

## Word of Mouth Strategy on Emina Skincare Products

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### ABSTRACT

The skincare industry is currently experiencing rapid growth, in line with increasing public awareness of the importance of skincare. Every brand implements various marketing strategies to attract consumers, one of which is the Word of Mouth (WOM) strategy. This study examines the phenomenon of the increasing number of skincare products on the market and various research results on the effectiveness of WOM in building consumer loyalty, particularly within beauty communities such as EGGA in Cirebon. Therefore, the objective of this study is to analyze the strategies implemented by Emina in its efforts to acquire, retain, and build relationships with consumers within the EGGA community. The approach used in this study is based on the theory of Integrated Marketing Communication (IMC), which emphasizes the importance of integrated marketing communication in building brand image and customer loyalty. The main indicators analyzed are the contribution of WOM in attracting new consumers (getting), maintaining their loyalty (keeping), and strengthening long-term relationships with customers (building). The research findings indicate that the strategies implemented by Emina in the EGGA Cirebon community are effective in increasing brand awareness, strengthening customer loyalty, and forming an active community of users who share positive experiences. Thus, it can be concluded that WOM is an effective marketing strategy for expanding market reach and increasing consumer engagement in the increasingly competitive skincare industry.

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## Introduction

The marketing of skincare products is currently experiencing an increase, as modern society, especially women, places great importance on appearance, and the majority of them always want to look beautiful. Skincare itself is a skin care product used to protect, nourish, and rejuvenate the skin. In recent years, there has been a new trend in the use of skincare products, which are designed to improve the skin from the outside. One such brand is Emina Cosmetics, created by PT Paragon Technology and Innovation, established in 2015. According to Lucia in the LINIMASA Journal VOL.3 published in 2019, Emina Cosmetics promotes the theme “Beauty is fun in the world of Emina” with the slogan “You were born to be loved.” With this theme, Emina Cosmetics has successfully entered the Indonesian cosmetics market with products considered to be of good quality (Astuti & Ernawati, 2020; Bellajane et al., 2023; Nurlatifah & Masykur, 2017).

Skincare products are not only used by adults but can also be used by teenagers aged 12 and above. According to skincare marketing research, there are many different brands available, ranging from local brands to foreign brands. Local skincare brands include Wardah, OMG, Avoskin, Azarine, Labore, etc., while foreign brands include COSRX, Some By Mi, Glad2Glow, Skin 1004, etc. Among the skincare brands available in the market, some use social media advertising with influencers or famous artists as marketing tools, while others employ strategies such as providing samples or testers for consumers to try directly. Additionally, they utilize event-based marketing by organizing skincare exhibitions to introduce their brands to consumers, thereby expanding consumers' knowledge about the marketed brands. Meanwhile, the Emina brand has a unique approach to skincare product marketing by forming a community called the Emina Girl Gang Ambassador (EGGA), which serves as an alternative promotional medium or brand representative. This community employs a word-of-mouth strategy by directly reviewing Emina skincare products, creating content on social media, and recommending the products to consumers to encourage them to try Emina skincare products.

With so many skincare options from Emina Cosmetics, customers often feel confused when deciding what type of skincare they need. Until now, customers have been choosing products manually by searching for information on the internet or social media about the products they need. To make it easier for customers to find more suitable product options, a recommendation system is needed that can provide suggestions or recommendations to customers in choosing Emina Cosmetics products based on their interests and needs when searching for references on skincare types (Larasati & Februariyanti, 2021).

Therefore, to increase customer engagement, Emina Cosmetics created a beauty community called Emina Girl Gang Ambassador. This community consists of ambassadors or representatives of loyal fans of the Emina Cosmetics brand who market and promote Emina skincare products, one of which is through a WOM marketing strategy, often known as word-of-mouth promotion, based on research by (Lestari & Erawati, 2019). Consumers play a significant role in marketing. Word of Mouth itself does not require a substantial budget but can achieve highly effective results.

