



## Digital Marketing Communication Activities on Online Magazine Gettinlow

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### ABSTRACT

The shift in lifestyle and the increasing use of gadgets and the internet has also changed the pattern of media consumption in society. Many people are starting to switch from printed media to web-based electronic media. Magazines are no exception. Many magazines are now converting their print format to digital format. In the face of this change, magazine managers must think of creative ways to keep getting readers who will ultimately maintain their existence. One of the online magazines in Indonesia that focuses on automotive, titled, Gettinlow, also competes in the online media industry. In managing this online magazine, the Gettinlow team has recorded 9 million page viewers and 1.8 million sessions in Indonesia until 2020. This is inseparable from their digital marketing communication efforts. Therefore, this study aims to describe the implementation of digital marketing communication from Gettinlow online magazine. This research contributes to the science of marketing communications, especially in digital marketing communications. Novelty in this study shows how digital marketing communications are used in marketing mass media products, especially online magazines. Hopefully, this research can add to the study of marketing communication for online media, which still needs to be discussed. This research will use descriptive qualitative research, with interview data collection methods and document studies. The results of this study include digital marketing communication activities carried out by the Gettinlow team to retain readers and advertisers. Some activities include social media marketing, search engine optimization, and digital public relations. These activities have proven successful in increasing Gettinlow's website traffic, increasing interaction, and bringing in advertisers. Therefore, these activities can become best practices that similar companies also study.

**Keywords:** *Communication, Digital Marketing, Magazine Gettinlow*

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## **INTRODUCTION**

In recent years, with the increasing use of the internet, the use of digital media is also increasing (Shafique dkk., 2020). This inevitably affects the existence of traditional media (Min dkk., 2019). With more and more people spending time surfing the web, there has been a further decline in traditional media consumption. This inevitably happens because digital media is considered superior to conventional media (Madni dkk., 2019). Changes in media consumption patterns are inevitably influenced by generational differences (Mitchell dkk., 2019). With the evolution of generation, the practice of media consumption has also shifted. In Generation Z, it is found that consumption of digital media is much greater than in previous generations (Khan dkk., 2020). Plus, the last generation also began to consume digital media and leave traditional media forms (Collin, 2019). The older generation is starting to adapt to the new state of media (Pellegrini dkk., 2020). A study conducted in six different countries also showed changes in the use of digital media, even in the older generation. Although the older generation has an attachment to and comfort with traditional media forms such as print media and television, they have also begun to access new forms of media such as online television and online news. The diffusion of new media has started to occur even in the older generation (Zhao dkk., 2022). Therefore, media managers must also adapt to this development.

For hundreds of years, the print media has been the dominant medium for disseminating information (Povolo & Ackermann, 2019). The print press has also become the mainstream media in the information business world (Billings dkk., 2021). However, along with the development of technology, the dominance of the print media industry is now in danger of being shifted (Lanoszka, 2019). In some ways, online reporting has advantages (van der Pluijm dkk., 2019). It is faster to convey information, easily accessible, practical, and cheaper (Daniel, 2020). Previously, the element of novelty in the news in print media could be 24 hours old; now, its age is getting shorter (Uemura dkk., 2019). The news gets stale quickly.

When newspapers, magazines, and tabloids are still being printed – not yet in the hands of readers, online media can already display the latest news. Reporting in online media is also shorter and denser than in print. The number of words in a paragraph is shorter than the print media (Jiang dkk., 2022). In addition, online media is also more dynamic; news can be updated at any time and can change quickly (Jenkins & Nielsen, 2020). Reporting in online media can also be accessed at any time and is more straightforward, even if the news is old.

In contrast, print media news reporting is more in-depth, and the use of language is more structured. Online media presents information about anything that can be

accessed when we want (Lee, 2022). In addition, new media also has a wide range of access and can be accessed at any time as long as there is a network to access the internet (Bateman, 2021). Therefore, in recent years online media has been multiplying and shifting the way of fulfilling information for the public.

Seeing the changing media consumption patterns, many print media companies that want to survive in this industry are changing their media formats to online media (Mumford & Miller, 2018). One of them is a magazine that has changed its form to an e-magazine (Chao dkk., 2020). An electronic magazine is an electronic version of a magazine because it is electrically-based (Cuan-Baltazar dkk., 2020). Electronic magazines no longer use paper as raw materials for writing their articles like magazines in general but in digital files (Campbell & Farrell, 2020). Online magazines play a role in urban life (Horigian dkk., 2021). They bring information about culture, trends, products, and events regularly. This ultimately impacts the economy, where people can connect with companies and their products through what is published in magazines (Tangcharoensathien dkk., 2020).

