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APPLICATION OF ARTIFICIAL INTELLIGENCE TO MAXIMISE DIGITAL MARKETING EFFECTIVITY ON INSTAGRAM

ARTICLE INFORMATION

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ABSTRACT

The purpose of the study is to examine and assess how Artificial Intelligence (AI) may be used to increase the efficacy of digital marketing tactics on the Instagram platform. The primary demographic group in the social media ecosystem, active Instagram users between the ages of 18 and 34, was the focus of the study. The study measures and validates the link between factors involved in the use of artificial intelligence (AI) using a quantitative research methodology and Structural Equation Modeling-Partial Least Squares (SEM-PLS) as an analysis framework. The findings are anticipated to have a substantial impact on practitioners and scholars in this sector by offering in-depth insight into the critical role that AI plays in enhancing the efficacy of digital marketing campaigns on Instagram.

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INTRODUCTION

In the contemporary digital landscape, Instagram has emerged as a vital platform for businesses to engage with their target audience. However, marketers face challenges in standing out amidst the vast content flow and evolving user preferences. The advent of artificial intelligence (AI) offers potential solutions to enhance marketing effectiveness on Instagram. This study aims to explore the impact of AI-driven strategies on engagement and campaign success, providing insights for marketers seeking to leverage AI for optimized Instagram marketing.

Nearly every work function is anticipated to be impacted by artificial intelligence (AI) (Iansiti & Lakhani, 2020). Assuming that there was a finite amount of labor available and that if it was automated, there would be less that humans could accomplish, there were worries even before artificial intelligence (AI) became a thing that would render humans useless. As in Jarrahi (2018). According to Di Vaio et al. (2020), artificial intelligence (AI)-based solutions are systems that possess the capacity to operate intelligently, accurately understand external data, and utilize them to carry out certain tasks with flexible configuration. These systems can even mimic human behavior with cognitive, social, and emotional intelligence. Additionally, 90 percent of the knowledge in the globe is thought to have been produced in the previous two years. To make fast and correct business decisions, reliable data must be collected, accessible, and utilized. Opportunities to get a competitive edge by applying new data-based techniques in marketing management have arisen as a result

of the rapid advancement of technology and its unrestricted global dissemination (Miklosik, A., et al., 2018). As a sensible response from businesses to capitalize on consumers' rising attention to the Internet, digital marketing is expanding.

The importance of AI technology has drawn more attention in a number of industries, including marketing, as the digital era progresses. Artificial intelligence (AI) technology has the ability to significantly boost the efficacy of digital marketing campaigns in a more precise and quantifiable manner. Instagram, one of the most popular social media platforms among users between the ages of 18 and 34, is one of the primary platforms centered on the application of AI in digital marketing. In 2018, Smith, A., and Anderson, M.

To increase the efficacy of digital marketing tactics on Instagram, it's critical to get a greater grasp of how AI might be maximized (Sharma, R., & Malhotra, N. K., 2020). In order to examine and verify the connection between the use of artificial intelligence (AI) and the success of digital marketing, the study integrates quantitative components using the Structural Equation Modeling-Partial Least Squares (SEM-PLS) methodology.

While prior studies have noted the impact of AI technology on digital marketing tactics, certain theoretical gaps remain to be filled. The impact of AI in the marketing context of the Instagram platform among users in the 18–34 age range has not been thoroughly examined in a number of prior research.

In relation to a thorough comprehension of user perceptions and reactions to the usage of AI in

digital marketing tactics, theoretical conflicts have also surfaced. While some research shows that consumers see AI as a useful breakthrough that helps with marketing, other studies draw attention to privacy issues and the usage of personal data for AI applications. Regarding users' approval and preference for the customization of material offered by AI in marketing efforts, there are also disagreements. While some studies show that customization is highly accepted, others show that some users may feel that their privacy is being violated and that they would want greater control over their data.

