

The Influence of Digital Marketing and Hook Points on Purchase Interest: A Study On Teh Botol Sosro

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ABSTRACT

Teh Botol Sosro has carried out digital marketing and hook point activities, but has not been able to beat its competitor. The purpose of this research is to analyze the influence of digital marketing and hook points on buying interest. The object of this study is Teh Botol Sosro. This type of research is an exploratory quantitative research, and this study uses the consumer population of Teh Botol Sosro where the growth rate of the population is unlimited and cannot be known for sure, and the sample size is calculated using G-Power 3.0.10 and the results obtained are 111 samples. In taking data sources, the researcher uses primary data sources, namely questionnaires that distributed to respondents, then the results of the research were tested using multiple linear analysis, determination coefficient test, T-test and F-test. Based on the results of data analysis, it is concluded that digital marketing and hook points are together have a significant positive influence on buying interest in Teh Botol Sosro products. The results of this research are expected to provide knowledge, advice and input for companies regarding marketing strategies, and how companies can utilize digital marketing factors and hook points as supporting factors in attracting consumer buying interest to shop.

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1. INTRODUCTION

Marketing is an important part of company management in order to achieve success in achieving company goals. Marketing consists of *direct selling*, *earned media*, *point of purchase*, and *digital marketing*. The examples of *digital marketing platforms* are *websites*, *emails*, *blogs*, search engines and social media. In this era of digital, the internet is no longer just a means of entertainment, but has become a basic necessity that supports various aspects of life, from education, work, to social interaction, the internet allows us to stay connected and productive anywhere and anytime. Through the internet, we can get

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the latest information, learn new things, work remotely, and stay connected with loved ones, therefore, using the internet wisely and positively is essential to support the progress of individuals and society. By 2024, the number of internet users in the world will reach 5.44 billion people or equivalent to 67.1% of the global population and also at the beginning of 2024, the number of internet users in Indonesia will reach around 221.56 million people or 79.5% of the total national population. This figure shows an increase from the previous year which reached 78.19% [1], [2] [3], [4].

Digital marketing is a form of activity carried out by the marketing department, both marketing to companies and individuals with the aim of marketing a product or brand to be sold, both products in the form of goods and products in the form of services. Over the years, people have been exposed to various conventional marketing methods, such as TV advertising, distributing brochures, and placing advertisements on [5] *billboards*. This makes conventional marketing methods more dominated by one-way communication, so the scope of customer engagement *becomes* narrow. In this digital era, people are considered to have begun to be immune to explicit and monotonous marketing methods. According to him, if in the past consumers only followed and accepted what [6] [7] *brands* said, the presence of the internet makes consumers smarter and easier to get information so brands need to be careful in providing information. This requires new, different, and more refined marketing methods to attract customers. *Content marketing* is referred to as one of the marketing methods that can approach the public in an interesting and informative way.

According to [8] *content marketing*, it is a marketing technique used to create and distribute important and valuable content, acquire, and engage audiences to encourage useful consumer activities. The content created is usually informative, entertaining and can still be associated with the company's product or brand. So it can be concluded that video content is part of one of the digital marketing-based content marketing strategies with distribution channels in the form of internet platforms such as Instagram social media, with the aim of building communication with the audience and forming a brand image or company image to attract consumer buying interest [9].

One of the appeals of content can be attributed to *hooks*. *Hooks allow consumers to build a relationship with a marketing content* every time it is uploaded. With *hooks*, content becomes interesting and makes consumers talk about the content. *Hook points* are promotional strategies in the form of text, *insights*, concepts, characteristics, and so on that are used both *online* and *offline* to attract the attention of the audience in the shortest possible time. *Hook points* are often targeted to grab someone's attention in three seconds or less, especially when designing content for [10] *digital and social platform*. The purpose of *hook points* is to help get people interested in learning more about your business. It can help you generate new leads, launch products successfully, generate large-scale social followings, drive massive revenue growth, create effective brand messages, gain a-list consumers, and other goals [11].

