

# The Effect of Beauty Influencer, Social Media Marketing, and Brand Image on Purchase Decisions for Korea Skincare Products

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## Abstract

This study aims to analyze the influence of beauty influencers, social media marketing, brand image on purchasing decisions of Korean skincare products. The analytical method used in this research is quantitative analysis by conducting a survey on 118 respondents, namely Narotama University students who have purchased Korean skincare and tested with the help of an analytical tool, namely the SPSS program. The results of this study indicate that beauty influencers, social media marketing, and brand image have a simultaneous positive effect on Korean skincare purchasing decisions. Partially it only has a significant effect on social media marketing and brand image variables and for the beauty influencer variable it does not have a partially significant effect on purchasing decisions.

## Keywords :

Beauty Influencer, Brand Image, Buying decision, Social Media Marketing

## 1. Introduction

In the current digital era, the changes that have occurred in human life are growing rapidly. Where there is almost no separation between human needs and existing technology. This is supported by looking at the current era where people do more online activities which are easier to access any information and whenever needed. This also has an impact on the business situation in Indonesia, which has undergone significant changes. In fact, in the midst of the pressure from the Covid-19 pandemic, this manufacturing group was able to make a significant contribution to GDP of 1.92% with its export value reaching USD 1.4 billion. With this percentage, Indonesia is a potential market for cosmetic industry entrepreneurs both nationally and internationally.

To get healthy and glowing facial skin, of course, you have to go through regular maintenance using a formula that is good, safe, and not harmful to the body. Using natural ingredients is one of the most popular skincare trends. Social media is one of the important aspects of digital marketing that companies must consider for marketing today. Social media is a term used to describe a type of media that is based on conversions and interactions between people online. Social media marketing has become a very important subject to analyze. Internet users who visit Youtube are not just for video entertainment, but also to get information and as a medium of learning. Vlogs or video blogs, is a trending term among Youtube viewers, which contains various kinds of videos about daily activities, traveling, culinary, beauty, automotive, to life hacks. Through social media, it is easier for women to get information about K-beauty, be it corporate social media, or personal social media belonging to beauty influencers.

Another factor that can influence purchasing decisions is brand image. Brand for a company is very important because it involves a company's reputation. According to Kotler & Keller brand image is describing the extrinsic nature of a product or service, including the way in which the brand seeks to meet the psychological or social needs of customers. Students are one of the main segments in marketing facial skin care beauty products in order to appear more beautiful, clean, and well-groomed.

Based on the background of the problem above, the formulation of the problem in this study is as follows:

1. Does Beauty Influencer affect Korean Skincare Purchase Decisions for Narotama University Surabaya students?
2. Does Social Media Marketing Affect Korean Skincare Purchase Decisions for Narotama University Surabaya students?
3. Does Brand Image affect Korean Skincare Purchase Decisions for Narotama University Surabaya students?
4. Do Beauty Influencers, Social Media Marketing, and Brand Image simultaneously affect Korean Skincare Purchase Decisions for Narotama University Surabaya students?

Based on the background and problems raised, the objectives to be achieved in this research are:

1. To analyze the influence of Beauty Influencers on Korean Skincare Purchase Decisions for Narotama University Surabaya students
2. To analyze the influence of Social Media Marketing on Korean Skincare Purchase Decisions for Narotama University Surabaya students
3. To analyze the effect of Brand Image on Korean Skincare Purchase Decisions for Narotama University Surabaya students
4. To analyze the effect of Beauty Influencers, Social Media Marketing, and Brand Image simultaneously on Korean Skincare Purchase Decisions at Narotama University Surabaya students

## 2. Literature Review

### 2.1. Beauty Influencers

Beauty influencers itself is a profession carried out by someone who is specifically in the world of beauty and is much liked by women on social media. In addition, (Tuten, 2008) Beauty influencers themselves are someone who is considered a source of information, this is because they have extensive knowledge and a strong communication network, so that they are able to influence other people's purchasing decisions for something either directly or indirectly. According to Widiastuti et al. (2019) the activities carried out by Beauty influencers or who can be referred to as Beauty Vloggers are by uploading videos such as sharing how to apply makeup or information on a beauty product through tutorials or by reviewing with clear presentations and attractive visuals as a way to influence women to be interested in wearing these beauty products. Therefore, this is what causes many beauty brands to look to beauty influencers to promote their products on social media such as Instagram and Youtube to attract female audiences by providing beauty content created such as product reviews containing beauty information presented in the form of tutorials. , swatches,