This strategy involves individuals or groups encouraging customers by verbally recommending positive products, so that people will be motivated to try the Emina products that have been recommended. However, one aspect of WOM is storytelling, and this story becomes an attractive element for promotion. Advertising can indeed increase individual awareness, but WOM remains a crucial factor because individuals who purchase products are influenced by recommendations from others (Lestari & Erawati, 2019). The role of the Emina Girl Gang Ambassador (EGGA) community is highly influential in the marketing of Emina skincare products, as they act as communication bridges to provide information about Emina skincare products through social media as part of their communication activities.

EGGA's skills in communicating the advantages of Emina skincare products and positive verbal communication can attract consumer interest in Emina skincare products, which have been chosen as the link between schools and Emina Cosmetics. Emina Cosmetics sees an opportunity in the activities of teenagers who enjoy gathering with their friends. According to Annedean in the LINIMASA Journal VOL.3 in 2018, these Emina Girl Gang Ambassadors will also function as 'influencers' to introduce Emina and mobilize the Emina Girl Gang in their respective schools or campuses (Dewi & Wahyuni, 2020; Nugraha, 2021; Nuvia Ningsih et al., 2020; Santara & Arviani, 2023). By using this

strategy, it is hoped that it will influence consumers to use Emina products more and enable consumers to recommend them to others.

Emina is known as a skincare and cosmetics brand targeting teenagers and young women. As a brand that is close to the younger generation, word-of-mouth strategies are very effective because they tend to be influenced by recommendations from peers or their communities, one of the most effective marketing strategies for the skincare category, as many consumers trust personal reviews more than formal advertisements. Therefore, the researcher aims to study the Word-of-Mouth communication management used by the Emina Girl Gang Ambassador. This community not only promotes the products but also creates a community that encourages positive discussions about Emina products, which can strengthen the authentic impression of the strategy being used.

Communication management is also a strategy to attract interest in purchasing Emina skincare products through the Emina Girl Gang Ambassador community so that they use Emina products. In addition, to expand its reach, Emina does not only rely on promotions such as social media advertisements and endorsements using influencers. Therefore, this study aims to gain a deeper understanding of the strategies used by the Emina Girl Gang to brand Emina cosmetics so that the products can stick in the minds of consumers.

Previous study by Lestari & Erawati (2019) on Word of Mouth (WOM) marketing strategies used by the Emina Girl Gang Ambassador (EGGA) community provides valuable insights into how WOM can influence consumer purchasing decisions. The study highlights the effectiveness of WOM as a promotional tool that does not require a large budget but can have a significant impact on consumer behavior. However, this research is limited to verbal communication aspects and does not delve into how social media and digital platforms play a crucial role in spreading recommendations and content from the EGGA community. This study addresses this gap by focusing on the role of social media in extending the reach of WOM communication and strategies, as well as its impact on brand awareness and purchasing decisions.

In addition, the research by Dewi & Wahyuni (2020) examines how Emina Cosmetics successfully penetrated the Indonesian market through community-based marketing and WOM strategies. While the study provides a good understanding of Emina's success in attracting young consumers, it does not explore in detail how the community structure, such as EGGA, can enhance long-term customer engagement. This research fills that gap by investigating how this community influences the formation of product perceptions and preferences, and how effective communication management can strengthen the relationship between the brand and its consumers.

This study aims to gain a deeper understanding of the communication management within the Word of Mouth (WOM) marketing strategy employed by the Emina Girl Gang Ambassador (EGGA) community. The focus of this research is to explore how WOM strategies help build brand awareness, influence purchase decisions, and increase consumer engagement with Emina products. By gaining a deeper insight into this strategy, the study aims to provide valuable insights for marketing management in the beauty industry, particularly in strengthening brand-consumer relationships through communities and social media. Additionally, this research hopes to contribute to the development of more effective marketing strategies for local brands in an increasingly competitive market.

