KRIEZACADEMY

INCREASING THE EFFECTIVENESS OF MARKETING MESSAGES THROUGH THE USE OF ATTRACTIVE SYNTAX (ANALYSIS OF THE EFFECT OF THE USE OF SURPRISE SYNTAX ON CONSUMER RESPONSE)

Nida Garnida Fitrianti [1*], Anggun Yolistina[2] ,Raden Roro Fatmasari[3]
[1]Yayasan Kreatif Indonesia Emas, Bandung, 40281, Indonesia,NidaFitrianti@gmail.com
[2]Yayasan Kreatif Indonesia Emas, Bandung, 40281, Indonesia, Anggun_yolistina@yahoo.com
[3]Yayasan Kreatif Indonesia Emas, Bandung, 40281, Indonesia, Fatma.Sarie85@gmail.com

Abstract

The use of surprising syntax in marketing messages has become a popular strategy to capture consumer attention and differentiate brands in a crowded marketplace. This research investigates the implications of the use of surprising syntax on brand image and consumer perceptions of the brand. We analyze how contextual factors such as demographics, psychographics, and culture influence the effectiveness of using surprising syntax in marketing messages. Through a comprehensive literature review, we explore the impact of using surprising syntax on brand image, consumer perceptions, and possible consumer responses. The results of the analysis show that the use of surprising syntax can help brands to stand out and create an impression of creativity, innovation and relevance. However, the use of surprising syntax can also carry the risk that if not done carefully, it can damage the brand image and affect consumers' perception of the brand. Therefore, it is important for marketers to consider the demographic, psychographic, and cultural characteristics of their target markets in designing marketing messages that use surprising syntax. With a careful approach and a focus on the overall brand experience, the use of surprising syntax can be an effective tool in strengthening brand image and building stronger relationships with consumers.

Keywords: surprising syntax, marketing messages, brand image, consumer perception, contextual factors.

INTRODUCTION

In a modern era filled with marketing messages competing for consumers' attention, the use of compelling syntax has become increasingly important. Syntax, as the structure of sentences and the arrangement of words, has a strong role in shaping marketing messages to be more effective and engaging. In this context, research on increasing the effectiveness of marketing messages through the use of interesting syntax and analysis of the influence of the use of surprising syntax on consumer responses becomes relevant and important for further exploration. The use of surprising syntax in marketing messages can create a powerful effect, pique consumer interest, trigger curiosity, and make the message more memorable. In an effort to achieve this goal, marketers often use a variety of syntactic techniques, such as the use of memorable phrases, rhetorical questions, or even the use of

unconventional figures of speech, to influence consumer behavior and increase the effectiveness of their marketing messages.

The importance of using engaging syntax in marketing messages is becoming increasingly important in the ever-evolving digital context. With the advent of social media, email, websites and various other digital platforms, marketing messages can now be delivered quickly and easily to a wider audience. However, in the ever-increasing flood of information, the biggest challenge for marketers is how to make their messages differentiate and stand out from the crowd. The use of surprising syntax can be an effective strategy in breaking through the noise and capturing the attention of consumers who are increasingly less patient and selective.

The concept of surprising syntax in marketing is not only limited to sentence structure or arrangement of words, but also includes elements such as the choice of strong words, the use of unconventional figures of speech, or even the use of unusual punctuation. For example, the use of words or phrases that invoke emotion or interest, such as "revolutionary breakthrough," "hidden revelation," or "big secret revealed," can immediately arouse consumer interest and curiosity. Likewise, rhetorical questions or statements that contradict expectations can impress consumers and trigger deeper thought processes.

In addition, using unconventional or unexpected language styles can also make marketing messages more interesting and engaging. For example, the use of powerful metaphors or creative analogies can help consumers better understand and relate messages to their personal experiences or situations. On the other hand, the use of irony, humor, or even controversy in marketing messages can trigger strong emotional reactions from consumers and make the message more memorable. The importance of using attractive syntax in marketing messages is also reflected in existing research results and case studies. Various studies have shown that marketing messages that use surprising syntax tend to have higher levels of engagement and better response rates from consumers. For example, a study by a leading marketing expert found that the use of rhetorical questions in television advertising can increase emotional appeal and memory, which in turn can improve consumers' brand impressions and purchase intentions.

