

## Effect of marketing public relations strategies on Chocodot sales growth on Shopee

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### ABSTRACT

**Background:** While Chocodot possesses a strong brand identity as a signature souvenir from Garut, empirical evidence regarding the effectiveness of its Marketing Public Relations (MPR) strategy in driving sales on Shopee remains limited. This study aims to address this gap by analyzing the extent to which Chocodot's Marketing Public Relations activities influence sales growth on the Shopee platform. **Purpose:** This study aims to test how much influence public relations marketing strategies have on increasing Chocodot sales on the Shopee platform. **Methods:** This study used an exploratory quantitative approach, with a sample of 35 Shopee user respondents in Garut selected using a non-probability sampling method. Data were collected using a questionnaire with validity and reliability tests. **Results:** The results indicate that Chocodot's marketing public relations strategy, which consists of image building, sales support, and public opinion management, is in the moderate category with an average score of 3.57. Statistical analysis shows that the Marketing Public Relations strategy has a positive and significant influence on increasing sales by 78.3% ( $R^2 = 0.783$ ). This study found that the level of customer loyalty for routine purchases can still be improved because consumer shopping habits are still dominated by situational needs. **Conclusion:** This study concludes that an integrated Marketing Public Relations strategy and consistent service quality are important for building customer loyalty in the digital environment. **Implications:** For Chocodot management, the results of this study can be the basis for designing more effective communication strategies to increase sales through strengthening publicity, consumer engagement, and maintaining reputation in the market.

**Keywords:** Chocodot; e-commerce; marketing public relations; sales increase; Shopee platform

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## INTRODUCTION

In fierce global competition, a company's image is a crucial asset, even in the chocolate industry. Furthermore, advances in information and communication technology have also triggered changes in the way consumers shop online. Communication now focuses not only on price and quality but also on brand reputation, trust, and the relationships established by the company. Therefore, implementing an appropriate PR marketing strategy is crucial for establishing effective communication with consumers and strengthening product positioning on platforms like Shopee. Therefore, establishing this foundation is essential for creating more efficient and sustainable marketing communications.

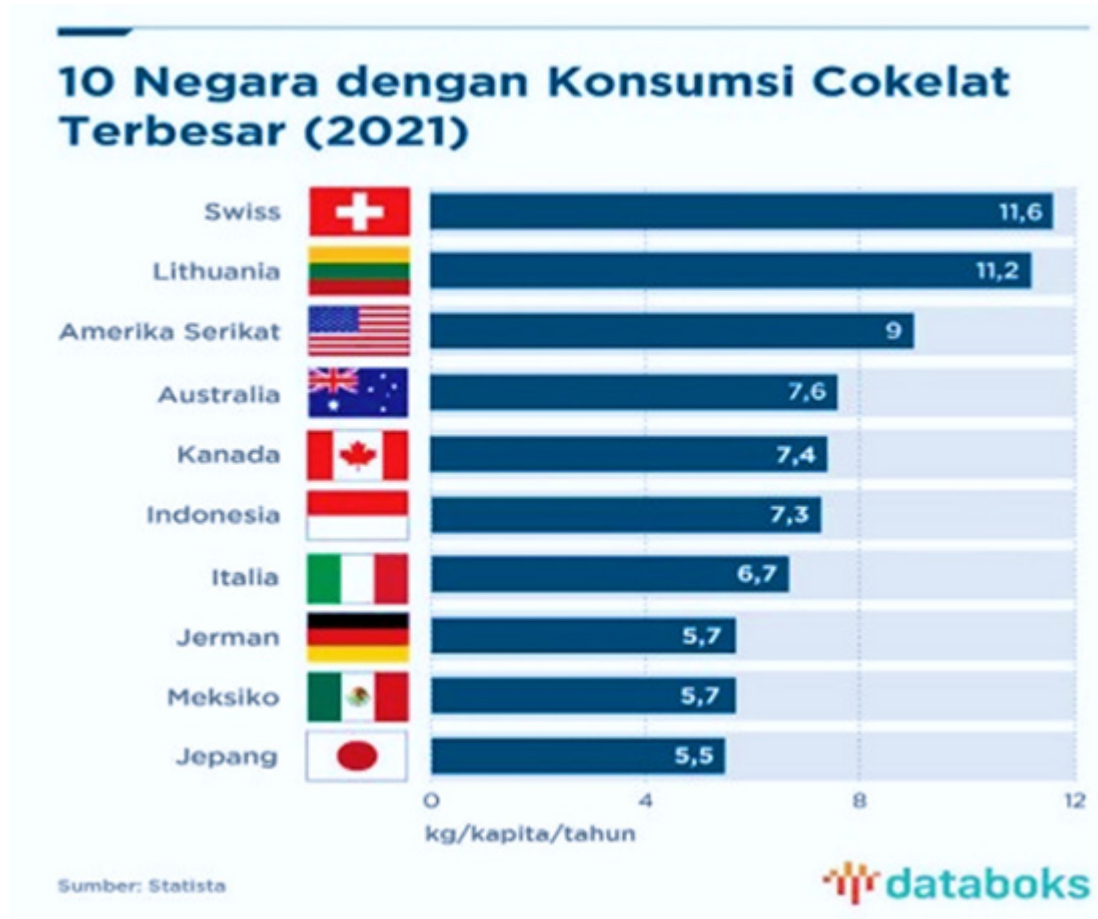
This strategy is expected to increase consumer interest and loyalty to Chocodot products. This vast market potential presents an opportunity for local producers like PT Tama Cokelat Indonesia, owner of the Chocodot brand. To maximize growth in the digital era, companies require an integrated communications approach. This is driven by the development of digitalization, which has fundamentally changed the marketing landscape, particularly in consumer behavior and how brands communicate (Samsiah et al., 2023). Digital marketplaces like Shopee facilitate real-time transactions and interactions between consumers and brands, creating increasingly intense competition (Verhoef et al., 2021). Amidst these dynamics, traditional

marketing strategies that only focus on price promotions are no longer sufficient to create loyalty and sustainable sales growth (Lamberton & Stephen, 2016).

