

**PEGADAIAN: UNRAVELING MARKETING MODEL ACROSS SOCIAL MEDIA
AND ACADEMIA**

**PEGADAIAN: MENGURAI MODEL PEMASARAN DI MEDIA SOSIAL DAN
AKADEMISI**

Daniel Susilo

Universitas Multimedia Nusantara, Gading Serpong

daniel.susilo@umn.ac.id

ABSTRACT

State-owned enterprises are company that is expected to best the others as they're owned by the country and the government whether they are from tech-base industry, finance, internet service, or energy resource. Pegadaian as a company also cannot escape from this as they're one of the financial pillars for the state and the people. Having history to be freed from Dutch colonization, they become the biggest pawnbroker company serving for the people and the state's economy, the social media becomes their primary tool to construct their own public image through various contents, one of them is the global agenda of eco-friendly campaign as well as using Gen Z Slangs in their content. However, as advanced and updated they are from the public image, a bias still followed through their academic research records. Through examining this, we will discover their other perspective in the financial marketing.

Keywords : *Social Media Branding, Diplomatic Interest, Pegadaian Syariah, Marketing Model*

ABSTRAK

Badan usaha milik negara adalah perusahaan yang diharapkan menjadi yang terbaik dari yang lain karena dimiliki oleh negara dan pemerintah baik dari industri berbasis teknologi, keuangan, layanan internet, atau sumber daya energi. Pegadaian sebagai perusahaan juga tidak bisa lepas dari hal ini karena merupakan salah satu pilar keuangan negara dan rakyat. Memiliki sejarah untuk lepas dari penjajahan Belanda, mereka menjadi perusahaan pegadaian terbesar yang melayani perekonomian rakyat dan negara, media sosial menjadi alat utama mereka untuk membangun citra publik mereka sendiri melalui berbagai konten, salah satunya adalah agenda global eco. -kampanye ramah serta menggunakan Gen Z Slangs dalam konten mereka. Namun, meskipun mereka maju dan diperbarui dari citra publik, bias masih mengikuti catatan penelitian akademis mereka. Melalui pemeriksaan ini, kita akan menemukan perspektif mereka yang lain dalam pemasaran keuangan.

Kata Kunci : *Social Media Branding, Minat Diplomatik, Pegadaian Syariah, Model Pemasaran*

INTRODUCTION

One of interesting fact is that Pegadaian is the first Indonesian state-owned pawnbroker built from UK and Dutch conflict remains historical fact until now, that conflict results to

Indonesian allowed to build their own bank, then the people established it as the first pawnbroker. Now Pegadaian becomes one of the biggest state-owned company as they even listed their sustainability page in their own website.

This makes Pegadaian becomes more interesting when eco-friendly campaign becomes global agenda, Pegadaian goes along with it even though their industry sector is revolved around gold and finance. How does their sector work? In general, they sell gold with superior quality and good safety considering that gold transaction is riskier to engage in ordinary citizen level. Then what about their finance? Their finance sector varies but mostly for business loans, therefore ordinary citizen doesn't have to deal with loan shark anymore.

Sustainable Marketing has been spread over the world under the conceptualization of eco-friendly campaign, thus any eco-friendly campaign is not merely about small concern but already part of global agenda, the systemic agenda. The systemic agenda is an agenda where certain concept is established by global power who is able to influence not only high-level government but also the bottom level of society. To recognize their global power in eco-friendly campaign is to approach and discover how is their marketing model to this day (Susilo et al., 2022).

In previous research, the papers we found is about image branding which centers around how they build the way they were perceived by public. This kind of digital marketing is one of the fundamental, yet we still need to discover more perspective through their marketing model. Although Sustainable Marketing is part of it, it is important to discover more while synchronizing with current social phenomenon through the Pegadaian's Instagram, content. By exploring through Pegadaian's Instagram content, we can obtain the latest data from the main corporate itself. Interestingly they achieved as the best SOE in Indonesia despite being finance

and pawnbroker sector. The way they synchronize with today's tech show consistent development to invest in gold. As with the existence of Crypto and NFT, gold is risky to get replace, however, their consistent effort makes it look safer to invest for gold despite their stagnant value, a good effort display compared to other crypto company with lots of frauds.