## Research Methods

The approach used in this study is a descriptive qualitative approach. The researcher chose descriptive analysis because it is considered capable of examining subjective aspects, such as consumers' experiences and views regarding Emina skincare. This aligns with Danin's 2022 statement that qualitative research believes truth is dynamic and can only be understood through a deep understanding of individuals, which is obtained from their interactions with the social context around them (Bungin, 2013). Data collection techniques were conducted through interviews and observations within the EGGA community in the city of Cirebon. Cirebon was chosen as the research location because the community in that area is more productive and advanced compared to the other three Cirebon regions, such as Kuningan, Majalengka, and Indramayu. The data sources in this study include primary and secondary data. Primary

Data was obtained through interviews with two members of the Emina Girl Gang Ambassador (EGGA) community, two Emina promoters, and five Emina product users, while secondary data was obtained from journals or literature studies, books, and internet media. The validity of the data in this study is strengthened through triangulation of sources as an effort to validate data in a study where the researcher does not rely on a single data source but uses analysis. The researcher refers to the IMC (Integrated Marketing Communication) theory and compares it with the results of observations and interviews.

## Results and Discussion

Based on observations and research conducted in the Cirebon area through in- depth interviews with several informants, including Emina promoters (Maulida Saputri and Dinda Aurellia), two members of the Emina Girl Gang Ambassador community (Friska Maharani and Quinna Azzahra), one new user, one long-time user, one seasonal user, and two fanatical Emina users. The analysis based on the research findings utilizes the Integrated Marketing Communication (IMC) theory proposed by Tom Duncan and Sandra Moriarty in 2002, which focuses on marketing activities aimed at acquiring, retaining, and building relationships between companies and customers. Based on the indicators of the IMC theory, the research findings can be summarized as follows:

Acquiring, according to IMC theory, one indicator of marketing success in conducting sales activities is acquiring consumers, who are individuals or organizations that purchase or use a product for personal or other needs. In its product marketing activities, Emina employs a Word-of-Mouth strategy carried out by the Emina Girl Gang as a direct marketing tool, both through social media and events organized by Emina. This aims to deepen public awareness of Emina products, enabling Emina to acquire customers through such activities. In their activities, the Emina Girl Gang Ambassadors utilize social media platforms such as Instagram and TikTok as the primary means to convey information related to product reviews, introductions of new products, and details about Emina events. This is supported by the statement made by Salwa Salsabila on December 17, 2024: "Emina Girl Gang Ambassadors have an influence on potential buyers, as they tend to seek references before making a purchase and review the latest products launched."

Maintaining customer trust in Emina products is the second indicator based on IMC theory. Word-of-mouth strategies are used by the EGGA community to build customer trust in the products they sell. To retain customers, it is important to ensure that they continue to feel the value of the goods and services offered, so that they become more

loyal and can attract new customers. This is also felt by one of the avid users of Emina products. The Emina Girl Gang Ambassador community plays a role in building consumer trust in Emina products through various strategies, both on social media and through offline activities such as workshops and gatherings. One form of the community's influence is evident in user experiences, as expressed by Siti Nurcholifah on January 9, 2025. Initially, she only used facial cleanser, but after reading a review from one of the EGGA members, she became interested in adding other skincare products, such as sunscreen, lip balm, and lip tint. Although she tried other products, she eventually returned to using Emina because it proved to be suitable for her skin, affordable, and safe for teenagers.

In addition, the EGGA community does not only focus on creating content on social media, but also regularly holds monthly gatherings that are open to the public. These activities are in line with Emina's tagline, "Your Authentic Beauty," which emphasizes the importance of expressing one's uniqueness and authenticity. As stated by Quinna Azzahra on December 10, 2024, the EGGA community consists of young people interested in trying new experiences and providing honest and open product reviews. Unlike influencers with large following, this community's approach aims to convince customers that true beauty begins with comfort and confidence in the products used.

Building relationships between the Company and its customers, where building relationships is a way for the Company to directly influence the behavior of its target audience, with communication serving as a tool to build the Emina brand's relationship with Emina customers. Efforts to increase brand awareness in building relationships must recognize the target audience, such as young, active, cheerful women who need beauty products that suit their needs. The Emina brand ensures that the messages conveyed are consistent across all communication channels through social media such as Instagram, TikTok, TV ads, and YouTube for creative and engaging content for customers. Additionally, the Emina brand organizes events to build relationships with customers, collaborate with partners, and engage with institutions, such as Beauty Classes, Beauty Demos, Emina Beauty Bestie Day (EBBD), skin education sessions for institutions or schools, workshops, and others.