### 2.2. Social Media Marketing

Social media marketing is a form of digital marketing that uses social media and networking websites to promote an organization's products or services through paid and organic means. Social media marketing involves activities like building a presence on social networks, spreading brand awareness, engaging prospects and customers through content, driving traffic to websites, and so on. According to Gunelius et al., (2011) social media marketing is a form of direct or indirect marketing that is used to build awareness, recognition, memory, and action for brands, businesses, products, people, or other entities and is carried out using tools from the web. such as blogging, microblogging, social networking, social bookmarking, and content sharing.

### 2.3. Brand Image

According to Sangadji et al. (2013) defining a brand as a symbol and indicator of the quality of a product, this opinion is similarly expressed by Aaker (1997) which states that "a brand is a distinguishing name and/or symbol (such as a logo, stamp, or packaging) with the intent of identifying the goods or services of a particular seller or seller in a manner capable of distinguishing them from those of competitors." Supriyadi et al. (2016) interpret brand image as an image of a product in the minds of consumers in bulk. Everyone will have the same image of a brand. According Kotler et al. (2009) brand image is the perception and belief of consumers as a reflection of the associations that arise in the minds of consumers when remembering a brand. So it can be explained that brand image is the impression that is felt or experienced by consumers about a brand that is in memory. According to Sangadji et al. (2013) "brand image is a unique set of associations that marketers want to create or maintain.

### 2.4. Buying Decision

According to Putri, (2017) the purchase decision is a process in a real purchase, whether to buy or not. Purchasing decisions are choosing between two or more alternative purchase options, meaning that a person can make a decision if several alternative choices are available. The decision to buy can also lead to how the decision-making process is carried out. There are various factors that influence the consumer's process in making a purchase of a product or service, usually consumers always consider the quality, price and products that are already known to the public.

2.5. Conceptual Framework

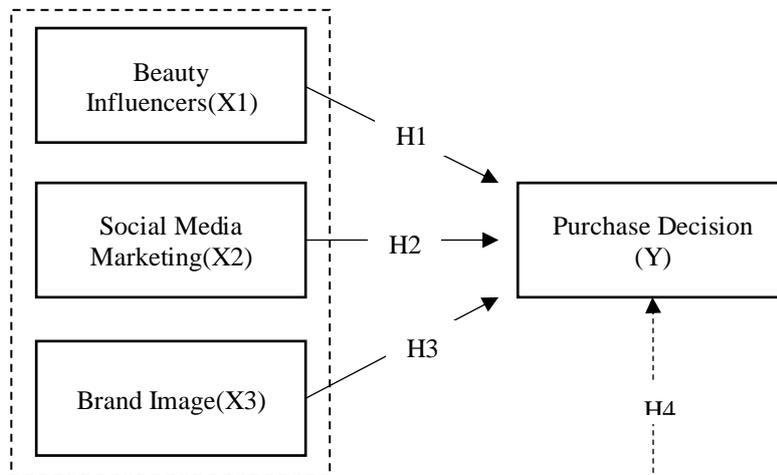


Figure 1. conceptual framework

Hypothesis:

H1 : Beauty Influencers partially influence the Korean Skincare Product Purchase Decision for Narotama University Surabaya Students

H2 : Social Media Marketing has partial effect on Korean Skincare Product Purchase Decisions for Narotama University Surabaya Students

H3 : Brand Image has a partial effect on Korean Skincare Product Purchase Decisions for Narotama University Surabaya Students

H4 : Beauty Influencer, Social Media Marketing, and Brand Image have a simultaneous effect on Korean Skincare Product Purchase Decisions at Narotama University Surabaya Students

3. Research Methodology

3.1. Types of Research

This type of research is using quantitative research. According to Sugiyono, (2015) a quantitative approach is research based on the philosophy of potivism to examine a particular population or sample and take random samples by collecting data using statistical data analysis instruments.

3.2. Research Object

In this study, the research object was Narotama University students and several Korean skincare brands that were the object of this research: Laneige, Nature Republic, Some By Mi, COSRX, and Etude House.

