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MOTIVATING CONSUMERS TOWARDS A COMMON GOAL: A PERSUASION STRATEGY RELYING ON FACTS OR EMOTIONS

Fitriana[1*], Ricky Agusiady[2], Zaenal Aripin[3]

[1]Magister Akuntansi, Universitas Sangga Buana, Bandung, 40124, Indonesia, Zaenal.arifin@usbypkp.ac.id

[2]Magister Akuntansi, Universitas Sangga Buana, Bandung, 40124, Indonesia, Ricky.Agusiady@usbypkp.ac.id

[3]Magister Akuntansi, Universitas Sangga Buana, Bandung, 40124, Indonesia, Fitriana@usbypkp.ac.id

Abstract

In an increasingly complex and diverse marketing world, the use of persuasion strategies that combine facts and emotions is becoming increasingly important to motivate consumers toward a common goal with a particular brand or product. This research aims to explore the most effective strategies for integrating facts and emotions in marketing, as well as to analyze how contextual factors such as product type, consumer demographics and media platforms influence their implementation. By collecting data from various literature sources, this research presents an in-depth understanding of the concept of persuasion strategies that combine facts and emotions, as well as identifying contextual factors that influence its implementation. The research results show that a holistic approach that integrates a strong story or narrative with relevant facts is the most effective strategy in combining facts and emotions. However, contextual factors such as product type, consumer demographics, and media platforms play an important role in determining the most appropriate strategy. This research provides valuable insights for marketing practitioners to develop persuasion strategies that are more relevant and effective in motivating consumers towards shared goals with a particular brand or product.

Keywords: persuasion strategy, facts, emotions, marketing, consumers

INTRODUCTION

Motivating consumers towards a common goal is a major challenge in the ever-evolving world of marketing. In an effort to influence consumer behavior, persuasion strategies are key, and often, the two dominant approaches are using facts or emotions. Facts, with strong argumentative power, have the potential to convince consumers through empirical evidence and logic. In this context, statistics, scientific data and testimonials can be effective tools in shaping consumer perceptions and decision making. However, on the other hand, emotions also have an undeniable role in influencing behavior. Emotions, with their powerful appeal, can stimulate deep and spontaneous responses from consumers, influencing their purchasing decisions in a more subjective way. Therefore, to achieve common goals with consumers, companies are often faced

with a dilemma between using facts or emotions as the main basis of their persuasion strategy.

A fact-based approach tends to be more rational and objective. In this context, companies present information supported by data and scientific evidence to support the superiority of their products or services. By providing strong and measurable arguments, companies try to build consumer trust in their brand. For example, in the pharmaceutical industry, conveying scientific facts about the safety and effectiveness of drugs can be a key factor in influencing consumer decisions. However, fact-based approaches can often feel rigid and lack the emotion that may be needed to trigger action.

On the other hand, an emotion-based approach places a focus on using feelings and sentiments to stimulate a response from consumers. In this strategy, companies seek to build emotional bonds with their consumers, often by emphasizing deep values or evoking certain feelings such as happiness, security, or attachment. In advertising, for example, the use of a moving narrative or strong imagery can evoke intense emotions and leave a deep impression on consumers. However, this approach is often criticized because it can ignore facts and exploit consumer emotions for commercial gain.

When choosing between fact-based or emotion-based strategies, companies often face crucial questions about their goals and the nature of the products or services they offer. Products based on technology or security, for example, may be better suited to a fact-based approach, while products related to lifestyle or personal branding may be more effective using an emotion-based approach. However, in many cases, the most effective approach is to combine the two. By combining solid facts with an inspiring narrative, companies can build logically strong arguments while stimulating positive emotions from consumers.

The importance of context and market segmentation cannot be ignored in determining the right persuasive approach. Consumers with different characteristics and preferences may respond better to different approaches. For example, younger consumers who are more connected to social media may be more responsive to content that appeals to emotions, while older consumers may be more likely to require stronger evidence and more rational arguments.

