

OPTIMIZING INSTAGRAM AS A MEANS OF PROMOTION TO INCREASE CUSTOMER INTEREST IN UNIDA BARBERSHOP

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Abstract

Instagram is one of the social media that is currently present in society. Instagram is currently also a promotional and advertising tool, the @u3_barber account is one of the accounts that uses Instagram social media as a promotional tool. The account contains various kinds of services and types of hairstyles. The purpose of this study is to analyze the use of Instagram as a promotional medium in spreading the content they have. This study uses a descriptive approach method with a qualitative research type. Data is collected by observation, interviews, and documentation which is defined as a problem-solving procedure that is investigated by describing or describing the state of the subject or object of research (a person, a company, etc.) at the present time based on facts that appear or as they are and the theory used is the promotion theory. The results of the study show that the use of Instagram social media as a promotional medium at Unida's Barbershop has a good impact on promotional activities through Instagram. The obstacles in using Instagram are the lack of ideas and preparation in carrying out promotional activities on Instagram. And the lack of utilization of the features available on Instagram. The solution to the obstacles is to further increase the creativity of ideas that can develop Unida's Barbershop and/or form a team to manage their Instagram accounts so that they can promote more actively. their product..

Abstrak

Instagram adalah salah satu media sosial yang saat ini telah hadir di tengah masyarakat. Instagram saat ini juga menjadi alat promosi maupun iklan, akun @u3_barber adalah salah satu akun yang menggunakan media sosial Instagram sebagai alat promosi. Akun tersebut berisi tentang berbagai macam pelayanan dan jenis-jenis model rambut. Tujuan penelitian ini adalah untuk menganalisis pemanfaatan instagram sebagai media Promosi dalam menyebarkan konten yang mereka miliki. Penelitian ini menggunakan Metode pendekatan deskriptif dengan jenis penelitian kualitatif Data dikumpulkan dengan Observasi, Wawancara, dan Dokumentasi yang diartikan sebagai prosedur pemecahan masalah yang diselidiki dengan menggambarkan atau melukiskan keadaan subyek atau obyek penelitian (seseorang, perusahaan, dan lain-lain) pada saat sekarang berdasarkan fakta-fakta yang tampak atau sebagaimana adanya dan teori yang digunakan yakni teori promosi. Hasil penelitian menunjukkan bahwa pemanfaatan media sosial Instagram sebagai media promosi pada Barbershop Unida menghasilkan dampak yang baik bagi kegiatan promosi melalui instagram tersebut. Adapun hambatan dalam pemanfaatan Instagram adalah kurangnya ide dan persiapan dalam melakukan kegiatan promosi di Instagram. Dan kurangnya pemanfaatan fitur-fitur yang tersedia di Instagram. Solusi dari hambatan adalah lebih meningkatkan kreativitas ide-ide yang dapat mengembangkan Barbershop Unida dan atau membentuk tim untuk mengelola akun Instagram mereka agar lebih giat lagi mempromosikan. produk mereka..

1. INTRODUCTION

Indonesia as an agricultural country, with the support of its natural conditions, places the fisheries sector as one of the sectors of the national economy in addition to other sectors. This is supported by the vast sea and waters of Indonesia, a country that has a large marine area covering 5.8 million km² so that it has abundant marine resources and is a highly nutritious resource because it is rich in minerals to meet the food needs of the Indonesian people and become the foundation of national economic strength in the future (Nurhidayah, 2018).

Now Instagram has developed as a medium for business people to communicate business through promotional activities on the Instagram application. This trend has been widely used by companies around the world, a study conducted by Simply Measured revealed that as many as 54 percent of companies with well-known brands have used Instagram as a promotional medium.

This stimulates companies and advertising providers to compete to market their products on Instagram social media. Business people choose to use Instagram to promote their products for reasons of convenience in offering products to potential buyers, so indirectly the use of Instagram social media as a marketing communication medium is included in the scope of marketing communication.

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Optimization is the process of finding the best solution, not always the highest profit that can be achieved if the optimization goal is to maximize profits, or not always the smallest cost that can be reduced if the optimization goal is to minimize costs.

According to Bambang, Instagram is an application from a Smartphone specifically for social media which is one of the digital media that has almost the same function as twitter, but the difference lies in taking photos in the form or a place to share information with its users. Instagram can also provide inspiration for its users and can also increase creativity, because Instagram has features that can make photos more beautiful, more artistic and better.

The definition of promotion according to Kotler, Philip and Armstrong explains that promotional activities are activities that function to convince customers by showing these products or services so that they can persuade customers to buy them.

According to Djaali, the definition of interest is a sense of preference and a sense of interest in a thing or activity, without anyone telling you to, buying interest is a decision-making process carried out by consumers.