In the world of marketing, *hooks* or *taglines* are content that is able to attract the interest of readers/potential consumers. Technically, the two are different. *Hooks* are usually in the form of interesting words that are able to make consumers/readers/listeners interested and choose a product. While a slogan is a sentence that is a characteristic of a product [10] One of the advertisements that uses *hook points* is Teh Botol Sosro. As a pioneer in bottled tea drinks, PT. Sinar Sosro has succeeded in directing market consumers to consume Teh Botol Sosro and making packaged tea well received and positive in the Indonesian market. The habit of drinking tea by the Indonesian people makes Teh Botol Sosro have a high market share in Indonesia. Teh Botol Sosro products have been widely known by the Indonesian people and have become one of the major industries in Indonesia. The advantages of Teh Botol Sosro products have also been known by many people and have become a trusted brand in Indonesia and have wide distribution channels.

PT. Sinar Sosro, a leading beverage company in Indonesia, has successfully maintained its position in the market with an integrated marketing strategy. One of the keys to their success is the implementation of *Integrated Marketing Communication* (IMC). IMC is an approach that harmonizes and integrates various elements of marketing to

achieve communication and business goals effectively. In the context of PT. Sinar Sosro, IMC helps create a consistent impression and strengthen the brand image.

PT Sinar Sosro actively uses social media to communicate with consumers. Social media is a type of digital media that can be accessed by the wider community, which allows for interconnected interactions. Through [12] *platforms* like *Instagram*, *Facebook*, and *Twitter*, they not only promote products but also interact with consumers. Creative and engaging content, including contests and quizzes, helps build engagement and increase brand awareness. PT Sinar Sosro maintains brand consistency across all communication channels. From television commercials to product packaging, elements such as logos, colors, *hooks*, and *slogans* are retained to create a strong and memorable impression. This consistency allows consumers to easily identify their products in a variety of contexts.

According to Kotler [13] consumer buying interest is something that arises after receiving a stimulus from the product they see, from there arises an interest in trying the product until finally the desire to buy in order to have it. One of the occurrences of buying interest is where consumers have the desire to buy a product, but have not yet reached the purchase stage. This is where consumers have a desire to use or consume the products offered. In every advertisement, of course, it has its own attraction for consumers to attract their attention to the product, including at the stage of buying interest which is an important and profitable thing for the company, the more products that are in demand, the more profitable it will be for a company. [14].

Based on these things, the *hook point* is often used by companies in pushing the product to be thrown into the market, but how effective and efficient this strategy is still uncertain because there are still many companies that have not been able to improve. *brand* in the community of products. There is also a study that thinks that *hook points* in *digital marketing* do not have a significant influence on consumer buying interest. The number of *hook points* in advertisements in print and electronic media also often makes consumers find it difficult to remember and distinguish product slogans from others. Teh Botol Sosro is even included in one of many products use *hook points* in their ads, but are *they effective?* Can be remembered by consumers, it can even affect consumer buying interest.

2. LITERATURE REVIEW

According to the opinion that states that buying interest is a type of consumer behavior that occurs as a response that appears to an object that shows the consumer's desire to buy something. Buying interest is part of the behavioral element in consumer attitudes. Meanwhile, according to the opinion that states that buying interest is an explanation of a person's attitude towards an object that is very suitable for measuring the behavior of a certain product, service, or brand. According to him, buying interest is something related to the consumer's plan to buy a certain product and the number of product units needed in a certain period of time. According to him, buying interest is basically a driving factor in buying a product. According to him, indicators that determine buying interest include: [15] [16] [17] [18] [19].

- 1) Transactional interest, which is the tendency of consumers to buy a product. Consumers have an interest in a certain product to make a purchase.
- 2) Referential interest, which is the tendency to refer and suggest a particular product to others to buy.
- 3) Preferential interests, which are interests that describe consumer behavior that makes a product the first choice. Preferences may change when something happens to the product.
- 4) Exploratory interest, which is the behavior of consumers who are always looking for information and positive things about a certain product.

