

The Effect Of The Viral Marketing Song On The Millennial Generation's Buying Interest

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Abstrak

Penelitian ini dilatarbelakangi oleh seorang penyanyi jazz bernama Tulus asal kota Bandung yang lagunya sempat viral pada Maret 2022. "*Hati-Hati di Jalan*" berhasil menduduki Top 50 Global di Spotify urutan ke-42. Hal tersebut menandakan bahwa lagu tersebut mendunia dan turut dinikmati pendengar global termasuk generasi milenial. Menurut Chart Data, lagu Indonesia tersebut berhasil menjadi yang pertama sepanjang sejarah menduduki posisi tersebut. Hadirnya viral marketing juga dapat membantu Spotify untuk memperkenalkan lagu-lagunya secara lebih efektif, masif dan cepat kepada generasi milenial. Tujuan penelitian ini adalah untuk mengetahui seberapa tinggi pengaruh viral marketing lagu "*Hati-hati di Jalan*" karya Tulus pada aplikasi Spotify terhadap minat beli generasi milenial di Instagram. Penelitian ini menggunakan pendekatan kuantitatif berdasarkan filsafat positivisme. Teknik analisis yang digunakan yaitu regresi linier sederhana yang diolah menggunakan program SPSS Statistic versi 27. Hasil penelitian ini menunjukkan bahwa tingginya pengaruh viral marketing lagu "*Hati-hati di Jalan*" karya Tulus pada aplikasi Spotify terhadap minat beli generasi milenial di Instagram adalah sebesar 54.6%, sedangkan sisanya 45.4% dipengaruhi oleh variabel lain yang tidak diteliti dalam penelitian ini.

Kata Kunci: ViralMarketing,Minat Beli,Millennial,Spotify,Instagram.



Abstract

This research was motivated by a jazz singer named Tulus from Bandung, whose song went viral in March 2022. "Hati-Hati di Jalan" managed to occupy the 42 Global Top 50 on Spotify. This indicates that the song is worldwide and enjoyed by global listeners, including the millennial generation. According to Chart Data, the Indonesian song managed to become the first in history to occupy that position. The presence of viral marketing can also help Spotify to introduce its songs more effectively, massively and quickly to the millennial generation. The purpose of this study was to find out how high the influence of viral marketing for the song "Hati Hati di Jalan" by Tulus on the Spotify application on the millennial generation's buying interest on Instagram. This study uses a quantitative approach based on the philosophy of positivism. The analytical technique used is simple linear regression which is processed using the SPSS Statistic version 27 program. The results of this study indicate that the high influence of viral marketing for the song "Hati Hati di Jalan" by Tulus on the Spotify application on the millennial generation's buying interest on Instagram is 54.6%, while the remaining 45.4% is influenced by other variables not examined in this study.

Keywords: *ViralMarketing,BuyingInterest,Millenial,Spotify,Instagram.*

INTRODUCTION

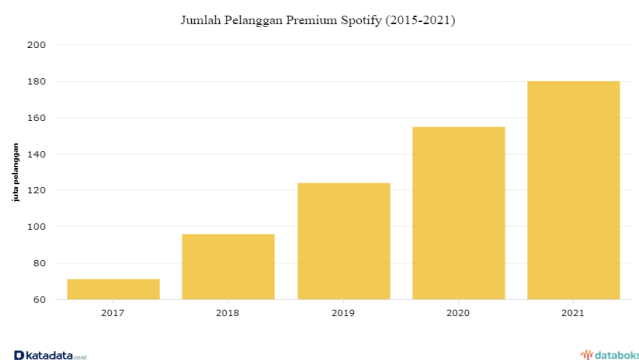
Indonesia is one of the countries with the largest population of internet users in the world. According to the We Are Social report, there were 204.7 million internet users in the country as of January 2022. This number increased slightly by 1.03% compared to the previous year. In January 2021, the number of internet users in Indonesia was recorded at 202.6 million. The trend of the number of internet users in Indonesia has continued to increase in the last five years. When compared to 2018, currently the number of national internet users has jumped by 54.25%. Meanwhile, the internet penetration rate in Indonesia reached 73.7% of the total population in early 2022. The total population of Indonesia was recorded at 277.7 million people in January 2022. In 2018 the internet penetration rate in the country only reached 50% of the total population. This means that the level of national internet penetration has increased quite rapidly in recent years. The government is expected to continue to support the expansion of internet coverage to all corners of the country. Because, in this digital era, the internet can greatly assist the public in accessing information, both for educational, business and entertainment purposes (Annur, 2022). The number of internet users's data in Indonesia is shown in the Figure 1.