Online magazines also provide literacy and disseminate things that are popular in society. In its management, online magazines rely on traffic, flow, and links. Therefore, online magazine managers need to understand algorithm culture in computer processing (Alayba dkk., 2018). Computers perform classifications and construct hierarchies of people, life habits, expressions, places, and objects connected to most people (Chen dkk., 2019). Therefore, if an online magazine wants to get attention from the much information milling about on the internet, it must understand the nature of its management and marketing, which is undoubtedly different from print magazines (Abela dkk., 2020). They must also be aware of their dependence on digital intermediaries, namely giant companies dominating people's minds (Cipolletta dkk., 2020). For example, Google is the most used search engine, and Facebook Group dominates social media. These intermediaries help an online magazine reach more people so that they can find its whereabouts (Ratilainen, 2018). Currently, the audience for online magazines continues to increase. This is because online magazines can offer different connectivity from print magazines. Online magazines in great demand are more than just digitizing the printed versions of magazines. However, they provide convenience in accessing and supporting interactivity, mainly if they can be accessed from various devices with displays that adapt to various screen shapes.

In Indonesia, various national magazines that used to dominate the market finally switched to digital form (Goryńska-Goldmann dkk., 2021). Among them is GoGirl magazine. GoGirl is a magazine that targets young women aged 15-23, established in November 2004 (Lu dkk., 2019). This well-known media in Indonesia decided to switch to digital form because of the declining sales of magazines. GoGirl Magazine began to experience a severe decline in December 2017. Finally, the editors decided to concentrate on its digital form at [www.gogirl.id](http://www.gogirl.id). In its online magazine, GoGirl presents seven segments covering beauty, life, fashion, buzz, our story, directory, and restore. Estore is an online store page selling various GoGirl products outside of magazines.

Another magazine targeting the millennial generation, HAI Magazine, also experienced a format change. HAI is a media brand in the Gramedia Magazine group, part of PT Kompas Gramedia, the largest publishing company in Indonesia (Van Aert dkk., 2019). HAI Magazine stopped publishing its print version in June 2017 and moved entirely to digital platforms (Heckman & Moktan, 2020). This change in publication strategy is intended to make it easier for HAI magazine readers, who mostly come from the millennial generation. This shift from print to digital is also promising to make the concept of HAI content even more exciting and innovative (Rumata, 2018). It turns out that apart from magazines that target the millennial generation, general magazines such as Tempo, which has long been known as a magazine that presents investigative news, have also moved to digital platforms. Initially, this transition occurred because the government banned the printed version of Tempo in 1995 (Ahmed dkk., 2020). Thus, Tempo.co.id was born at that time. However, even though the print permit has been returned, Tempo magazine continues to develop its digital form considering the development of digital information dissemination. Until now, Tempo magazine can be enjoyed on the Tempo.co page (Hana and Iswahyuningtyas 2017).

The rise of conventional media, such as online magazines, penetrating the digital world increases competition between media. Digital culture inevitably makes e-magazine businesses compete to innovate in content and technology to welcome and compete with other online-based companies. This is done to meet the millennial generation's needs for fast and accurate information that cannot be separated from devices. The e-magazines need to adapt in such a way that the existence of the media is maintained in an era that is as sophisticated as it is today (Wahyuningsih & Zulhazmi, 2020). Competition only occurs to grab the attention of viewers and advertisers. In conventional media, advertisements are very limited in space and interaction. However, with the technology provided by online media, advertisers have more variety to showcase their products. The forms are no longer limited to text and images but can be more exciting multimedia that offers a more engaging experience (Zhou & Guo, 2018). Therefore, efforts to make an e-magazine business sustainable must be carried out. One of them is marketing communications. So far, the convergence and transformation of forms from conventional magazines to digital forms have been widely studied. However, marketing communications for online magazine companies that have changed form to survive have yet to be widely discussed. This study will discuss the digital marketing communication activities carried out by an online magazine to maintain its existence. This study was conducted to provide an overview of the best practice of an online magazine in carrying out marketing communications to gain viewers, which will lead to the acquisition of advertisements.

The online magazine that is the subject of this study is Gettinlow.com. Gettinlow is one of the media that is a pioneer of online automotive magazines in Indonesia, which was officially established in 2012. This magazine provides information in the form of articles about current car modification trends. Seeing a business opportunity, Gettinlow expanded its business by opening buying and selling advertising services and paid

promotions. This online automotive magazine based in Jakarta has a target market throughout Indonesia with a target age of 18-35 years. Since 2012 Gettinlow has been present as an online automotive magazine in the form of a website as a medium to provide information about the automotive lifestyle and stance car culture in Indonesia to the broader community. Gettinlow also provides buying and selling advertising and paid promotion services in the automotive category. Traffic from the Gettinlow website from 2012 until now recorded more than 9 million page viewers and 1.8 million sessions in Indonesia. Based on Gettinlow's success in maintaining its existence, both in terms of the number of viewers and advertisers, this study will discuss further the digital marketing communication strategy that has been carried out by Gettinlow so far.

The research problem in this study is how digital marketing communications are carried out to maintain the existence of the Gettinlow online magazine. This issue is essential to discuss considering the development of online magazines (Wang dkk., 2020). Online magazines became necessary for finding community information (Murphy dkk., 2019). The advantages of online magazines, such as ease of access, ease of use, to interactivity, make them more sought after by readers than the printed version. However, with the increasing number of readers, more and more online magazines have sprung up (Eckhardt dkk., 2019). With the increase in online magazines, managers must face competition to attract readers' attention. One thing that needs to be done to survive in the midst of this competition is to carry out marketing communications. However, marketing communication efforts also require much money (Ahani dkk., 2019). Therefore, knowledge of effective marketing communications is needed for online magazine businesses (Deslauriers dkk., 2019). By learning best practices from companies that have managed to maintain their existence, like Gettinlow, it is hoped that similar companies can also develop their business. This research aims to describe the digital marketing communication activities carried out by Gettinlow. These activities have proven significant results for Gettinlow in retaining and increasing its readership, so they are worth studying. Besides that, the results of this study will enrich the study of marketing communication, especially for the online media business.