Digital marketing is an activity in the field of marketing that utilizes platforms on the internet to reach target consumers, besides that *digital marketing* is defined as marketing products or services through the internet or called i-marketing, web marketing, online marketing, e-marketing, or e-commerce. Meanwhile, according to [20] [5] *digital marketing* is marketing by utilizing digital technology. The role of *digital marketing* is becoming important in line with the development of digital technology and development plans to attract customers and direct them towards a blend of electronic and conventional communications. The strategy of business actors by utilizing *digital marketing*, especially through social media, can provide ways and steps to increase consumer networks in marketing their products so that business actors can increase their competitive advantage. The digital marketing indicators used by the researcher are taken from the following theories [21]:

1. Trust
A situation where consumers have a high level of trust in an item they want to buy and also depend on the seller of the item to be trusted.
2. Comfort
A situation where the purchase of an item that consumers want can be done easily, consumers can interact with sellers freely, and consumers can obtain information about a desired product more easily.
3. Quality of Information
A situation where good information will make it easier for consumers to find the goods they want.
4. Price
A situation when the seller markets an item, the price is listed. Price as a benchmark to get the desired goods.

Hook point is the art of creating super attractive digital content, making a brand top of mind, very suitable for developing business and personal branding [22]. *Hook point* is a technique used to attract the attention of potential consumers in a creative and unique way. In the context of marketing, *hook points* are usually in the form of sentences or phrases that attract attention and arouse consumer curiosity. By using it, consumers will be interested in finding out more about the products or services offered. According to research, hook points have 4 indicators that can be explained as follows [23] [24]:

1. *Trigger*
Trigger marketing is a form of advertising that uses targeted messages or alerts that are sent at a specific time. It's a way to make your ads more relevant to people who see them.
2. *Action*
A digital marketing action plan is a detailed plan of concrete steps that must be taken to achieve digital marketing goals. This plan includes various strategies, tactics, resources to be used, and the time required for each step.
3. *Gift*
Rewards is a loyalty program designed to increase customer or buyer engagement with rewards such as vouchers, discounts, free products, and more. This program is quite effective in maintaining customer loyalty to the business.
4. *Investment*
The return on marketing investment is the contribution to the profit attributable to marketing, divided by the marketing that is 'invested' or staked.

3. METHOD

Based on the research method used, this research is a quantitative research. This study [25] uses primary research and this study also uses quantitative data where the data comes from a questionnaire distributed to Teh Botol Sosro consumers in Bandar Lampung. The population in this study is an unlimited population that refers to Teh Botol Sosro consumers where the number of population growth is unlimited and cannot be known for sure. Sample size determination is calculated using G-Power 3.0.10. Based on the calculation of the minimum number of samples was obtained as many as 111 people. This

analysis uses calculations through statistical methods and to facilitate data analysis, this study uses SPSS 25 software. The tests carried out were validity test, reliability test, multiple linear test, determination coefficient test, t test and F test.

4. RESULTS AND DISCUSSION

Multiple Linear Regression

Multiple linear regression analysis aims to determine the influence of two or more independent variables (X) on bound variables (Y). The results of the multiple linear regression calculation with the SPSS program in this study are as follows:

Table 1. 1

Coefficient^a

Type	B	Unstandardized Coefficients		Standard Coefficient English	T	Signature.
		Standard Errors				
1	(Constant)	4.237	1,568 people		2,703	.008
	<i>Digital Marketing</i>	.613	.071	.645	8.662 orang	.000
	<i>Titik Kait</i>	.206	.065	.236	3.170	.002

a. Dependent Variable: Buying Interest

Source: data processed with SPSS 25, 2024.

Interpretation

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + \epsilon$$

$$Y = 4.237 + 0.613X_1 + 0.206X_2 + \epsilon = t$$

Interpretation:

1. The constant value (a) of 4.237 means that if you don't pay attention to *Digital Marketing* and *Hook Point* then the Buying Interest is only 4.237.
2. The regression coefficient X_1 is 0.613. This shows that the contribution of *Digital Marketing* to buying interest is 0.613, or if *Digital Marketing* increases assuming other variables remain constant, then buying interest will increase. If *Digital Marketing* (X_1) increases by 1% assuming *Hook Point* (X_2) is considered constant, then buying interest will decrease by 6.13%.
3. The regression coefficient X_2 is 0.206. This indicates that the contribution of *Hook Points* to Buying Interest is 0.206, or if *Hook Points* increase assuming other variables remain constant, then buying interest will increase. If the *Hook Point* (X_2) increases by 1% assuming *Digital Marketing* (X_1) if it is considered constant, then the Purchase Interest will increase by 2.06%.
4. Based on the description above, it can be concluded that the value of the regression coefficient of *Digital Marketing* (X_1) is greater than the value of the regression coefficient of *Hook Point* (X_2). This shows that the contribution of *Digital Marketing* variables is higher or more dominant compared to *Hook Point* in increasing interest in purchasing Teh Botol Sosro products.

Coefficient of Determination

The coefficient of determination (R-Square) aims to measure how much percentage of influence of independent or independent variables on bound or dependent variables in

percent units in a research regression model. The results of the determination coefficient test in this study are as follows:

Table 2. Coefficient of Determination

Model Summary				
Model	R	R Square	R Adjusted Squared	Estimation Standard Error
1	.825 ^a	.680	.674	3.348

a. Predictors: (Constant), *Hook Point*, *Digital Marketing*

Source: data processed with SPSS 25, 2024.

The table above shows the close influence of *Digital Marketing* and *Hook Point variables* to buying interest. The calculation result obtained is $R = 0.825$ and the determination coefficient is $R^2 = 0.680$ or 68%. The magnitude of the determination coefficient means that the magnitude of the change in the variable of buying interest is 68%. influenced by *Digital Marketing* and *Hook Point*, the remaining 32% is influenced by other factors that the author did not research.

Hypothesis Testing

Partial Hypothesis Test or t-Test

Testing of partial hypotheses can be carried out to determine the influence of each independent variable on the bound variable, if the value of $sig < 0.05$, the hypothesis proposed is accepted or H_0 is rejected and H_a is accepted.

Table 3. Partial Hypothesis Test or t-Test

Type	Coefficient ^a		Standard Coefficient English	T	Signature.
	B	Unstandardized Coefficients Standard Errors			
1	(Konstan)	4.237	1.568 orang	2.703 orang	.008
	<i>Digital Marketing</i>	.613	.071	.645	8.662 orang
	<i>Titik Kait</i>	.206	.065	.236	3.170

a. Dependent Variable: Buying Interest

Source: data processed with SPSS 25, 2024.

Based on the hypothesis test above, it was be **concluded that the result of the calculation of the Digital marketing** variable of 8,662 is greater than the **T-table**, which is 1,982 with a significant level of 0.000 because the probability is much smaller than 0.05, then *Digital Marketing* has an effect on buying interest, meaning that H_a is accepted and H_0 is rejected. Thus, the first hypothesis that "*Digital marketing* has a positive and significant effect on the buying interest of Teh Botol Sosro" can be accepted.

On the other hand, based on the hypothesis test, it was **concluded that the calculation of the Hook point** variable of 3,170 is greater than the **T-table**, which is 1,982 with a significant level of 0.000 because the probability is much smaller than 0.05, then *the Hook Point* has an effect on buying interest, meaning that H_a is accepted and H_0 is rejected. Thus, the hypothesis that said "*Hook Point* has a positive and significant effect on the Interest in buying Teh Botol Sosro" is accepted.

Hypothesis Testing Using ANOVA or F-Test

Testing of partial hypotheses can be carried out to determine the influence of each independent variable on the bound variable, if the value of sig < 0.05, the hypothesis proposed is accepted or H_0 is rejected and H_a is accepted.

Table 3. 2
Analisis Varians (ANOVA)

Model	Sum Squared	df	Average Square	F	Signature.
1 Regression	2570.621	2	1285.310	114,651	.000 million people
Remnant	1210.749	108	11.211		
Total	3781.369	110			

a. Dependent Variable: Buying Interest

b. Predictors: (Constant), *Hook Point*, *Digital Marketing*

Source: Data processed with SPSS25, 2024.

