

ADVERTISING ON EARNED MEDIA IN SOCIAL MEDIA: SYSTEMATIC LITERATURE REVIEW

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Abstract

Earned media is a marketing strategy that gets results naturally without the need to spend money to attract users through paid advertising or branding of owned media. This research method uses Systematic Analysis (SLR) which is a specialized research method to collect and evaluate research relevant to a particular focus and topic. The purpose of SLR is to identify various perspectives related to the subject under study and determine the strategies that will be used to help overcome the problems that arise. Researchers use various library sources and their variations to obtain the necessary data or information. By utilizing existing reference sources, writing this scientific article can be done smoothly. Data collection is done by documenting all articles that have similar research to the research report. There are 10 articles from reputable journals used in this research. Thus, this research not only provides academic contributions in the field of marketing, but also provides practical benefits for companies that want to utilize earned media as part of their marketing strategy.

Keywords: *Earned Media, Marketing Campaign, Owned Media*

INTRODUCTION

The modern advancement of information technology has led to the emergence of several digital phenomena across many different fields. The internet has been increasingly prevalent in the global period as a means of digital technological progress towards the goal of information modernization. This is particularly evident in its ability to address the requirements of the information society across several domains such as socio – economic, political, cultural, and others. In the realm of business, the incorporation of online media, generally referred to as social media or social media platforms, holds significant importance for market participants, investors, and industry stakeholders. One aspect of this tool proves to be beneficial in facilitating the accessibility of marketing communications during various stages of product promotion, branding, business growth, and advertising advancement across several organizations (Tasruddin, 2017).

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Advertising is a strategic effort undertaken to acquaint the general public with items or services, with the ultimate objective of augmenting sales figures (Hasan & Siregar, 2021). Video – based web advertising is currently a prominent method of advertising. Video review is an emerging form of marketing communication that has the potential to impact the process of making purchasing decisions. Additionally, it can be utilised to ascertain and assess products that are required by prospective clients. Video reviews can serve as a valuable tool for acquiring and evaluating information that can significantly impact the consumer's purchasing choice.

Earned media volume encompasses the media coverage or messages that are produced by conventional publicity narratives, conventional word – of – mouth, and social media content and messaging across various digital platforms. Earned media is often regarded as more credible than paid media due to its lack of complete control by the firm and its reliance on user-generated content. While the firm has the ability to impact conventional publicity and social engagement through skillful public relations and proactive social media tactics, it is important to note that earned media and paid media advertising and sales promotions are distinct entities that are entirely under the control of the firm. As a consequence, earned media typically encompasses a broader spectrum of positive, neutral, and negative components (Spotts et al., 2022).

The successful use of earned media is a strategic approach outlined in the FTC principles pertaining to education, communication, training, and public awareness. Earned media refers to unpaid publicity that is generated and owned by a third party. Traditionally, the phrase 'earned media' refers to the generation of publicity through public relations efforts that focus on reaching influencers in order to enhance brand awareness, both online and offline (Sharma et al., 2017).

According to Vollmer and Precourt (2008), Social Network Sites (SNSs) serve as a valuable platform for electronic Word-Of-Mouth (eWOM). This is because consumers have the freedom to generate and distribute brand – related content within their existing social networks, which consist of friends, classmates, and other acquaintances. Consumers engage in voluntary brand preference and persona display through these encounters, hence facilitating electronic word – of – mouth (eWOM) communication. Social networking sites (SNSs) are considered to be an optimal platform for electronic word – of – mouth (eWOM) due to the ability of consumers to generate and disseminate brand-related content inside their pre – existing social networks. Advertisement on Social Networking sites facilitates customer

engagement in social interactions pertaining to brands, so prompting individuals to willingly express their brand preferences and personality traits. The increasing significance of electronic word – of – mouth (eWOM) behaviors in social networking sites (SNSs) for brand image and product sales is rendering online marketing techniques increasingly pertinent. The growth of brand awareness on social networking sites (SNSs) has become a progressively significant component of the business strategy (Godinho et al., 2017).