Figure 1 presents empirical data across 10 countries (Switzerland, Lithuania, the United States, Australia, Canada, Indonesia, Italy, Germany, Mexico, and Japan). Switzerland ranks first with consumption of 11.6 kg, followed by Lithuania at 11.2 kg, and the United States at 9 kg. Several other countries, such as Australia, Canada, Italy, and Germany, also have relatively high consumption levels. Indonesia ranks sixth with consumption of 7.3 kg per capita per year, indicating substantial public interest in chocolate products. This data demonstrates that the chocolate market still holds significant potential for product development and marketing.

Along with these opportunities, the retail market is undergoing a transformation due to the massive growth of e-commerce, making platforms like Shopee the main battleground (Basu & Naskar, 2023). In a digital environment heavily influenced by public opinion, Marketing Public Relations Strategy becomes a key instrument, not only for promotion, but also for building brand trust (credibility) that is so essential for consumer confidence. Therefore, the ability to utilize Marketing Public Relations Strategy effectively is crucial for driving increased Chocodot sales on digital platforms (Mikraj et al., 2025).

The specific phenomenon underlying this research is the significant increase in domestic



Source: Instagram, 2021

**Figure 1 Chocolate Consuming Countries**

cocoa production in Indonesia, which has impacted the chocolate processing industry. Empirical data shows that Indonesian cocoa production experienced instability between 2011 and 2021, peaking at 767.4 thousand tons in 2018 before declining to 706.5 thousand tons in 2021 (Badan Pusat Statistik, 2022).

Fluctuations in raw materials require producers to seek non-production advantages. In this context, PT Tama Cokelat Indonesia, with its Chocodot brand, has successfully leveraged a unique narrative (local wisdom) as its main selling point. To ensure growth and overcome these challenges, Chocodot must be effective in digital sales.

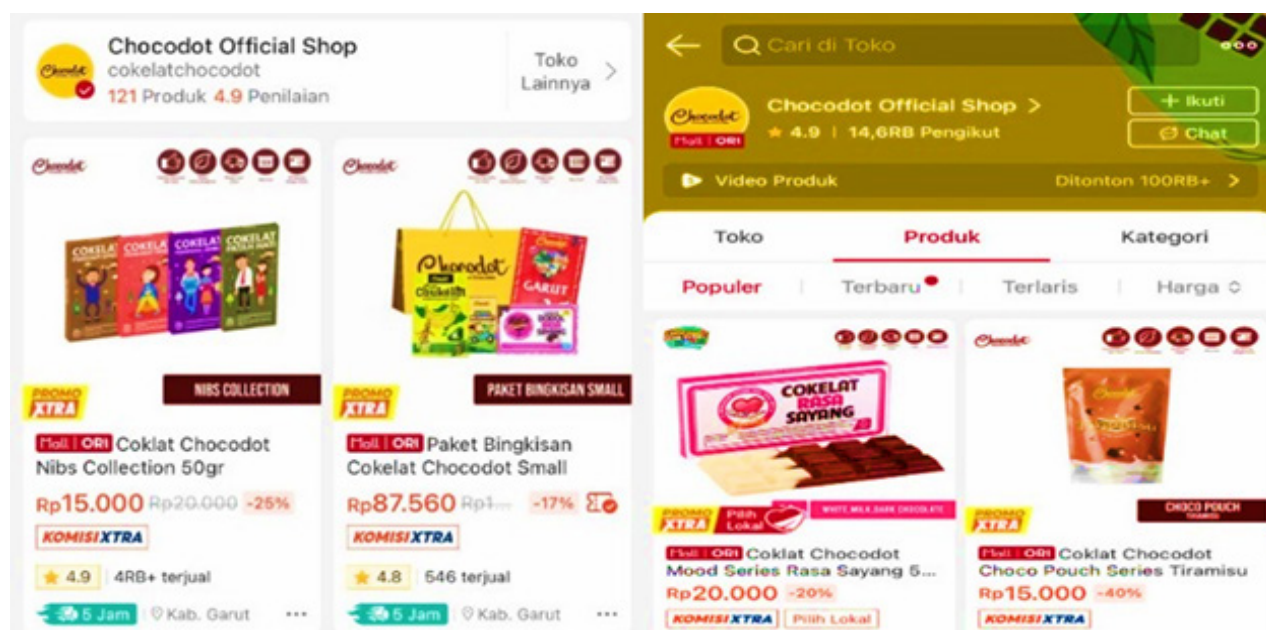
The ideal condition in this study, based on empirical data, is the creation of a good Marketing Public Relations Strategy with positive commercial performance of Chocodot on the Shopee Platform. This ideal condition is proven quantitatively through a near-perfect store rating, namely 4.9 from thousands of reviews, as well as a high number of followers reaching 14.6 thousand, which shows that Marketing Public Relations has succeeded in building a very high level of credibility and trust in the eyes of consumers. This trust is then translated directly into a significant increase in sales, as evidenced by one of their popular products that has reached 10 thousand+ sold,

confirming that Marketing Public Relations Chocodot is able to create a positive buzz (Rahmawati, 2014).

However, the actual situation shows a discrepancy, as evidenced by empirical data, between the ideal performance demonstrated and the challenges that still exist in the field. On the other hand, Chocodot Official Shop has achieved impressive sales performance on the Shopee Platform with a very high store rating (4.9) and strong sales growth (10,000+ popular products sold). However, empirical data from consumer reviews shows a discrepancy, namely, reviews with lower ratings (three and four stars) are still observed among certain customers. This difference indicates that the Marketing Public Relations (MPR) Strategy implemented by Chocodot has not been able to guarantee a consistent consumer experience (Timothy et al., 2019).

Figure 2 shows the Chocodot Official Store page on the Shopee platform, which sells various chocolate products. Several products are available, such as the Niss Collection 50g and the Chocodot Small Gift Package, complete with prices, discounts, and consumer ratings. The Niss Collection 50g is sold for around Rp15,000, while the gift package is sold for around Rp87,500. Furthermore, the store rating is quite high (around 4.8–4.9), indicating consumer satisfaction with the product. This display demonstrates how Chocodot products are marketed digitally through Shopee to reach a wider consumer base.

