

The Dynamics of Communication from Perspective of Creativity in Group Theory

Lasmery RM Girsang¹, Geofakta Razali²

¹ Universitas Bunda Mulia, North Jakarta, Indonesia

² Institut STIAM, South Jakarta, Indonesia

ABSTRACT

This research is a theory review of communications namely Creativity in Group Theory. This theory examines how the processes can be appeared in form of ideas, responses, processes or products. Therefore, the research objectives are expected to bring up the new and relevant creative thinking. To conduct this research, the authors apply a qualitative-descriptive method to dig for detailed information from three informants as participants in Nata Academy's training program. As the leader/owner of Micro, Small and Medium Enterprises (MSMEs), the informants run their business based on digital marketing. By running the observation and depth interview as the instruments for data collection, authors analyze assumptions/concepts relating to creativity in groups done by the informants while joining a five monthly course. As result, the authors find that all informants succeed in implementing creativity in forming, shaping, communicating and promoting the products through digital platforms. The creativity process emerges from brainstorming among the groups. Nevertheless, there are also constraints such as rigor and time pressure that can obstruct emerging creativity. Therefore, in conclusion, good group dynamics through digital marketing can support innovation and creativity. Besides that, through digital marketing, MSME as an aspect of growth in the economy must also be able to increase competitiveness by innovating and being creative. Thus, the novelty of this research lies in the adoption of Creativity in Group Theory by MSME entrepreneurs.

Keywords: Communication; Digital Marketing; Creativity Theory

Dinamika Komunikasi dalam Kajian Teori Kreativitas Kelompok

ABSTRAK

Penelitian ini merupakan telaah atas Teori Kreativitas dalam Kelompok. Teori ini menjelaskan bagaimana proses dapat muncul kedalam bentuk ide, tanggapan, proses atau produk. Sehingga tujuan penelitian diharapkan memunculkan pemikiran kreatif yang baru dan relevan. Untuk melakukan penelitian ini, penulis menggunakan metode kualitatif-deskriptif dalam mengumpulkan informasi secara detail dari tiga informan yang menjadi peserta program pelatihan Nata Academy. Sebagai pimpinan/pemilik Usaha Mikro, Kecil dan Menengah (UMKM), para informan menjalankan usahanya berbasis digital marketing. Dengan melakukan observasi dan wawancara mendalam sebagai instrumen/teknik pengambilan data, penulis menganalisis asumsi/konsep terkait kreativitas dalam kelompok yang ditemukan para informan saat menempuh pelatihan selama lima bulan. Hasilnya, penulis menemukan bahwa semua informan berhasil mengimplementasikan kreativitas dalam membentuk serta mengkomunikasikan dan mempromosikan produk melalui platform digital. Proses kreativitas muncul dari *brainstorming* antar kelompok. Namun, ada juga kendala seperti ketelitian dan tekanan waktu yang dapat menghambat kreativitas yang muncul. Oleh karenanya, dapat disimpulkan bahwa dinamika kelompok yang baik melalui pemasaran digital dapat mendukung inovasi dan kreativitas. Selain itu, melalui pemasaran digital, UMKM sebagai salah satu aspek pertumbuhan ekonomi juga harus mampu meningkatkan daya saing dengan berinovasi dan berkreasi. Dengan

demikian, kebaharuan penelitian ini terletak pada penggunaan Teori Kreativitas dalam Kelompok yang diterapkan diadopsi pelaku UMKM.

Kata kunci: Komunikasi; Pemasaran Digital; Teori Kreativitas

INTRODUCTION

Nowadays, the development of digital technology cannot be avoided by the role of business actors along with the development of science. Various innovations such as the use of the internet bring many benefits to every human being. Its presence has an impact on various aspects of life. Through this, digital technology allows individuals and groups to collect, process and exchange information in a communication structure that is expected to lead to better delivery of messages.

One of the parts affected by digitalization is the Micro, Small and Medium Enterprises (MSMEs) business sectors. One of the research shows that the ups and downs of the enthusiasm of Micro, Small and Medium Enterprises in Indonesia, especially in Jakarta, are giving signals: people's tastes change regardless of purchasing power factor (Cahya & Christian, 2020) which are expected to be able to contribute to the strength of the Indonesian economy in maintaining and increasing the contribution of economic growth, especially through a significant small scale in industry groups. However, many MSMEs have not maximized the use of technology, especially in organizing product or service marketing through digitization or known as digital marketing.

