

Table 8. Results of the Validity Test of the Social Media Usage Variable (X₁)

Indicator	r Table	r count	Information
Statement 1	0,288	0,563	Valid
Statement 2	0,288	0,629	Valid
Statement 3	0,288	0,795	Valid
Statement 4	0,288	0,435	Valid

Source: Processed Data, 2025

2. Validity Test of the Digital Marketing Content Variable (X₂)

Table 9. Validity Test Results of the Digital Marketing Content Variable (X₂)

Indicator	r Table	r count	Information
Statement 1	0,288	0,682	Valid
Statement 2	0,288	0,616	Valid
Statement 3	0,288	0,837	Valid

Source: Processed Data, 2025

3. Validity Test of the Online Interaction Variable (X₃)

Table 10. Validity Test Results of the Online Interaction Variable (X₃)

Indicator	r Table	r count	Information
Statement 1	0,288	0,653	Valid
Statement 2	0,288	0,623	Valid
Statement 3	0,288	0,604	Valid
Statement 4	0,288	0,542	Valid

Source: Processed Data, 2025

4. Validity Test of the Brand Awareness Variable (Y)

Table 11. Validity Test Results of the Brand Awareness Variable (Y)

Indicator	r Table	r count	Information
Statement 1	0,288	0,662	Valid
Statement 2	0,288	0,765	Valid
Statement 3	0,288	0,713	Valid
Statement 4	0,288	0,591	Valid

Source: Processed Data, 2025

b. Reliability Test

The reliability test in this study was conducted using the SPSS application, similar to the validity test. The purpose of this test was to measure the consistency of the questionnaire for each variable, even though measurements were repeated.

1. Reliability Test for the Social Media Usage Variable (X₁)

Table 12. Results of the Reliability Test for the Social Media Usage Variable (X₁)

Reliability Statistics	
<i>Cronbach's Alpha</i>	N of Items
0,779	4

Source: Processed Data, 2025

2. Reliability Test of the Digital Marketing Content Variable (X₂)

Table 13. Results of the Reliability Test of the Digital Marketing Content Variable (X₂)

Reliability Statistics	
<i>Cronbach's Alpha</i>	N of Items
0,832	3

Source: Processed Data, 2025

3. Reliability Test of the Online Interaction Variable (X₃)

Table 14. Results of the Reliability Test of the Online Interaction Variable (X₃)

Reliability Statistics	
<i>Cronbach's Alpha</i>	N of Items
0,793	4

Source: Processed Data, 2025

4. Reliability Test of the Brand Awareness Variable (Y)

Table 15. Reliability Test Results of the Brand Awareness Variable (Y)

Reliability Statistics	
<i>Cronbach's Alpha</i>	N of Items
0,845	4

Source: Processed Data, 2025

Classical Assumption Test

a. Normality Test

The normality test aims to determine whether the standardized residual values in the regression model are normally distributed.

Table 16. One-Sample Kolmogorov-Smirnov Test

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		47
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.05908403
Most Extreme Differences	Absolute	.085
	Positive	.085
	Negative	-.064
Test Statistic		.085
Asymp. Sig. (2-tailed)		.200 ^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Based on Table 16, regarding the one-sample Kolmogorov-Smirnov test, the significance value (p-value) of the One-Sample Kolmogorov-Smirnov test is 0.200. The requirement for normally distributed data is if the significance value is greater than 0.05. Since the result obtained is $0.200 > 0.05$, it can be concluded that the data is normally distributed.

b. Multicollinearity Test

The multicollinearity test aims to determine whether there is a correlation between the independent variables in a regression model. A good regression model does not show any correlation between the independent variables.

Table 17. Multicollinearity Test Results

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	Collinearity Statistics	
	B	Std. Error	Beta	Tolerance	VIF
1 (Constant)	7.269	1.071			
Use of Social Media	.193	.070	.299	.653	1.532
Digital Marketing Content	.020	.065	.035	.615	1.627
Online Interaction	.338	.074	.581	.476	2.100

a. Dependent Variable: Y

Based on the results of the multicollinearity test in Table 17, the VIF values for all variables are less than 10. This indicates that there is no multicollinearity, meaning there is no high correlation between the independent variables in this study.

c. Heteroscedasticity Test

The heteroscedasticity test aims to identify whether there are differences in residual variance between one observation and another in a regression model. This test is performed by examining a scatterplot graph. If the dots on the graph are randomly distributed and do not form a specific pattern, it can be concluded that heteroscedasticity does not occur. Based on the results of the heteroscedasticity test in the Figure, it can be seen that the points do not form a clear pattern and are randomly distributed, both above and below zero on the Y axis. This indicates that there is no heteroscedasticity in the data analyzed.

