

The Influence of Korean Wave and Marketing Public Relations on Purchasing Decisions of Seventeen Merchandise

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Abstract. This study aims to analyze the influence of the Korean Wave and Marketing Public Relations on the purchasing decisions of Seventeen merchandise among Instagram followers of @weverseshop.id in Indonesia. Using a quantitative method with a descriptive-verify approach, this research involved 84 respondents selected through purposive sampling. Data were collected via questionnaires, interviews, observations, and literature reviews, which were then analyzed using multiple linear regression and hypothesis testing. Descriptive analysis results indicate that the Korean Wave, Marketing Public Relations, and purchasing decision variables are all within the "excellent" category. The research findings prove that, partially, the Korean Wave has a positive and significant influence on purchasing decisions ($t_{count} 2.006 > t_{table} 1.989$). Similarly, Marketing Public Relations partially exerts a significant influence on purchasing decisions ($t_{count} 5.253 > t_{table} 1.989$). Simultaneously, both variables have a significant impact with a contribution of 50.9%, while the remaining 49.1% is influenced by factors outside this study. This study concludes that the synergy between global cultural appeal and effective marketing communication strategies is the key driver of K-Pop fans' consumptive behavior in the digital era.

Keywords: *Korean Wave, Marketing Public Relations, Purchasing Decisions.*

A. Introduction

In Indonesia, one of the main drivers of massive shifts in consumer behavior is the influx of South Korean popular culture, known as the *Korean Wave* or *Hallyu*. Hallyu is immensely popular among the youth, who are captivated by Korean music, dramas, films, and even culinary culture [1]. This phenomenon is an example of consumer behavior where purchasing decisions are influenced by others, specifically through the entry of Korean culture into Indonesia, commonly known as the Korean Wave. In Indonesia, the spread of the Korean Wave, or Hallyu, occurs through various channels, including Korean dramas, films, music, culinary culture, cosmetics, and fashion [2]. Based on 2024 data, Indonesia is the country with the highest level of enthusiasm for *the Korean Wave*, reaching 86.3%, surpassing other countries such as India and Thailand. The dominance of this culture is reflected in the popularity of K-Pop music, which offers an attractive visual blend, dynamic choreography, and highly innovative marketing strategies. This influence has given rise to loyal fan groups or *fandoms* that have strong emotional attachments to their idol artists.

The Korean Wave phenomenon is not merely a cultural attraction; it has also become an effective strategy for influencing consumer behavior, particularly in product purchasing decisions. Products associated with Korean culture, such as cosmetics, fashion, and food, have experienced a significant increase in buying interest due to the impact of the Korean Wave [3]. The influence of the Korean Wave also generates strong fanaticism among fans, which drives consumptive behavior as a form of loyalty and support for the culture. This fanaticism is a crucial factor that strengthens the Korean Wave's power to affect consumer purchasing decisions [4]. Therefore, understanding the influence of the Korean Wave on purchasing decisions is essential for companies in designing targeted marketing strategies, especially for products related to South Korean culture [5].

The phenomenon of the Korean Wave, or Hallyu, has transformed from a mere cultural trend into a global economic force that dominates various industrial sectors, including the creative and retail industries in Indonesia. The emotional attachment built through K-Pop music creates a unique consumer loyalty, where the purchase of products or merchandise is no longer solely based on product function, but rather serves as a form of identity and support for the idol [6]. In today's digital ecosystem, social media platforms such as Instagram play a crucial role as a communication bridge between product providers and fan communities. The @weverseshop.id account has become one of the primary mediators utilizing digital communication strategies to reach the K-pop fan base in Indonesia.