Thus, by concentrating on the effects of implementing AI in marketing tactics on the Instagram platform on the user base of 18–34 years old, the study seeks to close this theoretical gap. The conditions in the field point to the presence of a phenomena that calls for further investigation into the impact of using AI technology in digital marketing strategy on the Instagram platform. The fast-paced marketing dynamics of the digital era and shifting customer behavior are linked to these issues.

First, the way businesses engage with customers on social media has changed dramatically as a result of the AI technology's quick growth. In the context of Instagram use, where user preferences and characteristics differ from other platforms, this transition is not entirely understood.

Secondly, Instagram users are growing more savvy and skeptical of the marketing tactics that are promoted, particularly those in the 18–34 age range. They understand the value of their data privacy and yet need a personalized and pertinent experience. Thus, a greater

comprehension of how AI may live up to human expectations while maintaining their privacy and confidence is required.

Third, Businesses need more effective marketing techniques to be competitive in the face of growing market rivalry. Although AI has the potential to increase the efficacy of marketing initiatives, its successful integration into marketing strategies has not yet been thoroughly investigated in the context of Instagram. This research aims to close this remarkable gap by offering a comprehensive understanding of the impact of artificial intelligence on Instagram marketing. This will enable the exploration of strategic opportunities to optimize digital marketing effectiveness and better address user expectations in the dynamic digital landscape.

LITERATURE REVIEW

The study's foundation is a number of linked studies that address the effects of using AI technology in digital marketing tactics on the Instagram network. Artificial Intelligence (AI) has significant promise for enhancing digital marketing efficacy through advanced data analysis, personalized content, trend detection, and enhanced decision-making capabilities.

In this research, the "grand theory" used is systems theory, which is commonly found in the disciplines of sociology or communication. Systems theory provides a broad conceptual framework for understanding the complex interactions between various elements in a social system or organizational structure. Especially

in the realm of digital marketing on Instagram, this theory can be applied to dissect how various components, such as content distribution, user engagement, platform algorithms, and user feedback, are interconnected and influence each other.

A research by Sharma and Malhotra (2020) that examines the application of AI in marketing is one of the relevant studies. They emphasized how AI can improve risk management, customer engagement optimization, and personalization—all critical components of an effective digital marketing strategy. AI's inventive benefits have also affected marketing tactics across a variety of businesses, allowing for more thoughtful and flexible decision-making. Furthermore, a research by Li et al. (2019) shown how AI may be used to analyze large amounts of data to improve content customization, targeting, and marketing effectiveness. The findings offer a distinct perspective on the ability of AI to optimize digital marketing tactics and improve customer engagement.

Applications of AI in Digital Marketing:

Prior studies have demonstrated that artificial intelligence (AI) may significantly improve digital marketing tactics. Deep data analysis to comprehend customer behavior, content customisation, and targeted optimizers is made possible by AI. According to the Sharma and Malhotra (2020) study, artificial intelligence (AI) may be used to forecast customer preferences and create more successful marketing campaigns.

One of the most widely used social networking sites is Instagram,

particularly with users between the ages of 18 and 34. Instagram is a useful tool for influencing customer behavior and promoting goods and companies, according to earlier studies. Research conducted in 2019 by Li et al. demonstrates that Instagram marketing may improve user engagement and have an impact on buying decisions.

H₁: Digital marketing and AI applications are positively correlated.

The relationship between AI and Instagram:

Users of artificial intelligence are becoming a popular issue in the marketing industry. Some individuals think that this is the next stage of marketing. A few advances have been made in artificial intelligence. The term "artificial intelligence" describes inventions that aim to replicate human comprehension. AI encompasses a wide range of functions, such as machine learning, speech recognition, picture identification, and semantic search. (V. Panwar and colleagues, 2021). AI is used for speech and image recognition. Additionally, data leaks may be avoided and are best aimed at distant networks. In this constantly linked and sustainable world, marketers need to be in constant, knowledge-based communication with specific consumers, and artificial intelligence (AI) is essential to establishing a competitive edge. (A. Jain and colleagues, 2020). Companies who understand the value of artificial intelligence and have put the proper scale structure in place can have a competitive edge that is hard to match. Context and content are connected in the context of AI. Examples of artificial intelligence being used in today's consumer and business space are

Google's DeepMind and Apple's series.

