

## The Influence of Digital Marketing Public Relations of Menantea Products on The Purchase Interest of Youtube Users

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### ABSTRACT

*This study aims to find out how much influence PR and MPR have on Menantea's consumer buying interest on Youtube, to find out what is the influence of PR and MPR on buying interest of UEU students, and to analyze whether there is a digital influence of MPR on buying interest of Youtube users. This research is a survey research. The population of this research is youtube users. The sampling method used in this study was accidental sampling with 22 respondents. The collected questionnaire data has been tested using validity and reliability. The data analysis technique in this research is multiple linear regression. The results show that there is a public relationship related to buying interest which is positively influenced by a t-test significance value smaller than the specified significance level, Digital MPR is positively influenced by purchasing decisions with a t-test significant value smaller than the specified significance level and public relations and digital MPR together with buying interest which is positively influenced by the f-test significant value smaller than the specified significance level.*

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## INTRODUCTION

Technology in today's world is very important for every individual. With the existence of developing technology, everything can be solved easily and practically, for example, smartphones and the internet. With these two things, many people make up to millions of rupiah just from modern technology, namely becoming a YouTuber. YouTuber is a profession that is very interested in today's youth, they are even willing to spend a day just watching their favorite channels.

According to Nielsen's survey summarized in *beritagar.id*, the activities most Gen Z do with the internet are interacting via social media, browsing the internet, watching videos or movies, and listening to music. Seeing these conditions, it is not uncommon for YouTubers to promote or advertise a product brand on their channel account. The current development of social media allows companies or business owners to market their products/services with a new approach, namely social media marketing (Hidayat, 2018).

Besides that, industrial development is no less competitive so that entrepreneurs in the industrial sector also increase, many of them compete with various aspects in order to attract consumer buying interest. If we look at the latest business developments, the tea industry is one of the business ventures that grows so rapidly every year.

**Table 1**  
**Sales of Packaged Tea**

<b>Sales of Packaged Tea</b>		
<b>No</b>	<b>Year</b>	<b>Sales Total</b>
1	2017	11, 81 T
2	2018	11, 96 T
3	2019	12, 37 T

Based on data from Nielsen Indonesia, in early 2017 packaged tea sales reached Rp. 11.81 trillion. Furthermore, in 2018 sales reached Rp. 11.96 trillion and in 2019, tea sales reached Rp. 12.37 trillion. Even though the data on tea packaging products is increasing every year, we cannot use this as a benchmark to help our business improve even more. Because, there is a lot of similar competition in this industry. For this reason, the role of Marketing Public Relations is needed to increase public buying interest.

According to Ferdinand (2014) states that buying interest can be identified through the following indicators:

1. Transactional interest, namely a person's tendency to buy a product.
2. Referential interest, namely the tendency of someone to refer products to others.
3. Preferential interest, namely interest that describes the behavior of someone who has a primary preference for the product. This preference can only be replaced if something happens to the product of his preference.
4. Explorative interest, namely interest that describes the behavior of someone who is always looking for information to support the positive properties of the product.

The influence of digital marketing public relations in attracting consumer buying interest tends to be successful. One of them is a content creator from Indonesia, namely “Jerome Polin”, who recently launched a product brand called “Menantea”. This product is able to attract consumer buying interest among students in a short time. In fact, this business just started in April 2021. And already has 68 shops in 16 provinces. In developing this business Jerome and Jehian were assisted by experts in the culinary field such as Slyvia Surya, the founder of KopiSoe which now has more than 200 branches in Indonesia. Apart from that, there is Bisma Adi Putra, an F&B Consultant who has handled more than 200 F&B outlets in Indonesia, as well as Hendy Setiono, the founder of Baba Rafi Enterprise, who has successfully built various viral brands. To be able to attract consumer buying interest is not an instant thing. There needs to be high knowledge and techniques of a Public Relations in it.

This is unique because it combines marketing and public relations. According to Durianto (2013) Purchase intention is the desire to buy a product, buying interest will arise if a consumer has been influenced by the quality and quality of a product, information about products such as prices and product advantages. Therefore, with this background, research is needed on the Influence of Public Relations and Digital Marketing Public Relations on Purchase Interests of Youtube Users.