MSME's as one aspect of Indonesia's economic growth must also be able to increase competitiveness by innovating and being creative. Competitive advantage based on innovation and creativity must be prioritized because it has durability and a longer period of time. It is hoped that a strong group institutional strategy will be created to create creativity and innovation that can increase the competitiveness of MSMEs in Indonesia. MSME problems related to innovation and creativity result in frequent plagiarism of a product to the detriment of MSME product creators. Thus, good group dynamics through digital marketing can support production incentives that support ownership rights to innovation and creativity.

In this context of digital marketing for MSMEs is Nata Academy Institute, designed as digital training that is easily mastered by and can be operated by limited human resources. This course applies creative techniques needed through the internet in a simple and easy way, to be done by even one person. Thus, the specific objective of this research is to examine what kind of creativity is raised in the process/dynamics of the group through digital marketing training at Nata Academy which relates to the Theory of Creativity in Groups. The urgency of this research focuses on digital marketing training so that every MSMEs leader is always creative and innovative, including utilizing digital channels in marketing products that are correlated with increased sales in the global market. Marketing through digital devices will also greatly help MSMEs because it has speed, reaches a wide area, greets many people in one click and is very cheap compared to conventional marketing. It is necessary to continue to organize Indonesian National Work Competency-Based Training activities through training, in

increasing the capacity of small entrepreneurial groups who are smart, and careful in selecting products and marketing them.

Based on the reality to be discussed further, the previous research explained creativity as an individual activity. But nowadays, this interest leads to increased research on the group creative process (Paulus & Nijstad 2003). Meanwhile, this research is limited to creativity in groups resulting from small groups in improving business units by joining limited period programs. Thus, the purpose of this research relates to communication dynamics in performing creativity.

Further, this article applies the Theory of Creativity in Groups. As summarized by Gino et al (2009), creativity involves developing original ideas that are useful and influential (Amabile, 1983; Mayer, 1999). Creativity can be defined as a process as well as a result (Ancona & Caldwell, 1992; Dougherty & Hardy, 1996). Consequently, creativity is defined in terms of various features (Amabile, 1996; Kurtzberg, 1998; Vosberg, 1998), such as fluency (i.e., the number of ideas generated in response to a problem, task, or situation), flexibility (the number of different categories of ideas generated), originality (the novelty of each idea), and usability (practicality of the ideas generated). As a process, creativity is the result of two main types of thinking, divergent and convergent thinking (Nemeth, 1986).

Meanwhile, from the communication perspective, Salazar (in Littlejohn & Foss, 2016) states that Creativity in Group Theory explores many things that can be made in groups. It was explained that creativity in groups is a process that arises in ideas, responses, processes or products that are new and relevant. The communication process is basically related to group creativity, various communication techniques, communication tools and communication formats have been designed to enrich creativity. One way to increase group creativity is to minimize the influence of individual, environmental and communication factors that hinder creativity. Improving creativity can be done for example by compiling a communication structure in a group.

For this reason, as a method, brainstorming techniques are implemented concerning the role of evaluating ideas. Sometimes, members put more emphasis on evaluating ideas than generating ideas. Rowen states in specific to group communication, at least two other ways namely (1) communication is a symbolic activity where creativity is always expressed symbolically; (2) symbols, uses and meanings conveyed serve to create a group environment in which creativity takes place (in Fensi, 2016). Besides those, authors also emphasize the trend of media literacy before getting into digital marketing discussion.

Further, another concepts used is digital marketing which usually refers to one of the Integrated Marketing Communication activities. One of the research emphasizes that the implementation of a marketing communication strategy includes several tools or forms of integrated marketing communication, including Advertising, Sales Promotion, Public Relations, Direct Marketing, Word of Mouth Marketing, Events and Experience. The marketing mix itself is interpreted as a strategy carried out by a group of organizations which can include implementing a master plan and knowing and producing satisfying service products (presentations) in the form of activities or important factors which are the things that are at the core of the marketing strategy alone (Razali & Elvan, 2022). Meanwhile, results are also found from the use of social media

as part of a relevant marketing communication tool in the current digitalization era (Dewi, Isnaini & Girsang, 2022). Finally, in today's technology-driven world, social networking sites have become an avenue for retailers to expand their marketing to a wider range of consumers (Paquette, 2013). On the other hand, there is emphasis on digital marketing as a general term for directed, measurable and interactive marketing of goods or services using digital technology. The main aim of digital marketing is to promote brands, shape preferences and increase sales traffic through several digital marketing techniques (Waty, 2020).