H₂: Instagram users have given the personalization of material generated by AI favorable reviews. The author suggests the following theoretical framework (see Figure 1) in light of the aforementioned hypothesis:

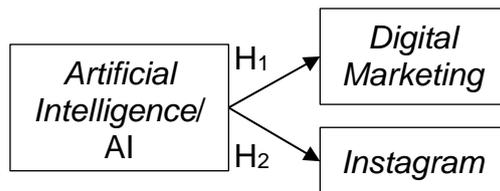


Figure 1. Initial Research Model

Source: Survey results by by Author (2023)

Novelty:

The uniqueness of this study is its investigation into the impact of AI-driven strategies on user engagement and campaign effectiveness on Instagram, offering valuable insights for marketers aiming to enhance their strategies in the ever-evolving digital landscape. By analyzing the gathered data, this research endeavors to reveal significant findings that can guide the formulation of more efficient and adaptable digital marketing approaches specifically tailored for Instagram.

RESEARCH METHODS

Sampling Methods

Creating participant groups: The authors found people between the ages of 18 and 34 who are proficient in digital marketing and artificial intelligence, as well as avid Instagram users.

Ascertain the prospective responder list: Create a list of possible survey participants using information about Instagram users.

Selecting an appropriate sampling strategy: Because the target demographic is easily accessible, sample all of Indonesia.

Calculating the necessary sample size: The writer gathered 100 responses.

Conduct the gathering of data: Set up a Google Form survey.

Analyzing the gathered data: Version 3.0 of the Smart-PLS program was used for the analysis.

Interpret findings: Make judgments in light of the goals of the study and the evidence that was examined.

Validation of results: Results are validated by comparing them to published works or industry norms.

Quantitative survey

As the main means of gathering data, techniques are used to determine the potential link between variables. A 5-point Likert scale is used in most of these questionnaires. In Indonesia, there are active Instagram users between the ages of 18 and 34 who are familiar with digital marketing and artificial intelligence.

Data Analysis Method with Structural Equation Model (PLS)

Component or Variance Based Structure Equation Modeling is the data analysis approach used in this work. The data is processed using the Partial Least Square (Smart-PLS), version 3.0 application. Partial Least Square, or PLS, is a variance-based SEM PLS designed for causal-perdictive analysis in scenarios with little theoretical backing and great complexity. (Gazzoli, 2014).

The Survey Data Collection and Samples

were carried out between November 20, 2023 and December 3, 2023 to assess the survey's validity. Twenty participants were contacted via WhatsApp and Instagram to complete the online survey, which was administered via Google Forms. As a consequence, a total of 100 replies were included in the final survey data collection.

Operational Variable

The definition of an operational variable is the comprehension of the variable (as stated in the concept definition) as it applies operationally, practically, and effectively to the field of study or research. Both independent and bound factors were included in this investigation. (Independent factors). As indicated in table 1, the factors examined in this study include Instagram, digital marketing, and artificial intelligence.

Table 1. Operational Variable

Variable	Indicator	Meas
Artificial Intelligence	- Algorithms - Accuracy - Performance - Integration - Process Automation	likert scale

RESULTS AND DISCUSSION

Respondent Characteristics

Table 2 displays the demographic features of the 100 respondents based on their questionnaire replies.