From the ANOVA test or F-test, F was calculated as 114,651 with a significance level of 0.000 because the probability is much smaller than 0.05, so digital marketing and *hook point* together affect buying interest, that means H_0 is rejected and H_a is accepted. Thus, the third hypothesis that said "*Digital Marketing* and *Hook Point* together have a significant effect on the buying interest of Teh Botol Sosro" is acceptable.

Discussion

In the multiple linear regression test, a regression coefficient value of X_1 was found to be 0.613. This shows that the contribution of *Digital Marketing* to buying interest is 0.613, or if *Digital Marketing* increases assuming other variables remain constant, then buying interest will increase. If *Digital Marketing* (X_1) is increased by 1% assuming the *hook point* (X_2) is considered constant, then buying interest will increase by 6.13%.

Based on the hypothesis test above, it can be **concluded that the result of the calculation of the Digital Marketing** variable of 8,662 is greater than the T-table, which is 1,982 with a significant level of 0.000 because the probability is much smaller than 0.05, then *Digital Marketing* has an effect on buying interest, meaning that H_a is accepted and H_0 is rejected. Thus, the first hypothesis that said "*Digital Marketing* has a positive and significant effect on the buying interest of Teh Botol Sosro" is accepted.

Based on the explanation above, this study found that *Digital Marketing* has an influence on the interest in buying Teh Botol Sosro. This is because the use of *Digital Marketing* will reach a wider target market because most consumers can access products through the internet and social media. *Digital Marketing* also makes it easier for consumers so that they don't need to come directly to the store to buy and can provide comfort and convenience.

This is reinforced by some changes made to Teh Botol Sosro. Teh Botol Sosro previously implemented online branding by using advertisements that were posted or aired on television stations, magazines, newspapers, radio, and various large and small events. In addition, Teh Botol Sosro installed several billboards and the like to introduce its products to potential consumers and consumers. Promotions on television also use some top artists. In addition, factory visits are also a form of way to market their products by showing the process of making their products in order to convince consumers.



Figure 1. 1Sosro Bottle Tea
Source: Instagram, 2024.

Teh Botol Sosro has made a quick adaptation to the times in order to reach a wider audience, especially millennials by creating an *Instagram social media account* with the account name @tehbotolsosroid which has more than 118 thousand followers and has posted more than 1117 posts. Aiming to help market its products through digital media, the appearance of ads on Instagram certainly affects the brand image of Teh Botol Sosro in the eyes of its consumers.



Figure 2. Bottled Tea Ads Created by Influencers on YouTube
Source: <https://www.youtube.com/watch?v=h9yip8mmBuE>, 2024

In addition to Instagram social media, Teh Botol Sosro also collaborates with *YouTube influencers*, one of which is Nex Carlos, with a total of 5.01 million subscribers. Managed to attract 801,593 viewers, which means that Nex Carlos' content was able to attract interest in buying Sosro Bottle Tea products from its subscribers.

The results of this study are in line with research conducted by [27] that said digital marketing has an influence and significantly affects buying interest in the Tokopedia Marketplace. This means that the more digital marketing is carried out, the more buying interest will increase and vice versa.

In the multiple linear regression test, a regression coefficient value of X_2 was found to be 0.206. This shows that the contribution of the hook point to the buying interest is 0.206, or if the hook point increases assuming the other variables remain constant, then the buying interest will increase. If hook point (X_2) increases by 1% assuming digital marketing (X_1) is considered constant, then buying interest will increase by 2.06%

Based on the hypothesis test above, it can be **concluded that the calculation of the hook point** variable of 3,170 is greater than the T-table, which is 1,982 with a significant level of 0.000 because the probability is much smaller than 0.05. Then the hook point has an effect on the buying interest meaning that H_a is accepted and H_0 is rejected. Thus, the second hypothesis that said "Hook point has a positive and significant effect on the buying interest of Teh Botol Sosro" can be accepted. It means that the more often potential consumers see the content, the greater the consumer's encouragement in making a purchase interest in the product.