One of the idol groups with a significant fan base in Indonesia is Seventeen, with a fan community known as Carat. Carats always have many ways to support their idols [7]. For Carat, owning official *merchandise* or physical albums is not just an economic transaction, but a form of loyalty, appreciation for artistic work, and a means of obtaining personal happiness. Purchasing albums is considered a form of their loyalty and a way to appreciate their idols as artists. This high level of interest has led to a significant increase in sales of items related to the group every year. Seeing this potential, companies and entertainment agencies utilize *Marketing Public Relations* (MPR) strategies to optimize market reach and build a positive brand image. Through social media such as Instagram, particularly the @weverseshop.id account, MPR strategies are implemented by sharing educational information, creative promotions through *reels* and *stories* features, and organizing *online pop-up stores*. This strategy aims to strengthen consumer trust and encourage purchasing decisions through persuasive yet credible communication.

Success in triggering purchasing decisions in the digital era highly depends on how a brand manages its public relations through Marketing Public Relations (MPR) strategies. MPR functions not only as a promotional tool but also as an instrument to build credibility and trust through informative and persuasive content [8]. The synergy between cultural appeal (Korean Wave) and credible communication management (MPR) is strongly presumed to be the primary determinant driving the consumptive behavior of fans in acquiring official merchandise. Therefore, this study aims to evaluate the extent to which the intensity of the Korean Wave and the effectiveness of Marketing Public Relations exert a significant impact on consumer purchasing decisions, both simultaneously and partially [5], [9].

Each member of Seventeen has a distinct fanbase, and the competition in merchandise sales is very prominent. The popularity of members such as Jeonghan, Mingyu, and Wonwoo often results in their merchandise selling out faster than others, depending on the specific market and country. This consumptive behavior typically arises from an excessive affinity for something, leading individuals to

go to great lengths to acquire desired items, even when there is no urgent need for them [10], [11].

Consumer behavior is inherently dynamic as it involves complex interactions between emotional and cognitive aspects, as well as the influence of a constantly changing social environment. In the context of popular culture, this tendency often leads to consumptive behavior, where individuals are willing to go to great lengths to obtain desired items to satisfy a deep sense of passion, even when not driven by an urgent need. This phenomenon is clearly visible within the K-Pop fandom ecosystem, such as Carat, who perceive the ownership of physical albums and official merchandise not merely as an ordinary economic transaction, but as a form of appreciation, loyalty, and a significant source of personal happiness. This high symbolic and emotional value creates a unique "currency" within the collector community, where product exclusivity often triggers competition among fans and drastically increases sales volume every year. Therefore, the presence of digital platforms such as the @weverseshop.id Instagram account becomes crucial as a space for cultural interaction that bridges the relationship between idols and fans, while simultaneously serving as a primary channel for distributing Hallyu values globally.

This study fundamentally aims to conduct a comprehensive analysis and explain how the dynamics of the Korean Wave phenomenon and the effectiveness of Marketing Public Relations (MPR) strategies play a role in influencing the purchasing decisions of Seventeen merchandise within the Indonesian market [12]. More specifically, this research seeks to examine the partial contribution of each variable to identify which factor exerts the most dominant influence on the consumption behavior of @weverseshop.id Instagram followers. Furthermore, a simultaneous test is performed to prove the extent to which the synergy between global cultural appeal and digital marketing communication strategies can collectively drive purchasing actions among the K-Pop fan community.

The author observes that the Korean Wave and Public Relations Marketing significantly influence the purchasing decisions of Seventeen merchandise on the Instagram account @weverseshop.id. The entire framework of thought and analysis is comprehensively presented in this study, titled **"The Influence of Korean Wave and Marketing Public Relations on Purchasing Decisions of Seventeen Merchandise"**.

B. Method

This study employs a quantitative research design with a descriptive-verificative approach. The application of the verificative method enables the author to determine significant relationships between the variables under study, thereby generating conclusions that clarify the characteristics of the research object. The population in this study consists of followers of the Instagram account @weverseshop.id residing in Indonesia. The author utilized a survey method, which involved drawing samples from the population and using questionnaires as the primary instrument for data collection. Given that the exact population size is unidentified, sampling was conducted using a non-probability sampling technique through the purposive sampling method. This involved selecting respondents based on specific criteria relevant to the research objectives, resulting in a total sample of 84 respondents. The use of this sample size is considered representative in providing a comprehensive overview of the target population's behavior in marketing management research.