Table 2. Respondent Characteristics

	Freq	%
Gender		
Man	45	45%
Woman	55	55%
Age		
18-20 years	14	14%
21-24 years	57	57%
25-30 years	20	20%

	- Model Adaptation Brynjolfsson, et al (2017)	
Digital Marketing	- Engagement - KPIs (ROAS) - Visitor Conversion - Customer Retention - SocialMedia Participation - Convesion Rate Chaffey, D., & Smith, P. R. (2017)	likert scale
Instagram	- Followers - Interaction - Stories feature - Hashtag Performance - Visual Content - Direct Messages Instagram for Business Help Center	likert scale

Source: Survey results from Google Form by the author (2023)

31-34 years	9	9%
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Understanding

Artificial Intelligence	67	67%
Digital Marketing	78	78%
Instagram Features	80	80%

Source: Survey results from Google Form by the author (2023)

Questionnaire Characteristics

Table 3 below displays the features of the 100 respondents' questionnaire replies based on the average values for each construction's indicators. These data were gathered from the

questionnaires that have previously been delivered.

Table 3. Questionnaire Answer Characteristics

Artificial Intelligence	Mean
AI 1 Algorithms	0.826
AI 2 Accuracy	0.820
AI 3 Performance	0.823
AI 4 Integration	0.843
AI 5 Process Automation	0.736
AI 6 Model Adaptation	0.807
Digital Marketing	Mean
DM 1 Engagement	0.789
DM 2 KPIs (ROAS)	0.787
DM 3 Visitor Conversion	0.797
DM 4 Customer Retention	0.794
DM 5 SosMed Participation	0.700
DM 6 Convesion Rate	0.804
Instagram Features	Mean
IG 1 Followers	0.744
IG 2 Interaction	0.818
IG 3 Stories feature	0.871
IG 4 Hashtag Performance	0.819
IG 5 Visual Content	0.818
IG 6 Direct Messages	0.798

Source: SmartPLS (2023)

Partial Least Square (PLS)

An alternative to covariance-based, SEM-based component or variance known as partial least square (PLS) is component or variance based structural equation modeling. PLS is used to investigate causal-predictive in scenarios with little theoretical basis and great complexity. Gazzoli, (2014). The following are the test steps:

First. Evaluation Measurement (outer) Model, that is:

(a) **Validity testing with convergent validity.** Convergent validity is a technique for evaluating each indicator's reliability inside a single structure. Chi n in Ghozali (2014) states that if the value of an

indicator provided by Takan exceeds Sar 0.70, it has a good lithium realibi. A loading factor of 0.50 to 0.60 is deemed adequate. If the loading factor falls below 0.50, the criteria will be applied and the item will be eliminated from the model.

Table 4. Validity testing with convergent validity

Variable	Valid Indicators	Outer Loading
Artificial Intelligence	AI 1	0.832
	AI 2	0.820
	AI 3	0.827
	AI 4	0.846
	AI 5	0.737
	AI 6	0.809
Digital Marketing	DM 1	0.797
	DM 2	0.788
	DM 3	0.805
	DM 4	0.797
	DM 5	0.711
	DM 6	0.809
Instagram	IG 1	0.756
	IG 2	0.825
	IG 3	0.871
	IG 4	0.815
	IG 5	0.826
	IG 6	0.809

Source: SmartPLS (2023)

Table 4 above illustrates how the results of the confirmatory analysis of the validity test modification revealed indications with a standardization loading factor greater than 0.5. Every indicator is already legitimate, according to this outcome.

(b) Reliability Test (Composite Reliability dan Cronbach Alpha).

Both Cronbach Alpha and Composite dependability have a value of at least 0.60 and are used to assess the internal consistency of a research model or the dependability of its instruments. The construction has strong reliability, or the questionnaire employed as a tool in this study has been consistent and reliable, if the total latent variable value has either Composit Reliability or Cronbah Alpha value > 0.7.

Table 5. Reliability Test

Variable	Composite Reliability	Cornbachs Alpha
<i>Artificial Intelligence</i>	0.897	0.897
<i>Digital Marketing</i>	0.877	0.875
<i>Instagram</i>	0.931	0.903

Source: SmartPLS (2023)

Table 5 indicates that the Composite Reliability and Cronbach Alpha test results are adequate, with Composite Reliability for the full latent variable value being larger than or equal to 0.7 and Cranbach Alpha being greater than or equal to 0.7.