Hook point has a positive and significant influence on buying interest. A hook is the initial part of a piece of content, whether in the form of text, images, or videos, that is created to grab attention and make people want to know more. Engaging content hooks can make the audience instantly recognize and remember the brand in the content. When content manages to grab the audience's attention at the beginning, they are more likely to remember the brand's name and message.

Based on the description above, it can be concluded that the value of the regression coefficient of digital marketing (X_1) is greater than the value of the regression coefficient of hook point (X_2). This shows that the contribution of digital marketing variables is higher or more dominant compared to hook point in increasing interest in purchasing Teh Botol Sosro products.

This is based on several facts found the first is that Teh Botol Sosro carried out a communication process that began in 1975 by introducing *its first tagline*, namely "original thirst quencher". This tagline succeeded in attracting the interest of new consumers of teh botol, as an alternative to quenching thirst with the target market at that time being people who were on the way, such as drivers or pedestrians. The addiction offered by SOSRO provides convenience and flexibility to consumers such as displaying contents that can be drunk at various times and places, especially if served cold to provide more freshness.



Figure 3. Sosro Bottle Tea Advertisement "Thirst Relief"

Source: <https://www.facebook.com/iklanjadul/posts/teh-botol-sosro-1979/1509055775944357/>, 2024.

Later in 1985, SOSRO's tagline changed to "Bottled tea days". This change was accompanied by the appearance of a hook in the form of a jingle "Hot days, cold days,

bottled tea days". This change was basically made to compete with its new competitor, Bottle Cap Tea, which was selling well. Unexpectedly, this change in tagline was able to make Teh Botol Sosro a market leader, beating its competitors. The use of this latest jingle is accompanied by an explosion in demand for Teh Botol SOSRO and increasing awareness of its advertising. A survey conducted by PT Surindo Utama in January 1996 showed that the awareness of Teh Botol Sosro products reached 93% and when respondents were interviewed about the most memorable version of the advertisement, respondents replied that the latest version day to day was the most memorable.



Figure 4. Hook from the remake "Bottle Tea Days" Jingle
Source: <https://www.youtube.com/watch?v=I9HNwXE1D-4>

With the increasing number of tea soft drink competitors such as PT Coca Cola Company releasing frestea products, it is slowly taking over SOSRO's market share. This encourages PT Sinar SOSRO to think about the best strategy so that its products continue to exist in the market. In 2000 Teh Botol Sosro changed its tagline to "Whatever the food, drink Teh Botol Sosro". The tagline is still used today and is still attached to the minds of the Indonesian people. The new tagline of Teh Botol Sosro creates a new image for the brand. The persuasive effect of this advertising tagline is quite well known in Indonesian society.



Figure 5. Hook Tagline Citra Sosro Bottle Food and Tea
Source: google image, 2024.

In addition, Teh Botol Sosro also made several connections with short content on YouTube which can be seen in the following image.



Figure 6. Hook Short Content on YouTube Sosro Bottle Tea
Source: YouTube, 2024.

Teh Botol Sosro uses hooks such as "50 years of Sosro Bottle Tea from its authenticity spreading goodness, #WhateverTheMoment, #DrinkSosroBottledTeh" this further strengthens the sustainability of Teh Botol Sosro up to 50 years, meaning that every hook, *tagline*, jingle that is broadcast by Teh Botol Sosro is able to attract consumers to buy their products.

This is strengthened by the ANOVA test or F-test which states that the F-value calculated in this study is 114,651 with a significant level of 0.000 because the probability is much smaller than 0.05, so digital marketing and hook point together affect buying interest, meaning that H_0 is rejected H_a accepted. Thus, the third hypothesis: "Digital Marketing and Hook Point together have a significant effect on the buying interest of Teh Botol Sosro" is acceptable.

5. CONCLUSION

Based on the results of data analysis, it can be concluded that digital marketing and hook point have a positive effect on purchase interest. This conclusion is shown from the findings of the analysis results as follows:

1. Digital marketing has a significant and positive influence on the purchase interest of Teh Botol Sosro products.
2. Hook point has a significant and positive influence on the purchase interest of Teh Botol Sosro products.
3. Both digital marketing and hook point have a significant and positive influence on the purchase interest of Teh Botol Sosro products.

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