## **LITERATURE REVIEW**

### **Public Relations**

In essence, public relations is a profession in which activities are related to establishing good relations with the target public, both internally and externally. Effendy (1992) says that public relations is a distinctive management function that supports and maintains common channels for communication, understanding, acceptance and cooperation between an organization and its audience, involves management in issues or concerns, assists management in obtaining information about and responsiveness to public opinion. , defining and confirming management's responsibilities in serving the public interest, supporting management in keeping abreast of and effectively leveraging change in its application as an early warning system to help anticipate trends, and using research and sound and ethical communication techniques as a key activity.

The most important function of public relations, especially through one of the communication tools in the campaign is "makes a corporate image and identity". Whereas when Public Relations becomes a tool in the marketing department (the PR as a tool of marketing) it does not only do PENCILS, but combines the "marketing mix" (4-Ps)-Product, Price, Promotions, and Place and "Promotion Mix" (PASP). )-Publicity, Advertising, Sales Promotions, and Personal Selling. Then the combined mix (internal related mix marketing) in an integrated manner in marketing communications creates a new synergy, which is known as marketing public relations (Ruslan, 2005).

### **Digital Marketing**

Digital marketing or digital marketing is a new approach to marketing, not just traditional marketing driven by digital elements. Digital marketing has its own

characteristics and dynamics, which must be understood in order to choose effective marketing tactics and strategies (Himawan, 2019). Looking at today's modern era, many sectors of life have begun to change. As is the case with the current world economy, it is no longer surprising if we hear that trade has appeared in the digital world, even now the marketplace is the most profitable place for online sellers, especially during the Covid-19 pandemic to the post-Covid-19 pandemic. Businesses never run out of ideas to come up with innovations related to the marketing they use.

Digital marketing according to Prabowo (2018) is a way for a company to market and promote the products or services they have. Digital marketing is one of the marketing media that is currently in great demand by the public to support various activities carried out. They are gradually starting to leave the conventional/traditional marketing model and switch to modern marketing, namely digital marketing. Digital marketing is a type of activity in marketing that is used to promote or market a product or service and to reach potential consumers using digital media Saputra, Ardani (2020).

### **Marketing Public Relations**

Marketing public relations is different from an advertisement, in which Marketing Public Relations is more about providing information, education, and efforts to provide an understanding of a product or service. In this case marketing public relations is at the highest level of a promotion or advertisement usually. Here are some definitions that we can use as a reference: According to Ruslan (2010), marketing public relations is the process of planning, implementing and evaluating programs that stimulate consumer purchases and satisfaction through communication of reliable information and through impressions that link company and its products in accordance with the needs, desires, concerns and interests of consumers.

According to Kasali (2005), marketing public relations is part of marketing activities, the person in charge is the marketing manager, and the objective of Marketing Public Relations activities is to support marketing objectives. According to Anggoro (2002), marketing public relations is the process of planning, implementing, and evaluating communication programs as a liaison between the company and its consumers and the wider community, as well as part of the marketing strategy and overall corporate strategy.

According to Elvirano (2008), marketing public relations is a process of planning, implementing, and evaluating programs that encourage buying interest and consumer satisfaction, through the delivery of information and a convincing impression, in an effort to show that the company and its products are in accordance with the needs, desires, interests and interests of consumers. Looking at the definition above, it can be concluded that marketing public relations is a planned process that is carried out to achieve a target in terms of marketing a product. However, marketing public relations has a higher level than marketing scope. The direction is more towards the level of persuasion by educating, so that it is not just promotion but information and knowledge about products will be wider. Knowledge is known as a characteristic that influences all phases in the decision-making process. Specifically, knowledge is a relevant and important construct that influences how consumers collect and organize information, how much information is

used for decision making and how consumers evaluate products and services (Haryadi, 2009).