In addition, analysis of the influence of the use of surprising syntax on consumer responses also includes a deeper understanding of the psychological mechanisms involved in the process of perception and evaluation of marketing messages. In this context, cognitive and social psychology theories can provide valuable insights into how consumers process and respond to marketing messages that use surprising syntax. For example, the theory of the primacy effect or giving priority to unusual or unexpected information can explain why marketing messages that use surprising syntax are often more successful in capturing consumers' attention and increasing communication effectiveness.

Additionally, it is important to consider contextual factors that may influence how consumers respond to marketing messages that use surprising syntax. For example, the demographic, psychographic, or even cultural

characteristics of a target audience can play an important role in determining whether or not a message will be well received by consumers. Therefore, this research will also explore the literature related to these contextual factors and how they can influence consumer responses to the use of surprising syntax in marketing messages. Apart from that, in studying the effect of using surprising syntax on consumer responses, it is also necessary to consider possible side effects or negative impacts that may arise. While the use of surprising syntax can help marketing messages stand out and increase consumer engagement, it can also run the risk of making the message too provocative or inconsistent with the brand or company values. Therefore, it is important to carefully evaluate the implications of the use of surprising syntax in marketing messages and consider the balance between communication effectiveness and associated risks.

In this research, the focus will be given to in-depth analysis of various literature sources which include empirical research results, marketing theories, and views of practitioners in the marketing industry. This approach will help in gaining a comprehensive understanding of the concept of using surprising syntax in marketing messages and its impact on consumer response. In addition, this research will also attempt to identify knowledge gaps in the existing literature and develop a conceptual framework that can serve as a basis for further research in this area. Thus, it is hoped that this research can provide valuable insight for marketers in designing more effective and compelling marketing messages. Through a better understanding of how the use of surprising syntax can influence consumer response, marketers can optimize their marketing strategies to achieve better results. In addition, this research can also make a significant contribution to the development of marketing science by expanding understanding of the psychological and contextual mechanisms involved in marketing communications. Thus, this research has broad practical and theoretical implications for the marketing industry and scientific development as a whole.

METHOD

The literature study research method is a relevant approach for exploring the topic of increasing the effectiveness of marketing messages through the use of interesting syntax, including analysis of the influence of the use of surprising syntax on consumer responses. This research will involve analysis of various literature sources including scientific journals, books, articles and other publications related to the topic. The first step in this research method is identifying and selecting literature that is relevant to the research topic. This involves searching academic databases such as PubMed, Google Scholar, or other databases using appropriate keywords such as "marketing message effectiveness," "syntax in marketing," "consumer response," and so on. Literature selection is carried out based on predetermined inclusion criteria, such as relevance to the topic, reliability of the source, and year of publication.

Once relevant literature has been identified, the next step is to read and evaluate each literature source carefully. This involves an in-depth review of the

content of the literature to understand the concepts discussed, research findings, and arguments put forward. During this process, researchers will also record and synthesize important information, including analysis results regarding the influence of the use of surprising syntax on consumer responses. Next, the researcher will compile and organize information from the literature that has been analyzed into a conceptual framework. This framework will cover key concepts related to the use of surprising syntax in marketing messages and its impact on consumer response. Researchers will also identify knowledge gaps or research questions that may not be answered based on existing literature.

Finally, the researcher will write a research report that includes a comprehensive literature review on the topic. This report will include a summary of findings from the literature that has been analyzed, a discussion of practical and theoretical implications, and suggestions for further research. The ultimate goal of this literature study research method is to provide an in-depth understanding of how the use of surprising syntax can increase the effectiveness of marketing messages and influence consumer responses, as well as contribute to the development of knowledge in the field of marketing.

DISCUSSION
The effect of the use of surprising syntax in marketing messages on consumer engagement levels

The use of surprising syntax in marketing messages has a significant impact on consumer engagement levels. In a modern marketing world filled with messages competing for attention, the use of surprising syntax can be one effective strategy to break through the noise and trigger an emotional reaction from consumers. Research has shown that marketing messages that use surprising syntax tend to have higher engagement rates than messages that use conventional or boring syntax. In this context, the concept of "surprising syntax" includes various syntactic techniques aimed at making messages more striking, compelling and unexpected for consumers. These techniques include the use of memorable phrases, rhetorical questions, unconventional language style, or even the use of unusual punctuation. Thus, it is important to understand how the use of surprising syntax influences the level of consumer engagement in a marketing context.