METHOD

As a descriptive-qualitative work, this research focuses on natural observations and settings (Dicy & Christina: 2022) the the researcher interprets research data directly based on the results of the data collected (Samiaji, etc: 2022). Referring to Miles & Huberman (in Sugiyono, 2011), this research adopts qualitative data analysis, including data reduction, data display and verification. As a qualitative data collection technique used is observation and in-depth interviews. Salim (2006) explains that field research (field study) requires observation and in-depth interviews. In more detail, it is necessary to create a harmonious relationship between all sources. In addition, it also aims to exchange roles as resource persons in order to understand the social situation based on the researcher's own point of view (in Girsang, 2020).

As primary data, the authors collect data from observations at Nata Academy—a Job Training Course Institute—located at Runata Building, Kyai Tapa Street, West Jakarta. To explore information for details, the authors select the informant's participation in a program namely "Intensive Digital Marketing & Creative Production", running for twelve sessions. There are various learning modules conducted such as "Fundamental of *Digital Marketing & Google My Business, Online & Offline Selling* (e-Commerce Strategy & Sales Techniques)" sections and many more.

By observing the informant's involvement in Nata Academy's program based on a digital marketing training certificate from The National Professional Certification Agency and Ministry of Labor recognition since 2019, the authors will explore the informant's experiences while taking digital marketing training based on 70% practice during the program. Then conducting in-depth interviews to understand the group dynamics that occurred among participants who had attended a minimum six-month training program. For this type of secondary data, it is collected from various literatures. Meanwhile, the technique for determining informants in this study uses the purposive sampling method (Sugiyono, 2014). Considering the criteria for informants participating in training programs at Nata Academy, the authors select the informants fit to these following criteria. Firstly, all informants are the leaders of each business unit (category: Micro, Small and Medium Enterprises). Secondly, all the informants have business-experiences for more than 3 years. Lastly, all the informants participate in activities/training programs at Nata Academy for at least five months and have completed training activities/programs at Nata Academy to improve the business better.

Table 1. The Profiles of Informants

<i>Informants</i>	<i>Occupation/Industry</i>	<i>Period of working</i>
<i>Muhammad Daffa</i>	<i>owner of "Fill Eat"/ food and beverage</i>	<i>3 years</i>
<i>Attikah</i>	<i>co-owner of "taichantial_yuk"/ beverage</i>	<i>1,5 years</i>
<i>Uninda</i>	<i>owner of "Warung Nasi Sederhana Bu Wito"</i>	<i>6 years</i>

Source: Primary data

RESULT AND DISCUSSION

Discussing main ideas about Creativity in Group Theory, some findings can be explained as follows. All informants have experienced the learning process from the program they participate in. For five months joining Nata Academy, all informants—coming from different food and beverage industries—share new experiences to interact and share with each other. One of the participants conveys that.

The 3rd informant states:

"I have so much to learn, maybe for the first time I don't know at all, more than 30 people, we don't know each other. Then through the learning process, we get to know each other and then we hold group discussions to exchange ideas about the lessons given".

That also indicates that the learning process increases knowledge and skills among the participants. Besides that, applied knowledge and skills drive the emergence of new ideas and/or products. Before, the informants participated in "Intensive Digital Marketing & Creative Production" program to those who own a business or want to upgrade human resources to have digital marketing skills. The aim of the course is to prepare the participants to be ready for work and have the ability and competence to create simple creative ways of handling work or optimizing their digital marketing to improve their business as an entrepreneur. Run for 12 sessions/week, this program offers offline and online (hybrid) digital marketing training.

According to the informant's testimony, most of the participants don't know much about digital marketing to improve products. As knowledge and skills increase, the informants come up with the latest ideas or innovations for their own products, including in terms of product design. Products must be presentable to the customers like the shape of a rice bowl created by the 3rd informant to be posted on Instagram.

In accordance with the program carried out, the 1st informant admits that there is a change of thinking to gain creativity. Previously in running a business called 'Fill Eat' (pioneer of *Nusantara Sambal Rice*), Daffa had a bit of difficulty in branding products. Aligned with one of the sessions namely 'Social Media Management and Content Interest', the informant begins to create relevant uploads on Instagram (@*filleat.chicken*) or TikTok (@*filleatchicken*) platform. Having been training for five months, it is easier for the informant to think about what kind of good ideas and posts will appeal to our customer. Still in the same session, the informant also practiced how to be a content creator, to create content that attracts the customer. Besides branding, the informant can handle Instagram technically, from the use of good captions using hashtags, for example.