In addition, to build strong relationships between the company and customers, Emina needs to prioritize good product quality, attractive packaging, and branding that is in line with the characteristics of the target market. Emina must also consistently evaluate its communication strategy based on customer feedback, so that the relationship becomes closer and is able to create long-term loyalty. According to a statement by Nuruzzaman et al. (2024) in the *European Journal of Communication Media Studies* in 2024, a community can bring society closer to a company, and communication carried out by a community must also be open so that messages can be well received by society (Alhasani & Muslim, 2022b, 2022a; Alimudin & Dharmawati, 2022; Coll-Rubio & Micó, 2020; Nuruzzaman et al., 2024). This is supported by a statement from one of the members: "The Emina Girl Gang Ambassador Community plays an important role in building close relationships with consumers through various interactive activities. Diverse activities, such as workshops, beauty classes, and beauty demos, serve as a platform for this community to share information about beauty and experiences as part of EGGA. Additionally, sharing sessions are held to provide deeper insights into skincare tips and experiences using Emina products, while also encouraging active consumer participation in creating creative content, such as photo and video sessions showcasing the use of Emina products. As a token of appreciation, those who actively participate have

the opportunity to receive gifts from Emina. This approach not only strengthens the relationship between EGGA and consumers but also enhances trust in the Emina brand.

In addition, EGGA manages a consumer database by collecting information such as WhatsApp numbers and social media accounts. This step allows the community to continue sharing information about upcoming activities, while encouraging consumers to return to various Emina events and workshops. Consumers who consistently participate in EGGA activities can also enjoy various benefits, such as discounts and attractive gifts. EGGA plays a role in Emina's product marketing strategy by providing exclusive access to selected consumers to try the latest products before their official launch. This allows them to provide initial reviews and share their experiences with friends and their community, ultimately contributing to increased exposure and trust in Emina products.

**The Role and Responsibilities of the Emina Girl Gang Ambassador Community**  
Towards Emina Skincare Products based on the results of this study, it shows that the Emina Girl Gang Ambassador plays an important role as a promotional medium for the Emina brand. This community has a significant influence on the marketing of Emina skincare products, both through social media and events, and also serves as a bridge between Emina and the public to learn more about Emina products. This community acts as representatives of loyal Emina brand fans to market Emina products using marketing strategies such as creating advertising content on social media platforms like TikTok/Instagram and organizing events for branding purposes while introducing Emina products to attract potential users and encourage them to use Emina products. The EGGA Community employs a Word-of-Mouth strategy, which involves individuals or groups encouraging customers to try a product by sharing positive reviews or recommendations through word-of-mouth, thereby influencing others to try the recommended Emina products.

Based on the researcher's observations, the role of this community in promoting Emina products is already quite effective. This is evident from the interview conducted by the researcher with Elsa Selvia, an Emina customer, on December 17, 2024, who explained that she was aware of the EGGA Community and admitted to being interested in the content created by Emina Girl Gang members on social media. "The content presented is of good quality, and the talents involved are able to attract consumers' attention. The Emina Girl Gang Ambassadors play a role in enhancing public trust in Emina products by providing authentic reviews through direct use of the products. This allows consumers to be more confident in the quality and benefits of Emina products." In addition, based on interviews with EGGA community members Queen and Friska on December 10, 2024, they said that "Each member of Emina Girl Gang has two strategies and responsibilities, namely: (1) Digital darling, Digital darling is responsible for social media promotion, such as creating content with Emina and writing honest product reviews. Every month, EGGA receives a focus product and viral product from the headquarters. For example, the headquarters provides lip serum as this month's focus product, and each Digital Darling group must create content to introduce the lip serum.

This can include transition content, product reviews, and "a day in my life" content, depending on the individual's personality and how they convey information. (2) Social butterfly, responsible for negotiating events with schools, campuses, or organizations. For example, when a school requests sponsorship from Emina, EGGA can assist with proposal approval and negotiations. EGGA also sets up an open booth at schools hosting events, offering on-the-spot makeup, hair styling, and similar services, while introducing trendy makeup looks using Emina products."

