

Arjuna Rizaldi, H. H. (2020, December). Retrieved from Researchgate:
https://www.researchgate.net/publication/348453651_Digital_Marketing_Communication_Strategy

This research examines how digital marketing strategies can affect the increase in sales and the number of customers. The results show that the development of information technology is necessary for the community to support a variety of business activities, such as increasing sales volume and the number of consumers. Digital marketing is one of the marketing media that is in demand by the public to support activities. Digital marketing has enabled businesses to market their products online and conduct transactions through the online banking system. This has changed the marketing of small and medium businesses, allowing them to use social media and websites to expand their business reach. Online media is the right choice for entrepreneurs due to its ease of access, benefits, and cheap costs. Security is essential, such as using firewalls and encryption solutions, and legal considerations must be taken into account. Customer data must be protected first and foremost; otherwise it could be security threat for privacy. (Arjuna Rizald, Digital Marketing Communication Strategy, 2020)

Tom Kelleher, K. D. (2016). Communicated commitment and conversational voice: Abbreviated measures of communicative strategies for maintaining organization-public relationships. *Journal of Public Relations Research*, Volume 28.

This study develops and tests abbreviated operational definitions of communicated commitment and conversational voice as communicative strategies in maintaining organization-public relationships (OPRs). Researchers first identified 25 relational maintenance items from 12 prior published studies, then surveyed three independent subsamples of an organization's key public. The distilled list revealed two univariate concepts measured with a total of 11 items, making the measurement and evaluation of communication online and real-world activities more accessible and manageable for practitioners and academics focused on OPs. E. Grunig and Huang's paper, Explication, shifted the focus of communication research from relationships to long-term indicators of the quality of organization-public relationships. However, the measurement of relationships remains complex, and Hung (2007) recommended a dialectical approach to understanding OPRs. Their research aims to develop parsimonious, operational definitions of variables that can be used by theorists and practitioners in evaluating how publics perceive the way organizations manage relationships with them. (Tom Kelleher, 2016)

Eslamabad-E-Gharb branch, I. A.-E.-G. (2013, March). Internet Marketing or Modern Advertising! How? Why? *TI Journals*, 56-63.

Internet marketing is a form of communication used to encourage or persuade an audience to act. It includes display advertising, search engine marketing, search engine optimization, social media marketing, email marketing, referral marketing, Affiliate marketing, Content marketing, Inbound marketing, Marketing communications, and animation. Research has proven that online advertising has given results and is growing business revenue. Advertising is a form of communication used to encourage or persuade an audience to act. Internet marketing, or online marketing, refers to advertising and marketing efforts that use the Web and e-mail to drive direct sales. It includes display advertising, search engine marketing, search engine optimization, social media marketing, Email marketing, Referral marketing, Affiliate marketing, Content marketing, Inbound marketing, Marketing communications, and animation. Research has proven that online advertising has given results and is growing business revenue. For the year 2012, Jupiter Research predicted \$34.5 billion in US online advertising spending. (Eslamabad-E-Gharb branch, 2013)