How exploring through their social media account is important? In the age of digital device and internet, the latest update we can get is from their social media account. It starts from knowing their social media content that we will see how they interact with their audience, how's their performance in the industry. Thus, the purpose of this research is to discover new perspective in their marketing model.

RESEARCH METHODS

When author dives into the research background of Pegadaian, in span of 3 years, a lot of them related to Islamic law study especially in the topic of gold investment (Prihatin & Hanafi, 2021). Meanwhile their Instagram account mostly used progressive tech and eco-friendly narration. Thus, Author finds that their academy background and their public branding doesn't synchronize each other. The lack of analysis in it makes it less evaluated or displayed, hindering their actual impact on society. The perception they built on social media also results in perception in academia, if it results in two different landscapes, it might not be observed completely.

In truth, Pegadaian Syariah and Gold Investment are actually two different sectors because the Pegadaian Syariah is revolved around their banking and credit system that implements Syariah law. Being a BUMN makes Pegadaian should be able

to get in touch with lower-level society that includes farmer and villagers. By the culture alone, farmer and villagers' level are majority adopting identity of being Muslim, thus, by implementing Syariah law system could make them get in touch easier without difficult socialization and adaptations. Interestingly, this followed by high result of research papers that discuss about finance analyzation, debt system and their marketing strategy.

This gives a good highlight for lower level of society that isn't rich but wanted to use the Pegadaian services in safe to get more exposure and good results from the system. But the Gold is different system. If the Syariah system is mainly on debt or business loan, the gold is for investment. We all know that investing using gold is to preserve the wealth value, by using gold, it could preserve the wealth value of lower-class economy, so they could invest without risking their future like how other investment did and target less fortunate people. The gold investment is built with low cost and the value can't be disturbed unlike the general investment (Hasni et al., 2021); therefore, it could preserve the value with the low risk. This gold investment is best fit to be safest investment in exchange for no profit since gold value is the same forever. With the people's dependency on gold investment because of minimal risk, we also know that the two dominating aspects of Pegadaian, the Syariah Law Business Loan and the Gold Investment are different to each other. Knowing that they have two different dominant aspects, instead their social media account is dominated by the highly progressive eco-friendly campaign. The eco-friendly campaign is not only featured in multiple rich posters but also rich 3D web designs and also 3D animation video. Even

though the eco-friendly campaign can be fit anywhere, the Syariah Law by design isn't part of global agenda, thus it makes alienation in their marketing operation as the Syariah Law service and Gold Investment are cultural system while the eco-friendly campaign is global agenda.

In order to find more, the first thing we put attention to is the platform picking which is in digital form called social media. With their social media, we would be able to catch thing at the surface area as well as getting to know their boldest branding. The social media we pick in here is the Instagram account since Indonesian citizen from high to low literature level gathered in Instagram, from nerds to just internet newbie pick Instagram as one of their earliest social media platforms and it was depicted as platform that pushed their purchasing intention.

Knowing that they established their power on their Instagram account, to be able to put it into detail is by observing their marketing strategy. To know their marketing strategi is to discover new perspective implemented in Pegadaian as finance sector needs frequent new perspective in order to catch up with the trend or surviving inflation. However, we still need more sources; thus, we will also use other digital space such as academic online library. With the exposure of academic online library, we could find the gap (Scholastika et al., 2021).

SEO Exposure Theory

As we won't only use Instagram account, key conceptualization for this analysis is to have foundation in SEO Exposure theory. With SEO Exposure theory, we will know more about how they spread or how they're perceived by biggest online search engine. SEO is a tool used to help highlight certain works

into mainstream perception (Shahzad et al., 2020).

For example, when you google encyclopedia, Wikipedia site will be one of its top appearances. The top appearance is what SEO tool built for, to highlight certain site into highest search therefore people could validate their web content in it like how most people validate Wikipedia as short web interpretation article.