In addition to the use of questionnaires, primary data collection was further strengthened through direct observation of communication and promotional activities on the @weverseshop.id account, as well as conducting interviews to gain a deeper understanding of the research problems. To support the credibility of the study, the author also collected secondary data through a literature review, examining relevant scientific literature, books, and journals, while conducting internet research to broaden the scope of information regarding the latest developments in the K-Pop entertainment industry. Primary data were gathered through structured questionnaires measured using a Likert scale to accurately capture respondents' perceptions. The data analysis procedure was carried out through several systematic stages, beginning with instrument testing (validity and reliability tests) to ensure the accuracy of the measurement tool, followed by classic assumption tests as a prerequisite for regression analysis. The statistical analysis technique employed was multiple linear regression to examine the joint influence of independent variables on the dependent variable. Hypothesis testing was conducted using the t-test for partial influence and the F-test for simultaneous influence at a 5% significance level. The entire statistical computation process was supported by SPSS software to ensure the accuracy of the data calculation results [13].

In operationalizing the research variables, the author divided the independent and dependent variables into measurable dimensions and indicators to ensure the validity of the collected data. The Korean Wave variable (X1) was measured through dimensions of visual appeal, cultural identity, and global influence, while Marketing Public Relations (X2) was operationalized through publication strategies, events, and community involvement conducted by the @weverseshop.id Instagram account [14]. For the Purchasing Decision variable (Y), the measurement focused on the stages of need recognition, information search, and post-purchase behavior [15]. All obtained data were then processed using multiple linear regression analysis with the model equation $Y = a + b_1 X_1 + b_2 X_2 + e$. Before hypothesis testing, the data underwent a series of classic assumption tests, including normality tests to ensure normally distributed data, multicollinearity tests to ensure no correlation between independent variables, and heteroscedasticity tests. The accuracy of this model was assessed through the coefficient of determination (R²) to determine the magnitude of the simultaneous contribution of the Korean Wave and MPR in explaining the variance of consumer purchasing decisions in Indonesia.

C. Result and Discussion

T-TEST

The partial test (t-test) aims to determine the use of each independent variable on the dependent variable. The decision-making criteria in this test are that if the p-value is < 0.05 , then H_a is accepted. Conversely, if the p-value is $p\text{-value} \geq 0.05$, then H_a is rejected. The t-test basically shows the extent to which the use of one explanatory or independent variable individually explains the variation in the dependent variable. This test aims to examine whether the independent variable has a partial or separate effect on the dependent variable.

Research Results on the Influence of the Korean Wave on Purchasing Decisions

$H_0 : \beta = 0$: Korean Wave does not have an effect on purchasing decisions.

$H_a : \beta \neq 0$: The Korean Wave's Influence on Public Relations Marketing and Purchasing Decisions.

Table 1. Coefficient t-test

		Coefficients ^a			
		Unstandardized Coefficients	Standardized Coefficients		
Model		B	Std. Error	Beta	t
1	(Constant)	5.496	2.780		1,977
	<i>Korean Wave</i>	.323	.161	.211	2.006
	<i>Public Relations Marketing</i>	.386	.073	.554	5,253
a. Dependent Variable: <i>Purchasing Decision</i>					

Source: SPSS (Statistical Program for Social Science) 26.0

Based on the data shown in the table, it can be seen that , for the Korean Wave variable, the t-value is 2.006 and the t-table value is 1.98969. Because the t calculated value is greater than t-table ($2.006 > 1.98969$ with a significance value of $0.048 < 0.05$), H_0 is rejected and H_a is accepted. This means that the Korean Wave has a significant effect on the on Purchasing Decision.

Research Results on the Use of Public Relations Marketing on Purchasing Decisions

$H_0 : \beta : 0$: Public Relations Marketing does not affect purchasing decisions.

$H_a : \beta : \neq 0$: Public Relations Marketing has no effect on purchasing decisions.