## **THEORETICAL STUDIES**

Online magazine, also known as e-magazine, is a development of printed magazines with the development of technology. In contrast to traditional magazines, magazines in digital form can provide a more interactive experience. E-magazine has various advantages such as the speed of updating information, can be reaccessed easily, and can be downloaded according to readers' wishes. With the increasing number of users of devices such as notebooks, mobile devices, and computers, online magazines are becoming increasingly popular (Chen, Yen, and Peng, 2018). The shift in form from traditional magazines to digital magazines is inseparable from media convergence, changes in behaviour in media use, changes in consumer needs, and market uncertainty from advertisers. Publishers are required to face this challenge and adapt to new forms of magazines that are more in demand. They must cooperate within and beyond

traditional forms to maintain their existence (Viljakainen & Toivonen, 2014). With so many online magazines popping up, publishers must compete for readers and advertisers. Therefore, they must have a strong marketing communication strategy to maintain their existence.

Marketing communication is continuously developing and implementing various persuasive communication activities to consumers and potential customers. One of the primary marketing communication activities is to take the aspirations of the community, clients, customers, and partners as the basis for making company decisions in marketing their products. Then marketing activities utilize promotional elements to create a synergistic communication effect and foster good customer relations through various programs (Teguh, Niantara, and Hartansa 2020). The primary purpose of marketing communications is to plan, set prices, promote, and distribute goods or services to instill brand awareness in consumers. Marketing communication can be done in various ways to inform the product's superiority and encourage consumers to purchase. In conducting marketing communications, companies need to prepare several funds or budgets to map the priorities of marketing communication activities that can be carried out (Teguh, Benita, and Dewi 2020). The components that must be considered in marketing communications are the internal and external conditions of the business entity that carries out the marketing communications. External conditions that need to be explored are marketing communication steps taken by competitors and market conditions to be addressed.

Meanwhile, the company's internal conditions may include production, pricing, distribution determination, and promotions. Meanwhile, the success of marketing communication is very dependent on three levels of problem-solving. The first problem that needs to be solved is a technical problem, such as product quality and service performance. Then the second problem is the problem of semantics, such as the clarity of message delivery in marketing communication programs. The last problem is the effectiveness of acceptance by consumers, such as how far consumers like or are interested in the marketing communication programs that are run. By anticipating these problems, marketing communication activities can positively impact the company (Teguh, Widjaja, et al. 2020).

The promotional mix is the embodiment of marketing communication because this is where a product or idea is communicated to the communicant. Activities that can be part of the promotion mix are advertising, public relations, sales promotion, personal selling, direct marketing, Word of Mouth (WOM), and digital marketing communication. Advertising is anything paid for as a form of non-personal communication of ideas, goods, or services with an identified sponsor. Advertising aims to create awareness of a product, build consumer affection or liking for the product, and encourage consumer confidence to use the product. The advantage of using advertising is that the ad's reach can be adjusted, and the message can be arranged in content and served repeatedly. Whereas, Public relations is an organizational activity created to build or foster goodwill of the company among various public personnel such as

employees, government, suppliers and stakeholders. In its implementation, public relations includes activities to design strategic planning, build relationships with various parties, use various technologies, and create creative programs to build the company's reputation. Sales promotion is an effort the company makes to stimulate consumers to purchase. Sales promotion programs provide incentives or added value to encourage direct purchases. Examples of sales promotion activities include discounts, giving additional products for free, giving free samples of products, and giving gifts. Personal selling is a way of promotion by relying on a salesperson. The main advantage of this type of promotion is the opportunity for salespersons to interact directly with consumers so that messages can be improvised according to conditions during person-to-person communication. In personal selling activities, two-way communication is also possible. Thus, companies can get feedback directly from consumers through the salesperson on duty. Direct marketing activities use several media to get a specific response and encourage purchases in various locations. Examples of media that can carry out direct marketing activities are face-to-face, direct mail, catalogues, telemarketing, kiosks, and online channels.

Generally, messages conveyed in direct marketing activities are arranged with the same format or template. However, adjustments are made so that the recipients of the message feel that the message is more personal. Word of mouth is defined as informal communication to consumers about a product or service that has a complex impact and is difficult to control. Opinion leaders have a significant and very impactful role in WOM. An opinion leader is someone in a social network of family, friends, and acquaintances who has a particular influence on the attitudes and behaviour of others. In general, prestige is at the heart of WOM, where if the opinion leader recommends a product to others, prestige is built on the recommended product. Digital marketing communication is a product or service promotion activity that is carried out through Internet networks. Examples of its activities include marketing through websites, marketing through social media, search engine optimization, marketing on mobile applications, and so on. There are several primary advantages of this promotional activity, namely a broad scope or reach, not limited by time and geographical location, and being able to target potential customers directly. This study will discuss this digital marketing communication (Teguh, Humardani, and Pratama 2021).