They're divided into 3, either white-hat search engine, black-hat search engine and gray-hat search engine. The mapping of these three concept are the classic black and white mapping whereas white is good, black is bold and gray is ambiguous. White-hat search engine is found in general search engine from the mainstream google.com such as censoring pornographic and violent keywords, while the black-hat is mostly known using tor browser to get hidden websites that displays black market-oriented onion websites, and the gray-hat is more of surfing in incognito mode or VPN mode where they could unlock censored words except the hidden black-market websites.

But SEO is not only about distribution, but it is also a tool to validate their own product through exposure. If we get exposure through celebrity show, what we get is just surface level validation, while if we get google SEO validation, it is like being acknowledged with systemic validation like how they did with COVID phenomenon (Prasad, 2020).

Take for example, unbranded earphones promoted by small account stays still and remain irrelevant, however if it is from Apple which already gain high SEO exposure from google, the validity of earphone worth a month salary, that's the SEO exposure that constructs the validity of certain

product. When we relate it to Pegadaian, to analyze based on SEO exposure theory could explain the marketing model of Pegadaian's market strategy.

Content Analysis

As we need SEO Exposure Theory, the vessel for that is Content Analysis. With Content Analysis, it'll construct wide discussion for the SEO Exposure of Pegadaian State Owned Enterprise. This section will start with research focused on more textual and symbolism of messages— the visibility of issues as noted in hybrid accountability or improved tone of the language— and move towards studies that combine these approaches to meet result that is based on the truth of analyzed data (Nasrifah & Chusnul, 2022). But what model that we should use first? We will use Krippendorf as it is currently more relevant in validity and the simplest one. The tool that will be used for content analysis is:

- Pegadaian Instagram Account
- Pegadaian Academic Search Result (Mendeley, Sage, Google Scholar, Sinta, etc.)

The essence to use different site with different function is to be able to see the difference between the public image construction through Instagram and the academic construction through academic sites (Arifin et al., 2022). The content that is built on their social media account serves as public image construction due to social media functioning as publicity and exposure, whereas the content inside academic sites serves as result of their works or how the deeper level of society sees them (Nasrifah & Chusnul, 2022), considering that academic sites have deeper exposure on how much their works reached the people based on their public image construction. Knowing that these two different sides, it helps




identify them using marketing with different orientation and different result, thus, what they use is a form of marketing mix as their historical record instead of being part of this research data (Hinaya et al., 2022).

The progress of picking the data is that for Instagram, we will use their visual promotion while the academic site, we will use the data of their papers and their type of papers. The two data will be not included in on table, instead it is in separate table before we proceed to write down the analysis based on said data. The effectiveness of this method is to not only use public benefit to general society but to gain deeper understanding using public image and in-depth focus in their academic research, therefore we can see the effectiveness of them as Industry. The lacking element in past research is that it only shows how effective to reach audience, while reaching audience and raising awareness is just a soft touch (Meicelin Omega Jovanda Tangka et al., 2023).

In the consumer POV, the effectiveness equally profits them if the public branding mirrors their practice in the field and helps the actual infrastructure. The other consideration that is important in the analysis is after gathering the data and elaborate the analysis result, we will see whether the data is more homogenous or heterogenous as it is important to see the pattern into the data before seeing what thing concludes in this research.

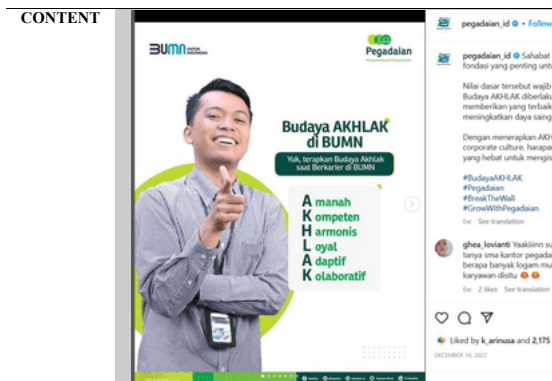
RESULTS AND DISCUSSION

Table 1. Pegadaian Instagram Account

CONTENT	
TYPE	Video
DESCRIPTION	A 3D Animation video presenting new Pegadaian digital service.
CONTENT	
TYPE	Image
DESCRIPTION	A visual that promotes eco-friendly program involving the employee's wellness.
CONTENT	
TYPE	Video
DESCRIPTION	A video about the price of Pegadaian's gold imbued with Gen Z slangs in their dialogue.