Based on the background outlined above this research problem addresses the intense competition on platforms like Shopee, where relying solely on price promotions is insufficient to sustain sales growth, it remains empirically unverified whether the public relations strategy



Source: Shope.co.id, 2026

**Figure 2 Chocodot Ratings, Reviews and Sales Account**

implemented by Chocodot directly contributes to sales volume, value, and growth and there is no quantitative evidence that measures the direct relationship between Marketing Public Relations activities and increased sales in the market context. Thus, the focus of this research is directed to analyze the extent to which Marketing Public Relations is able to become an effective dominant variable in building credibility, managing consumer sentiment in the digital realm, and significantly contributing to empirical data on increasing sales on the Shopee Platform, while bridging the gap between the built image and the factual consumer experience (Mesiono et al., 2021).

The background to this problem is the gap between the massive market potential on the Shopee e-commerce platform and the suboptimal actual sales performance of Chocodot products. Although Chocodot already has a strong brand identity as a typical Garut souvenir, visibility and sales conversion in a highly competitive digital environment require a communication strategy that goes beyond just regular promotions. This situation is reinforced by the opinion of Philip Kotler and Kevin Lane Keller who emphasized that Marketing Public Relations (MPR) activities have strong potential to build brand awareness and credibility that are often more persuasive to consumers than advertising messages, and this credibility is key to driving purchasing decisions on e-commerce platforms (Togodly et al., 2022).

The theory used in this study is the Stimulus-Organism-Response Theory. The S-O-R theory

explains that a person's response to a stimulus does not occur directly, but is mediated by the individual's internal psychological state. Consumer behavioral responses (purchases) are the result of internal psychological processes influenced by external stimuli in the form of marketing communication strategies. In the context of markets such as Shopee and Chocodot products, this theory is relevant to explaining how Marketing Public Relations strategies can influence increased sales by shaping consumer perceptions and trust (Thulhidjah, 2024).

Previous research titled "Marketing Public Relations as an Effective Marketing Strategy Amidst the COVID-19 Pandemic" demonstrates that Marketing Public Relations (MPR) strategies are effective in boosting brand awareness, building a positive corporate image, and driving sales growth (Wiraditi & Sudibyo, 2021). Meanwhile, a study titled "Marketing Public Relations Strategies to Enhance the Brand Image of PT. Brodo Ganesha Indonesia" found that MPR strategies utilizing brand storytelling, social media, and community collaboration—successfully improved brand image and fostered emotional connections with consumers (Wiraditi & Sudibyo, 2021).

Although these studies confirm the importance of Marketing Public Relations in supporting marketing efforts, they have primarily focused on the formation of brand awareness and brand image. There is limited research directly examining the impact of Marketing Public Relations strategies on sales growth within e-commerce platforms specifically Shopee

using Chocodot, a signature souvenir product from Garut, as the subject of study. In light of this, the present study aims to analyze and test the influence of Marketing Public Relations strategies on increasing Chocodot sales on the Shopee platform. Similar findings also indicate that digital marketing is an effective strategy for increasing sales and customer satisfaction. By utilizing digital media, companies can convey product information to consumers more quickly and widely (Nitami et al., 2024).

From an online consumer behavior perspective, several studies have shown that various factors within the digital environment can influence consumer purchasing decisions. This study found that the ease of online shopping and the convenience of accessing digital platforms can trigger impulsive buying behavior. This suggests that marketplaces like Shopee offer companies the opportunity to increase sales through effective marketing communication strategies (Lee et al., 2022).

Furthermore, other research explains that content marketing has a significant influence on consumer behavior in e-commerce. Informative and engaging content can increase consumer attention and build an emotional connection between consumers and brands. This strategy is also a crucial part of public relations marketing because of its emphasis on delivering valuable information to consumers (Jara & Martin, 2019). Furthermore, research on the impact of Digital Marketing Public Relations on online shopping behavior indicates that Digital Marketing Public Relations strategies positively influence online

shopping behavior by building consumer trust and driving purchasing decisions. This study highlights the crucial role of Marketing Public Relations in supporting the success of digital marketing, making it a relevant reference for research on the impact of Marketing Public Relations on increasing Chocodot sales on the Shopee platform (Shajrawi et al., 2025).

Digital marketing utilizing social media can be a crucial factor in boosting sales on e-commerce platforms, making it a relevant reference for research on the impact of Marketing Public Relations on increasing Chocodot sales on Shopee (Rahardja et al., 2025). Recent literature emphasizes that social media and digital communication play a significant role in the consumer decision-making process, especially among the younger generation who are very active in using digital platforms (Albashori et al., 2025). Marketing strategies that utilize social media are able to create more intense interactions between companies and consumers, thereby increasing customer loyalty and purchasing decisions (Pei, 2024; Nertea & Barrera, 2024). Overall, these studies demonstrate that digital marketing strategies, public relations, and interactions with consumers through online platforms significantly influence purchasing behavior and sales growth. In the context of this research, the public relations marketing strategy implemented by Chocodot on the Shopee platform is expected to influence consumer purchasing interest and increase product sales volume. Therefore, research into the influence

of public relations marketing strategies on sales growth on the Shopee platform is crucial to understand the effectiveness of marketing communication strategies in improving product sales performance in the marketplace. This study aims to analyze and examine the extent to which public relations marketing strategies influence the increase in Chocodot sales on the Shopee platform, encompassing the dimensions of image building, public opinion, sales volume, and sales frequency.

## RESEARCH METHOD

This study uses a quantitative approach to explain the interplay between variables through numerical data and statistical analysis. A descriptive method was chosen to objectively illustrate the phenomenon of Marketing Public Relations strategies and their relationship to increased sales. The focus of this study was Shopee platform users residing in Garut Regency, to examine consumer behavior patterns in the region toward a specific product, Chocodot.