First of all, we need to understand what is meant by "consumer engagement" in a marketing context. Consumer engagement refers to the level of cognitive, affective, or behavioral energy experienced by consumers in response to a marketing message or stimulus. It includes various aspects, such as attention, interest, interaction or active participation in the marketing process. The level of consumer engagement can vary depending on a variety of factors, including message characteristics, the communication context, or even the individual characteristics of the consumer themselves.

In the context of the use of surprising syntax, its influence on consumers' level of involvement can be observed through several psychological mechanisms and cognitive processes. One of the main mechanisms is the attentional effect

produced by surprising syntax. Marketing messages that use unusual or unexpected syntax tend to capture consumers' attention more effectively than messages that use conventional syntax. For example, an advertisement that uses rhetorical questions or statements that contradict expectations may impress consumers and make them more likely to pay attention to the message. In this case, surprising syntax serves as a tool to break through the noise and grab consumers' attention amidst an ever-increasing flood of information.

Furthermore, the use of surprising syntax can also trigger strong emotional reactions from consumers. Marketing messages that use surprising syntax often have the power to evoke feelings of awe, astonishment, delight, or even controversy in consumers. For example, the use of memorable phrases or unconventional language styles can create a dramatic effect that makes consumers feel impressed or amazed. In some cases, the use of surprising syntax can also trigger negative emotional reactions, such as confusion or discomfort. However, in both cases, the emotional reactions triggered by surprising syntax can increase the level of consumer engagement with marketing messages.

In addition, the use of surprising syntax in marketing messages can also influence the level of consumer understanding of the message. In some cases, surprising syntax can strengthen the impression or message the marketer is trying to convey, making the message easier for consumers to understand or remember. For example, the use of creative analogies or powerful metaphors can help consumers better understand the concept or value the marketing message is trying to convey. However, in other cases, using syntax that is too complex or unusual can make consumers feel confused or have difficulty understanding the message properly. Therefore, it is important to consider the level of complexity and readability of the syntax used in marketing messages to ensure that they are well understood by consumers.

Table 1: Examples of Marketing Messages with Surprising Syntax

Marketing Message	Text
Perfume Advertisement	"The secret of true power."
Car Advertising	"Revolutionary breakthrough."
Health Campaign	"Get ready for big changes."

Table 2: The Effect of Using Surprising Syntax on the Level of Consumer Involvement

Psychological Mechanisms	Description
Attention Effect	The use of surprising syntax can strengthen consumers' attention to marketing messages.
Emotional Reaction	Surprising syntax tends to trigger strong emotional reactions from consumers, both positive and negative.
Message Understanding	The use of surprising syntax can affect the level of consumer understanding of marketing messages, depending on the complexity and readability of the syntax used.

In conclusion, the use of surprising syntax in marketing messages has a significant influence on consumer engagement levels. Through psychological

mechanisms such as attentional effects, emotional reactions, and degree of message comprehension, surprising syntax can help marketing messages stand out and increase consumer engagement with the message. However, it is important to pay attention to the complexity and readability of the syntax used so that these messages can be well understood by consumers. Thus, the use of surprising syntax can be an effective strategy in increasing the effectiveness of marketing messages and influencing consumer responses positively.

The use of surprising syntax influences the level of understanding of marketing messages by consumers

The use of surprising syntax in marketing messages can have a significant impact on the level of understanding of the message by consumers. Message understanding is an important stage in the marketing communications process, where consumers try to decipher and interpret the information conveyed by marketing messages. In this context, the use of surprising syntax can influence the way consumers process and understand marketing messages. There are several mechanisms through which the use of surprising syntax can influence the degree to which a message is understood by consumers, including cognitive effects, emotional reactions, and contextual factors. Therefore, it is important to understand how the use of surprising syntax influences the level of understanding of marketing messages by consumers.

First of all, it is important to understand how surprising syntax can influence consumers' cognitive processes in understanding marketing messages. Consumers naturally tend to notice unusual or unexpected information in marketing messages, such as rhetorical questions, strong metaphors, or even sentences that contradict expectations. This can increase the consumer's level of cognitive engagement with the message, triggering deeper thought processes and more thorough information processing. For example, the use of rhetorical questions in marketing messages can stimulate consumers to actively consider the answer, which in turn can increase their understanding of the message.

Table 1: Examples of Marketing Messages with Surprising Syntax

Marketing Message	Text
Perfume Advertisement	"The secret of true power."
Car Advertising	"Revolutionary breakthrough."
Health Campaign	"Get ready for big changes."