TYPE Image
DESCRIPTION A visual of Pegadaian promoting their academic role to their Brand Ambassador.



TYPE Image
DESCRIPTION A visual of Pegadaian promoting their morality alignment image.

Source: Author's own (2023)

Table 2. Pegadaian At Academic Paper

CONTENT	SITE	DESCRIPTION
Penerapan Sistem Gadai Emas Pada PT. Pegadaian Syariah Kantor Cabang Kota Probolinggo.	Mendeley	It is a research article contained a topic about pawnbroker system of Pegadaian Syariah.
ANALISIS FAKTOR - FAKTOR YANG MEMPENGARUHI PREFERENSI MASYARAKAT TERHADAP PEGADAIAN SYARIAH.	Mendeley	It is a research article contained a topic about Pegadaian Syariah's preference factors.
Konsep dan Penerapan Akad Rahn pada Pegadaian Syariah Kota Langsa	Google Scholar	It is a book about the systematical service and role of Pegadaian Syariah in Langsa city.
Mu'nah Dalam Operasional Pegadaian Syariah	Google Scholar	It is a research article about PT. Pegadaian's receivables capital turnover.
Analysis Implementation Taxation Liability of	DOAJ	It is a research article about PT. Pegadaian

CONTENT	SITE	DESCRIPTION
Income Article Paragraph (2) on Land and/or Building Rent Activities at PT. Pegadaian Kanwil V Manado.		rent infrastructure.

Source: Author's own (2023)

Based on the data of 1st Table, which is directed at Pegadaian's Instagram Account, it is a media to build their public image regarding diverse topics:

- They talk about their digital product through 3D animation presentation.
- They talk about eco-friendly campaign in a digital poster.
- They talk about gold investment using Gen Z slangs, showing that they follow current youth trends.
- They talk about their college and brand ambassador integration.
- They talk about the morality alignment of their company.

From all these aspects alone, in public space they reach out a lot of youth trends and tech. How industry starts to use virtual assistant (Mirbabaie et al., 2021) or Youtuber is now using virtual avatar as well in their respective work (van Atteveldt, 2008).

That's the reference they brought into fruition about that video. The other one talked about the eco-friendly campaign. Any eco-friendly campaign has been marked as global agenda, to join their power means to elaborate any eco-friendly program and campaign under their name (Sharma & Kushwaha, 2019). Then despite being a pawnbroker company, they also displayed their academic role but integrating their brand ambassador and their college activity at Instagram post. Lastly, they talk about what morality reasons that builds their company.

Table 1's data shows their public branding innovations becoming closer to the today's trends instead of using

formal information that is usually practiced by most official social media account. In the POV of public relations, their work is consistent and evolving, fulfilling the need for a company to communicate with their people. However, this is still the public level communication, we have yet to know whether this public branding is biased or not, whether it has the actual impact or not (Angel Paulina & Daniel Susilo, 2022).

The 2nd table proves further about the development of the first data. The 1st table shows heterogeneous data in their branding, but their academic data is mostly homogeneous (Putra et al., 2020).

The data is taken from Mendeley, Google Scholar and DOAJ based on recent research. The four titles contain keyword of Syariah, showing that the research revolved around Islamic Law study, only one academic paper talks about their infrastructure. This is what we mean with what appears in the public sometimes doesn't integrate with deeper level of society. We are aware that eco-friendly campaign needs to be pushed to the deeper level of society, this means that as bright as the highlight of sustainable branding the Instagram account, they also need more research about the well-being about their eco-friendly campaign (Mochammad Surjo Koentjoro, 2021).

In other words, what happens in social media account should mirror to their real action according to the research in the field. It's not only for State Owned Enterprise but for company in general. Therefore, based on the academic data, their sustainable branding that involves eco-friendly campaign still lacks academic exposure or lacks real proof (Yang et al., 2020).