3.3. Population and Sample

The population in this study were Narotama University students. The sampling technique in this research is purposive sampling, namely the sampling technique with certain considerations. The sample determination in this study was Narotama students who had purchased Korean skincare products. Determination of the number of representative samples according to Hair (2014) is the number of statements multiplied by 5, so the sample in this study is  $Sample = Number\ of\ statements \times 5 = 19 \times 5 = 95$  The calculation shows that the sample made at least 95 respondents.

3.4. Types, Sources and Techniques of Data Collection

The type of data used in this study is quantitative data, in the form of questionnaires distributed to Narotama University students who have purchased Korean skincare products. In this study, researchers used primary data, primary data is a data source that directly provides data to data collectors. The primary data source in this study was obtained based on questionnaire answers from all respondents, namely Narotama University students who had bought Korean skincare products. The data collection technique used in this study was using a questionnaire or questionnaire.

## 3.5. Operational Definitions and Variable Indicators

### 3.5.1. Beauty Influencers

Beauty influencer is a profession carried out by someone who is specifically in the world of beauty and is much liked by women on social media. In addition, Tuten, (2008) Beauty influencers themselves are someone who is considered a source of information, this is because they have extensive knowledge and a strong communication network, so that they are able to influence other people's purchasing decisions for something either directly or indirectly.

The beauty influencer indicators in this study are as follows:

- a. Trustworthiness
- b. Expertise
- c. Attractiveness

### 3.5.2. Social Media Marketing

Social media marketing is a form of digital marketing that uses social media and networking websites to promote an organization's products or services through paid and organic means. Social media marketing involves activities such as building a presence on social networks, spreading brand awareness, engaging prospects and customers through content, driving traffic to websites, and so on. The indicators of social media marketing in this study are as follows:

- a. Online Communities
- b. Interaction
- c. Sharing of Content
- d. Accessibility

### 3.5.3. Brand Image

Rangkuti, (2008) Brand Image or brand image is a set of brand associations that are formed and attached to the minds of consumers. The rating indicators in this study are as follows:

- a. Corporate Image
- b. Product Image
- c. User Image

### 3.5.4. Buying Decision

According to Swastha and Handoko Putri, (2017) the purchase decision is a process in a real purchase, whether to buy or not. Purchasing decisions are choosing between two or more alternative purchase options, meaning that a person can make a decision if several alternative choices are available. The decision to buy can also lead to how the decision-making process is carried out. Indicators of purchasing decisions in this study are as follows:

- a. Stability on a product
- b. Habits in buying and using products
- c. Give recommendations to others
- d. Product evaluation
- e. Make a repeat purchase

## 3.6. Data Analysis Technique

### 3.6.1. Validity and Reliability Test

Validity is a level that measures the characteristics that exist in the phenomenon in research. According to Lerbin R. & Risman, (2007) the validity of an instrument is related to the instrument's ability to measure or reveal the characteristics of the variables that are intended to be measured. An instrument is said to be valid if it is able to reveal data from the variables studied appropriately. Meanwhile, it is said to be invalid if it is not able to reveal data from the variables studied appropriately.

According to Sumadi, (2018) reliability shows the extent to which the measurement results with this tool can be trusted. The measurement results must be reliable in the sense that they must have a level of consistency and stability. Reliability testing can be calculated using the Cronbach Alpha formula. To measure the reliability of the variables seen from the value of Cronbach's alpha each indicator using SPSS.

### 3.6.2. Classic Assumption Test

Classical Assumption Test is an analysis conducted to assess whether in an Ordinary Least Square (OLS) linear regression model there are classical assumption problems. There are three types of classical assumption tests

that must be carried out to test the data in this study. The classical assumption tests are Normality test, Multicollinearity test and Heteroscedasticity test.

**3.6.3. Multiple Linear Regression Analysis**

Multiple linear analysis is an analytical tool used to obtain an equation that shows how much influence the independent variable has on the dependent variable. The equation formula is:

$$Y = + 1 X1 + 2 X2 + 3 X3 + e$$

Description :

Y = Purchase Decision

= Standard Error

e = Constant

X1 = Beauty Influencer

X2 = Social Media Marketing

X3 = Brand Image

1 = Digital marketing variable regression coefficient

2 = online customer review variable regression coefficient

3 = Regression coefficient of rating variable

**3.6.4. Hypothesis Testing**

Hypothesis testing is a test of a statement using statistical methods so that the test results can be declared statistically significant. There are two types of hypothesis testing, namely partial test (T) and simultaneous test (F).