Marketing communication practices become digital marketing communication practices when digital technology is involved so that the process can take place. With the existence of digital technology, marketers can establish direct relationships with consumers through technology transmission (Dahiya & Gayatri, 2018). Digital marketing communication aims to attract customers through internet networks and technological advances. Digital marketing communication can connect with customers from all over the world. The vast scope makes this digital marketing communication an efficient promotional activity because, at the same time, it can penetrate the global market without being limited by time or geography. This modern marketing trend is more prospective because potential customers can be targeted by implementing the right

strategies and innovations. Digital media features can be used for marketing communication purposes. Like search engines, virtual communities, cookies, and personal chats can attract consumers, establish relationships, study consumer behaviour, and build personal relationships (Teguh & Ciawati, 2020).

The digital marketing communication strategy in practice focuses on using various internet marketing instruments, including website, social media, Search Engine Optimization (SEO), and digital Public Relations (digital PR). A website is a collection of pages that are used to display text information, still or motion pictures, animations, sounds and or a combination of all of them, both static and dynamic, which form a series of interrelated buildings, each of which is connected by networks. Because the leading platform of the online magazine is the website, several things need to be done in digital marketing communications, including easy-to-remember web naming, maximizing features for exploration on the website, and creating emotional closeness with readers. In terms of creating emotional closeness, the website must design its appearance to be unique and have a characteristic. In addition, it is necessary to pay attention to the user interface so that readers easily access the website. The website must also provide helpful information, especially for the target reader. Social media is an application for interacting in cyberspace, where people can exchange various information easily. Social media is widely used and has users from various circles. Therefore, social media can be a powerful digital marketing communication tool. Several things must be considered to maximize digital marketing communications, including creating exciting content, consistent content updates, and community strengthening through social media networks. SEO is an attempt to improve the position of a company's website so that it always appears on the main page naturally from search results on search engines. This makes SEO very important for company websites, which carry out technical management related to the content, query matching, spidering, indexing, and interpretation of non-text content, providing high traffic to the company website. Digital PR is stimulation efforts through digital media aimed at stakeholders to maintain the company's image. Various activities can be carried out to maintain digital PR, such as publishing articles about company activities or conditions on the website, building online communities, or opening online discussion forums (Gibson, 2018).

## **RESEARCH METHODOLOGY**

This study uses descriptive qualitative methods to obtain results that are able to answer the research objectives. Qualitative research is research that approaches the phenomenon being studied. There is an interactive process that makes understanding the community being studied deeper. This type of research provides space for researchers to convey their perceptions in their language. In addition, researchers can also limit the scope of research and analyze a phenomenon based on a specific context.

Data collection methods used in this study were interviews and document studies. Interviews are verbal exchanges that are generally carried out face-to-face. In the process, the interviewer tries to capture the source's information, expressions, opinions



and beliefs. In this study, researchers selected informants who could provide relevant data, including the owner of the online magazine Gettinlow who designed and implemented digital marketing communication at Gettinlow, a viewer from Gettinlow who knew about Gettinlow's digital marketing communication activities, and an IT expert who helped implement Gettinlow's digital marketing. The interviews conducted were in-depth interviews by asking open-ended questions. The interviews were carried out in stages, starting with an interview with the owner of Gettinlow. From this interview, insight was obtained into the digital marketing communication strategy implemented by Gettinlow and then conducted interviews with IT experts who also assisted in the implementation of digital marketing communication from Gettinlow. Through this interview, more in-depth information was obtained about the implementation of Gettinlow's digital marketing communication and confirmation of what was conveyed by the owner. Finally, the interview results were compared with the implementation in the field that readers felt through interviews with Gettinlow's loyal readers. This loyal reader follows articles on Gettinlow and is also involved in activities carried out by Gettinlow so that he can describe the exposure to digital marketing communication that he feels and provide input on these activities.

While the study of documentation is carried out by collecting documents which can be in the form of images, written materials, correspondence, and audiovisuals, documented data are mostly archives from owners and IT experts, such as pictures and videos made for the benefit of digital marketing communication activities. These data have also been uploaded to the Gettinlow website and social media so researchers can reaccess them as needed. The data analysis process was carried out using the thematic analysis method. In this method, the data that has been collected is categorized based on the themes that often appear. The data is then searched for patterns to conclude. In the data reduction process, the researcher transcribed the interviews that had been conducted. The results of the transcripts are then categorized according to the themes to be discussed in the research. The parts of the interview in the small talk were taken out during this categorization to obtain the necessary data. The reduced data is then arranged together with the documentation that has been obtained so that the data is displayed more neatly. Then the data is verified by the data sources triangulation method, which will be explained later. Finally, conclusions are drawn from the data obtained to then, as a whole, be compiled into an article.