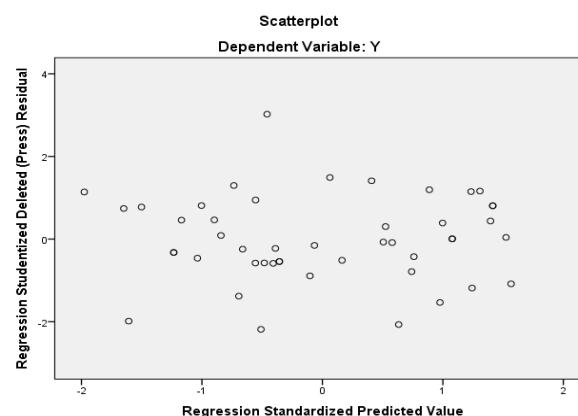


Figure 1. Heteroscedasticity Test Results

1. Multiple Linear Regression Analysis

The results of the multiple linear regression analysis in this study are as follows:

Table 18. Results of Multiple Linear Regression Analysis

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	7.269	1.071		6.786	.000
Penggunaan Media Sosial	.193	.070	.299	2.742	.009
Konten Pemasaran Digital	.020	.065	.035	.311	.758
Interaksi Online	.338	.074	.581	4.548	.000

a. Dependent Variable: Y

Based on the results of the multiple linear regression analysis in the table, the regression equation can be formulated as follows:

$$\text{Brand Awareness (Y)} = 7.269 + 0.193X_1 + 0.020X_2 + 0.338X_3$$

The regression equation above can be interpreted as follows:

1. The constant of 7.269 indicates that if all independent variables (X_1 , X_2 , X_3) are zero, then the estimated Brand Awareness value is 7.269.
2. The coefficient of X_1 (Social Media Usage) of 0.193 means that every one-unit increase in social media usage, assuming other variables remain constant (*ceteris paribus*), will decrease brand awareness by 0.193 units. This means that in this model, social media usage actually shows a positive relationship with brand awareness.
3. The coefficient of X_2 (Digital Marketing Content) of 0.020 indicates that every one-unit increase in digital marketing content, *ceteris paribus*, will decrease brand awareness by 0.020 units. However, with a significance value of $0.758 > 0.05$, it indicates no significant effect, so its influence can be ignored in this model.
4. The X_3 (Online Interaction) coefficient of 0.338 indicates that every one-unit increase in the online interaction variable, assuming other variables remain constant, will increase brand awareness by 0.338 units. With a significance value of $0.000 < 0.05$ and a standardized coefficient (Beta) of 0.581, the online interaction variable has the strongest and most significant positive influence on brand awareness.

2. Coefficient of Determination (R^2)

The coefficient of determination (R^2) measures how accurately the regression model explains the dependent variable. The R^2 value ranges from 0 to 1, with the closer it is to 1, the better the model predicts the dependent variable. The following are the results of the coefficient of determination test:

Table 19. Coefficient of Determination Results

Model Summary^b

Model	R	R Square	Adjusted Square	R Std. Error of the Estimate	Durbin-Watson
1	.816 ^a	.666	.643	.66820	1.850

a. Predictors: (Constant), X_3 , X_1 , X_2

b. Dependent Variable: Y

Based on the coefficient of determination of 0.643, it can be concluded that the regression model used in this study is able to explain approximately 64.3 percent of the variation in the dependent variable, namely Brand Awareness, which is influenced by three independent variables: social media usage (X1), digital marketing content (X2), and online interaction (X3). This means that these three independent variables have a significant contribution in influencing Brand Awareness, while the remaining 35.7 percent is influenced by other factors not included in this model.

Based on the t-test results, the significance value obtained for the variable social media usage (X1) was 0.009, digital marketing content (X2) was 0.758, and online interaction (X3) was 0.000. It can be concluded that the significance values of X1 and X2 are greater than 0.05, indicating that social media usage and digital marketing content have a significant effect on brand awareness. Meanwhile, the significance value of X3 of 0.000, which is less than 0.05, indicates that online interaction has a significant effect on brand awareness.

Based on the F value of 28.576, it is greater than the F Table, and the significance value of 0.000 is much smaller than 0.05. This means that the independent variables (social media usage (X1), digital marketing content (X2), and online interaction (X3)) simultaneously have a significant influence on Customer Satisfaction. This regression model can explain significant variations in the dependent variable..