In today's digital era, where consumers have greater access to information and content, companies are faced with new challenges in building effective persuasion strategies. In the face of increasing information noise, it is important for companies to build a compelling narrative and frame their message in a way that differentiates from competitors. By understanding consumer psychological and behavioral dynamics, companies can create more personalized and satisfying experiences for their consumers.

The role of technology is also increasingly important in supporting persuasion strategies. By using advanced data analytics and artificial intelligence tools, companies can better understand consumers' individual preferences and deliver relevant messages in a timely manner. In this context, personalization is key, with companies creating experiences tailored to each consumer's needs and desires. However, in attempting to utilize technology wisely, companies are also faced with ethical and privacy challenges. It is important for companies to ensure that the use of consumer data is carried out with a high level of integrity and security, respecting individual privacy and freedom. By building relationships based on trust and transparency, companies can strengthen bonds with their consumers and ensure long-term loyalty.

In conclusion, motivating consumers towards a common goal is a primary goal for companies in their marketing efforts. Persuasion strategies, whether relying on facts or emotions, play a key role in achieving this goal. By understanding the characteristics of the products or services they offer, as well as their consumers' preferences and behavior, companies can build effective and relevant persuasion strategies. With a balanced approach between facts and emotions, supported by smart technology and strong ethics, companies can build strong, sustainable relationships with their consumers, toward a greater common goal.

METHOD

The literature study research method is an approach used to collect, review, and synthesize relevant literature on a particular topic. In the context of motivating consumers towards a common goal with persuasion strategies that rely on facts or emotions, this method provides an opportunity to investigate various views and findings that already exist in the related literature. The first step in this method is to identify relevant literature sources, including scientific journals, books, articles, and other publications that discuss the topic. Once the literature sources are identified, the next step is to carefully review each source to understand the various approaches, findings and views that have been proposed by previous researchers. In the context of motivating consumers, this includes exploring psychological theories, consumer behavior models, and relevant empirical studies on the influence of facts and emotions in the consumer decision-making process. Relevant research may include laboratory experiments, consumer surveys, and case studies of persuasion strategies that have been used in various marketing contexts.

During the literature review process, researchers must also pay attention to the methodology used in previous research, including research design, samples used, and data analysis conducted. This helps to evaluate the strengths and

limitations of existing studies and identify knowledge gaps that still need to be filled through further research. Additionally, by comparing findings from different studies, researchers can identify general trends and patterns in the literature that can help strengthen their arguments. Apart from reviewing existing literature, the literature study research method also includes the process of synthesizing and analyzing the information that has been collected. This involves identifying key themes, patterns, and contradictions between the various approaches that have been proposed in the literature. By considering multiple perspectives and existing evidence, researchers can develop a deeper understanding of the complexities of motivating consumers and the role of facts and emotions in the process.

Finally, the results of this desk study research can be used to develop a conceptual framework that describes the relationships between relevant variables and identifies key factors that need to be considered in developing effective persuasion strategies. By leveraging existing literature, researchers can provide valuable insights for marketing practitioners and make recommendations about how to optimally utilize facts and emotions to motivate consumers toward shared goals.

DISCUSSION

The use of facts in a persuasion strategy influences consumer motivation in achieving common goals with a particular brand or product

The use of facts in persuasion strategies plays an important role in influencing consumer motivation to achieve common goals with a particular brand or product. When facts are presented appropriately and relevantly, they can build trust, provide clear understanding, and reduce the uncertainty felt by consumers. However, the effectiveness of using facts in a persuasion strategy depends greatly on the context, including the type of product or service being offered, consumer characteristics, and the purchasing situation. In this research, we will explore how the use of facts in persuasion strategies can influence consumers' motivation in achieving shared goals with a particular brand or product, as well as the factors that moderate this relationship.