Data sources triangulation is a research method strategy to ensure a study's data, analysis, and conclusions are comprehensive and accurate through various data sources. This method focuses on collecting data from various sources with similar methods to obtain a complete perspective (Moon, 2019). In this research, data sources triangulation was carried out by comparing the answers given by each source, the owner, the IT expert, and the user, according to the specified theme. On the same theme, it is seen whether there is conformity in information from parties with different angles. From this, data that is less biased can be obtained so that the research results can be described more objectively.

## RESULT AND DISCUSSION

### Basic Industrialization Strategy

Gettinlow is an online magazine under the auspices of PT Piranti Asa Teknologi. This company was founded in October 2012, with Mommy Lesmana as the owner. Gettinlow is run with efficient human resources, consisting of 10 management staff, one marketing and business development person, and 1 East Java contributor. The founding of Gettinlow originated from the owner's hobby of photography. The founder and owner of Gettinlow took photos of the vehicles at car enthusiast gatherings in Jakarta then. From there, the idea emerged to publish the activities of car enthusiasts more broadly. So Lesmana finally decided to run an online magazine called Gettinlow. Based on the research conducted, it was found that Gettinlow online magazine combined several digital marketing communication activities. The following is a chart that explains how digital marketing communication at Gettinlow is executed:



Figure 1. Implementation of Digital Marketing Communication in Gettinlow E-Magazine

As the centre, Gettinlow, which is an online magazine, of course, develops a website where it belongs. The gettinlow.com website becomes the main product as well as a place for promotion. Here is what the Gettinlow website looks like:



Figure 2. The appearance of the Gettinlow Website as the Main Activity of Digital Marketing Communication (Gettinlow.com, 2023a)

The Gettinlow website menu is available in English and Bahasa Indonesia, where readers can choose the language they want to use. However, the language used in the article is Bahasa Indonesia because the segmentation of Gettinlow is Indonesian people who are certainly more familiar with Bahasa Indonesia. The main target of Gettinlow is automotive lovers and people who want to get information about the automotive world in Indonesia. The tagline that is carried is automotive and lifestyles, which is the positioning of this online magazine. Getting specifically wants to popularize "automotive culture" for the people of Indonesia, where the love of automotive can become a lifestyle for the people. On the website, several menus, such as news, event coverages, car features, videos, blogs, and other features, including Gettinlow's events, motorcycle freaks, community coverages, places, and profiles of people related to the automotive world.

The website [gettinlow.com](http://gettinlow.com) itself was chosen to lift the vibes from the automotive world and make it easy to remember. The owner of Gettinlow hopes to keep his website name concise yet easy to remember and catchy. This will make it easier for readers to find the website and minimize search errors. Gettinlow readers also acknowledge that the choice of this name is correct. In addition to the automotive feel, this name is easy to remember. Unfortunately, according to IT experts, the weakness of short website names is that they tend to be more expensive. Based on the site of domain providers such as [godaddy.com](http://godaddy.com), web domain names with five characters sell for around US\$ 100 to US\$ 115 per year, while domains with more than ten characters are offered for US\$ 8 to US\$ 20 per year. Year. So the web name "Gettinlow.com" can be purchased for around IDR 1,625,000. This domain is much more expensive than if the company used "Gettinlowmagazine.com", which can be purchased for around IDR 117,000. However, it is worth the benefits, such as being easy to find and remember and minimizing typos when searching for the website. In addition to memorable names, the uniqueness of the web design, the ease of use of the website, the quality of information and the quantity of information are also important indicators for an online magazine.

To make the web design more attractive, Gettinlow displays thumbnail previews in images and text that provide brief information about the article's content. The Gettinlow manager chose this to avoid forms such as blogs where articles are sorted from top to bottom without any classification. They make the web interface user-friendly with groupings, images and article previews. Readers also prefer it because finding the information they like or want is more straightforward. Despite using images as thumbnails, Gettinlow also pays attention to the speed of access. Therefore the design is also made simple to be fast when accessed. The security factor is also a significant thing in web management. As much as possible, the data placed on the website is not penetrated by viruses or malware that can interfere with users. To keep traffic on the website high, the Gettinlow management team carries out various marketing communication activities. There are three main things that Gettinlow relies on in implementing its marketing communication activities: social media marketing, search engine optimization, and digital public relations. The following will further explain the activities that Gettinlow has implemented to maintain the number of viewers and advertisers.

### **Social Media Marketing**

Social media is currently experiencing an increase in recent years because it is easy to access for its users. Due to the large number of social media users, social media has become one of the most powerful marketing communication tools today. Marketing communication through social media is known as social media marketing. Social media marketing plays two roles in marketing communications. The first role is marketing intelligence, where we can find out various market information such as competitor conditions and consumer behaviour. The second is as a platform to influence consumers, where producers can display their products more personally and interact with consumers. Even with the advantages of social media, marketers can innovate and cooperate with potential consumers. This has a substantial impact on marketing communication activities itself (Constantinides, 2014). In managing social media marketing, companies can choose a platform that suits their needs because each has different features. In addition, they can also pay attention to the profiles of users of each platform. Companies must also realize that managing social media marketing requires much effort because social media operates in seconds, 24 hours a day, seven days a week. Therefore the selection of social media becomes essential for managing social media marketing.