**4. Results and Discussion**

**4.1. Validity test**

**4.1.1. Beauty Influencer Variable Validity Test (X1)**

Table 1. Beauty Influencer Variable Validity Test Results (X1)

| No. Items | Correlation | Rtable | Description |
|-----------|-------------|--------|-------------|
| X1.1      | 0.68        | 0.1809 | Valid       |
| X1.2      | 0.736       | 0.1809 | Valid       |
| X1.3      | 0.458       | 0.1809 | Valid       |
| X1.4      | 0.576       | 0.1809 | Valid       |
| X1.5      | 0.741       | 0.1809 | Valid       |

(Source: SPSS data processed by the author, 2022)

From the table above, the results of the validity test carried out on the variable beauty influencers (X1) shows that the value of rcount is greater than rtable (0.1809). Thus, it can be concluded that all statements on the beauty influencer indicator are valid.

**4.1.2. Social Media Marketing Variable Validity Test (X2)**

Table 2 Results of Social Media Marketing Variable Validity Test (X2)

| No. Items | Correlation | R Table | Description |
|-----------|-------------|---------|-------------|
| X2.1      | 0.767       | 0.1809  | Valid       |
| X2.2      | 0.775       | 0.1809  | Valid       |
| X2.3      | 0.751       | 0.1809  | Valid       |
| X2.4      | 0.752       | 0.1809  | Valid       |
| X2.5      | 0.674       | 0.1809  | Valid       |

(Source: SPSS data processed by the author, 2022)

From the table above, the results of the validity test carried out on the variable Social Media Marketing (X2) shows that the value of rcount is greater than rtable (0.1809). Thus it can be concluded that all statements on the Social media Marketing indicator are valid.

**4.1.3. Brand Image Variable Validity Test (X3)**

Table 3. Brand Image Variable Validity Test Results (X3)

| No. Items | Correlation | R Table | Description |
|-----------|-------------|---------|-------------|
| X3.1      | 0.753       | 0.1809  | Valid       |
| X3.2      | 0.72        | 0.1809  | Valid       |
| X3.3      | 0.654       | 0.1809  | Valid       |
| X4.4      | 0.725       | 0.1809  | Valid       |

(Source: SPSS data processed by the author, 2022)

From the table above, the results of the validity test carried out on the variable Brand Image (X3) shows that the value of rcount is greater than rtable (0.1809). Thus, it can be concluded that all statements on the Brand Image indicator are valid.

**4.1.4. Purchasing Decision Variable Validity Test (Y)**

Table 4 Results of the Validity Test of the Purchase Decision Variable (X3)

| No. Items | Correlation | R Table | Description |
|-----------|-------------|---------|-------------|
| Y.1       | 0.443       | 0.1809  | Valid       |
| Y.2       | 0.817       | 0.1809  | Valid       |
| Y.3       | 0.723       | 0.1809  | Valid       |
| Y.4       | 0.787       | 0.1809  | Valid       |
| Y.5       | 0.736       | 0.1809  | Valid       |

(Source: SPSS data processed by the author, 2021)

From the table above, the results of the validity test carried out on the variable Buying decision (Y) shows that the value of rcount is greater than rtable (0.1809). Thus, it can be concluded that all statements on the Purchasing Decision indicator are valid.

**4.2. Reliability Test**

Table 5 Reliability Test Results

| Reliability Statistics |            |
|------------------------|------------|
| Cronbach's Alpha       | N of Items |
| .851                   | 19         |

(Source: SPSS data processed by the author, 2021)

Based on the table above, it can be seen that Cronbach's Alpha value is 0.851. The variable research instrument was declared reliable and worthy of being used as a variable in the measurement of this study.

**4.3. Normality Test**

The normality test used in this study is the Kolmogorov Smirnov Normality Test, provided that the data is normally distributed if the significance value is > 0.05 and the data is not normally distributed, if the significance value is < 0.05.