RESEARCH METHOD

The method used in this research is the literature method. The method of literature or study of libraries by searching for data or research information through reading of journals, books, and publications available in libraries and the Internet. (Afifa and Sudarmiatin 2023). Analysis Method (SLR) means a specialized research and development method to gather and evaluate research relevant to a particular focus and topic. (Amam and Rusdiana 2022) The objective of SLR is to identify several perspectives related to the subject being investigated and to determine the strategies to be used to help address the problems that arise. (Habibi and Artha Glory Romey Manurung 2023) researchers use a variety of Library sources and variations, to obtain data or issues. From the available sources of reference creating the writing of this scientific article is going well.using watase uake application, searches are conducted on publications from 2017 to 2024 for scientific literature, utilizing exclusively open access journals.” advertising on earned media in social media: was typed into a reference search, 392 journals came up. Subsequently, after going through the stage of filtering and obtaining 23 journals, there are 19 journals that are sought after, and 10 journals that satisfy the requirements for searching content and issues make up the final stage of the performance report.

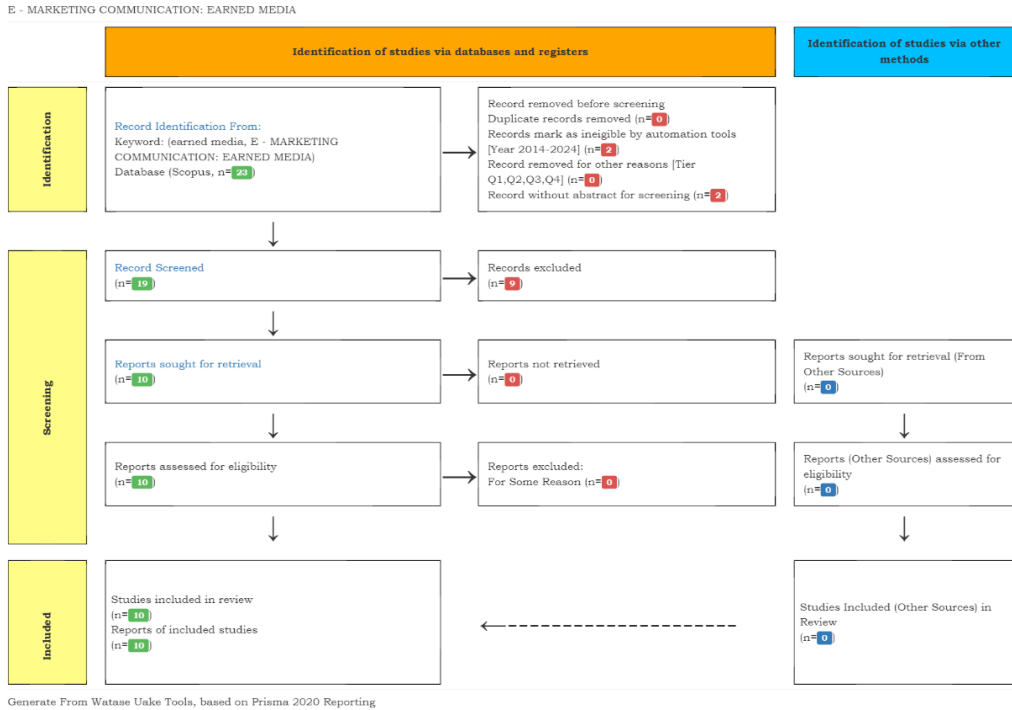


Figure 1. Prisma Watase Uake

Table 1. Literature Rearview

	Author(Year)	Title	variable	Methodology	Research Result
1	Yan Zhou, Yong-Quan Li b, Wen-Qi Ruan, Shu-Ning Zhang (2023)	Owned media or earned media? The influence of social media types on impulse buying intention in internet celebrity restaurants, <i>International Journal of Hospitality Management</i>	X: Owned media or earned media Y: impulse buying intention	Based on the elaboration likelihood model (ELM) the research examines the heterogeneous effects of social media types (owned media vs. earned media) on impulse buying intention in three scenario-based experiments	<i>The findings reveal that compared to owned media, earned media can trigger a stronger impulse buying intention. Moreover, the awakening of interest and brand trust play mediating roles in this process. However, high brand familiarity weakens the effect of earned media on customers' impulse buying intention, awakening of interest, and brand trust. Our findings improve the understanding of the functions of social media types and provide management implications for developing marketing strategies.</i>
2	Valter Afonso Vieira., Marcos Inácio Severo de Almeida Thomas Frank	Amplifying retailers` sales with a hub`s owned and earned social media: The moderating role of marketplace organic	X: owned and earned Y: Amplifying retailers Z: marketplace organic	<i>data from one hub firm and information from its retailers (two sources in a B2B dyadic</i>	The results support the moderating role of marketplace organic search in amplifying these effects. Specifically, the effect