Furthermore, the use of surprising syntax can also influence the level of understanding of marketing messages by consumers through the emotional reactions triggered by the message. Marketing messages that use surprising syntax often have the power to evoke feelings of awe, astonishment, or even joy from consumers. For example, the use of memorable phrases or unconventional language styles can create a dramatic effect that impresses or amazes consumers,

which in turn can increase their level of emotional engagement with the message. In this context, the emotional reactions triggered by surprising syntax can influence the way consumers process and interpret these marketing messages, increasing their level of comprehension.

Table 2: The Effect of Using Surprising Syntax on the Level of Understanding of Marketing Messages

Psychological Mechanisms	Description
Attention Effect	The use of surprising syntax can strengthen consumers' attention to marketing messages.
Emotional Reaction	Surprising syntax tends to trigger strong emotional reactions from consumers, both positive and negative.
Message Understanding	The use of surprising syntax can affect the level of consumer understanding of marketing messages, depending on the complexity and readability of the syntax used.

Additionally, contextual factors such as demographic, psychographic, or cultural characteristics of consumers may also influence the level of understanding of marketing messages that use surprising syntax. For example, consumers with different cultural backgrounds may have different interpretations of marketing messages that use unconventional language styles. Therefore, it is important to pay attention to consumers' social and cultural contexts in designing marketing messages that use surprising syntax.

In conclusion, the use of surprising syntax in marketing messages can have a significant impact on the level of understanding of the message by consumers. Through psychological mechanisms such as cognitive effects and emotional reactions, surprising syntax can stimulate deeper thought processes, increase emotional engagement, and influence the way consumers process and interpret marketing messages. Therefore, it is important to consider the use of surprising syntax carefully in designing marketing messages to ensure that they are well understood by consumers and achieve the desired communication goals.

Differences in consumer response to the use of surprising syntax between different types of products or services

The use of surprising syntax in marketing messages can have different impacts depending on the type of product or service being promoted. Differences in consumer response to the use of surprising syntax can be influenced by several factors, including the characteristics of the product or service itself, the social class or demographics of the target market, as well as the context or situation in which the marketing message is delivered. Previous studies have shown that products or services with more "risky" or innovative characteristics tend to elicit more positive responses to the use of surprising syntax, while more "traditional"

or security-oriented products or services may elicit more neutral responses. or even negative.

Differences in consumer response to the use of surprising syntax can be seen in the context of different products or services. For example, in the fashion or cosmetics industry, where boldness and creativity are valued, the use of surprising syntax tends to be more well received by consumers. Marketing messages that use memorable phrases or unconventional language can help brands in this industry to stand out among their competitors and build a strong brand image. In contrast, in industries such as finance or insurance, where trust and stability are highly valued, the use of surprising syntax may be considered less appropriate or even disruptive. Consumers in this industry may prefer messages that use more formal and clear language to convey important information and build trust.

In addition to product or service characteristics, the social class or demographics of the target market can also influence consumer responses to the use of surprising syntax in marketing messages. For example, consumers from younger age groups or with higher educational backgrounds may be more open to the use of surprising syntax in marketing messages. They may be more accustomed to creative or unconventional language styles and more likely to respond positively to messages that use unique syntactic techniques. In contrast, consumers from older age groups or with lower educational backgrounds may tend to prefer messages that use clearer and easier to understand language. Therefore, in designing marketing messages that use surprising syntax, it is important to consider the demographic characteristics of the target market to ensure that the message is well received by the intended consumers.

Table 1: Differences in Consumer Responses to the Use of Surprising Syntax Based on Product or Service Type

Type of Product or Service	Consumer Response
Fashion & Cosmetics	More accepting and appreciative of the use of surprising syntax because they consider it a form of creativity and courage.
Finance & Insurance	Less accepting of the use of surprising syntax because it considers it less serious or less appropriate to important information needs.

In addition, the context or situation in which marketing messages are delivered can also influence consumers' responses to the use of surprising syntax. For example, in situations where consumers are looking for entertainment or inspiration, such as when browsing social media or watching an advertisement on television, the use of surprising syntax is likely to be more well received and may even increase consumer engagement. However, in situations where consumers are seeking more serious information or considering an important purchasing decision, such as when reading product reviews or visiting a brand website, the use of

surprising syntax may be considered inappropriate or even annoying. Therefore, it is important to consider the context or situation in which marketing messages are delivered in designing messages that use surprising syntax.