First, it is important to understand the basic concept of using facts in persuasion strategies. Facts are information that can be verified and measured objectively, such as statistics, data, or testimonials that are proven to be true. In a marketing context, the use of facts aims to provide a clear understanding of the advantages of the product or service being offered, reduce doubts or doubts that consumers may have, and build trust in the brand or product. For example, in television commercials promoting the safety of new cars, manufacturers may display crash test results showing a high level of protection for the driver and passengers.

However, it is important to remember that using facts in a persuasion strategy is not always guaranteed to be successful. In some cases, consumers may not be very responsive to the facts presented, especially if the information is too technical or complicated, or if consumers feel it is not relevant to their needs or desires. Therefore, the effectiveness of using facts in a persuasion strategy depends on the marketer's ability to present information in a way that is interesting and relevant to consumers.

Table 1: Examples of the Effectiveness of Using Facts in Persuasion Strategies

Types of products	Use of Facts in Advertising	Consumer Response Level
Health Products	Presents clinical data that supports product effectiveness claims in scientific research	Tall
Car	Displays crash test results indicating a high level of safety for the driver	Currently
Food	Provide clear nutritional information about the nutritional content of the product	Low

Table 1 above shows several examples of the effectiveness of using facts in persuasion strategies for various types of products. In health products, the use of facts supported by scientific research tends to create a high level of response from consumers, as this provides legitimacy and trust in the product claims. On the other hand, in the case of food products, consumers may be less responsive to the nutritional facts presented in advertising, as these may be deemed less relevant or interesting to them.

Additionally, it is also important to consider how factual content is presented to consumers. In today's digital era, marketing content can be delivered via various platforms, including social media, websites and email. Therefore, it is important to choose the right platform to convey relevant facts to consumers. For example, for technology products, video tutorials that demonstrate live product features can be an effective way to convey complex facts to consumers.

Apart from that, the strategy of presenting facts can also influence consumer responses. Research has shown that presenting facts visually, such as through graphs or infographics, can increase consumers' understanding and attraction to the information. For example, in beauty product advertisements, graphics showing real results of using the product on the skin can arouse consumer interest and trust in the product's claims.

Table 2: Strategy for Presenting Facts in Persuasion Strategy

Presentation Type	Example	Consumer Response Level
Visual	Clinical trial results graph	Tall
Narrative	Product user success stories	Currently
Statistics	Last year's sales data	Low

Table 2 above shows several strategies for presenting facts in a persuasion strategy, along with the level of consumer response that may occur. The use of visual presentations, such as clinical trial results charts, tends to create high response rates from consumers due to their ability to convey information in a clear and easy-to-understand manner. On the other hand, statistical presentations may be less effective in triggering consumer responses, because the information may be too abstract or difficult for consumers to understand.

However, it is important to remember that the use of facts in persuasion strategies is only one factor that influences consumer motivation. Other factors, such as emotions, brand trust, and personal preferences can also play an important role in consumer decision making. Therefore, an effective persuasion strategy is one that is able to combine these various elements holistically to create a satisfying experience and build long-term relationships with consumers.

Thus, it can be concluded that the use of facts in a persuasion strategy can influence consumer motivation to achieve common goals with a particular brand or product. However, the effectiveness of using facts depends on a number of factors, including context, manner of presentation, and the communication platform chosen. By understanding the characteristics and preferences of their consumers, companies can develop effective and relevant persuasion strategies to achieve common goals with their consumers.

The role of emotions in motivating consumers to participate in a common cause with a brand or product, and the extent of their influence compared to fact-based persuasion strategies

The role of emotions in motivating consumers to participate in a common cause with a brand or product is significant and complex. Emotions have a strong power to influence consumer behavior and decisions in the purchasing process. Compared to more rational, fact-based persuasion strategies, the use of emotions in marketing allows companies to build deeper and more personal bonds with consumers, as well as stimulate more intense and visceral responses. Emotions can play a key role in shaping perceptions, arousing feelings, and motivating actions from consumers.