The same result is also experienced by the 2nd informant, Attikah. In running taichan beverages, the informant focuses on social media marketing. Never using Instagram in conducting business in the past, but now the informant has much knowledge and capability to promote products better. Before, purchase intention has been shown. Now, publication and promotion activity have increased after using Instagram. The effect of a product's upload attracts followers to know the product. Having new knowledge and insight, the informant could maximize the use of social media for increasing the branding.

Including the last informant, Uninda (running a family restaurant 'Bu Wito') obtains the knowledge progress while applying for the session. The informant did not know much about digital marketing to improve the product. Previously still using conventional ways that wasted a lot of budget and time, then realizing that digital marketing is more efficient and effective. By creating @warungbuwito, the informant tries to increase the product's selling, specifically for launching new products. As stated above, there are twelve courses offered to participants. The content of courses is mentioned on table 2.

Table 2. The Name of Sessions

No	Name of sessions
1	<i>Fundamental of Digital Marketing & Google My Business</i>
2	<i>Funneling, Market, Personal Research and Value Ladder</i>
3	<i>Creative Production (Photography & Videography)</i>
4	<i>Communication Skill & Public Speaking</i>
5	<i>Creative Critical Thinking & Design Communication</i>
6	<i>Social Media Management, Content Interest & Facebook Ads</i>
7	<i>Simply Website, Landing Page & Blogger</i>
8	<i>KOL, Influencer, Campaign & Event Management</i>
9	<i>Community Development & Personal Branding</i>
10	<i>Search Engine Optimization (SEO) & Facebook Pixel</i>
11	<i>Search Engine Marketing (SEM) & Google Analytics</i>
12	<i>Online & Offline Selling (e-Commerce Strategy & Sales Techniques)</i>

Source: <https://nataacademy.id/kursus-digital-marketing-kuliah-murah-di-jakarta-barat/>

From the result of interviews conducted, there are different findings concerning the favorite sessions chosen by each informant. The first informant says that:

*"I have to frequently repeat basic theoretical skills as fundamentals sessions. Because I cannot understand it in a short time, I need to study more. It's just that I really enjoy the **design sessions, creative production, and social media management**. Because it might be more practical and direct practice."*

Then, 2nd informant claims that:

*"I myself am more focused on learning **communication skills and community development**. Since our business requires a special way to create customer loyalty, especially local people. For SEM itself, our business is still constrained by promotion costs, it's just that I can absorb it as knowledge if needed later."*

Different reaction is given by the 3rd informant, when admits below:

*“I am happy with the knowledge of **design and social media management**. Previously, I myself did not understand how to make an impression when people visit our Instagram. Next to our attention is using influencers as an interesting consideration. In fact, we still find difficulty to understand and need to be trained overtime to measure performance. We have to practice counting, for example the use of **Google Analytics** and **Facebook Pixel**.”*

Consequently, to reach creativity, all informants have completed all sessions and achieved skills needed to develop their business. Those following figures are examples and show the progress of how each informant implements the knowledge and training, especially in renewing the social media performance.

Figure 1. Before-After of Product’s Display on Instagram

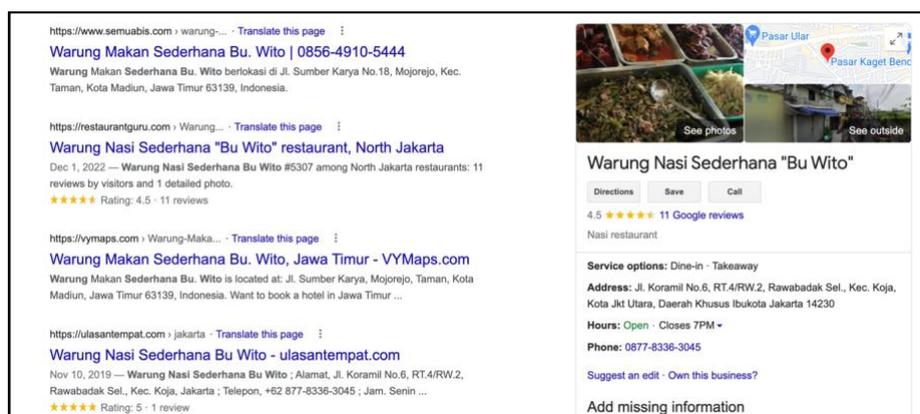


Source: 1st informant's [documentation/@filleat.chicken](https://www.instagram.com/filleat.chicken)

Figure 2. New Product's Display



Source: 2nd informant's documentation

Figure 3. Use of SEO Strategy

Source: 3rd informant's documentation

In emerging creativity, brainstorming is needed, of course led by the instructor in its process. During the session, all the participants were involved in discussion within the small group (consists of six persons). In this part, all participants build communication and relationships with each other. By implementing this, each participant will find suitability and also business prospects.