Data collection was conducted through the distribution of a questionnaire containing structured statements related to the variables being studied. A sample of 35 respondents was selected based on specific inclusion criteria to ensure the relevance of the data obtained to the research context in the field. The respondent criteria were limited to individuals aged 18 to 35, representing an economically active and digitally engaged demographic of e-commerce

users. Specifically, respondents consisted of active students at Garut University and alumni of the University of Garut's undergraduate program. This subject selection was made because this group is considered to have good digital literacy in using the Shopee application and has an emotional and geographical closeness to Chocodot products as a local culinary icon of Garut. In this study, two types of variables will be measured to determine the extent of the relationship-effect.

The justification for this sample size is methodologically acceptable because the study is exploratory in nature and aims to obtain an initial overview of the impact of Marketing Public Relations on sales growth. Furthermore, the study employs a simple linear regression analysis with one independent variable and one dependent variable; thus, a sample size of 35 meets the minimum threshold commonly used in exploratory quantitative research. Studies utilizing simple analytical models can employ relatively small sample sizes, provided the research objectives are met and the quality of the data obtained is adequate. Therefore, a sample of 35 respondents is considered sufficient to provide preliminary information regarding the relationships between the variables under study (Hair et al., 2019).

Table 1 explains that independent variables are variables that influence or cause changes in other variables. Variable X, in this case, relates to the Marketing Public Relations Strategy. This includes the steps taken by the company in building its image, marketing communications,

**Table 1 Operationalization Variable**

| Variable                                            | Indicator         | Sub Indicators                                                                                                        | Measurement  |
|-----------------------------------------------------|-------------------|-----------------------------------------------------------------------------------------------------------------------|--------------|
| X<br>[Marketing<br>Public<br>Relations<br>Strategy] | Image<br>Building | 1. The overall appearance of the Chocodot store on Shopee has an attractive and consistent design.                    | Likert Scale |
|                                                     |                   | 2. The response and solutions provided by Chocodot's customer service via Shopee chat are satisfactory.               |              |
|                                                     |                   | 3. I believe that Chocodot is a credible and high-quality chocolate brand                                             |              |
|                                                     |                   | 4. Chocodot has unique characteristics that differentiate it from other chocolate products on Shopee.                 |              |
|                                                     |                   | 5. Chocodot has successfully projected its image as a regional souvenir product.                                      |              |
|                                                     | Sales             | 1. I'm buying Chocodot products more frequently on Shopee.                                                            |              |
|                                                     |                   | 2. I tend to buy Chocodot in larger quantities than before.                                                           |              |
|                                                     |                   | 3. Chocodot sales on Shopee are increasing.                                                                           |              |
|                                                     |                   | 4. I'm interested in repurchasing Chocodot products.                                                                  |              |
|                                                     |                   | 5. Chocodot's information and promotions encourage me to make purchases.                                              |              |
|                                                     | Public<br>opinion | 1. Positive reviews from other buyers on Chocodot's product page convinced me to purchase.                            |              |
|                                                     |                   | 2. Chocodot's star rating on Shopee demonstrates guaranteed quality.                                                  |              |
|                                                     |                   | 3. Testimonials (photos/videos/text) from previous buyers consistently leave a positive impression.                   |              |
|                                                     |                   | 4. Chocodot responds professionally to negative reviews or customer complaints.                                       |              |
|                                                     |                   | 5. I would recommend Chocodot products on Shopee to my friends or family.                                             |              |
| Y [Increased<br>Sales]                              | Sales<br>Volume   | 1. Every time they shop on Shopee, consumers tend to buy Chocodot in large quantities.                                | Likert Scale |
|                                                     |                   | 2. Promotions or bundles encourage consumers to add more Chocodot products to their shopping carts.                   |              |
|                                                     |                   | 3. Compared to other chocolate brands, I buy Chocodot in larger quantities on Shopee.                                 |              |
|                                                     |                   | 4. Most consumers buy Chocodot in large quantities because they intend to buy souvenirs or share with others.         |              |
|                                                     |                   | 5. I am satisfied with the number of Chocodot products I choose to purchase each time I make a transaction on Shopee. |              |

(continued on next page)

**Table1** (continued)

|                    |                                                                                          |
|--------------------|------------------------------------------------------------------------------------------|
| Purchase Frequency | 1. I have a strong desire to purchase Chocodot products through Shopee in the future     |
|                    | 2. Among the chocolate products on Shopee, I would consider Chocodot as my top priority. |
|                    | 3. I intend to become a regular customer of Chocodot products on the Shopee platform.    |
|                    | 4. I will visit the Chocodot store on Shopee regularly to check for new products.        |
|                    | 5. The quality and variety of Chocodot make me want to make a repeat purchase soon.      |

Source: Research results, 2026

and public relations through the Shopee platform to attract consumer interest. Meanwhile, variable Y is the increase in Chocodot sales. This refers to the final result in the form of transaction volume or sales performance of Chocodot products that occurred in their official Shopee store after the implementation of this marketing strategy.

Data analysis in this study was conducted in stages using statistical software, specifically SPSS. The first stage involved descriptive analysis to outline respondent characteristics and the distribution of responses for each indicator of the Marketing Public Relations and sales increase variables. Subsequently, instrument testing comprising validity and reliability tests was performed to ensure the questionnaire was suitable for data collection. Following this, classical assumption tests, such as the normality test, were conducted as a prerequisite for regression analysis.

The next stage involved simple linear regression analysis to determine the influence of the Marketing Public Relations variable (X)

on the sales increase variable (Y). Hypothesis testing was carried out using the t-test to assess the significance of the independent variable's influence on the dependent variable, while the coefficient of determination ( $R^2$ ) was used to measure the extent to which Marketing Public Relations explains the variation in sales increases. Finally, the analysis results were interpreted to address the research problem and test the research hypotheses.

## RESULTS AND DISCUSSION

In this section, the researcher will explain the research results from distributing questionnaires to Shopee platform users. The following is a summary of the respondents' responses to the Marketing Public Relations Strategy Variable (X).