For Gettinlow, an online magazine that targets automotive lovers in Indonesia, several social media platforms are used in their social media marketing. These platforms include Instagram, Twitter, Facebook, and Youtube. These platforms were chosen because the users in Indonesia are significant and under Gettinlow's target. Here is a look at some of Gettinlow's social media accounts:

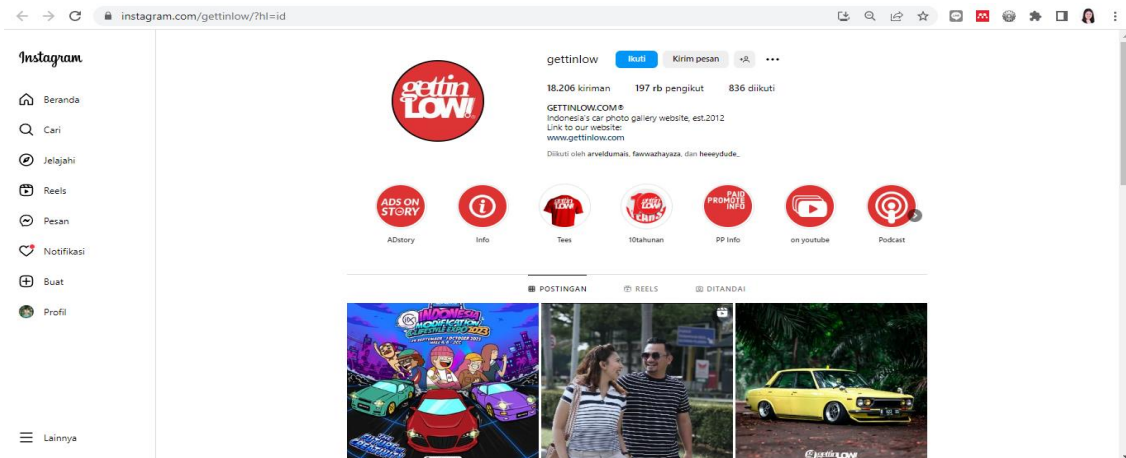


Figure 3. Getting Instagram as a Tool in Social Media Marketing (Gettinlow.com, 2023c)

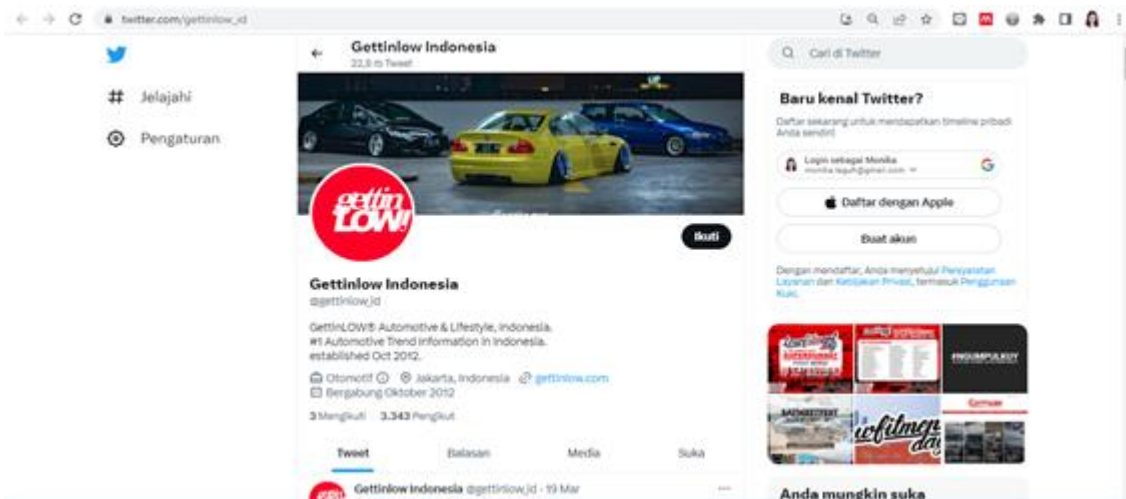


Figure 4. Getting Twitter as a Tool in Social Media Marketing (Gettinlow.com, 2023b)

All of these social media accounts are actively managed to this day. Gettinlow's Instagram account name is @gettinlow which now has more than 197 thousand followers. Meanwhile, its Twitter account is @gettinlow\_id, with over 3,3 thousand followers. Next, its Facebook account is named gettinlow.com, just like its website, because it is a business account that identifies itself as a News & Media Website. This Facebook account already has more than 2,6 thousand followers. The last one is a Youtube channel called Gettinlow.com which already has more than 6,13 thousand subscribers.