Second. Structural model testing. (Inner Model).

The conceptual framework has shown the link between the exogenous and endogenic factors, which may be analyzed using an internal model that is developed based on concepts and theories. The following procedures are followed in order to test the internal model:

(a) Goodness of Fit Model. A goodness-of-fit model test is the determination coefficient of the R-Square value. The computation's

outcomes are displayed in table 6 below:

Table 6. R-Square

Variabel Endogen	R-Square
<i>Digital Marketing</i>	0.758
<i>Instagram</i>	0.235

Source: SmartPLS (2023)

The structural model suggests that the Digital Marketing variable may be classified as moderate since its value is above 0.33, while the Instagram variable can be classified as weak because its value is below 0.33. The R-Square value of the model analyzing the impact of the independent late variable (artificial intelligence) on digital marketing is 0.758. This indicates that, of the construction variability in digital marketing, 75.8% can be accounted for by the variability of artificial intelligence, while the remaining 24.2% is explained by variables not included in the study.

Predictive-relevance (Q²). With the predictive-relevance value (Q²), the structural adequacy of the fit model on the inner model is evaluated. When the Q-square computation yields a number larger than 0 (zero), it indicates that the model has a high prediction-relevance. Each

endogenous variable's R-square value in this study is determined using the following computations using the formula:

$$Q^2 = 1 - (1-R_1) (1-R_p)$$

$$Q^2 = 1 - (1-0,758) (1-0,235)$$

$$Q^2 = 0,8149$$

0.8149 (>0) is the predictive-relevance value. This demonstrates that the factors utilized account for 81.49% of the variances in digital marketing and Instagram variables. This indicates that a suitable

prediction value should be assigned to the model.

(b) Hypothesis Testing Results (Path Coefficient Estimates). The technique used in testing the hypothesis was bootstrapping. to determine the significance of the

hypothesis test by examining the algorithm bootstrapping report's parameter coefficient values and T-statistics significance values. The T table on alpha 0.05 (5%) = 1.96 can be used to determine if a result is significant or not. The T-table is then compared using T-count (T-statistik).

Table 7 . Relationship Between Variables

Relationship Between Variables	Original Sample	Standart Deviation	T Statistics	Exp
Artificial Intelligence → Digital Marketing	0.871	0.039	22.573	Positif - Signifikan
Artificial Intelligence → Instagram	0.485	0.099	4.915	Positif - Signifikan

Source: SmartPLS (2023)