	Author(Year)	Title	variable	Methodology	Research Result
	<i>Schreiner (2021)</i>	search, <i>Industrial Marketing Management</i>	search, <i>Industrial Marketing Management</i>	<i>relationship). The hub operates using a monthly signature pack that offers different solutions to its partners (online retailers and marketplaces), such as buybox and microservice autonomous software (SBOTs)</i>	of the interaction between marketplace organic search and hub organic search is significantly greater than that of the other examined interactions with Facebook or blog comments.
3	<i>Harlan E. Spottset. Marc G. Weinberger A. George Assafb, Michelle. Weinberger (2022)</i>	The role of paid media, earned media, and sales promotions in driving marcom sales performance in consumer services, <i>Journal of Business Research</i>	X1: paid media, X2: earned media, X3: sales promotion Y: in driving marcom sales performance Z: consumer services,	<i>does so through two Frontier methodologies (Stochastic Frontier (SFA) and Data Envelopment Analysis (DEA)) to benchmark sales performance. All firms within a single industry are compared to these sales performance benchmarks to generate a sales performance gap metric that pinpoints the most effective marcom activities.</i>	The results show that paid and earned media positively influence sales performance, however, excessive sales promotion activity has a negative effect. Several scenario analyses provide actionable strategic insights for managers to more efficiently allocate marketing communications efforts.
4	<i>Adam Lankford (2018)</i>	Do the media unintentionally make mass killers into celebrities? An assessment of free advertising and earned media value, <i>Celebrity Studies</i>	<i>advertising, celebrity culture, fame, Mass shooters, media coverage</i>	<i>This study compared perpetrators of seven mass killings during 2013–2017 with more than 600 celebrities over the same time period. Findings</i>	Findings indicate that the mass killers received approximately \$75 million in media coverage value, and that for extended periods following their attacks they received more coverage than professional athletes and only slightly less than television and film stars. In addition, during their attack months, some mass killers received more highly valued coverage than some of the most

	Author(Year)	Title	variable	Methodology	Research Result
					<p>famous American celebrities, including Kim Kardashian, Brad Pitt, Tom Cruise, Johnny Depp, and Jennifer Aniston. Finally, most mass killers received more coverage from newspapers and broadcast/cable news than the public interest they generated through online searches and Twitter seems to warrant. Unfortunately, this media attention constitutes free advertising for mass killers that may increase the likelihood of copycats.</p> <p>ARTICLE HISTORY Received 12 May 2017 Accepted 20 December 2017</p> <p>KEYWORDS Mass shooters; media coverage; celebrity culture; fame; advertising</p> <p>Introducti</p>
5	Anatoli Colicev, Ashwin Malshe, Koen Pauwels, & Peter O'Connor <i>Improving</i> (2018)	Improving consumer mindset metrics and shareholder value through social media: The different roles of owned and earned media, <i>Journal of Marketing</i>	<i>Consumer decision journey, Earned social media, Marketing-finance interface, Owned social media, Shareholder value</i>	Analyzing daily data for 45 brands in 21 sectors using vector autoregression models	<p>they find that brand fan following improves all three mindset metrics.</p> <p>ES Mengagement volume affects brand awareness and purchase intent but not customer satisfaction, while ESM positive and negative valence have the largest effects on customer satisfaction.</p> <p>OSMincreases brand awareness and customer satisfaction but not purchase intent, highlighting a nonlinear effect of OSM.</p> <p>Interestingly, OSM is more likely to increase purchase intent for high involvement utilitarian brands and for brands with higher reputation, implying</p>