4. CONCLUSION

Based on the research results and discussion regarding the influence of social media use, digital marketing content, and online interactions on increasing brand awareness among wedding organizer partners, the following conclusions can be drawn:

1. Partner Wedding Organizer's social media activities, such as posting frequency, platform diversity, branding consistency, and responsiveness to interactions, significantly contribute to increasing brand awareness among consumers.
2. Digital marketing content (X₂) partially does not show a significant effect on Brand Awareness (Y). Although digital marketing content is created, the results of this study indicate that variations in digital marketing content do not statistically explain changes in Brand Awareness.
3. Online interactions have the strongest and partially significant positive effect on Brand Awareness (Y). This indicates that active, responsive, personalized, and engaging two-way communication through digital platforms is highly effective in building and strengthening Partner Wedding Organizer's brand awareness. The quality of these interactions is the strongest predictor in the model.
4. Simultaneously, the use of social media, digital marketing content, and online interactions together have a very significant effect on Brand Awareness..

Recommendations

Based on the research results, there are several things that Wedding Organizer Partners need to consider in their efforts to increase brand awareness. These are:

1. Focus on the quality of online interactions. Activate live chat features, Q&A sessions, or discussion forums to encourage audience engagement.
2. Optimize Digital Content Strategy: Digital marketing content has a significant partial impact, and its role in supporting interactions is crucial.
3. Re-evaluate Social Media Usage: Ensure branding and messaging consistency across all platforms.
4. Integrated Digital Marketing Approach: Invest in team training to manage digital interactions effectively.

REFERENCES

- Aaker, D. A. (2019). Building strong brands. Free Press.
- Duffett, R. G. (2019). Facebook advertising's influence on intention to purchase and purchase behavior. Internet Research, 27(1), 38-57.

- Godey, B., Manthiou, A., Pederzoli, D., Rokka, J., & Sinha, I. (2019). Social media marketing: A systematic review of the literature. *Marketing Review*, 16(3), 1-24.
- Hollebeek, L. D., Clark, M. K., & Macky, K. (2019). The role of customer engagement in building brand loyalty. *Journal of Brand Management*, 26(5), 1-15. <https://doi.org/10.1057/s41262-019-00156-5>
- Huang, R., & Sarigöllu, E. (2019). The impact of brand experience on brand loyalty: The mediating role of brand satisfaction and brand trust. *Journal of Brand Management*, 21(7), 1-12.
- Kaplan, A. M., & Haenlein, M. (2020). Users of the world, unite! The challenges and opportunities of Social Media. *Business Horizons*, 53(1), 59-68.
- Keller, K. L. (2019). *Strategic brand management: Building, measuring, and managing brand equity*. Pearson Education.
- Kim, A. J., & Ko, E. (2019). Impacts of luxury fashion brand's social media marketing on customer relationship and purchase intention. *Journal of Business Research*, 65(10), 1480-1486.
- Mangold, W. G., & Faulds, D. J. (2019). Social media: The new hybrid element of the promotion mix. *Business Horizons*, 52(4), 357-365. <https://doi.org/10.1016/j.bushor.2019.01.001>
- MacDonald, E. K., & Sharp, B. (2020). Brand awareness builds brand trial. *Journal of Product & Brand Management*, 9(1), 25-37.
- Pulizzi, J. (2019). *Epic content marketing: How to tell a different story, break through the clutter, and win more customers by marketing less*. McGraw-Hill.
- Rahman, M. S., Hossain, M. S., & Rahman, M. M. (2021). Effect of digital marketing on brand awareness in the context of Bangladesh: An empirical study. *International Journal of Business and Management*, 16(2), 1-12. <https://doi.org/10.5539/ijbm.v16n2p1>
- Rohm, A. J., Sultan, F., & Tsiotsou, R. (2019). The role of social media in the marketing mix: A review of the literature. *Journal of Marketing Theory and Practice*, 27(1), 1-15. <https://doi.org/10.1177/1069031X18817463>
- Srinivasan, S., Anderson, R. E., & Ponnayolu, K. (2022). Customer loyalty in e-commerce: An exploration of its antecedents and consequences. *Journal of Retailing and Consumer Services*, 59, 102-112. <https://doi.org/10.1016/j.jretconser.2020.102112>
- Stelzner, M. A. (2022). 2022 Social Media Marketing Industry Report. Social Media Examiner. Retrieved from <https://www.socialmediaexaminer.com/report2022>
- Wang, Y., & Kim, H. (2020). Digital content marketing strategy and its impact on consumer engagement and brand awareness in the hospitality industry. *Journal of Hospitality Marketing & Management*, 29(5), 1-20. <https://doi.org/10.1080/19368623.2020.1741234>
- Wijaya, A., & Kusumawati, R. (2020). The impact of social media marketing on brand awareness and purchase intention in the wedding organizer industry. *International Journal of Business and Management Invention*, 9(5), 1-10. <https://doi.org/10.35629/8028-0905011010>
- Yasmin, A., Raza, S. A., & Qureshi, M. I. (2019). Effectiveness of digital marketing in the challenging age: An empirical study. *International Journal of Business and Management*, 14(5), 1-10. <https://doi.org/10.5539/ijbm.v14n5p1>