Table 2 illustrates the respondents' response scores to the statement of the public relations marketing strategy variable which has 3 indicators (Image Building, Sales, Public Opinion). Based on table 2, it shows that from

**Table 2 Recapitulation of Respondent Responses (Variable X)**

| Indicator                                                                                                          | Cumulative Amount | Average Score | Criteria  |
|--------------------------------------------------------------------------------------------------------------------|-------------------|---------------|-----------|
| Image Building:<br>The overall appearance of the Chocodot store on Shopee has an attractive and consistent design. | 119               | 3,40          | Currently |
| The response and solutions provided by Chocodot's customer service via Shopee chat are satisfactory.               | 119               | 3,40          | Currently |
| I believe that Chocodot is a credible and high-quality chocolate brand.                                            | 119               | 3,40          | Currently |
| Chocodot has unique characteristics that distinguish it from other chocolate products on Shopee.                   | 119               | 3,40          | Currently |
| Chocodot has succeeded in presenting its image as a typical regional souvenir product.                             | 122               | 3,49          | Currently |
| Sales:<br>I'm buying Chocodot products on Shopee more and more often.                                              | 127               | 3,63          | Currently |
| I tend to buy Chocodot in larger quantities than before.                                                           | 129               | 3,69          | Currently |
| Chocodot sales on Shopee appear to be increasing.                                                                  | 121               | 3,46          | Currently |
| I am interested in repurchasing Chocodot products.                                                                 | 120               | 3,43          | Currently |
| Chocodot's information and promotions encouraged me to make a purchase.                                            | 126               | 3,60          | Currently |
| Opini Public:<br>Positive reviews from other buyers on the Chocodot product page convinced me to buy.              | 131               | 3,74          | Currently |
| The star rating of the Chocodot store on Shopee indicates guaranteed quality.                                      | 127               | 3,63          | Currently |
| The testimonials I've seen (photos/videos/text) from previous buyers always leave a good impression.               | 127               | 3,63          | Currently |
| Chocodot provides professional responses to negative reviews or customer complaints.                               | 129               | 3,69          | Currently |
| I would recommend Chocodot products on Shopee to my friends or family.                                             | 130               | 3,71          | Currently |
| Total Score                                                                                                        | 1.885             | 3,59          | Currently |
| Average Total & Overall Score                                                                                      | 2.010             | 3,57          | Currently |

Source: Research results, 2026

the results of distributing the questionnaire on the public relations marketing strategy variable (Variable X), it can be seen that overall the indicators measured in this study are in the moderate category. This is proven by the total score obtained of 2,010 and the cumulative average value reaching 3.57. If seen in more detail, in the image building indicator, the highest score obtained was in the point of

Chocodot's success in displaying an image as a typical regional souvenir product with an average score of 3.49. On the other hand, in the sales indicator, points regarding the attractive and consistent store appearance and the solution response from customer service showed stable performance with an average value of 3.63 and 3.69. The public opinion indicator contributed the largest value to the total score, where

positive reviews from other buyers received the highest average score of 3.74.

The low intention to become a repeat customer is thought to stem from the ease with which Shopee consumers compare prices, promotions, and reviews across various brands. Furthermore, as Chocodot products are typically purchased as souvenirs rather than for routine consumption, customers tend to buy them only when the need arises. Consequently, Chocodot needs to strengthen its Marketing Public Relations strategy through influencer collaborations, customer review management, and engaging content to build trust and encourage repeat purchases.

These results indicate that the public relations marketing strategy carried out by Chocodot on the Shopee platform has a fairly strong influence in shaping customer perceptions, although each indicator is still in the moderate category and needs further optimization to achieve very good results. So the conclusion is that Chocodot's Public Relations Marketing Strategy on the Shopee platform is quite strong in shaping public opinion even though it is not optimal because it is still in the moderate category as well as with high positive reviews from buyers, namely with a score of 3.74. Suggestions from researchers require better optimization so that this marketing strategy can improve so that it is in the good or even very good category. The following is a summary of respondents' responses to the sales increase variable (Y).

Table 3 presents the results of the

recapitulation of the analysis of respondents' response scores to the statement of the sales increase variable which has 2 indicators (sales volume and purchase frequency).

Based on table 3, it shows the results of the analysis of the purchase frequency indicator, it can be explained that the level of loyalty and repeat purchase patterns of Chocodot consumers on the Shopee platform are currently in the medium category. The average value indicates stability but still needs further improvement. Data shows that consumers have a high interest in visiting the store regularly to check for the latest products or promotions, with the highest score reaching 3.571. This indicates that Chocodot's digital storefront is quite attractive and able to trigger consumer curiosity. Furthermore, product quality and diversity are also the main reasons consumers repurchase, with a score of 3.46. This confirms that satisfaction with physical products is a crucial asset in maintaining customer retention.

However, upon closer inspection, challenges remain in terms of consumer intention to become truly loyal customers, as the score for this indicator is relatively low, at 3.20. This illustrates that although consumers are satisfied and tend to choose Chocodot for their next purchase, with a score of 3.49, their commitment to making regular or scheduled purchases has not yet been firmly established. Overall, the purchase frequency dimension makes a significant contribution to the variable's cumulative average value, at 3.44, with a total score of 1.204. Therefore, a more optimal

**Table 3 Recapitulation of Respondent Responses (Variable Y)**

| Indicator                                                                                                                   | Cumulative Amount | Average Score | Criteria  |
|-----------------------------------------------------------------------------------------------------------------------------|-------------------|---------------|-----------|
| Sales Volume:<br>Whenever they shop on Shopee, consumers tend to buy Chocodot in large quantities (more than one).          | 123               | 3,51          | Currently |
| The existence of promotions or bundling makes consumers increase the number of Chocodot products in their shopping basket.  | 120               | 3,43          | Currently |
| Compared to other chocolate brands, I buy Chocodot in larger quantities on Shopee.                                          | 115               | 3,29          | Currently |
| The average consumer buys Chocodot in large quantities because they intend to buy it as a souvenir or share it with others. | 125               | 3,57          | Currently |
| I am satisfied with the number of Chocodot products I decide to buy every time I make a transaction on Shopee.              | 123               | 3,51          | Currently |
| Purchase Frequency:<br>I have a strong desire to purchase Chocodot products through Shopee another time.                    | 120               | 3,43          | Currently |
| Among the chocolate products on Shopee, I would consider Chocodot as my top priority for my next purchase.                  | 122               | 3,49          | Currently |
| I intend to become a regular customer of Chocodot products on the Shopee platform.                                          | 112               | 3,20          | Currently |
| I will periodically visit the Chocodot store on Shopee to check out new products or promotions.                             | 121               | 3,51          | Currently |
| The quality and variety of Chocodot makes me want to repurchase immediately.                                                | 123               | 3,46          | Currently |
| Total Score                                                                                                                 | 1204              | 3,44          | Currently |

Source: Research results, 2026

marketing strategy is needed, particularly in terms of program retention, so that existing visitor interest can be transformed into more consistent, regular purchases in the future.