Table 1: The Role of Emotions in Motivating Consumers

Types of Emotions	Example	Impact on Consumers
Affection	Describe the relationship between the brand and the consumer such as 'The brand is part of the family' or 'We care about you' with the brand	Building strong emotional connections
Happiness	Shows a pleasant or cheerful situation associated with the product or brand	Improve consumer mood
Tension	Creates tension or uncertainty about the results of not using the product	Motivate consumers to act

Table 1 shows the various types of emotions frequently used in marketing, along with examples of their use and their impact on consumers. Emotions such as affection, happiness, and tension can be powerful tools in motivating consumers to participate in a common cause with a brand or product. The use of emotions can create more meaningful and immersive experiences for consumers, which in turn can increase brand loyalty and consumer satisfaction.

In consumer psychology research, it has been found that emotions often play a more dominant role than facts in consumer decision making. A study conducted by Damasio (1994) showed that damage to the parts of the brain associated with emotions can cause serious damage to a person's ability to make rational decisions. This shows that emotions have a strong influence in decision making, even more than the influence of facts.

However, it is important to remember that the use of emotions in marketing can also come with certain risks. Inappropriate or excessive use of emotions can cause consumers to feel manipulated or create negative feelings towards a brand or product. Therefore, it is important for companies to use emotions wisely and authentically, and ensure that the messages conveyed are in line with brand values and take into account consumers' needs and desires.

Table 2: Comparison of the Influence of Emotions and Facts in Persuasion Strategy

Aspect	The Influence of Emotions	Influence of Facts
Decision-making	Emotions play an important role in influencing consumer decisions, especially in situations involving risk or uncertainty	Facts can provide a clear understanding and reduce the uncertainty felt by consumers
Formation	The use of emotions can build strong emotional bonds between brands and consumers,	The use of facts can build trust and provide legitimacy to product claims
Consumer	Increase brand or service loyalty	
Consumer Response	Emotions can trigger more intense and profound responses from consumers, motivating action	Facts often create a more rational and measured response from consumers

Table 2 shows a comparison between the influence of emotions and facts in persuasion strategies. While both have a significant impact in motivating consumers, the influence of emotions tends to be stronger in triggering intense and visceral responses, while facts often create a more rational and measured response from consumers.

Thus, it can be concluded that the role of emotions in motivating consumers to participate in a common cause with a brand or product is very important and complex. Emotions have a strong power to influence consumer behavior and decisions, and in many cases, their influence can outweigh the influence of facts in persuasion strategies. Therefore, it is important for companies to understand the role of emotions in consumer decision making and use adequate persuasion strategies to build strong emotional bonds with consumers.

The interaction between psychological and situational factors influences consumer responses to persuasion strategies that rely on facts or emotions to achieve common goals

The interaction between psychological and situational factors plays an important role in influencing consumer responses to persuasion strategies that rely on facts or emotions in achieving shared goals with a particular brand or product. Psychological factors, such as personality, attitudes, motivation, and consumer perceptions, can influence the way consumers interpret and respond to persuasive messages conveyed by companies. For example, consumers with personalities that tend to be rational and analytical may be more responsive to persuasion strategies that are based on facts and logical arguments, while consumers who are more emotional may be more likely to respond to messages that appeal to feelings. Additionally, situational factors, such as the purchase context, current needs and desires, and previous experience with the brand or product, can also influence consumers' responses to persuasion strategies. For example, consumers who are in an emergency or urgent situation may be more likely to respond to messages that rely on emotions, while consumers who have the time and freedom to consider rationally may be more open to facts and empirical evidence. Thus, a deep understanding of the psychological and situational factors that influence consumer responses can help companies design more effective and relevant persuasion strategies.

Table 1: Interaction of Psychological and Situational Factors in Consumer Responses

Psychological/Situational Factors	Impact on Consumer Response
Personality	Consumers with analytical personalities tend to be more responsive to fact-based persuasion strategies, while consumers with emotional personalities tend to be more responsive to emotion-based persuasion strategies.
Attitude	Consumers' attitudes toward a brand or product can influence how they interpret and respond to persuasive messages. If consumers have a positive attitude towards a brand or product, they may be more open to the message conveyed.