Following informant also confirms that during the learning session, all participants are allowed to come up with ideas. In the process, everyone can create any thoughts all the time to be discussed intensively. This certainly stimulates creativity, especially in content creation, including content design strategies to attract many customers and undoubtedly also to be viral.

Therefore, from a variety of methods/formats, one of them is brainstorming techniques related to the role of evaluating ideas. Sometimes, members put more emphasis on evaluating ideas than generating ideas. For that reason, communication is related to group communication.

As the first informant conveys in the interview session, they do discuss at least three times a week. Doing brainstorming among themselves, there is a sharing session about content creators. Stated at Creativity in Group Theory, at least two points are emphasized. Firstly: communication is a symbolic activity where creativity is always expressed symbolically. Secondly: symbols, their use and the meanings they give function to create a group environment where creativity takes place.

In this context, the authors find that the first informant interprets the design and color of the content suitable for the promotion through Instagram, Tik Tok and websites. The 2nd informant also trains to manage good visual proportions, the use of words, and the call to action. These are meant to attract many consumers. Meanwhile, the last informant conveys that creativity emerges in logo design. The informant stresses the importance of symbolically expressing creativity in a product's branding and logo. Briefly, all experiences equal to Nata Academy's core values based on the 5.0 era competencies, especially digital, creative and communication.

This article continues into the discussion about group communication. By sharing ideas together, every participant in the small group interacts with one another. Bound by cohesivity, the informants build communication not only during the training, but also after finishing the program. The participants are still connected in WhatsApp Group (*Nata Academy Batch 2*) and

telegram (*Teman Nata*). Trained by experienced instructors in each expertise, not surprisingly, the participants show good performance after completing the program.

Dealing with the team work in group, the 2nd informant has a good impression in effective communication since in each group all the members help each other. By choosing a closed partner during the program, the informant recognizes the importance of spirit of togetherness in practicing the knowledge. Always involved in sharing within the team, the informant grows gradually, until evaluate her own business.

Tutiasri (2016) explains in detail about group development through some stages. Through performing at the first stage, the participants of the group position themselves in interpersonal relationships so that storming stage can be reached. Next will be at the norming stage whenever all members can conduct positive behavior to cooperate and develop norms. Finally, the performing stage will be reached whenever effective cooperation in carrying out tasks can be done.

All stages are performed by the 3rd informant. Apart from studying at Nata Academy, the informant often arranges informal meetings outside of class to share experiences that can increase creativity. Besides that, to maintain cohesiveness, the informants felt the most enthusiastic about discussing content strategy. There are many ideas to make those happen even though they come from different points of view from other members, but finally have been successfully blended into one content that can be posted. At the end, as long as the stages above, the brainstorming process continues without being hindered because of the distance.

However, not all processes in creating creativity in a group run well. In the stages mentioned above, in fact, the participants meet some obstacles. For example, the 3rd informant encounters obstacles in doing brainstorming. Thus, the participants try to keep in touch by communicating through WhatsApp groups. However, the informants meet deadlock among the team in order to create creativity. In such a situation, the 1st informant tries to arrange some meeting or working out of the office such as at a cafe or restaurant. This provides a new/more comfortable work atmosphere so that the team's creativity still continues. Including other challenges that may appear in the creativity process is how to deal with "time pressure" in maintaining creativity. All of them give opinions whenever asked for some effort when facing time pressure. The informants can do the following things: looking for inspiration, fighting the laziness or taking a short break for a while to get ready for new ideas to be more creative.

CONCLUSION

At the end, the authors found that all informants succeeded in implementing creativity in forming and communicating and promoting products through digital platforms. The creativity process emerges from brainstorming between groups. However, there are also constraints such as rigor and time pressure that can hinder any creativity that emerges. Therefore, it can be concluded that good group dynamics through digital marketing can support innovation and creativity. In addition, through digital marketing, MSMEs as an aspect of economic growth must also be able to increase competitiveness by innovating and being creative.

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