Based on the data shown in the table, it can be seen that for the Public Relations Marketing variable, the t-value is 5.253 and the t-table value is 1.98969. Because the t-value is greater than the t-table value ($5.252 > 1.98969$) with a significance value of $0.000 < 0.05$, H_0 is rejected and H_a is accepted. This means that Public Relations Marketing has a significant effect on purchasing decisions.

F-TEST

The F test is used to see how the independent variables simultaneously or together affect the dependent variable. To determine whether the hypothesis is accepted or rejected, an F test is conducted with the following hypothesis:

H0= There is no significant effect between the Korean Wave variable (X1) and the Public Relations Marketing variable (X2) on the Purchasing Decision variable (Y).

H1= There is a significant effect between the Korean Wave variable (X1) and the Public Relations Marketing variable (X2) on the Purchasing Decision variable (Y)

Table 2. F Test Results

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	748.023	2	374,011	42,011	.000 ^b
	Residual	721,120	81	8,903		
	Total	1,469,143	83			

a. Dependent Variable: *Purchasing Decision*

b. Predictors: (Constant), *Public Relations Marketing*, *Korean Wave*

Source: SPSS (Statistical Program for Social Science) 26.0

Based on the table above, the results of the simultaneous hypothesis testing obtained a significant value of $0.000 < 0.05$, so H0 is rejected. In addition, the comparison between F calculated and F table shows that the value of F calculated is 42.011, which is greater than F table 3.09 ($42.011 > 3.109$), so H0 is rejected and Ha is accepted. This means that it can be concluded simultaneously that the Korean Wave and Public Relations Marketing variables have a significant effect on the Purchasing Decision variable.

The simultaneous regression test results show that the significance value obtained is 0.000, which is smaller than the significance level of 0.05 ($0.000 < 0.05$). This means that H₀ is rejected and H₁ is accepted, so it can be concluded that the Korean Wave and Public Relations Marketing variables simultaneously have a significant effect on the Purchasing Decision variable for Seventeen merchandise among followers of the @weverseshop.id Instagram account in Indonesia. These results indicate that the two independent variables have an important contribution in influencing consumer behavior, particularly in the context of popular culture and digital marketing.

Based on the results of hypothesis testing, it was found that the Korean Wave variable partially exerts a positive and significant influence on the purchasing decisions of Seventeen merchandise. This indicates that a stronger consumer perception of the appeal of Korean culture leads to an increased tendency to purchase products. This finding is aligned with the theory proposed by [1], which states that the Korean Wave is not merely a cultural product but an emotional force capable of shaping the identity and consumption behavior of its fans. This emotional attachment makes fans feel that owning official merchandise is a form of self-validation within the fandom community. Furthermore, [1] adds that in the digital era, the dissemination of cultural values through social media strengthens the influence of Hallyu in driving purchasing decisions based on loyalty to idols.

The results of the analysis indicate that Marketing Public Relations (MPR) conducted through the @weverseshop.id account significantly influences purchasing decisions. MPR activities, which include the dissemination of credible product information and educational content, have proven effective in building consumer trust. This phenomenon is supported by [1], who emphasizes that MPR functions as a credible communicator to foster consumer confidence through honest and engaging information. Empirical research by [1] also confirms that MPR strategies on digital platforms are effective in reducing consumer hesitation and accelerating the decision-making process due to informative two-way interaction.

Simultaneously, the Korean Wave and Marketing Public Relations contribute 50.9% to purchasing decisions. This result proves that the combination of strong cultural appeal and effective

marketing communication strategies creates a massive consumption drive. This is in line with the view of [1], who state that purchasing decisions are the final result of various external stimuli, where cultural and marketing stimuli work together to influence consumer perception. These findings imply that to increase sales in the K-Pop market, companies must not only rely on the popularity of the artists but must also manage digital public relations to maintain consumer trust and enthusiasm.