Table 6 One-Sample Kolmogorov-Smirnov Test

|                          |                | Unstandardized Residual |
|--------------------------|----------------|-------------------------|
| N                        |                | 106                     |
| Normal Parameters        | Mean           | .0000000                |
|                          | Std. Deviation | 2.31603145              |
|                          |                |                         |
| Most Extreme Differences | Absolute       | .077                    |
|                          | Positive       | .045                    |
|                          | Negative       | -.077                   |
| Test Statistic           |                | .077                    |
| Asymp. Sig. (2-tailed)   |                | .140                    |

- Test distribution is normal
- Calculated from data
- Lilliefors Significance Correction

Table 7 Normality Test Results  
One-Sample Kolmogorov-Smirnov Test

|                          |                | Unstandardized Residual |
|--------------------------|----------------|-------------------------|
| N                        |                | 118                     |
| Normal Parameters, b     | mean           | 0E-7                    |
|                          | Std. Deviation | 1.83995934              |
|                          |                |                         |
| Most Extreme Differences | Absolute       | .077                    |
|                          | Positive       | .042                    |
|                          | negative       | -.077                   |
| Kolmogorov-Smirnov Z     |                | .838                    |
| asympt. Sig. (2-tailed)  |                | .484                    |

- Test distribution is Normal.
- Calculated from data.  
(Source: SPSS data processed by the author, 2022)

From the table of normality test results above, it can be seen that the significance value of the residual variable is 0,484 this means  $0.484 > 0.05$ . Thus, the data is declared to be normally distributed.

#### 4.4. Multicollinearity Test

Multicollinearity test was carried out with the aim of testing whether there was a correlation between independent variables in the regression model. If the tolerance value shows the variable has a tolerance value greater than 0.10 and the VIF value is less than 10, it can be concluded that the regression model does not occur multicollinearity.

Table 8 Multicollinearity Test Results

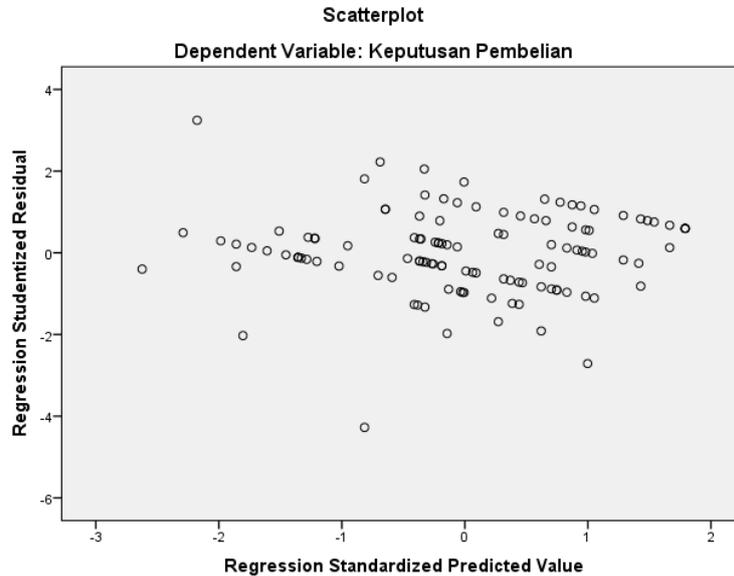
| Model      | Collinearity Statistics |            |
|------------|-------------------------|------------|
|            | Tolerance               | VIF        |
| (Constant) |                         |            |
| 1          | Beauty Influencers      | .703 1.423 |
|            | Social Media Marketing  | .768 1.302 |
|            | Brand Image             | .797 1.255 |

(Source: SPSS data processed by the author, 2022)

From the table of multicollinearity test results above, it can be seen that the tolerance value of all independent variables in this study is greater than 0.10 and the VIF value of all independent variables in this study is less than 10. So it can be concluded that there is no symptom of multicollinearity between independent variables in the regression model in this study.

**4.5. Heteroscedasticity Test**

The basis for decision making on the Heteroscedasticity test is the Scatterplots method. According to Ghozali, (2011) there is no heteroscedasticity, if there is no clear pattern (wavy, widened, then narrowed) in the scatterplots image, and the points spread above and below the number 0 on the Y axis.



(Source: SPSS data processed by the author, 2022)

Figure 2 Heteroscedasticity Test Results

From the table of heteroscedasticity test results above, it can be seen that the significance value of each variable exceeds 0.05. it can be concluded that there is no symptom of heteroscedasticity in the regression model in this study.