In conclusion, there are significant differences in consumer response to the use of surprising syntax between different types of products or services. Factors such as product or service characteristics, social class or demographics of the target market, and communication context or situation can influence how consumers process and respond to marketing messages that use surprising syntax. Therefore, it is important to consider these factors in designing effective marketing messages and ensure that they match the needs and preferences of the target consumers.

Contextual factors such as demographics, psychographics, or culture influence the effectiveness of using surprising syntax in marketing messages

Contextual factors such as demographics, psychographics, and culture play a crucial role in determining the effectiveness of using surprising syntax in marketing messages. Demographics refers to demographic characteristics such as age, gender, income, and education, while psychographics relates to an individual's values, attitudes, interests, and lifestyle. Meanwhile, culture includes the norms, values, beliefs and practices that develop in a society. Understanding how these factors influence consumer responses to the use of surprising syntax can help marketers design marketing messages that are more effective and appropriate to consumer needs and preferences.

First, let's discuss how demographics influence the effectiveness of using surprising syntax in marketing messages. Demographic characteristics such as age, gender, and education can influence how consumers process and respond to marketing messages. For example, young consumers may be more open to the use of surprising syntax because they tend to be more familiar with creative and unconventional language, while older consumers may tend to prefer messages that use more formal and clear language. Additionally, education can also play an important role in how consumers respond to surprising uses of syntax. Consumers with a higher educational background may be more familiar with complex and creative language, while consumers with a lower educational background may find it confusing or irrelevant. Therefore, marketers need to consider the demographic characteristics of their target market in designing marketing messages that use surprising syntax to ensure that the message is well received by the intended consumers.

Next, let's discuss how psychographic factors influence the effectiveness of using surprising syntax in marketing messages. Psychographics include an individual's values, attitudes, interests, and lifestyle, which can influence how consumers process and respond to marketing messages. For example, consumers who have innovative or bold values may be more open to the use of surprising syntax because they tend to seek unique and unconventional experiences. On the other hand, more conservative or traditional consumers may tend to avoid

messages that use unusual or unexpected syntax because they tend to prefer those that are more stable and familiar. Additionally, individual lifestyles can also play an important role in how consumers respond to the use of surprising syntax. For example, consumers who are active on social media or involved in popular culture may be more accustomed to creative and unconventional language, while consumers who focus more on traditional or family activities may prefer messages that use more common language. Therefore, marketers need to understand the values, attitudes, interests, and lifestyles of their target markets in designing marketing messages that use surprising syntax to ensure that the messages are relevant and attractive to the intended consumers.

Finally, let's discuss how cultural factors influence the effectiveness of using surprising syntax in marketing messages. Culture includes the norms, values, beliefs and practices that develop in a society, which can influence how consumers respond to marketing messages. For example, in more individualistic cultures, where self-expression and freedom of expression are valued, consumers may be more open to the use of surprising syntax because they perceive it as a form of creativity and innovation. On the other hand, in more collectivist cultures, where social conformity and harmony are prioritized, consumers may tend to avoid messages that use overly eccentric or controversial language because they tend to respect existing social norms. In addition, culture can also influence consumer perceptions of the suitability and relevance of marketing messages. Messages that use surprising syntax should be adapted to prevailing cultural values and norms to ensure that they are not perceived as inappropriate or impolite.

In conclusion, contextual factors such as demographics, psychographics, and culture play an important role in determining the effectiveness of using surprising syntax in marketing messages. Marketers need to understand the demographic characteristics, values, attitudes, interests, lifestyles, and cultural norms of their target markets to design marketing messages that are appropriate and attractive to the intended consumers. By considering these factors, marketers can increase the effectiveness of their marketing messages and achieve desired communication goals.

Implications of the use of surprising syntax in marketing messages on brand image and consumer perceptions of the brand

The use of surprising syntax in marketing messages has significant implications for brand image and consumer perceptions of the brand. Brand image is the impression that consumers have of a brand, while consumer perception is the way consumers view, interpret and respond to marketing messages conveyed by the brand. The use of surprising syntax can affect the brand image by creating an impression of creativity, innovation and boldness, or conversely, it can damage the brand image by creating an inappropriate, unprofessional or even misleading impression. Therefore, it is important to understand the implications of the use of

surprising syntax in marketing messages on brand image and consumer perception of the brand.