### **Purchase Interest**

Purchase intention is the possibility that consumers will make purchases by seeking information from various sources. Consumers have an interest in a product or service but it is not certain that consumers will purchase the product or service. Syahnaz, Wahyono (2016). Super and Crites (Lidyawatie, 1998) explains that there are several factors that influence interest, namely:

1. Differences in work, which means that with differences in work one can estimate interest in the level of consumption to be achieved, the activities carried out, the use of free time, and others.
2. Socio-economic differences, meaning that someone who has a high socio-economic status will more easily achieve what he wants than someone who has a low socio-economic status.
3. Differences in hobbies or hobbies, meaning how a person uses his free time.
4. Gender differences, meaning that women's interests will differ from men's interests, for example in spending patterns.
5. Differences in age, meaning that the ages of children, adolescents, adults and parents will have different interests in an item, object activity and a person.

Then, buying interest according to Kwek (2010) in Setiawan (2015), states that buying interest can be classified as part of consumer cognitive behavior regarding consumer intentions in buying something. This is in line with the statement of Lefa and Laroche (2006) in Setiawan (2015), who said that interest is one of the judgments about individuals who want to buy certain brands. Madahi and Sukati (2012) also said that buying interest occurs when someone needs a certain product after evaluating or perceiving the product whether it is feasible or not to buy

Previous research as a reference in writing is research conducted by Angela Michelle Setiawan<sup>1</sup> and Daru Purnomo in 2021 entitled "Analysis of the Influence of E-Commerce Promotion on Youtube on Brand Awareness and Its Impact on Purchase Intention (Explanative Survey on Shopee Version 10.10 Brands Festival Among Students in Salatiga City) "This research is different from other studies because there is an additional variable that becomes a barrier between the independent and dependent variables, namely brand awareness variable, so the researcher wants to see whether the intervening variables in the study have an influence on the independent and dependent variables. The purpose of this study is to prove that there are other variables besides buying interest that can affect promotions. The theory used is Aidca's theory which is considered as a reference in effective promotion. Data analysis technique using path analysis. And based on the results, the indirect effect is greater than the direct effect, so that many variables outside of buying interest have an effect on promotion. Obtain an indirect effect value of 0.391 which is greater than the direct effect value of 0.275. (Setiawan et al., 2021)

The second research was conducted by entitled "YouTube Ads and Brand Awareness and Their Influence on Purchase Intention" conducted by M. Th. Anitawati and Aldi Apriliano in 2020. Digital technology currently allows sellers to carry out all

their marketing activities online. One way to introduce their products is to advertise on YouTube with the intention of growing brand awareness so as to generate buying interest. The purpose of this research is to see the effect of advertising on YouTube and brand awareness on buying interest on Tiket.com products. The research population is people who know and see Tiket.com advertisements on YouTube. A sample of 100 people was selected based on the purposive sampling method. The path analysis method was chosen because the research model uses brand awareness as an intervening variable. The results of the study show that advertising has a significant effect on brand awareness. Furthermore, brand awareness and advertising partially have a significant effect on purchase intention. The direct effect of advertising on purchase intention is greater when compared to the indirect effect, which means that brand awareness in this case is unable to act as an intervening variable. (Anitawati & Apriliano, 2020)

## RESEARCH METHOD

To analyze the sample, the researcher used the Multiple Regression Analysis method. Multiple linear regression is an analysis used to find out how far the relationship between independent variables and dependent variables is (Supranto, 2011). This analysis technique aims to determine how much influence the public relations and digital marketing public relations variables have on the buying interest of Youtube users.

After calculating the quantitative data processing questionnaire (Setiaji, 2009). Furthermore, multiple linear regression testing was carried out using SPSS V 20. This analysis is considered appropriate as a research analysis method because it can be seen the relationship that occurs between the two variables, namely the independent variable and the dependent variable. The general equation of multiple linear regression is as follows:

$$Y = a + b_1X_1 + b_2X_2 + e$$

Information:

Y = Subject in dependent variable (User Purchase Interest Youtube).

a = Constant (fixed value) when the value of the independent variable.

b = Directional number or regression coefficient, which shows the rate of increase or decrease in the dependent variable based on the independent variable, if b(+) then it increases, and if b(-) then there is a decrease.