Social media marketing was chosen as one of the main tools in marketing communication because of the closeness between the main product, namely a web-based online magazine and social media, which are both accessed from the internet. By marketing through social media, people can easily be directed to the getting website, just one click away. In this social media, the Gettinlow team gives a sneak peek at the articles in its online magazine. Visual displays of Gettinlow's collection of photos and videos were uploaded to this social media. They keep the appearance on social media

engaging, so people are interested in discovering more about Gettinlow and eventually head to the Gettinlow website. In addition, they keep the uploads consistent in terms of upload time and uploaded content so that they can build an image that Gettinlow is a trusted media, not a fake. A unique strategy implemented in social media marketing by Gettinlow is to use influencers to reach more readers. Influencers on social media have a large following, so they can introduce Gettinlow or encourage their followers to access Gettinlow. For advertisers, social media also encourages them to provide sponsors. With active social media, their advertisements or sponsors will be posted on the website and social media so that the reach of the advertisement will be more comprehensive. In addition, for sponsors who provide support in the events held by Gettinlow, social media also opens up creative space to promote their products. Therefore, social media marketing is a powerful tool to attract advertisers and sponsors.

Social media marketing is also related to digital public relations activities later. With this social media, the community formed by Gettinlow feels they have a platform to interact personally. Through this social media, they can share the content they like, interact with people with the same hobby, and express themselves. Gettinlow's social media manager also periodically analyzes the insights from each social media. They analyze the suitability of the character of the people who view their uploads with Gettinlow's target market. In addition, they also ensure what types of content are liked by netizens. From here, they can develop their content better. This social media marketing has a very significant impact. For example, when uploading a Story on Instagram with a link to an article on the Gettinlow website, the readership of that article can increase to 1,000 people. Therefore, Gettinlow's social media marketing activities must be supported in its digital marketing communication efforts.

### **Search Engine Optimization (SEO)**

Today, 93% of traffic on the internet is controlled by search engines. Therefore, the manager needs to explore ways to take advantage of search engines so that a website gets traffic. Efforts to increase ranking in search results by search engines are called Search Engine Optimization or SEO. SEO can affect page hit ratio and the frequency of web visits. With the use of SEO, a website will be able to catch up in the competition for the attention of internet users (Egri & Bayrak, 2014). SEO is essential to get the target market's attention because of its organic nature. With SEO, users can find website pages on the top page of search engines. This is important because most internet users search for information through search engines. Therefore, the right strategy is needed to optimize the search called SEO. SEO involves data analysis methods to find out patterns from consumers. From here, the website manager can improve his website's performance to make it easier to find. One is applying the right keywords (Erdmann, Arilla, and Ponzoa, 2022).

Since Gettinlow Media was founded in 2012, the management team has yet to use IT services in managing its SEO. This is because Mommy Lesmana, the owner of Gettinlow, already has good knowledge regarding the use of digital media in marketing, so SEO management is carried out with his team. This helps him to save on SEO

management costs. Currently, the rate for SEO management services in Indonesia ranges from IDR 3,000,000 to IDR 6,000,000 per keyword per month. A minimum of IDR, 30,000,000 per month is needed to get optimal results. Of course, these costs are not cheap for media businesses that rely on revenue from advertising and sponsorship. In addition to saving costs, managing your SEO helps companies grow better. Because SEO is self-managed, there is no limit to the keywords that can be given to website links. This is different from the use of SEO services that provide certain limitations; the more keywords you want to link to, the higher the price. Therefore, it is not uncommon for SEO to be not optimal because of the limitations set by the service provider.

One of the ways used in SEO management is to use add-ons on WordPress-based website engines. With the use of this add-on, the Gettinlow team can easily assign keywords to website searches that are the basis of SEO activities. Gettinlow's website is indexed on major search engines like Google by populating the links on web pages. Another method used in Gettinlow SEO is to register the sitemap.xml of the Gettinlow website with Google. With this registration, Google will immediately get links and information from articles uploaded on the Gettinlow website. This boosts search speed by the Google search engine, where articles can be found in under 10 seconds. This search speed by Google is called Google page speed, which is now used as a reference by website builders. The faster the search engine finds an article, the more advanced the article appears on the search page.

The Gettinlow team also uses Google Analytics to check their SEO performance. They are getting owners to use Google Analytics to determine the number of visits in units of days, weeks, months, to years. In addition, they also use it to see the effectiveness of the keywords they use. Generally, Gettinlow uses phrases consisting of 3-4 words as keywords, such as "car modification online magazine" or "online automotive magazine", making the website [https://www.Gettinlow .com/](https://www.Gettinlow.com/) easier to find by the target audience. These phrases are checked, and which one is more accessible? Effective keywords are used more in articles, while ineffective keywords will be discarded or not used anymore. They also look for trending keywords on Google Trends to develop their SEO. Looking at Google Trends helps them to find more precise keywords. The efforts of the Gettinlow team to do this SEO were not in vain. This can be seen from the search results about Gettinlow on Google. By simply typing "getting", not even an entire word to refer to Gettinlow, Google immediately shows the website [gettinlow.com](https://www.Gettinlow.com/) at the top. The easy search for the Gettinlow website on search engines leads to many readers being directed to the Gettinlow website. This certainly helps Gettinlow's web traffic to get more readers.