The results of the researcher's observations from the number of Unida students around 1000 people, who use the services of Barbershop Unida around 10-15 students per day, then the researcher considers the rest cut where or maybe outside, then what causes students to get a haircut outside why not at Barbershop Unida itself. Then the author found several obstacles that the author felt were very influential on customers or Unida students, namely the lack of accurate information on social media, especially on Instagram regarding information on the opening and closing of Barbershop Unida. The researcher also found a lack of responsiveness from the admin on Instagram when asked whether the Barbershop was open or not.

This is the reason why researchers want to research further at the Barbershop Unida company, which in marketing its service products also utilizes Instagram social media. However, the use of Instagram social media at Barbershop Unida is less updated regarding posts in its various features and or less attractive, so that indirectly customers sometimes feel less confident or less interested in the Barbershop. This also affects the number of customers or customers at the Unida Barbershop.

2. RESEARCH METODOLOGY

This research is a field research, which is to extract data directly at the Barbershop and Instagram locations with a descriptive qualitative approach. The data used are two, namely primary data sourced from interviews with Barbershop parties and secondary data derived from books, journals and previous research in accordance with the research conducted.

Data collection techniques were carried out by interview, documentation and observation. Then the data is processed through the stages of editing, classifying, verifying, analyzing, and concluding. After the data is processed, it will be analyzed using data reduction techniques, data models and conclusion drawing.

The next step is checking the validity of the data using triangulation techniques. Triangulation is a technique to test data capability by checking data from the same data source with different techniques.

3. RESULT AND DISCUSSIONS

Implementation of Instagram Optimization as a Promotional Media

From the observations made by researchers, there are several shortcomings experienced by the Barbershop Unida company in using Instagram social media as a digital promotional medium. This shortcoming is more about the limited number of photos and videos that can be uploaded for the Barbershop Unida Instagram feed. For videos, there is still a lack of posts, this is what makes the Barbershop Unida team have to be able to choose the best video footage to upload. This difficulty often makes videographers and editors have to consult both with a team of experts, and the Director so that the selected video footage succeeds in attracting the general public or other Instagram users.

Researchers see that the use of existing features has been implemented in several aspects and some are still not maximally implemented. This can be identified as follows:

- a) Hashtag feature (#). From the findings on the official Instagram account @u3_barber, it can be seen that Unida Barbershop has not taken advantage of the hashtag feature in promotional activities carried out through the official Instagram account. Pihat Barbershop has never hashtagged several related hashtags.
- b) Aroba (@) feature. From the findings and it can be analyzed that the use of the arroba@ feature in the @u3_barber Instagram account has not used the tag feature on Instagram @u3_barber also based on the theme of the content contained in the post.
- c) Reels feature. From the findings and can be analyzed, that Barbershop Unida through the @u3_barber Instagram account has not taken advantage of the Instagram reels feature in promotional activities carried out through Instagram. The use of this reels feature actually also balances the type of content loaded on Instagram @u3_barber so that it is not monotonous using only photo content.

The application of Instagram features that have not been optimized are:

- a) Caption feature. There is an informative message to customers regarding the caption in their posts, there is an information message to the audience in the form of an official contact person for the Barbershop Unida team who can be used as a contact person, thus, Barbershop Unida through its official Instagram account @u3_barber, also utilizes and optimizes the caption feature on Instagram and will make customers feel really cared for.
- b) Hashtag feature. The use of this hashtag feature also adjusts the theme of the uploaded content, because Barbershop Unida is engaged in the barbershop service sector in the ponorogo area, it can be found hashtags with several related keywords such as #barberponorogo, #Barbershopponorogo, #ponorogoupdate, #Barbershop indonesia, and so on. So that it will be able to support frequent appearance on the Instagram homepage and can be famous.
- c) Aroba (@) feature. In the @u3_barber Instagram account, try to always use the tag feature on Instagram @u3_barber also based on the theme of the content contained in the post. Like tagging the Customer's Instagram account after getting service at Barbershop Unida, this is a form of appreciation or introducing the results of a haircut at Barbershop Unida and indirectly it can give attention to the Customer.
- d) Reels feature. The use of the reels feature also provides good and increased interaction from Instagram user customers, with a benchmark for the number of users watching the reels continuing to increase, as well as interactions that are built through the Like feature and comments on posted reels. Thus, the Unida Barbershop through Instagram @u3_barber will be well-known among Instagram users.

Instagram offers various features that Unida Barbershop can utilize to increase its visibility, such as Instagram Stories, Instagram Ads, and IGTV. The results show that consistent and informative use of Instagram Stories has a positive impact on customer engagement. This is because Stories provide an opportunity to display content in a more personalized manner and connect directly with the audience.

Instagram Ads also proved effective in reaching a wider audience, especially for users who have not followed Unida Barbershop's account. By targeting ads based on location and interests, barbershops can reach more targeted potential customers. Attractively designed ads accompanied by a clear call-to-action (CTA) are proven to increase the number of visits to the barbershop's Instagram account.