X1 = Public Relations

X2 = Digital Marketing Public Relations

E = Residual error (error)

Using the formula above, it will be easier to assist in the implementation of this research, where research sampling must be in accordance with the criteria set by the researcher as follows:

1. All respondents are Youtube users
2. All respondents are active Youtube users
3. Can read and write

## Data Processing Techniques

The data obtained is then processed so that it can be analyzed, the stages of data processing include editing, coding, entry, cleaning, and processing. Data processing is carried out as follows:

- a. Editing, an activity where the researcher will check the completeness of the data obtained and examined, this stage is the stage of being corrected, checked and selected. editing of the data obtained from the field starting from the completeness of the number and filling out of the questionnaire. Where the data is checked and corrected first before being processed to make it easier when processing data.
- b. Coding, this activity is carried out by classifying answers by giving codes or numbers to the data, so that it is easier for researchers to process data.
- c. Data entry, data entry is also called data tabulation. At this stage, the process of entering data in the form of answer codes into the columns that have been made before is carried out. At this stage accuracy is required so that there are no errors when entering data or double entry.
- d. Cleaning, re-checking the data that has been entered with the aim of ensuring that there is no mistake in the data in coding, typing, and other errors so that the data can be processed.
- e. Processing, with this stage it can be done by processing data into a computer program so that data is obtained which will be analyzed further.

### **Data analysis**

Data analysis techniques after the data has been collected using SPSS Version 20 software, the stages are as follows:

- a. Univariate analysis, univariate analysis is describing the characteristics of each research variable expressed by describing and summarizing the data in a scientific way in the form of tables or graphs. Univariate analysis was performed to see the frequency distribution of each independent and dependent variable. This analysis is used to obtain an overview of each variable, the independent variables include the influence of Public Relations and digital marketing public relations, while the dependent variable is the buying interest of Youtube users.
- b. Bivariate analysis, all questionnaire data will be processed using a statistical program on the computer with the SPSS version 20 application. Then the data will be presented in the form of a frequency distribution table. Before testing the hypothesis, a normality test is carried out using the sample dependent statistical test T-test if the data is normally distributed and data that is not normally distributed uses the Mann-Whitney test.

### **RESULTS AND DISCUSSION**

This study aims to determine the effect of digital marketing public relations on purchasing decisions for Menantea products among Youtube users, either partially or simultaneously. The number of samples in this study were 120 respondents. The research results from the questionnaires that have been collected are then processed and analyzed.

**Tabel 2**  
**Results of Descriptive Statistical Analysis**

Statistic	X	Y
Sample	50	50
Maximum point	34	32
Minimum point	15	15
Mean	22,25	23,80
Deviation Standard	3,402	4,620

Source: Processing data, SPSS (2020)

Based on the Table of Descriptive Statistical Analysis Results, the results of the questionnaire obtained through the digital marketing variable (X) which were distributed to 50 respondents obtained the highest value of 34 and the lowest value of 15. The average or mean of the respondents' answers was 22.25, with a standard deviation 4.62. The mean value is greater than the standard deviation indicating that the results of the data distribution are quite good. The results of the buying interest questionnaire (Y) obtained the highest score of 32 and the lowest score of 15. The average or mean of the respondents' answers was 23.80, with a standard deviation of 4.620. The mean value is greater than the standard deviation indicating that the results of the data distribution are quite good.

**Table 2**  
**Description of Digital Marketing Variables**

Item	Mean	Description
X.1	3,30	Consumers can access information about Menantea products via Youtube
X.2	3,40	Menante's official website makes it very easy consumers in search of information
X.3	3,40	Consumers are very easy to find products that sold Menantea when doing a quest through internet search engines
X.4	3,00	Menantea menu is quite complete shown in youtube
X.5	2,75	Promotion of Menantea products via e-mail is lacking assist consumers in obtaining information effectively
X.6	3,20	Youtube is one of the means in looking for information about Menantea products
X.7	3,20	Consumers are quite interested in buying the product menantea because the promotion is done through YouTube
Digital Marketing	3,18	Digital marketing is quite helpful for consumers in obtaining information about products Waiting