	Author(Year)	Title	variable	Methodology	Research Result
					that running a socially responsible business lends more credibility to OSM. Finally, purchase intent and customer satisfaction positively affect shareholder value.
6	Quan Xie, Marlene S. Neill & Erin Schauster (2018)	Paid, Earned, Shared and Owned Media From the Perspective of Advertising and Public Relations Agencies: Comparing China and the United States, <i>International Journal of Strategic Communication</i>	Earned, Shared and Owned Media From the Perspective of Advertising and Public Relations Agencies	<i>Qualitative research was conducted due to the limited research in this realm. In this study, we conducted 42 in-depth interviews with advertising and public relations practitioners in the United States and mainland China to explore how emerging media and integrated marketing communication (IMC) are impacting advertising and public relations agencies in the two countries.</i>	Extant literature highlights the significant impact of emerging media on advertising and public relations (e.g., Keller, 2016; Macnamara et al., 2016). Our study adds to the existing literature on international strategic communication by providing a cross-cultural comparison of agency perspectives regarding how advertising and public relations practitioners in China and the United States coordinate IMC under the influence of emerging media, particularly, in terms of their definition and usage of paid, earned, shared, and owned (PESO) media, and the evidence of integration of the ad and PR domains.
7	Pedro Godinho, Luiz Moutinho, Margherita Pagan (2017)	A memetic algorithm for maximizing earned attention in social media, <i>Journal of Modelling in Management</i>	<i>Algorithms, Decision making, Marketing, Modelling</i>	<i>Utility functions are used as the base of the earned attention measure. An evolutionary algorithm a memetic algorithm.</i>	The shape of the utility functions considered in the model has a huge impact on the characteristics of the best strategies, with actions focused on increasing a single variable being preferred in case of constant marginal utility, and more balanced strategies having a better performance in the case of decreasing marginal utility. The memetic algorithm is

	Author(Year)	Title	variable	Methodology	Research Result
					shown to have a much better performance than the steepest
8	Thornhill, Mike Xie, Karen Lee, Young Jin(2017)	Social media advertising in a competitive market: Effects of earned and owned exposures on brand purchase, <i>Journal of Hospitality and Tourism Technology</i>	<i>Advertising externality, Brand purchase, Earned social media exposure, Owned social media exposure, Social media advertising</i>	<i>This study collects brand purchase records and social media messages on the Facebook brand pages of a group of service providers over twelve months. The data is assembled for time series analysis with the unit of analysis being "brand × bi-week."</i>	Using a blend of fixed-effects models and seemingly unrelated regressions, this study finds that (i) both owned and earned social media exposures positively affect brand purchase, (ii) the purchase effect of owned social media exposures is greater than earned social media exposures, (iii) owned social media exposures generate not only more purchase of the focal brand but also positive advertising externality to competing brands, whereas (iv) earned social media exposures locks up the advertising effect to the focal brand without spilling over to competing brands. Originality/valu e:
9	MitchellJ. Lovett, Richard Staelin (2016)	The role of paid, earned, and owned media in building entertainment brands: Reminding, informing, and enhancing enjoyment, <i>Marketing Science</i>	<i>Bayesian learning, Earned media, Entertainment brands, Informative effects, Owned media, Reminding effects, Social engagement, Word of mouth</i>	<i>Application focuses on the first six episodes of Human Target, a new FOX action drama based on a comic book series that premiered on January 17, 2010. The survey respondents are from Proctor and Gamble's VocalPoint online community. We enrolled individuals prior to the premier episode using an initial survey on</i>	Paid media has far more exposures, so for a given percentage increase, paid media's influence dominates earned and owned media. Earned media operate primarily through enhancing enjoyment, whereas paid media operate through reminding and owned media through reminding, but discourage live viewing. We find that media exposures help consumers learn about how well they will like the program. However, this learning can either increase or decrease the expected liking, and in our data the average

	Author(Year)	Title	variable	Methodology	Research Result
				<i>predispositions for TV viewing and the Human Target show. The initial survey was available to approximately 50,000 panelists, and 1,720 completed it, a nonrepresentative sample</i>	audience effects are negligible. Overall, we find that earned and paid media play a central role in developing and maintaining entertainment brand
10	Lin Xiao Xiaofeng Li Yucheng Zhang (2023)	Exploring the factors influencing consumer engagement behavior regarding short-form video advertising: A big data perspective	Short-form video advertisements Consumer engagement behavior Product-type Text analysis TikTok	The use of big data and text analysis contributes from a methodological perspective to social media research. This study also provides practical and managerial implications for sellers and marketers on how to attract consumers to engage in videos and how to make data-driven decisions.	howed that product type moderated the relationship of these effects on consumer engagement behavior. This study is one of the first to investigate the influence of short-form video advertisement features on consumer engagement behavior; thus, it contributes to the social media advertisement literature. It extends consumer engagement behavior research by applying a combination of uses and gratifications theory and signal theory. It also highlights the significance of product type in advertising literature