Word of Mouth Strategy implemented by Emina Girl Gang Ambassadors based on research in promoting Emina skincare products, the Word of Mouth Strategy greatly influences the appeal of product promotions, making consumers more confident in their skincare choices and interested in using the products. Additionally, the presence of the Emina Girl Gang Ambassador helps the company increase product sales. According to Quinna, one of the community members, “The company can minimize financial budgets for paying influencers or famous artists, as the Emina Girl Gang Ambassador community is spread across various cities in Indonesia.”

Furthermore, based on a statement from one of the Emina DC Cirebon promoters, Maulida Saputri, on December 11, 2024, “The EGGA is very helpful for regional promoters because it not only assists in marketing on social media but also helps in finding events for Emina, thereby supporting Emina and hoping that the EGGA will continue to grow in the future.”

Word-of-mouth strategies have the potential to strengthen customer confidence and loyalty. This is because recommendations from close acquaintances are typically perceived as more honest and trustworthy (Kartajaya et al., 2019; Pesa Nugraha, 2023; Philip Kotler, 2019; Subiyantoro et al., 2019). Furthermore, the word-of-mouth strategy within the EGGA community has proven effective in enhancing customer loyalty. When consumers are satisfied with the products or services provided, they tend to share their positive experiences with others, which in turn strengthens trust and loyalty toward the brand. This is supported by a statement from one of Emina’s users, Ivon Bilkistan, in December 2024: “The reviews provided by the Emina Girl Gang Ambassadors are very interesting and can increase interest in trying the products. Moreover, when the product is used by friends themselves, the interest becomes even greater. I also often recommend Emina products that suit me to my friends, so many of them are interested and eventually try the Emina products I use”

The success of the Word-of-Mouth Strategy created by Emina Girl Gang Ambassadors in promoting skincare products. “Emina has innovated in promotional media by creating the Emina Girl Gang Ambassador Community, which can be considered as Emina’s brand marketing. Therefore, this community must be able to make consumers trust and be convinced that the skincare products recommended and offered by the Emina Girl Gang Ambassadors are excellent for the skin, making this community highly influential in Emina’s marketing efforts. The EGGA community directly promotes consumers while providing information about skincare products. Additionally, EGGA encourages customers who use Emina products to review them directly without any gimmicks to further convince other customers. This was stated by Friska Maharani on December 18, 2024.

So that consumers can try using the product. Therefore, the Word-of-Mouth strategy employed by the Emina Girl Gang Ambassador community has been successful in promoting Emina skincare products through word of mouth. Even unconsciously, consumers influenced by this strategy will inform others, causing those who have not yet tried Emina skincare products to become curious about what they have heard regarding the recommended products, and they will then try using Emina skincare products as well. Additionally, social media is crucial for promoting Emina products by creating content directly using the products, such as reviewing Emina skincare, and this content will spread rapidly on social media, attracting many viewers who become curious and try the products reviewed on social media by the Emina Girl Gang Ambassadors.

Besides serving as a bridge between the Emina brand and consumers, the Emina Girl Gang Ambassador community also frequently assists in events organized by Emina promoters, such as beauty classes, Emina Beauty Bestie Day, workshops, etc. They directly contribute to these events by helping prepare tools or makeup class supplies and decorations. EGGA also helps event participants choose skincare products suited to their skin needs while providing skin health education and information about Emina products, sparking curiosity among participants about other Emina products after they try them. These events serve as a promotional platform for Emina to expand rapidly into remote areas like Cirebon District, where information about Emina skincare is limited.

## Conclusion

Emina effectively utilizes a Word-of-Mouth marketing strategy by engaging Emina Girl Gang Ambassadors (EGGA), as analyzed through the Integrated Marketing Communication (IMC) framework, which includes Getting, Maintaining, and Building Relationships. The brand attracts consumers by continuously innovating its products to meet evolving needs, while EGGA plays a crucial role in maintaining consumer trust and loyalty. This is further reinforced through collaborations with institutions, communities, and schools, as well as active engagement via social media and in-person events, which help build strong, lasting relationships with consumers. For future research, it is suggested to explore the measurable impact of EGGA's activities on consumer purchasing behavior and brand loyalty, possibly through quantitative methods or comparative studies with other marketing strategies.

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