First, let's discuss how using surprising syntax can impact brand image. The use of surprising syntax is often considered a form of creativity and innovation in brand communications. For example, the use of rhetorical questions or memorable phrases can help a brand to stand out among its competitors and create a unique and interesting impression on consumers. In some cases, the use of surprising syntax can also reflect brand values, such as courage or freedom of expression, which can enhance the brand's image in consumers' minds. However, the use of surprising syntax can also carry risks if not done carefully. For example, using overly eccentric or controversial syntax can damage a brand's image and make consumers hesitant to engage with the brand. Therefore, it is important for marketers to consider the context and purpose of their communications in using surprising syntax to ensure that the messages conveyed appropriately and appropriately reflect brand values.

Next, let's discuss how the use of surprising syntax can impact consumers' perception of the brand. Consumer perceptions of brands are influenced by a number of factors, including product or service quality, price, brand image, and previous customer experiences. The use of surprising syntax can influence consumers' perceptions of a brand by creating a positive or negative impression depending on the context and implementation. For example, if the use of surprising syntax is integrated organically with the overall brand identity and marketing message, it can increase brand appeal and create a positive impression on consumers. However, if the use of surprising syntax feels irrelevant or forced, it can damage consumers' perception of the brand and make them doubt its authenticity or integrity. Therefore, it is important for marketers to consider brand consistency and content relevance in using surprising syntax in their marketing messages.

Table 1: Implications of Using Surprising Syntax on Brand Image

Implications	Description
Increase Creativity	The use of surprising syntax can create a sense of creativity and innovation in brand communications.
Increasing Attractiveness	Surprising syntax can help a brand to stand out among its competitors and increase the brand's appeal.
Improve Conformity	It is important to ensure that the use of surprising syntax is consistent with brand values and relevant to the content of the marketing message.

In managing brand image and consumer perception, it is important to consider the overall brand experience delivered to consumers. The use of surprising syntax is just one element of a broader brand communications strategy.

Marketers also need to pay attention to brand consistency, product or service quality, customer service, and other brand interactions with consumers to ensure that the desired brand image is maintained and strengthened. By understanding the implications of using surprising syntax on brand image and consumer perception, marketers can design more effective marketing messages and build stronger relationships with consumers.

CONCLUSION

In conclusion, the use of surprising syntax in marketing messages has great potential to influence brand image and consumer perception of the brand. By paying attention to the demographic, psychographic, and cultural characteristics of the target market, marketers can use surprising syntax appropriately to create a positive impression of creativity, innovation, and relevance. However, the use of surprising syntax also carries the risk that if not done carefully, it can damage the brand image and make consumers hesitant to engage with the brand. Therefore, it is important for marketers to consider context, brand consistency, and content relevance in designing marketing messages that use surprising syntax. Additionally, regularly monitoring and evaluating consumer responses can help marketers to adapt their brand communication strategies according to consumer needs and preferences. With a careful approach and a focus on the overall brand experience, the use of surprising syntax can be an effective tool in strengthening brand image and building stronger relationships with consumers.

BIBLIOGRAPHY

Aripin, Z., Fitrianti, NG, & Fatmasari, RR (2023). Digital Innovation and Knowledge Management: The Latest Approaches in International Business. A Systematic Literature Review in the Indonesian Context. *KRIEZ ACADEMY: Journal of development and community service* , *1* (1), 62-74.

Aripin, Z., Mulyani, SR, & Haryaman, A. (2023). MARKETING STRATEGY IN PROJECT SUSTAINABILITY MANAGEMENT EFFORTS IN EXTRACTIVE INDUSTRIES: BUILDING A RECIPROCITY FRAMEWORK FOR COMMUNITY ENGAGEMENT. *KRIEZ ACADEMY: Journal of development and community service* , *1* (1), 25-38.

Aripin, Z., Ichwanudin, W., & Faisal, I. (2023). BRAND SUSTAINABILITY STRATEGY DEVELOPMENT: THE ROLE OF SOCIAL MEDIA MARKETING AND MARKETING MANAGEMENT. *KRIEZ ACADEMY: Journal of development and community service* , *1* (1), 39-49.

Aripin, Z., Supriatna, U., & Mahaputra, MS (2023). WITH THE ADVENT OF CHATGPT: HOW TO IDENTIFY STRENGTHS, WEAKNESSES, OPPORTUNITIES, AND THREATS FOR THE FIELD OF EDUCATION AND THE BUSINESS WORLD OF VARIOUS DISCIPLINES. *KRIEZ ACADEMY: Journal of development and community service* , *1* (1), 50-61.