Table 4 explains the validity test results for the Marketing Public Relations Strategy variable (X), indicating that all statement items used in this study were valid. This is evident from the calculated  $r_{\text{count}}$  for each item, which was greater than the  $r_{\text{table}}$  of 2.160 at the significance level used in the study.

Statement items  $X_1$  to  $X_{15}$  showed relatively high correlation coefficients, ranging from 0.797 to 0.932. The highest calculated  $r_{\text{count}}$  was found

in item  $X_{11}$  at 9.257, while the lowest was found in item  $X_7$  at 4.758. Nevertheless, all calculated  $r_{\text{count}}$  were still above the  $r_{\text{table}}$  value, indicating that each statement item accurately measured the Marketing Public Relations Strategy variable. These results indicate that the research instrument used to measure the Marketing Public Relations Strategy variable met validity requirements. Therefore, all statement items in the questionnaire can be used as a suitable measuring tool for collecting research data regarding the influence of marketing public relations strategy on increasing Chocodot product sales on the Shopee platform.

Table 4 Results of the Validity Test for Marketing Public Relations Strategy (X) and Sales Increase (Y)

| Question Item | Correlation Coefficient | r <sub>count</sub> | r <sub>table</sub> | Inf.  |
|---------------|-------------------------|--------------------|--------------------|-------|
| X1            | 0.879                   | 6.632              | 2.160              | Valid |
| X2            | 0.825                   | 5.254              |                    | Valid |
| X3            | 0.873                   | 6.463              |                    | Valid |
| X4            | 0.915                   | 8.193              |                    | Valid |
| X5            | 0.895                   | 7.235              |                    | Valid |
| X6            | 0.845                   | 5.708              |                    | Valid |
| X7            | 0.797                   | 4.758              |                    | Valid |
| X8            | 0.921                   | 8.503              |                    | Valid |
| X9            | 0.856                   | 5.973              |                    | Valid |
| X10           | 0.877                   | 6.582              |                    | Valid |
| X11           | 0.932                   | 9.257              |                    | Valid |
| X12           | 0.927                   | 8.894              |                    | Valid |
| X13           | 0.883                   | 6.777              |                    | Valid |
| X14           | 0.806                   | 4.914              |                    | Valid |
| X15           | 0.889                   | 6.982              |                    | Valid |
| Y1            | 0.766                   | 0.3246             |                    | Valid |
| Y2            | 0.923                   | 0.3246             |                    | Valid |
| Y3            | 0.812                   | 0.3246             |                    | Valid |
| Y4            | 0.827                   | 0.3246             |                    | Valid |
| Y5            | 0.914                   | 0.3246             |                    | Valid |
| Y6            | 0.712                   | 0.3246             |                    | Valid |
| Y7            | 0.890                   | 0.3246             |                    | Valid |
| Y8            | 0.735                   | 0.3246             |                    | Valid |
| Y9            | 0.862                   | 0.3246             |                    | Valid |
| Y10           | 0.926                   | 0.3246             |                    | Valid |

Source: Research results, 2026

Table 4 explains that the validity test results for the Sales Increase (Y) variable, all statement items  $Y_1$  to  $Y_{10}$  are declared valid. This is evident from the correlation coefficient value ( $r_{\text{count}}$ ) which is greater than the  $r_{\text{tabel}}$  of 0.3246. The correlation coefficient values range from 0.712 to 0.926, so all items meet the validity criteria. Thus, all statement items in the Sales Increase (Y) variable are suitable for use as research instruments.

Here is the Classical Assumption Test. Before conducting a simple linear regression analysis, the first step is to perform a classical assumption test. This test aims to ensure that the data used in the study meets the basic requirements of parametric statistical analysis. This test determines whether the data is normally distributed, has a linear relationship between variables, and is free from heteroscedasticity issues that can affect the dependent model.

The tests include normality tests, linearity tests and heteroscedasticity tests which were carried out using IBM SPSS Statistics software version 27.

The normality test produces a significance value greater than 0.05 for both variables, so the data is considered normally distributed. The linearity test produces a significance value in the Deviation from Linearity of 0.579 which is greater than 0.05, so it can be explained that there is a significant linear relationship between the marketing strategy variable (X) and the Chocodot sales increase variable (Y). Furthermore, in the Heteroscedasticity Test using the Glejser method, the significance value of the Marketing Strategy variable (X) on the absolute residual is 0.287, because the significance value is greater than 0.05, it can be concluded that there is no heteroscedasticity symptom in this regression model. Thus, the regression model in this study meets all classical assumptions and is suitable for use in parametric analysis.

Simple linear regression test. The results of the simple linear regression analysis show: 1). The correlation coefficient (R) is 0.746, indicating a strong and positive relationship between the Marketing Public Relations Strategy variable (X) and Chocodot Sales Increase (Y). 2). The coefficient of determination ( $R^2$ ) is 0.557, meaning that 55.7% of the variation in Chocodot Sales Increase can be explained by the Marketing Public Relations Strategy, while the remaining 44.3% is influenced by factors outside the research model. 3). The model feasibility

test (F test) shows an F value of 41.484 with a significance level of 0.000 ( $p < 0.05$ ), thus confirming that the regression model is feasible and statistically significant. 4). The regression coefficient for the Marketing Public Relations Strategy variable is 0.610 with a significance value of 0.000 ( $p < 0.05$ ), significantly related to Chocodot Sales Increase.