RESULT AND DISSCUSION

Zhou et al (2023) in his research entitled Owned media or earned media? The influence of social media types on impulse buying intention in internet celebrity restaurants, International Journal of Hospitality Management explain focused on the mediation mechanism and the moderating function of familiarity in the in-fluence process. Showed the influence of social media types vs. earned media on impulse buying intention in online celebrity restaurants through three scenario-based studies. The results show that the different forms of social media influence consumers' inclinations to make impulsive purchases at online celebrity restaurants in different ways. Earned media is more likely to cause impulse

buying intention through the peripheral route than owned media, which is dominated by the core route (Zhou et al., 2023).

Suprpto et al (2020) his research entitled Amplifying retailers` sales with a hub`s owned and earned social media: The moderating role of marketplace organic search, Industrial Marketing Management, explain Social media has created channels for contact between consumers, hubs, and retailers, such as trades and conversations. The retail chain has dynamically evolved as a result of these dynamics, and According to our research, hub organic search and owned and earned social media sources have a favorable impact on performance, but their influence is moderated by organic search. Firm revenues are specifically boosted by larger elasticities of (blog and Facebook) comments and hub organic search, which are prompted by increasing marketplace organic search (Suprpto et al., 2020).

Harlan E et.al with the title the role of paid media, earned media, and sales promotions in driving marcom sales performance in consumer services, Journal of Business Research, in his journal explain Academics and professionals in marketing have advocated for increased accountability in relation to marketing communications investments. This study employs benchmarking perspective, with the top performing firm in the industry group serving as an exemplar, to think about this crucial problem through the lens of frontier analysis approaches. The results show how a wide range of marcom technologies affect sales performance, which aids in our understanding of where resources are best used. It demonstrates the significance of earned media volume from social media and traditional media publicity venues, as well as paid media spending, which is still dominated by TV and other traditional media (Spotts et al., 2022).

Lankford (2018) with the title Do the media unintentionally make mass killers into celebrities? An assessment of free advertising and earned media value, Celebrity Studies, in his journal explain In this study, almost 600 celebrities and the perpetrators of seven mass crimes that occurred between 2013 and 2017 were compared. The results show that the mass killers were worth about \$75 million in terms of media coverage, and that in the years that followed their killings, they were covered more than professional athletes and only somewhat less than movie and television stars. Furthermore, certain mass murderers garnered more valuable media attention during the months of their attacks than some of the most well-known American celebrities, such as Jennifer Aniston, Brad Pitt, Tom Cruise, Johnny Depp, and Kim Kardashian. Ultimately, the majority of mass murderers garnered more media attention from newspapers and broadcast/cable news than their web searches and Twitter

activity seemed to justify. Unfortunately, this media attention constitutes free advertising for mass killers that may increase the likelihood of copycats (Lankford, 2018).

Colicev et al (2018) his research entitled Improving consumer mindset metrics and shareholder value through social media: The different roles of owned and earned media, *Journal of Marketing*. Explain Each one of the mentality measures are found to be improved by brand fan following. ESM positive and negative valence have the most effects on customer satisfaction, whereas ESM interaction volume affects brand recognition and purchase intent but not customer satisfaction. OS Mine illustrates a nonlinear effect of OSM by increasing customer satisfaction and brand awareness but not purchase intent. Curiously, OSM is more likely to boost purchase intent for utilitarian brands with a high level of involvement and for more reputable brands; this suggests that operating a socially conscious company gives OSM greater legitimacy. Ultimately, shareholder value is positively impacted by purchase intent and customer pleasure (Colicev et al., 2018)

Xie et al (2018) with the journal Paid, Earned, Shared and Owned Media From the Perspective of Advertising and Public Relations Agencies: Comparing China and the United States, *International Journal of Strategic Communication*, explain By offering a cross-cultural comparison of agency perspectives regarding how public relations and advertising practitioners in China and the United States coordinate international media coordination (IMC) under the influence of emerging media, our study contributes to the body of literature already available on international strategic communication. Specifically, we examine how practitioners define and use paid, earned, shared, and owned (PESO) media and provide evidence of integration between the PR and ad domains, our data, which came from qualitative in-depth interviews, showed that emerging media contributed to convergent trends in a number of agency performance domains: The definition and usage of media by CEOs in both nations clearly demonstrated the blurring of PESO media. When compared to their Chinese counterparts, U.S. agencies shown a stronger embrace of information technology and collaboration, indicating that the country is at a higher stage of IMC development (Xie et al., 2018).