D. Conclusion

Based on the results of the research data analysis, it can be concluded that the variables of the Korean Wave, Public Relations Marketing, and Purchasing Decision for Seventeen merchandise are in the excellent category. This is reflected in the characteristics of the 84 respondents, who were predominantly female (75%) with a majority age range of 19–25 years (31%), who had a deep understanding and positive view of Korean culture. The Public Relations Marketing strategy implemented through the @weverseshop.id account is also considered highly effective, especially in terms of social activities that add emotional value to the product in the eyes of its followers. Respondents showed strong purchasing decisions due to a sense of pride in using products with a positive brand image as a representation of their social identity.

The results of the partial hypothesis testing show that the Korean Wave variable has a positive and significant effect on purchasing decisions, indicating that the higher the fans' involvement with elements of Korean popular culture, the higher their intention to consume idol merchandise. Similarly, the Public Relations Marketing variable has been proven to have a significant effect on purchasing decisions, demonstrating the important role of credible communication and emotional interaction in encouraging the consumption action. Simultaneously, these two variables contribute 50.9% to the purchase decision variable, while the remaining 49.1% is influenced by other factors outside the scope of this study. The synergy between global cultural appeal and targeted marketing communication strategies is a key factor in determining the consumption behavior of followers of @weverseshop.id on Instagram in Indonesia.

Furthermore, the significant influence of the Korean Wave on purchasing decisions underscores a shift in consumer behavior, where the boundaries between fan adoration and consumerism are increasingly blurred. This phenomenon suggests that for respondents, purchasing merchandise is not merely a transaction but a ritualistic activity that validates their membership within the fandom community. The effectiveness of Public Relations Marketing in this context lies in its ability to facilitate this ritual, transforming the abstract desire to support an idol into a tangible action through accessible and reliable platforms like @weverseshop.id. By capitalizing on the high engagement levels inherent in the 19–25 age demographic, the marketing strategy effectively leverages the "fear of missing out" (FOMO) and the desire for exclusivity, which are characteristic of the Korean Wave, thereby converting cultural enthusiasm into measurable economic value.

In a more profound sense, this study concludes that the dimensions of visual appeal and cultural identity within the Korean Wave phenomenon serve as the primary drivers in building a strong emotional bond among Seventeen fans in Indonesia. The data findings indicate that the loyalty formed through the consumption of these cultural contents provides a solid foundation for the effectiveness of the Marketing Public Relations strategies implemented by the @weverseshop.id account. The use of Instagram as a social media platform does not merely function as an information channel but has transformed into a digital interaction space capable of minimizing consumer hesitation through the delivery of credible and educational messages. This proves that the synergy between global cultural trends and targeted public relations management can create a highly responsive market environment, where consumers feel that purchasing official merchandise is a tangible contribution to their idols' success. Consequently, strengthening the aspects of information credibility and the consistency of creative content on digital platforms becomes the key to maintaining and increasing the volume of purchasing decisions amidst the current intense competition in the transnational entertainment industry.

In the broader context of the digital economy, these findings also highlight the critical importance of trust-building in transnational commerce. Since the study reveals that nearly half of the purchasing decision (49.1%) is influenced by outside factors, the controlled variables—namely the cultural appeal and marketing communication—become the primary anchors for business stability. The ability of @weverseshop.id to maintain an 'excellent' category rating amidst a competitive market

indicates that their Public Relations strategy has successfully acted as a buffer against potential consumer skepticism. This reinforces the notion that in the K-pop industry, a brand's longevity is not solely determined by the popularity of the artist but is equally dependent on the marketer's ability to maintain a consistent narrative that aligns with the fans' values and expectations, ensuring that the commercial interface remains as appealing as the cultural content itself.

As a suggestion for further research to produce broader benefits, researchers can develop this model by including mediating variables such as emotional attachment or brand image to explore consumer psychological mechanisms in more detail. In addition, it is recommended to expand the range of respondents and compare different types of fandoms to see different consumption dynamics. From a practical standpoint, businesses are advised to prioritize storytelling strategies and two-way interactions through interactive content such as polls or product design collaborations with fans. Given that 49.1% of the influence still comes from other factors, future research could also explore external variables such as price perception and after-sales service quality to refine findings in the field of marketing management.

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