The domination of Syariah-based research is instead religious bias in the

academic world revolves around Pegadaian because Indonesia is dominated by religious group and religious -based decision. We can call that the 2nd table is homogenous data due to the high religious bias in the academic paper. As for the tech and youth trends integration, the latest result doesn't show its dominance either, considering that digital product is dominated by youngsters, gold investment should be also familiar to the youngsters. Instead, the data is dominated by Syariah based keywords, thus it makes the two tables don't integrate each other in building relationship with youngsters as what happens in the public display should mirror the result in academic paper that helps proving their result in the field.

The bias happened around Pegadaian's public branding, and their academic research is that they boost so much on content production in effort of building modern and trusted service and product, but what reach the deeper level of society is only their basic product based on syariah law (Karina Putri et al., 2022), what makes the remembered by a lot of people is Pegadaian Syariah instead of eco-friendly Pegadaian or modern tech of Pegadaian.

That strong impression then caused massive research on syariah based research which is categorized as religious based research. The syariah based research gives good growth in number of research alone, however, as state-owned enterprise, their assignment in global agenda isn't over as the sustainable branding that contains eco-friendly campaign still needs more development in deeper level of society, it still lacks the research monitor to have validation in the field or to contribute in the education related to the global agenda as state-owned enterprise, and it also needs to add more variations

to their research genre, to make their campaign more transparent to the society and also the system involved under their name.

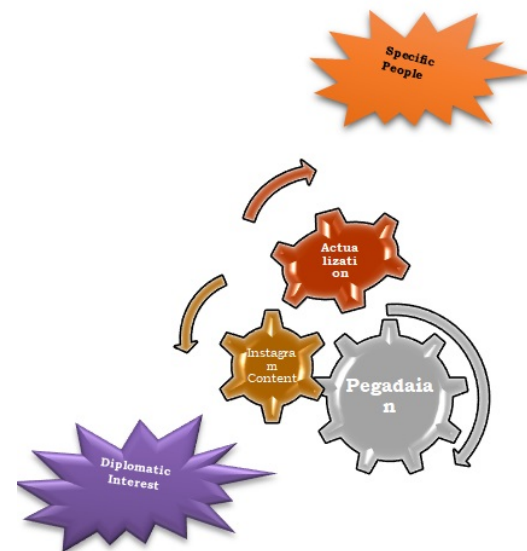
Based on SEO POV Theory

In Instagram account, their biggest exposure is coming from their post about advanced tech design and narration, be it for Covid, be it for the youth, be it for online guide, or even showing pulling gold out of vending machine. Their exposure revolved around how advanced their product is. Unfortunately, when we search through academic sites, what comes in the search results are the keyword of syariah. In the Instagram, Pegadaian also voicing green environment concern which should have been followed with decent research about their work result. However, instead of seeing plenty of Pegadaian Green Campaign research, we instead get the uppest result in keyword of syariah as listed in the 2nd table above.

The SEO helps discover this difference due to SEO as the basic achievement for most content in digital platform. The dominance of Pegadaian Syariah study in the search results are born from the repeated idea of people using Pegadaian Syariah. What they build from Instagram can also be defined as less impactful to the actual result to the academic research since academic research is another level of engagement rather than random clout obtained from the social media analytics. Is it enough to discover their marketing model? It is enough. From the contradiction of the public image and academic results, it means that they used different approaches in two different field. In social media account they build diplomatic proof that they're advanced and eco-friendly, therefore their SEO would result in the narration

they built, and the academic paper result is from how closer they look like. We finally got clearer mapping about how their marketing model looks like. Not only how we find in the surface but the closer conception they build for the big business to server the state and the people. In the next section we will elaborate after writing down the analysis based on the gathered data. The validation also strengthened through seeing the heterogeneity and homogeneity of the data as well as seeing the public branding purposed data and their academic records. This means that the symbolism and language play significant role in discovering perspective in humanity research.

The Finding



Gambar 1. Pegadaian Marketing Model

Source: Author's own (2023)

CONCLUSIONS

The conclusion of this research is that their integration effort with diplomatic relation is excellent as they're sponsored by G20 as well, this also raising Indonesia's consistency with international marketing integration. At the same time, their work on lower-level economy has also met consistency

in both academia and in the field. With Instagram content they're able to reach lots of people and diplomatic relation (Michelle & Susilo, 2021), with their academic paper's SEO exposure shows their consistency in serving the people. The new perspective we gained from their marketing model is that we don't need to take international standard marketing integration as a whole context, by raising economic quality with our designed culture, we could help raise the economy of the continent.