### **Digital Public Relations**

Public Relations (PR) has long been known as an alternative to advertising. Advertising requiring money can be substituted by PR activities that are more credible and unbiased. However, with the development of technology, there has been a convergence between PR, advertising and content marketing activities, known as digital PR. Digital PR leverages new media, social media, influencers and Artificial

Intelligence in reputation-building activities (Zimand-Sheiner & Lahav, 2022). Digital PR utilizes mobile, digital, social communication, and social media to manage relations with the public. Through these channels, PR officers can communicate directly with audiences that the mass media in the past could not facilitate. PR officers can also get more input from the public about their product or company with the existence of communication technology. This makes PR activities more two-way symmetrical and can provide benefits if appropriately managed (Verčič, Verčič, and Sriramesh 2015).

Gettinlow's digital PR activities started by publishing information about Gettinlow itself on the website. This information contains what Gettinlow is as a media company, Gettinlow's history, and what services are available on Gettinlow. It is used to clarify and correct wrong thinking about Gettinlow. Some people need to understand that Gettinlow is a community, an automotive forum or an auto club. Therefore, Gettinlow's first digital PR effort was to establish a good reputation for its company through articles on the About page on the website. Next, Gettinlow provides the contacts posted on the Contact page. This contact is provided to establish good relations with readers, advertisers, sponsors, and partners who want to cooperate in Gettinlow activities. With these contacts, Gettinlow builds relationships with its stakeholders. They can inquire about Gettinlow further and open up opportunities to engage with Gettinlow further.

In addition to articles about companies used to build an image, Gettinlow also writes articles to establish good relations with sponsors. Generally, sponsors are given product reviews on Gettinlow articles. This article is made purely as a review, so it differs from advertising. The article has no sales element, but it can help increase awareness and trust in sponsored products. Sponsors generally favour it because they get a "bonus". Not only getting ad slots or slots at events according to the agreement but also getting this review for free. In addition to maintaining good relations with sponsors, Gettinlow also maintains relationships with readers. This is done through community formation. The community initiated by Gettinlow is, of course, a community of automotive lovers. Here, community members will be given privileges such as participating in events. Their cars and motorbikes can be reviewed and made into news to get the latest information about automotive. This community also provides a space for its members to interact with each other and develop an interest in the automotive sector. With this community, Gettinlow online magazine also has a solid reader base because of the proximity it presents.

Other digital Public Relations activities relate to events organized by Gettinlow. Gettinlow hosts events such as Weekend Rolled and Ride, as well as their latest event, Afternoon, regularly. In these activities, community members are invited to gather or ride around in their favourite car; the Gettinlow team will take photos and videos of the cars and their activities. This event can be called a hybrid PR activity because the activities consist of gathering and travelling, which are carried out offline, but what is expected is the photos and videos uploaded online. These events are beneficial for Gettinlow's online magazine because, in addition to strengthening their community,



they are also helpful for increasing content and interaction of content on Gettinlow's online magazine and social media.

## **CONCLUSION**

The main finding in this research is that the implementation of digital marketing communication in Gettinlow online magazine has been carried out through several main activities, including social media marketing, SEO and digital PR. Before conducting digital marketing communication, Gettinlow ensures that its products are good enough and adequate to be marketed. Therefore, they use a web name that is easy to find and remember, namely [gettinlow.com](http://gettinlow.com). They also pay attention to the appearance of the web to be attractive by avoiding views such as classified blogs and choosing to use views with image thumbnails. Automotive articles that become the main product are also updated regularly. Then they carry out digital marketing communication activities through social media marketing through various platforms that have many users in Indonesia. The platforms they use include Instagram, Twitter, Youtube, and Facebook. These platforms are used to provide previews of Gettinlow's online magazine. If anyone is interested, then they can quickly get a link to the Gettinlow online magazine. Social media marketing attracts many readers and makes advertisers more interested. Readers quickly get the sneak peek they are interested in. While advertisers benefit from more coverage, they also get from social media.

Another digital marketing communication activity they carry out is SEO. Gettinlow runs its SEO without using services. They use add-ons on WordPress-based website engines and Google Analytics to check the performance of their keywords and search for trending keywords through Google Trends. Finally, their digital marketing communication activities are carried out through digital PR. They made an article that clarified the Gettinlow company so that viewers and sponsors understood and could trust them. They also provide direct contact that readers and sponsors can contact to establish a close relationship with them. In addition to growing closeness with sponsors, Gettinlow provides free review articles outside of advertising. Meanwhile, they form a community of automotive lovers to build relationships with their readers. The Gettinlow team also holds regular events to establish closeness with sponsors and readers and also to obtain content for online magazines and social media.

This research is expected to contribute to the science of marketing communications, especially digital marketing communications. This research was conducted because of the gap in digital marketing communication studies. So far, many types of products and services have been discussed regarding digital marketing communication. However, digital marketing communication needs to be discussed for media businesses, especially online magazines. Even though this type of business is developing and requires this study, this research also has implications for media

business managers, especially e-magazines. From the results of this research, we can learn about digital marketing communication activities that substantially impact increasing readers and advertisers in the e-magazine business. Therefore business media managers can focus their activities on obtaining maximum results by considering the limited costs. Despite all the results obtained, this study still has limitations. The limitation of this research is that it still examines one type of business media, namely e-magazine, with a specific target market. In the future, this research can be continued by comparing digital marketing communication activities from several types of media with various target markets to obtain a more comprehensive picture of the effectiveness of digital marketing communication activities for media businesses.

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