**4.6. Multiple Linear Regression**

Table 9 Results of Multiple Linear Regression Analysis

| Model                    | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|--------------------------|-----------------------------|------------|---------------------------|-------|------|
|                          | B                           | Std. Error | Beta                      |       |      |
| (Constant)               | 4.085                       | 2.021      |                           | 2.021 | .046 |
| Beauty Influencers       | .213                        | .108       | .185                      | 1971  | .051 |
| 1 Social Media Marketing | .148                        | .065       | .206                      | 2.286 | .024 |
| Brand Image              | .476                        | .139       | .302                      | 3.414 | .001 |

(Source: SPSS data processed by the author, 2022)

From the table of data processing results above, the following multiple regression equation is obtained:

$$Y = 4.085 + 0.231 X_1 + 0.148 X_2 + 0.476 X_3$$

**4.7. Coefficient of Determination Test (R2)**

Table 10 Results of the Coefficient of Determination Model Summaryb

| Model | R     | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------|----------|-------------------|----------------------------|
| 1     | .539a | .291     | .272              | 1,864                      |

- a. Predictors: (Constant), Brand Image, Social Media Marketing, Beauty Influencer
- b. Dependent Variable: Purchase Decision

(Source: SPSS data processed by the author, 2022)

The interpretation of the correlation coefficient (R) shown in the table above means that there is a significant relationship between the independent variable and the dependent variable. Because the value of R is 0.539 which proves that the relationship between the independent and dependent variables is strong. coefficient of determination R<sup>2</sup> according to the table above is 0.272, meaning that the linear relationship in this case the model is able to explain the Purchase Decision (Y) of 27.2%. And the remaining 72.8% is caused by other factors not discussed in this study.

#### 4.8. Simultaneous Test F

The F test is a statistical test intended to determine whether the independent variables simultaneously affect the dependent variable. This test is done by comparing the value of Fcount with Ftable. If Fcount > Ftable as a 95% confidence level = 0.05).

Table 11 Simultaneous Test Results (F)

| ANOVA <sup>a</sup> |                |     |             |        |       |
|--------------------|----------------|-----|-------------|--------|-------|
| Model              | Sum of Squares | df  | Mean Square | F      | Sig.  |
| 1 Regression       | 162,419        | 3   | 54,140      | 15,582 | .000b |
| Residual           | 396,098        | 114 | 3.475       |        |       |
| Total              | 558,517        | 117 |             |        |       |

- Dependent Variable: Purchase Decision
- Predictors: (Constant), Brand Image, Social Media Marketing, Beauty Influencer  
(Source: SPSS data processed by the author, 2022)

Based on the data in the table above, in the Sig. it is known that the value of sig. 0.000 < 0.05, then the independent variables Beauty Influencer (X1), Social Media Marketing (X2), and Brand Image (X3) simultaneously affect the dependent variable, namely Purchase Decision (Y1).

#### 4.9. T . Partial Test

T test is done by comparing the significance value. Where if the significance value < 0.05 means that each independent variable partially has a significant effect on the dependent variable.

Table 12 Partial Test Results (T)  
Coefficients<sup>a</sup>

| Model                    | t     | Sig. |
|--------------------------|-------|------|
| (Constant)               | 2.021 | .046 |
| Beauty Influencers       | 1.971 | .051 |
| 1 Social Media Marketing | 2.286 | .024 |
| Brand Image              | 3.414 | .001 |

- Dependent Variable: Purchase Decision  
(Source: SPSS data processed by the author, 2022)

Based on the data in table 4.38 above, it is known that:

- sig value. The Beauty Influencer (X1) variable is 0.051 > 0.05, so it has no partial effect
- sig value. Social Media Marketing (X2) variable is 0.024 < 0.05, so it has a partial effect
- sig value. The Brand Image (X3) variable is 0.001 < 0.05, so it has a partial effect

### 5. Conclusion

- The study was conducted using multiple linear regression equations, this study shows the simultaneous influence of Beauty Influencers, Social Media Marketing, and Brand Image on purchasing decisions.
- Partially it only has a significant effect on Social Media Marketing and Brand Image variables and for the Beauty Influencer variable it does not have a partially significant effect on Purchase Decisions.
- With the results of Adjusted R square that Beauty Influencers, Social Media Marketing, and Brand Image on purchasing decisions are 27.2% of Purchase Decisions. And the remaining 72.8% is influenced by other variables not examined in this study.

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