Based on the results of the simple linear regression test, a significance value of 0.000 ( $p < 0.05$ ) was obtained. Therefore, the null hypothesis ( $H_0$ ) is rejected and the alternative hypothesis ( $H_1$ ) is accepted, stating that public relations marketing strategies have a significant effect on increasing Chocodot sales.

The research findings indicate that public relations marketing strategies have a positive and significant influence on Chocodot's sales growth. This is demonstrated by a regression coefficient of 0.610 with a significance level of  $p=0.000$ , which is below the margin of error ( $\alpha=0.05$ ). This means that the better or more effective the public relations marketing strategy, the higher the rate of increase in Chocodot's sales. Therefore, the research hypothesis stating a positive influence of public relations marketing strategies on sales growth is accepted.

Furthermore, the coefficient of determination ( $R^2$ ) of 0.557 indicates that public relations marketing strategies explain 55.7% of the variation in Chocodot's sales growth. The remaining 44.3% of the variation is influenced by factors outside the research model. These findings confirm that although public relations marketing strategies are a dominant factor

in increasing sales, companies still need to consider other supporting variables to achieve optimal results.

Theoretically, this finding is in line with the concept of social influence, where reputation and information built through public relations marketing strategies are able to influence consumer attitudes and purchasing behavior (Altunbey & Tanyildizi, 2025). An effective strategy serves not only as a passive promotional tool but also as an interactive tool that builds consumer trust in the Chocodot brand. Overall, the integration of a positive image and communication has proven effective in increasing product appeal in the eyes of the public, making it a crucial tool for successful marketing of local products in a competitive market.

Research has shown that factors within digital marketing and public relations significantly influence consumers' online shopping behavior. Through effective use of digital communication, companies can build closer relationships with consumers and increase their purchasing interest in a product. This demonstrates that informative, persuasive, and interactive communication activities in digital media can influence consumer purchasing decisions in the e-commerce environment (Altunbey & Tanyildizi, 2025). These findings are relevant to research on Chocodot products on the Shopee platform, as digital communication strategies implemented through promotional content, customer interactions, and product publications have the potential to increase sales.

In the context of e-commerce, the use of social media and digital marketing strategies has also been shown to improve a business's sales performance. Previous research has shown that implementing a multi-platform social media strategy can have a positive impact on increasing sales in consumer e-commerce businesses (Nartea & Barrera, 2024). This strategy allows companies to reach a wider consumer base while building ongoing consumer engagement. This demonstrates that integrating digital marketing and public relations is a crucial factor in increasing product visibility on marketplaces like Shopee (Khasanah et al., 2024).

This discussion is supported by previous research, theories, and expert opinion concepts. Marketing public relations strategies have gained attention as an effective approach to building credibility and strengthening long-term relationships with consumers, especially in the digital environment. Marketing Public Relations is an extension of the communication strategy function that aims not only to gain publicity but also to create positive relationships between brands and audiences that are relevant to marketing objectives (Kitchen & Burgmann, 2015; Jin & Ryu, 2020). Previous research shows that effective brand communication can improve consumer perception, which in turn has an impact on increasing purchase intentions and purchasing decisions (Dwivedi et al., 2021; Kumar et al., 2021).

In a market context, consumer interaction with content, reviews, and engagement built through public relations strategies is a crucial

factor in influencing purchases. Research has found that integrating social media engagement with marketing strategies increases consumer trust and positively impacts purchasing decisions (Hajli et al., 2020; Ivan, 2023). Meanwhile, other studies have revealed that transparent and responsive brand communication practices increase consumer loyalty and repeat purchases on digital platforms (Islam et al., 2021). Local products like Chocodot, marketed through Shopee, face competitive challenges not only from similar domestic products but also from international brands with greater marketing resources. This requires companies to compete not only on price and promotion but also on building strong relationships with consumers through appropriate public relations marketing practices. While numerous studies have analyzed the relationship between digital communication strategies and consumer behavior, few empirical studies have specifically examined the effect of public relations marketing strategies on increasing sales on e-commerce platforms like Shopee.

Furthermore, other research confirms that social media marketing activities significantly increase website traffic, order volume, and sales in online retail businesses. Social media serves not only as a promotional tool but also as a communication medium that can build consumer trust in a brand (Dolega et al., 2021). This is in line with the concept of public relations marketing, which emphasizes the importance of building long-term relationships with consumers through transparent and interactive

communication (Deemek & Prommai, 2025). Promotional strategies implemented on e-commerce platforms can also be explained through a visual analytical approach, as it explains that various promotional strategies implemented by e-commerce players, such as discounts, promotional campaigns, and digital marketing communications, play a significant role in influencing consumer behavior. By utilizing the right promotional strategies, companies can increase product appeal and encourage consumers to make purchases. In the context of this research, the public relations marketing strategy implemented by Chocodot on the Shopee platform can be one of the factors influencing increased sales (Zhang et al., 2023).

In addition to promotional strategies, the existence of social proof also plays an important role in influencing consumer purchasing decisions on digital platforms, showing that digital content strategies that utilize testimonials, customer reviews, and product ratings can increase consumer trust and encourage purchasing decisions (Dwivedi et al., 2021). On marketplace platforms like Shopee, customer reviews are a key indicator consumers use when making purchasing decisions. Therefore, a marketing public relations strategy that positively manages consumer communication can strengthen a product's image and increase sales (Siregar et al., 2025).

The synthesis and analysis of this research indicate that implementing a public relations marketing strategy can have a positive impact on increasing Chocodot product sales on the

Shopee platform. This strategy is implemented through brand image development, efficient product information delivery, and effective interaction with consumers through digital media. These efforts can increase consumer trust, loyalty, and purchasing interest in the product. Furthermore, utilizing promotional and communication features in the marketplace also strengthens the relationship between producers and consumers. Therefore, a public relations marketing strategy is a crucial factor in increasing product visibility and driving sustainable Chocodot sales growth in the digital marketplace.