Source: Data processed in 2022



Based on the table above, it shows that the digital marketing variable (X) has an average value of 3.18 and is categorized at a moderate level. This shows that digital marketing is quite helpful for consumers in obtaining information about Menantea products obtained from websites, search engines, and social media. Of the 7 digital marketing variable question items, there are 2 items categorized at a high level (X.2 and X.3), 4 items are categorized at a moderate level (X.1, X.4, X.6 and X7), and 1 item categorized at low level (X.5)

**Table 3**  
**Variable Description of Purchase Intention**

Item	Mean	Description
Y.1 offered by Menantea.	3,10	Consumers pay attention to products
Y.2 have a product to offer by menantea	2,90	Consumers are quite interested in
Y.3 recommendation to others for buy menantea products.	3,08	Consumers are willing to give
Y.4 for others to see Menantea Youtube account.	2,98	Consumers are willing to suggest
Y.5 buy menantea products	2,60	Consumers are less interested
Y.6 Youtube is quite interesting consumer.	2,75.	Menantea products offered at
Y.7 looking for product information menantea via Youtube.	3,05	Consumers are quite interested in
Y.8 the latest about menantea products such as free shipping vouchers, discount, etc.	3,35	Consumers are always looking for information
buying interest buy on menantea products	2,98	Consumers have enough interest

Source: Data processed in 2022

Based on the table above, it shows that the variable interest in buying (Y) has an average value of 2.98 and is categorized at a moderate level. This shows that consumers have enough interest in buying Menantea products. Of the 8 items of buying interest variable questions, there was 1 item categorized at a high level (Y.8), 6 items were categorized at a moderate level (Y.1, Y.2, Y.3, Y.4, and Y.7), and 1 item is categorized at a low level (Y.5).

### **Validity Test and Reliability Test**

The validity test was carried out using SPSS 22 and using 50 respondents. So that the value of *rtabel* is obtained with a significance of 5% which is equal to 0.312.

**Table 4**  
**Digital Marketing Variable Validity Test Results (X)**

No Item	<i>r</i> -stat	<i>r tabel</i> 5% (50)	Desc.
X_1	0,682	0,312	Valid
X_2	0,667	0,312	Valid
X_3	0,663	0,312	Valid
X_4	0,705	0,312	Valid
X_5	0,740	0,312	Valid
X_6	0,729	0,312	Valid
X_7	0,696	0,312	Valid

Source: Data processed in 2022

Based on Table above, the digital marketing variable uses 7 question indicators, has a value of *rhitung* > 0.312. These results indicate that the question items contained in the digital marketing variable are valid.

**Table 5**  
**Validity Test Results of Buying Interest Variable (Y)**

No Item	<i>r</i> -stat	<i>r tabel</i> 5% (50)	Desc
Y_1	0,692	0,312	Valid
Y_2	0,830	0,312	Valid
Y_3	0,841	0,312	Valid
Y_4	0,842	0,312	Valid
Y_5	0,806	0,312	Valid
Y_6	0,867	0,312	Valid
Y_7	0,888	0,312	Valid
Y_8	0,711	0,312	Valid

Source: Data processed with SPSS 22 in 2022

Based on table 5, the purchase intention variable uses 8 questions, has a value of *rhitung* > 0.312 meaning that the items contained in the purchase interest variable are valid.

**Table 4**  
**Reliability Test Results**

Variable	Cronbach's Alpha	Desc.
Digital marketing	0,821	reliabel
Buying interest	0,922	reliabel

Source: Data processed with SPSS 22 in 2022

Based on the table above, the Cronbach's alpha value for digital marketing variables and consumer buying interest is good. Judging from the Cronbach's alpha value for digital marketing, it is  $0.821 > 0.60$ , and the buying interest variable is  $0.922 > 0.60$ . These results indicate that the items in the digital marketing variable and consumer buying interest are reliable.

**Normality test**

**Table 6**  
**Normality Test Results One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		50
Normal Parameters <sup>a,b</sup>	Mean	,0000000
	Std Deviation	3,59524410
	Most Extreme Absolute Differences	,125
Test Statistic	Positif	,111
	Negatif	,125
Asymp. Sig. (2-tailed)		,115c

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.