As it is good in the positive landscape, the negative landscape is that our study is still heavily influenced with religious bias with the cycle of building religious infrastructure, living with religious culture, then only research on something that involves religious label instead of trying to discover something new beyond the earth itself. Since we're still in elementary school our education is heavily induced with religion, therefore when we try to conduct social research revolved around government, religious label is closest thing to that.

Although this also still makes Indonesia unique, capable to maintain their diplomatic position through state-owned enterprise but also capable of serving their people with concept that is closest to those who are in lower economic level. Gold also doubted by youngsters as their value is stagnate and doesn't give much profit like Bitcoin, but through their marketing model by adopting religious label, they're able to make their gold product the closest thing to them as people with lower economic level tend to use trusted service with lower risk as high risk cannot be attained by lower economic level. How about the SEO Exposure itself? The SEO exposure itself is remarkably effective in discovering marketing model as it helps to monitor the shift of marketing, then the gathered

data could help to find the marketing model, this is why SEO exposure is the main analytics in digital marketing from the level of influencer to the high-level analysis. Elon Musk himself makes decision to give Twitter analytics visible to the timeline because he knows people are deeply observant towards SEO exposure that it reached even regular tweets from its platform. This research is also part of it, using social media to be included in their SEO exposure data and make analysis out of it.

Author suggests for the future research to involve more of Pegadaian's eco-friendly campaign; therefore, we could give exposure on the program used for their diplomatic interest, the other benefit of this also raising awareness of eco-friendly campaign for the product used by lower economic class. As for the Pegadaian itself, it would be better for Pegadaian to be more active according to their social media content, therefore what they deliver in their content isn't only end up as narration but also actual action from their campaign. If the action is balanced, it would make youngsters have more impact in deeper level of society as the youngsters are the one who plays active role in digital innovation.

REFERENCES

- Angel Paulina, & Daniel Susilo. (2022). The Relationship of Exposure to Sexual Violence News in Online Media to Children with Parents' Anxiety Level. *Jurnal Politikom Indonesiana*, 7(1).
- Arifin, S., al Farisi, M. S., & Herawati, E. (2022). Analisis Faktor - Faktor Yang Mempengaruhi Preferensi Masyarakat Terhadap Pegadaian Syariah. *Jurnal Neraca Peradaban*, 2(1), 1-8.