Godinho et al (2017) with the journal A memetic algorithm for maximizing earned attention in social media, *Journal of Modelling in Management* explain the research model's validation yielded findings indicating that the optimal strategies' characteristics might be significantly influenced by the utility function type taken into account. Activities that concentrate on greatly raising a particular variable will be favoured under conditions of

constant marginal utility. The selection of various activities will appear more balanced if the marginal benefit is declining, with acts having a greater overall impact being utilized more frequently. It was also shown that, rather than employing marketing initiatives continuously over extended periods of time, it may be wiser to utilize them sparingly when the recurrent wear out effect could have a notable influence. There are practical implications for practitioners regarding how to use an efficient social media strategy (Godinho et al., 2017).

Thornhill et al (2017) with the journal *A Social media advertising in a competitive market: Effects of earned and owned exposures on brand purchase*, *Journal of Hospitality and Tourism Technology* explain This research investigation assesses the impact of exposures to owned and earned social media on brand purchasing relative to exposures to other brands in a competitive market. Social media is becoming a more vital component of the company's marketing mix since it is expanding far more quickly than traditional media. Increased spending necessitates accountability as well as an understanding of these marketing indicators' efficacy inside the social media ecosystem. In order to meet these needs, this article offers a comprehensive social media marketing model and creates an integrated multi-media framework. We contend that businesses need to use extreme caution and subtlety in their advertising strategies if they want their Facebook presence to be valuable (Thornhill et al., 2017).

Mitchell J et.al. with the journal *the role of paid, earned, and owned media in building entertainment brands: Reminding, informing, and enhancing enjoyment*, *Marketing Science* explain While earned media focuses more on boosting enjoyment, sponsored media mostly serves as a reminder. Because they are so common, paid media effects dominate both total and live viewership. Earned media, on the other hand, are slightly more successful overall and dominate live viewership for equal exposure levels. These findings suggest that "engagement" techniques, which maintain brand awareness and consideration, might work well in conjunction with paid advertising strategies. Our findings imply that managers should concentrate engagement tactics on earned rather than owned media and make attention-grabbing and memorable advertisements instead of informational ones (Lovett & Staelin, 2016).

Xiao et al (2023) with the journal *Exploring the factors influencing consumer engagement behavior regarding short-form video advertising: A big data perspective* explain the purpose of this study is to learn more about how consumers interact with short-form video commercials. The theoretical framework utilized to investigate the impact of short-

form video features on consumer engagement was U&G and signal theories. Through an analysis of TikTok data, this study discovered that performance expectancy significantly positively impacts consumers' comments; similarly, entertainment, tie strength, and sales strategy significantly positively impact likes, comments, and shares. Additionally, the relationship between these four qualities and customer interaction behavior is moderated by the type of product. In particular, search products have a greater effect of performance expectancy on likes than experience goods, and experience goods have a stronger influence of entertainment and marketing approach on comments. And by investigating a novel kind of advertising, this study adds to the body of knowledge on social media advertising. By revealing how short-form video elements can affect users' engagement behaviors, it expands on the conclusions of the research on short-form videos. Furthermore, by illustrating how product type might mitigate the effect of short-form video features on user engagement, it draws attention to the importance of product type in the advertising literature. This study demonstrates, from a methodological standpoint, how academics can gain from user data on short-form video platforms and use it to better understand users' actions on these platforms. From a business standpoint, this research offers insightful recommendations for vendors that market their goods via short-form video platforms and tactical internet marketers (Xiao et al., 2023).

CONCLUSION

Based on the findings from the search results, it can be inferred that earned media, which refers to the mentions, shares, and recommendations a business receives from clients, influencers, or media outlets, holds significant importance and reliability as a form of media that audiences can trust and rely on. However, it is worth noting that businesses have limited control over the messaging and content associated with earned media, making it more challenging to manage and measure its impact. Additionally, it may not be as effective in attracting new audiences and enhancing consumer satisfaction compared to owned or paid media. Therefore, businesses must carefully oversee their online reputation to address any unfavorable publicity and strike a balance between their investments in earned media and other promotional strategies.

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