Based on the results of the normality test using standardized residuals, the results of the Kolmogorov-Smirnov significance value were  $0.115 > 0.05$ , it can be concluded that the data of the two variables are normally distributed.

**Table 7**  
**Linearity Test Results**

**ANOVA TABLE**

		<b>Sum of Squares</b>	<b>Df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>
Minat Beli° Digital Marketing	Between Groups (Combined)	604.407	13	46.467	5.291	.000
	Linierity	329.491	1	328.295	37.382	.000
	Deviation From Linierity	275.772	12	22.981	2.617	.019
	Within Groups	228.333	26	8.782		
	Total	832.400	39			

Source: Data processed with SPSS 22 in 2022

### **Linearity Test**

The linearity test is used to determine whether the digital marketing variable and product purchase intention have a linear relationship or not with the purchase intention variable. From the results of the ANOVA test or F test, it was found that there were 37,382 with a significance level ( $\alpha$ ) = 0.00 less than 0.05, so it can be concluded that the relationship between the independent data and the dependent variable has a linear relationship.

### **Heteroscedasticity Test**

The Heroscedasticity test appears when the errors or residuals of the observed model do not have a constant variance from one observation to another. To find out the presence of these symptoms, it can be done using the Glejser test technique. The results show that the significant value of the digital marketing variable ( ) is 1,000, interest in buying products ( ) is 1,000. In this heteroscedasticity test it is known that digital marketing and product purchases are significant  $\leq 0.05$ . So it can be concluded that in the regression model there is no heteroscedasticity problem.

### **Simple Linear Regression Analysis**

Based on the results of simple linear regression, the simple linear regression equation is obtained as follows:  $Y = 4.827 \beta + 0.853 X$ . The regression equation means:

- 1) Constant = 4.827. If the digital marketing variable is considered equal to zero, then the digital marketing variable is 4.827.
- 2) Coefficient X = 0.853 This value indicates that the influence of digital marketing is positive, and if the digital marketing variable increases by 1%, it will cause an increase in consumer buying interest by 0.853.

### T Test Analysis

Based on the results of statistical testing with SPSS on the digital marketing variable (X) the value is  $t_{hitung} > t_{tabel}$  or  $4.975 > 2.024$ , and  $sig\ 0.000 < 0.05$ , so that the digital marketing variable has a positive and significant effect on the consumer buying interest variable using YouTube. Analisis Koefisien Determinasi

**Table 8**  
**Results of the Analysis of the Coefficient of Determination**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,628a	,394	,378	3,642

Source: Data processed with SPSS 22 in 2022

From the results of the calculations in the table of the results of the analysis of the coefficient of determination above, a  $R^2$  value of 0.394 or 39.4% is obtained, indicating that 39.4% of consumer buying interest is influenced by digital marketing, the remaining 60.6% is influenced by other variables that are not included in the this research. However, the influence of digital marketing on consumer buying interest is low because the  $R^2$  value is 0.394 or 39.4% (Sugiyono, 2014 in Mewoh et al., 2019)

### CONCLUSION

Based on the research results from the data analysis test on digital marketing public relations variables on buying interest in Youtube users, the following conclusions are drawn:

- 1) Effect of digital marketing on purchase intention Based on the results of the partial test (t-count) on purchase intention, it shows that the significant value of the t test is smaller than the specified significance value. It can be concluded that digital marketing has a positive and significant effect on purchase intention of Menantea products, even though the effect is low because the rest is influenced by other variables not included in this study.

2) With Youtube, consumers can easily access and obtain information about the products they sell. Menantea also needs to pay attention to, develop and evaluate the implementation of other digital marketing strategies such as e-mail and websites in order to increase consumer buying interest. This can be done by maximizing marketing, especially through search engine marketing, e-mail and other social media. Furthermore, menantea also needs to evaluate what are the weaknesses or deficiencies in marketing via Youtube. Menantea must also be able to manage digital marketing well by carrying out creative and innovative marketing regarding product information to make it easier to understand and more attractive to consumers, so as to increase consumer buying interest.

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