Visual content is the key to capturing audience attention on Instagram. Unida Barbershop's use of high-quality photos and videos that show the service process and the results of the haircut in real time garnered more positive responses than less attractive images. The research also showed that consistency in the aesthetics and visual theme of the Instagram feed is crucial in creating a professional and appealing impression to potential customers.

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One of the most prominent results of this research is the importance of engagement between Unida Barbershop and its followers. Responses to comments, direct messages, and regular updates through Stories or regular posts help build closer relationships with customers. Unida Barbershop actively interacting with its followers through quizzes, giveaways and collaborations with local influencers increases customer trust and loyalty.

Customer testimonials posted on Instagram are also one of the factors that can increase customer interest in Unida Barbershop. The use of hashtags and mention features allows customers to easily share their experiences, which in turn strengthens the barbershop's credibility and reputation in the eyes of potential customers. This leads to increased trust and interest in trying the service.

The implementation of a strategy of using relevant hashtags proved to expand the reach of posts. Hashtags related to hairstyles, trends, and locations such as #UnidaBarbershop, #PotongRambut, and #BarbershopSurabaya managed to attract a more specific audience interested in barbershop services. Through this research, it was found that choosing the right hashtags can increase the chances of a post being discovered by relevant new users.

From a survey conducted on customers who follow Unida Barbershop's Instagram, most stated that they became more interested in trying the service after seeing the posted content. Some customers also revealed that Instagram promotions provided them with more information about the services offered, prices, and operating schedules, which made it easier for them to make the decision to use Unida Barbershop's services.

From the survey results, it was found that 85% of customers who follow Unida Barbershop's Instagram account stated that they were more interested in using the service after seeing the content posted on Instagram. This shows that Instagram has played an important role in influencing customers' decisions to use haircut services.

High interaction rates on certain content, such as customer testimonials and promos, indicate a positive correlation between the type of content posted and customer interest. Customers who comment or share barbershop posts are more likely to make an in-person visit to the establishment.

Based on the analysis, visual content that shows the end result of the haircut service (such as before and after photos) has a significant influence on customer interest. As many as 70% of respondents revealed that they were more interested in trying the service after seeing the professional-looking and attractive haircut results through pictures.

The Impact of Implementing Instagram Optimization as a Promotional Media

With the application of Instagram feature optimization as a promotional media, it is expected that it will have a positive impact on the activities carried out. Of course, the expected impact leads to a significant impact and an increase in the number of customers and can advance the business for the sustainability of marketing activities carried out. The optimization of existing features on Instagram social media will have the following impacts:

- a) Make it easy for customers when they want to find a suitable and comfortable haircut place.
- b) Can often be noticed by Instagram users and or customers.
- c) Increase the number of customers as desired
- d) By using Instagram as a promotional media, it will be able to reach a wider target.
- e) Save marketing costs.

The results of this study are in accordance with digital marketing theory which states that social media can increase customer engagement and serve as an effective channel to reach a wider audience. According to Kotler et al. (2017), marketing through social media allows companies to interact directly with consumers and build stronger relationships. Instagram, as a visual platform, allows Unida Barbershop to showcase the advantages of its services in a more attractive and persuasive way.

The visual content used by Unida Barbershop, such as before and after photos of haircuts, reminds us of the very powerful concept of visual-based marketing on Instagram. As an image-based platform, Instagram provides a great opportunity for businesses to utilize visualization in building a strong brand image. Research by Scott (2015) reveals that visuals are one of the most important elements in creating interest on social media.

The results showed that customer testimonials have a major influence on consumer decisions to use Unida Barbershop services. This is in line with word-of-mouth marketing theory which emphasizes the importance of recommendations from other customers in influencing purchasing decisions (Chevalier & Goolsbee, 2003). Testimonials shared on Instagram not only serve as a form of promotion, but also build credibility and trust of potential customers.

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Instagram Stories and posts about promos and discounts proved effective in attracting customers' attention and increasing their interest in making an in-person visit. This confirms the marketing theory that limited promotional offers can create a sense of urgency and drive immediate purchase decisions (Kotler & Keller, 2016).

With increased follower engagement through comments, direct messages and sharing posts, Unida Barbershop can create a closer relationship with customers. This personal approach to interacting with followers is essential in digital marketing, as described by Kaplan & Haenlein (2010), who emphasize the importance of direct engagement and two-way relationships between businesses and consumers.

Here are some strategies that Unida Barbershop can implement to further optimize Instagram for promotion:

- a) Increase posting frequency to keep followers engaged.
- b) Implement more collaboration campaigns with local influencers to expand reach.
- c) Developing more varied content, such as hair styling tutorials or Q&A sessions with customers.
- d) Use the Instagram Ads feature to expand a more specific and relevant target audience.