Pynatih, NMN, Amrita, NDA, & Aripin, Z. (2024). FINANCIAL IMPACT OF BRAND STRATEGY: AN ANALYSIS OF KEY FINDINGS AND FUTURE RESEARCH PROSPECTS. *KRIEZ ACADEMY: Journal of development and community service* , *1* (3), 33-46.

Hanuun, NNP, Negara, MRP, & Aripin, Z. (2023, December). ENTREPRENEURIAL EMPOWERMENT IN CREATING SUSTAINABLE DEVELOPMENT IN DEVELOPING COUNTRIES: TO WHAT EXTENT DO THEY STRENGTHEN AND CONTRIBUTE TO EACH OTHER?. In *Journal of West Java Economic Society Networking Forum* (Vol. 1, No. 1, pp. 54-63).

Ramadani, WOH, & Fida, WN (2023). Muhammadiyah University of Buton's Strategy for Increasing Interest in Prospective New Students. *Syntax Idea* , *5* (10), 1696-1713.

KAIRA, M. F. (2022). Implementation of the Openai Gpt-3 Language Model for Web-Based Text Content Generator Applications and Mobile Applications.

Abidiyanto, MS, & Adinugraha, HH (2023). Development of Halal Tourism at the Linggo Asri Tourist Attraction, Pekalongan Regency: Social Media Approach. *Journal of Sharia Economic Law: AICONOMIA* , *2* (2), 65-84.

Pruenela, M., & Kalijaga, IKUINS Analysis of Public Opinion Regarding the Impact or Side Effects of Covid-19 Vaccination in Indonesia. *The Face of Public Opinion in the Mass Media* , *234* .

Kaid, LL, Baehaqie, I., & Rizal, M. (2021). *Methodological Development in Political Communication Research: Handbook of Political Communication Research* . Nusamedia.

Oktaviani, NF (2022). 3.4 Indonesia's Creative Economy during the Covid-19 Pandemic. *ECONOMICS ECONOMICS CREATIVE ECONOMICS CREATIVE CREATIVE* , 68.

Hakim, F.N. (2023). Semiotic Basics for Visual Design Studies. *Prima Agus Teknik Foundation Publishers* , 1-108.

Hoesada, J. (2022). *Accounting Theory: in a Taxonomic Historiographic Approach* . Andi Publisher.

Juliaristanti, V., Ramdan, AM, & Jhoansyah, D. (2020). Analysis of Follower Characteristics and Advertising Content in Measuring the Effectiveness of Instagram Stories Advertisements on Wardah Cosmetic Products. *Syntax* , *2* (8), 503-513.

Chandra, E. (2023). The Power of Algorithms in Digital Marketing Communications of the Tiktok Application. *Maha Widya Duta: Journal of Religious Information, Cultural Tourism and Communication Sciences* , *7* (2).

Merrynda, YS, & Andriani, H. (2023). Effectiveness of Social Media in Hospital Digital Marketing: Literature Review. *Literate Syntax; Indonesian Scientific Journal* , *8* (9), 5078-5088.

Restu, WF, Ramdan, AM, Sunarya, E., & Santika, R. (2020). Analysis of Ruang Guru advertisements and brand ambassadors in increasing consumer confidence in Ruang Guru users. *Syntax* , *2* (9), 691.

Madiistriyatno, H. (2023). Social Media in Operations and Supply Chain Management: Future Explorations. *MENTARI Journal: Management, Education and Information Technology* , *2* (1), 31-42.

CHAPTER, I. 4.1 Brief History of the Research Location. *YOUTUBE PODCAST ANALYSIS ON KNOWLEDGE SOCIETY TEENAGERS OF SMA NEGERI 1 KOTA PANGKALAN KERINCI (GRITTE AGATHA YOUTUBE PODCAST)* , 39.

Aripin, Z., Sikki, N., & Fatmasari, RR (2024, January). AN IN-DEPTH EXPLORATION OF EMPIRICAL RESEARCH ON ENTREPRENEURIAL MINDFULNESS: A SYSTEMATIC LITERATURE REVIEW TO EXPLORE NUANCES, FINDINGS, AND CHALLENGES. In *Journal of West Java Economic Society Networking Forum* (Vol. 1, No. 2, pp. 1-15).