Motivation	Consumers' motivation to achieve certain goals can also influence their response to persuasion strategies. If consumers have a strong motivation to satisfy a particular need or desire, they may be more responsive to messages that promise to fulfill that need or desire.
Purchasing Situation	The context of the purchase, such as emergency or urgent circumstances, previous experiences, and current needs or desires, can also influence a consumer's response to persuasion strategies. Consumers who are in a pinch may be more likely to respond to messages that rely on emotion, while consumers who have the time and freedom to consider rationally may be more open to facts and empirical evidence.

Table 1 shows how the interaction between psychological and situational factors can influence consumer responses to persuasion strategies. Through a deep understanding of these factors, companies can more accurately identify consumer preferences, needs, and motivations, allowing them to design more appropriate and effective persuasion strategies.

The most effective strategy combines facts and emotions to effectively motivate consumers toward a common goal, and contextual factors such as product type, consumer demographics, and media platforms influence its implementation

The most effective strategy for combining facts and emotions to effectively motivate consumers toward a common goal is a holistic approach that harnesses the power of both in balance. This approach recognizes that consumers not only make decisions based on facts and logic alone, but are also influenced by feelings, emotions and values associated with a brand or product. Therefore, this strategy integrates elements designed to convey relevant and compelling information (facts) while creating an engaging and emotional experience (emotions). One effective approach is to use a strong story or narrative, which combines emotional elements with supporting facts.

Stories or narratives can provide consumers with a more in-depth and satisfying experience than simply presenting raw data or information. In a marketing context, stories can link a brand or product to a consumer's feelings, aspirations, or desires, thereby creating a strong emotional connection and motivating them to act. For example, an advertising campaign that features a true story of someone who overcame a challenge or achieved success through the use of a particular product can evoke emotion and inspiration, while also presenting supporting facts about the product's benefits. Thus, stories or narratives that touch consumers' hearts can be one of the most effective strategies in combining facts and emotions to motivate consumers towards a common goal with a brand or product.

However, contextual factors such as product type, consumer demographics, and media platforms also play an important role in implementing this strategy. First, the type of product or service can influence consumer responses to the strategies used. Products that are more tied to emotional or aspirational needs, such as beauty or travel products, may be better suited to strategies that emphasize emotion. In contrast, products or services that are more related to practical or functional needs, such as technology products or financial services, may be better suited to strategies that emphasize concrete facts and benefits.

Additionally, consumer demographics can also influence how they respond to persuasive messages. Characteristics such as age, gender, income, and education can influence consumer preferences, values, and needs. For example, young consumers tend to be more responsive to messages that emphasize emotional and aspirational values, while older consumers may be more likely to consider concrete facts and benefits.

Finally, the media platform used to convey the message can also influence the implementation of the strategy. Different platforms, such as television, social media, or online advertising, have different characteristics in terms of how they present persuasive messages. For example, television advertising often provides more space for a more complete and emotional story or narrative, while online advertising may be more effective in presenting straightforward information and relevant facts.

By paying attention to these contextual factors, companies can develop more relevant and effective strategies for combining facts and emotions to motivate consumers toward shared goals with a brand or product. With a holistic and balanced approach, as well as a deep understanding of consumer preferences and needs, companies can create satisfying marketing experiences and build strong relationships with consumers.

CONCLUSION

In combining facts and emotions to motivate consumers toward a common goal with a brand or product, the most effective approach is to adopt a holistic strategy that leverages the strengths of both in balance. Through the use of powerful stories or narratives, companies can create compelling and satisfying marketing experiences, while presenting consumers with relevant and compelling information. However, contextual factors such as product type, consumer demographics, and media platforms play an important role in implementing this strategy. Therefore, it is important for companies to understand consumer preferences, values and needs in depth, and choose an approach that suits the characteristics of the product, target demographics and media platforms used. With a balanced approach and attention to the right context, companies can achieve success in combining facts and emotions to motivate consumers and build strong relationships with them.

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