- <https://doi.org/10.55182/jnp.v2i1.86>
- Hasni, F., Hamdani, I., & Arif, S. (2021). Strategi Pemasaran Produk Tabungan Emas Dalam Upaya Menarik Minat Nasabah pada Pegadaian Syariah Cabang Bogor Baru. *El-Mal: Jurnal Kajian Ekonomi & Bisnis Islam*, 3(2), 195–210. <https://doi.org/10.47467/elmal.v3i2.722>
- Hinaya, I., Kara, M., & Sirajuddin, S. (2022). Mu'nah Dalam Operasional Pegadaian Syariah. *Al-Kharaj: Jurnal Ekonomi, Keuangan & Bisnis Syariah. Jurnal Ekonomi, Keuangan & Bisnis Syariah Al-Kharaj*, 5(4). <https://journal.laaroiba.ac.id/index.php/alkharaj/article/view/1910>
- Karina Putri, J., Harahap, I., & Hermila Hasibuan, R. (2022). Konsep dan Penerapan Akad Rahn pada Pegadaian Syariah Kota Langsa. *El-Mal: Jurnal Kajian Ekonomi & Bisnis Islam*, 4(1), 1–6. <https://doi.org/10.47467/elmal.v4i1.1235>
- Meicelin Omega Jovanda Tangka, Novi S. Budiarmo, & Christian V. Datu. (2023). Analysis Implementation Taxation Liability of Income Article 4 Paragraph (2) on Land and/or Building Rent Activities at PT. Pegadaian Kanwil V Manado. *Jurnal Ekonomi Dan Bisnis Digital*, 2(1), 13–28. <https://doi.org/10.55927/ministal.v2i1.2460>
- Michelle, A., & Susilo, D. (2021). The Effect of Instagram Social Media Exposure on Purchase Decision. *ETTISAL: Journal of Communication*, 6(1), 36. <https://doi.org/10.21111/ejoc.v6i1.6242>
- Mirbabaie, M., Stieglitz, S., Brünker, F., Hofeditz, L., Ross, B., & Frick, N. R. J. (2021). Understanding Collaboration with Virtual Assistants – The Role of Social Identity and the Extended Self. *Business & Information Systems Engineering*, 63(1), 21–37. <https://doi.org/10.1007/s12599-020-00672-x>
- Mochammad Surjo Koentjoro. (2021). The Effects of The New Logo on People's Brand Awareness and Perception of Quality of Indonesia's Ministry of State-Owned Enterprises. *Journal of Marketing Development and Competitiveness*, 15(1). <https://doi.org/10.33423/jmdc.v15i1.4167>
- Nasrifah, M., & Chusnul, S. (2022). Penerapan Sistem Gadai Emas Pada PT. Pegadaian Syariah Kantor Cabang Kota Probolinggo. *Iqtishodiyah: Jurnal Ekonomi Dan Bisnis Islam*, 8(1), 54–67. <https://doi.org/10.55210/iqtishodiyah.v8i1.766>
- Prasad, A. (2020). The organization of ideological discourse in times of unexpected crisis: Explaining how COVID-19 is exploited by populist leaders. *Leadership*, 16(3), 294–302. <https://doi.org/10.1177/1742715020926783>
- Prihatin, E., & Hanafi, Muh. A. N. (2021). PROSEDUR KREDIT GADAI SYARIAH PADA PT. PEGADAIAN SYARIAH KOTA MAKASSAR. *PAY Jurnal Keuangan Dan Perbankan*, 3(1), 21–26. <https://doi.org/10.46918/pay.v3i1.975>
- Putra, K. E. S., Kusuma, G. W., & Suarmanayasa, I. N. (2020). An Analysis of the Marketing Mix

- Effect to the Increase of Customer Numbers in PT. Pegadaian Gold Savings. *Proceedings of the 5th International Conference on Tourism, Economics, Accounting, Management and Social Science (TEAMS 2020)*.
<https://doi.org/10.2991/aebmr.k.201212.014>
- Scholastika, S., Ritonga, K., Fadilah, H., & Annam, R. (2021). ANALYSIS OF RISK ASPECTS OF GOLD MORTGAGE PRODUCTS. *Journal Of Sharia Banking*, 2(1).
<https://doi.org/10.24952/jsb.v2i1.4445>
- Shahzad, A., Jacob, D. W., Nawi, N. M., Mahdin, H., & Saputri, M. E. (2020). The new trend for search engine optimization, tools and techniques. *Indonesian Journal of Electrical Engineering and Computer Science*, 18(3), 1568.
<https://doi.org/10.11591/ijeecs.v18.i3.pp1568-1583>
- Sharma, N. K., & Kushwaha, G. S. (2019). Eco-labels: A tool for green marketing or just a blind mirror for consumers. *Electronic Green Journal*, 1(42).
<https://doi.org/10.5070/G314233710>
- Susilo, D., del Rosario, J. M. S., Navarro, M. E. T., Smith, J. C. M., & Primadini, I. (2022). Green Campaign of Food Waste Handling: Communicating the Food Sustainability. *IOP Conference Series: Earth and Environmental Science*, 1097(1), 012009.
<https://doi.org/10.1088/1755-1315/1097/1/012009>
- van Atteveldt, W. H. (2008). *Semantic Network Analysis: Techniques for Extracting, Representing, and Querying Media Content*. BookSurge.
- Yang, Z., Nguyen, T. T. H., Nguyen, H. N., Nguyen, T. T. N., & Cao, T. T. (2020). GREENWASHING BEHAVIOURS: CAUSES, TAXONOMY AND CONSEQUENCES BASED ON A SYSTEMATIC LITERATURE REVIEW. *Journal of Business Economics and Management*, 21(5), 1486–1507.
<https://doi.org/10.3846/jbem.2020.13225>