This is reinforced by research findings indicating that Key Opinion Leaders (KOLs) act as credible third parties in public relations strategies, helping to build public trust through transparent, consistent, and storytelling-based communication. These findings suggest that leveraging KOLs can strengthen a company's relationship with the public in the digital realm. In the context of digital marketing, this strategy also has the potential to support Marketing Public Relations activities by enhancing consumer trust and driving purchasing decisions (Yuanita, 2021).

The synthesis of this discussion is that Marketing Public Relations (MPR) plays a role in building relationships with consumers, enhancing brand image, and supporting marketing success (Samsiah, 2022; Verhoef et al., 2021; Lamberton & Stephen, 2016). This is supported by the effectiveness of Marketing Public Relations in increasing brand awareness,

positive image, and sales. This is also reinforced by the fact that MPR strategies through brand storytelling and social media can strengthen brand image and consumer engagement with the brand (Rahmat, 2022; Wiraditi & Sudibyo, 2021).

However, previous research has focused on brand awareness and brand image. Research examining the effect of Marketing Public Relations on increasing sales on e-commerce platforms, particularly Shopee, using Chocodot as an object, is still limited. Therefore, this study was conducted to analyze the influence of Marketing Public Relations on increasing Chocodot sales on the Shopee platform and why local chocolate products that emphasize narratives of local wisdom face challenges regarding digital public relations, because. Local chocolate products like Chocodot face Marketing Public Relations challenges that differ from those of typical e-commerce products. Chocodot does not merely sell a product; it also embodies an identity as a signature souvenir from Garut. In contrast, Shopee consumers tend to prioritize price, promotions, and reviews when making a purchase. Consequently, the value of local heritage often takes a back seat in the consumer's decision-making process. Therefore, Chocodot needs to convey its story and unique qualities through engaging digital content to build trust and boost sales.

## CONCLUSION

Based on the conceptual analysis and the established research direction, it can be concluded that public relations marketing strategies play a crucial role in supporting increased sales of Chocodot products on marketplace platforms, particularly Shopee. In an increasingly competitive digital world, sales success is influenced not only by price, product quality, or promotions, but also by a company's ability to build strong relationships with consumers and establish a positive brand image.

A public relations marketing strategy is an effective communication tool for strengthening the relationship between a company and its consumers. Through various activities such as brand image management, digital media publications, influencer collaborations, the use of customer reviews, and product storytelling, companies can convey the value, unique characteristics, and advantages of their products in a more persuasive and personal way. This approach serves not only to introduce the product but also to build trust, reputation, and emotional connections with customers.

In digital marketing on the marketplace, consumer trust is a highly influential factor in the purchasing decision-making process. Consumers tend to choose products with a good reputation, positive reviews, and honest communication from sellers. Therefore, implementing a well-planned public relations marketing strategy can help increase consumers'

positive perceptions of the Chocodot brand. When consumers have high trust in a brand, their likelihood of making a purchase increases. This heightened consumer engagement directly contributes to increased transaction volumes and overall sales. Furthermore, a public relations marketing strategy also serves as a tool to strengthen a brand's position in an increasingly competitive marketplace.

By leveraging various existing digital communication channels, companies can develop compelling narratives about their products, brand values, and the benefits they offer. This strategy allows companies to create a clear distinction from competitors, giving consumers a stronger reason to choose Chocodot. However, the effectiveness of a public relations marketing strategy depends not only on the type of activities undertaken but also on the consistency of their implementation. PR activities that are carried out continuously, purposefully, and integrated with other digital marketing strategies will have a more significant impact on increasing sales. Conversely, if the strategy is carried out haphazardly or inconsistently, the impact on consumer perception and sales performance will be less than optimal. Another factor influencing the success of this strategy is the quality of the communication content delivered to consumers. Content that is informative, engaging, authentic, and relevant to consumer needs will more easily build interactions and increase public trust in the brand. Furthermore, the company's ability to differentiate public relations marketing activities from conventional sales promotions

is also crucial. PR activities need to be able to provide broader communication value, such as education, storytelling, and brand image development, rather than simply offering discounts or temporary promotions.

Thus, it can be concluded that a public relations marketing approach not only serves as an additional promotional activity but also constitutes a crucial communication strategy for enhancing product credibility, image, and competitiveness on e-commerce platforms. Therefore, implementing a planned, consistent, and measurable public relations marketing strategy is crucial for companies to sustainably increase Chocodot product sales in the increasingly volatile digital market.

However, this study has limitations because it only used one research object, Chocodot on the Shopee platform, so the results cannot be generalized to other brands or e-commerce platforms. Therefore, future research is recommended to use a more diverse set of objects and include other variables that influence sales.

The novelty of this research lies in its examination of the impact of Marketing Public Relations on increasing sales of a local MSME product Chocodot on the Shopee platform. Unlike previous studies that largely focused on brand awareness and brand image, this research positions Marketing Public Relations as a strategy to drive sales through e-commerce.

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**AI Declaration:** Artificial intelligence tools were used in a limited capacity to assist with editing and language refinement, particularly in clarifying sentence structure and translating complex academic terms in Indonesian into appropriate English. The use of AI was limited to improving readability and linguistic accuracy. All substantive aspects of the research, including concept development, methodological design, data analysis, interpretation of findings, and formulation of conclusions, were conducted independently by the authors.

**Ethical clearance:** This research was conducted in accordance with the principles of ethical research. The researcher ensured that all data collection was conducted voluntarily with the consent of the respondents (informed consent). The identities of the respondents were kept confidential, and the data obtained were used only for academic purposes. This research also did not cause any harm to the respondents or related parties, and was conducted honestly, objectively, and responsibly in accordance with the principles of scientific research. Furthermore, the researcher ensured that the information obtained from respondents and data related to Chocodot product sales activities on the Shopee platform were used ethically and not misused. Therefore, this research adheres to the principles of ethical research, including scientific honesty, data confidentiality, and respect for the rights of research participants.

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