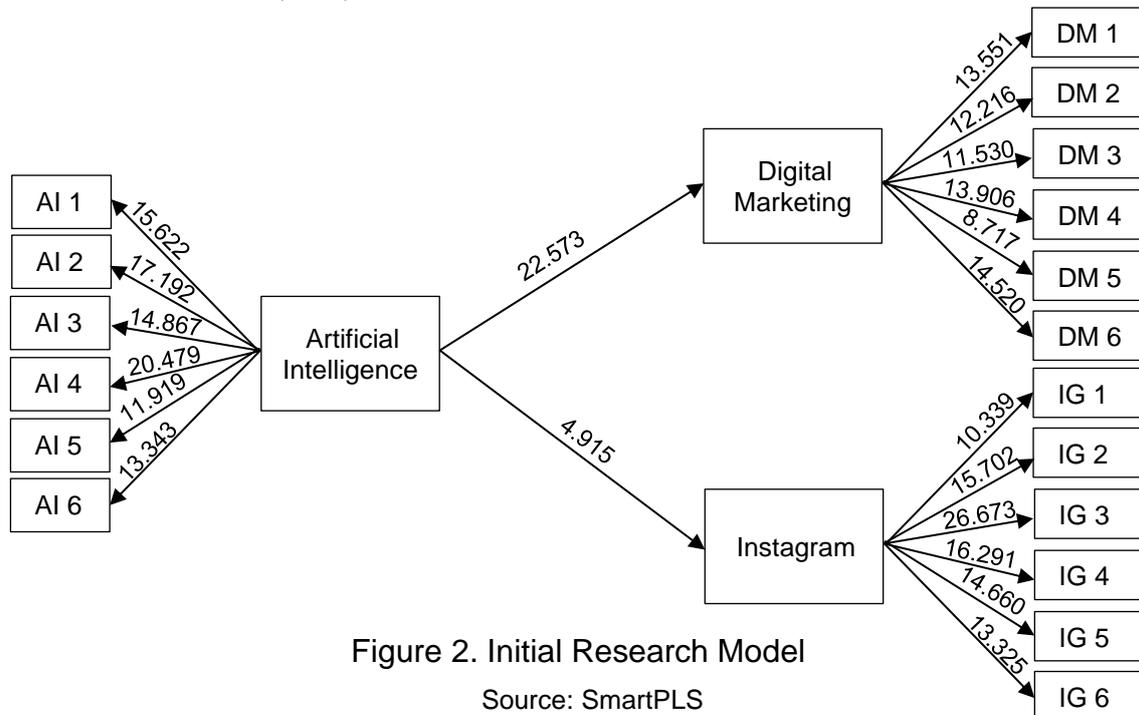


Figure 2. Initial Research Model

Source: SmartPLS

The application of Artificial Intelligence has a positive link with digital marketing. The results corroborate the study conducted by Ma & Sun (2020) about the possible use of AI in marketing. Rapid engineering has become the skill that brands and agencies are seeking, as we have witnessed. Ideas may be generated more easily and the ideal flow of ideas across various team members can be facilitated by

effective rapid engineering. According to Reisenbichler et al. (2022), GenAI has the ability to dramatically lower marketing expenses while simultaneously enhancing the effectiveness of content marketing. Noy & Zhang (2023) also found that jobs are completed faster and with higher-quality results. However, the rise in productivity won't be limited to that. The results demonstrate how the

application of AI may raise the efficacy of digital marketing initiatives overall by enhancing the performance of advertising campaigns, content customization, and consumer data analysis.

Personalization of content provided by AI has positive responses from Instagram users.

The findings indicate that Instagram users are positively and significantly impacted by artificial intelligence. Unprecedented research, such as that conducted by Fang dkk. (2018) and Hassanein and Head (2005), supports these findings by demonstrating how real-time

interaction and interaction elements may improve the presence factor in an online interaction environment. According to this theory, there are a number of ways that the Instagram ecosystem and user experience may be enhanced by using artificial intelligence. AI may enhance data analysis, suggestions, personalization of content, and user interaction management in general. These benefits can then be used to the Instagram platform to increase user engagement, reach expansion, and the efficacy of marketing campaigns.

CONCLUSION

In this study, has demonstrated the significant positive impact of incorporating artificial intelligence (AI) into digital marketing strategies on Instagram. Both hypotheses regarding the relationship between AI utilization and digital marketing effectiveness, as well as the positive response to personalized content generated by AI, were supported by the data analysis. These findings hold several academic and management implications. From an academic perspective, this study contributes to the growing body of literature on AI applications in digital marketing, shedding light on the effectiveness of AI-driven strategies in engaging Instagram users. It suggests avenues for further research to explore the nuanced dynamics and additional influencing variables in AI-based marketing strategies. Moreover, delving deeper

into the interaction between AI technology and user behavior on Instagram can enhance our understanding of digital marketing mechanisms, facilitating the development of more sophisticated and tailored approaches.

From a managerial standpoint, the results underscore the importance for businesses to integrate AI into their digital marketing endeavors, particularly on Instagram. Embracing AI-driven solutions can lead to heightened campaign effectiveness and foster positive responses from users through personalized content delivery. Managers in the digital marketing domain should consider investing in AI technologies and expertise to optimize their marketing efforts and stay competitive in the ever-evolving landscape of social media marketing.

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