4. CONCLUSIONS AND RECOMENDATION

4.1 Conclusions

This study aims to analyze and optimize the use of Instagram as a promotional tool in increasing customer interest in Unida Barbershop. Based on the findings obtained from data collection through surveys, observations, and analysis of Instagram content posted by Unida Barbershop, we can conclude that effective and planned use of Instagram can have a significant impact on customer interest. The main conclusions of this study include several important points which will be explained in detail below.

a) Instagram as an Effective Promotion Platform

Based on the results of the study, Instagram proved to be one of the most effective platforms in promoting businesses, especially for businesses such as barbershops that rely on visualization of service results as the main attraction. Instagram offers various features that support visual marketing strategies, such as feeds, Stories, IGTV, and Instagram Ads. Each of these features provides an opportunity for Unida Barbershop to showcase their services in an engaging and interactive way. The results showed that most customers felt more interested in using the services after viewing high-quality visual content on Instagram. This reinforces the finding that image- and video-based social media, such as Instagram, are well suited for businesses that market visual-based services.

b) The Importance of Consistency in Content Management

Another very significant finding is the importance of consistency in Instagram account management. The study found that customers are more likely to notice and be interested in accounts that update content regularly. This is in line with the marketing concept that consistency is key in building brand awareness and audience engagement. In the case of Unida Barbershop, customers who follow their Instagram account want content that is constantly updated, be it the latest information about promos, haircut tips, or just seeing the latest work from the barbershop.

Consistency in content management also helps build closer relationships between businesses and customers. Through regular updates, Unida Barbershop can maintain their relevance in the minds of customers, thus increasing the likelihood that customers will return to use their services in the future. Therefore, it is important for Unida Barbershop to have a well-organized content calendar and ensure that posts are made regularly and continuously.

The optimization and utilization of Instagram social media as a promotional media on the object of Barbershop Unida has not been done optimally in order to attract customers. Some forms of utilization of Instagram social media that need to be addressed include optimizing the features available on Instagram to then be used as a means of creating content about information about Barbershop Unida and as a means to communicate more intensely with customers and or other Instagram users.

c) The Role of Engagement in Increasing Customer Interest

Engagement between Unida Barbershop and its Instagram followers plays a very important role in influencing customer interest. The results of this study show that customers who actively engage with Unida Barbershop's Instagram account - be it through commenting, sharing posts, or sending direct messages - are

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more likely to make a visit to the barbershop. This kind of interaction increases the sense of attachment between the customer and the business, which in turn builds customer loyalty.

d) The Effect of Testimonials and Customer Reviews on Consumer Decisions

The results of this study also highlight the important role of testimonials and customer reviews in shaping consumer decisions to use Unida Barbershop services. Many customers revealed that they felt more confident to try the service after seeing testimonials or positive reviews from other customers uploaded on Instagram.

This underscores the importance of word-of-mouth marketing, which according to various studies, can be one of the most effective forms of promotion. By utilizing Instagram features, such as hashtags and mentions, satisfied customers can easily share their experiences. Therefore, it is imperative for Unida Barbershop to encourage customers to leave positive reviews, either through Instagram or other social media, as part of their marketing strategy. Customer testimonials not only increase credibility but also serve as social recommendations that reassure potential new customers.

e) Effectiveness of Promotions and Special Offers in Increasing Customer Interest

Another highly relevant finding is the effectiveness of promotions and special offers in increasing customer interest. Instagram Stories, with its limited duration, proved to be very effective in encouraging customers to immediately take advantage of the offer at hand. Survey results show that most customers who saw promotions through Instagram Stories felt compelled to take action, such as visiting the barbershop or making a reservation.

This research also shows that promos such as price cuts or discounts on certain services greatly influence customers' decision to choose Unida Barbershop over competitors. Therefore, we recommend that Unida Barbershop hold more promotions or discounts on Instagram to attract more new customers. It is also important to ensure that the promotions provided can create a sense of urgency that encourages customers to act immediately.

One of the key findings of the study is that customers feel more valued when businesses respond to their comments or questions. By giving followers attention, such as replying to comments or holding quizzes, Unida Barbershop can increase engagement and turn followers into loyal customers. This is in line with relational marketing theory which emphasizes the importance of creating long-term relationships with customers through open and interactive communication.

4.2 Recommendation

The impact of utilizing caption features, hashtags, Arroba, Instagram reels, Instagram stories, Instagram posts feeds photo and video, multiple images, highlight features, location features, like features, follow features, comment features on Instagram social media as a promotional media for Barbershop Unida is that the number of customers who come to experience services at Barbershop Unida can increase after receiving information about Barbershop Unida through Instagram, this proves that the form of promotion by utilizing Instagram social media has a big influence on increasing the interest of customers who come.

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