Source: Databoks, 2022
Figure 1. Number of Internet Users in Indonesia

According to Cummings (in Netti & Irwansyah, 2018), as a music application, Spotify has become the leading global leader in terms of music streaming platforms. According to data released on the databoks.katadata.co.id website, Spotify still dominates the global music streaming application market. It is noted that the number of paid subscribers to the music streaming application Spotify has managed to penetrate 180 million subscribers by 2021. Trendwise, the number of paid subscribers to Spotify has continued to increase in the last five years. Moreover, since the Covid-19 pandemic, the number of paid subscribers on this application from Sweden has grown quite massively (Annur/Databoks, 2022). The number of Spotify premium subscribers is shown in the Figure 2.

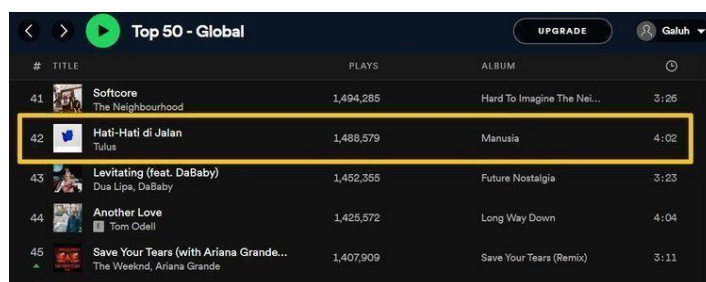


Source: Databoks, 2022
Figure 2. Number of Spotify premium subscribers



The millennial generation has become the biggest market consuming various streaming music applications such as Spotify. As of May 2022, the total number of Indonesians who have downloaded the Spotify application has reached 1 billion people (Google Play Store, 2022). The number of users will surely continue to grow massively because of the growing sophistication of technology in Indonesia.

Tulus himself is a jazz singer from the city of Bandung whose song went viral in March 2022. Even though all of the lyrics are in Indonesian, “Be Careful on the Road” managed to occupy the Top 50 Global on Spotify at number 42. This indicates that the song is global and is enjoyed by global listeners, including the millennial generation. According to Chart Data, this Indonesian song has succeeded in becoming the first in history to occupy this position (Tempo.co, 2022).



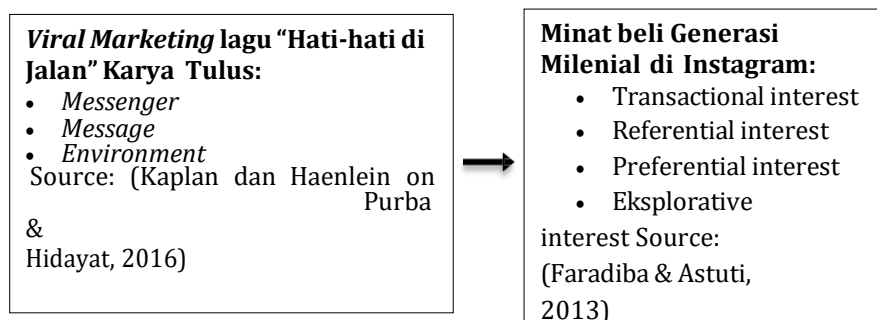
Source: Kompas.com, 2022

Figure 3. The Song “Hati-hati di Jalan Tulus on the Spotify Global Top 50 Chart

The presence of viral marketing can also help Spotify introduce its songs more effectively, massively and quickly to the millennial generation. Viral marketing is a way of marketing based on the internet. Viral marketing itself describes how messages conveyed through internet media quickly spread like a virus but in a positive connotation, not like a virus that destroys software (Situmorang, 2010).

Based on the various data, facts and background presented above, the writer is interested in conducting research on the viral marketing of the song "Be careful on the road" by Tulus contained in the Spotify application on the buying interest of the millennial generation using the power of the Instagram story feature. So the problem formulation in this study is how high is the influence of the viral marketing song "Be Careful on the Road" by Tulus on the

Spotify application on the buying interest of millennials on Instagram? While the purpose of this study was to find out how high the viral marketing influence of the song "Be Careful on the Road" by Tulus on the Spotify application has on the buying interest of the millennial generation on Instagram. Based on the background and theory that has been described, the framework for this research can be compiled, as follows:



Source: Research results, 2022

Figure 4. Research Framework

Based on the framework above, the writer wants to examine whether there is any influence between the viral marketing of Tulus' song "Hati-hati di Jalan" on the Spotify application on the buying interest of the millennial generation on Instagram.

KERANGKA TEORI

Viral Marketing

Viral marketing is explained as one of the marketing techniques companies use to spread messages using social media. In an effort to increase sales, promote an item or service through his personal account on social media, one of which is the use of the "song sharing" feature in the Instagram story feature on Instagram social media (Nggilu et al., 2019).

According to Ali Hasan (in Purba & Hidayat, 2016): "Viral marketing is basically a form of internet-based word of mouth marketing (e-mouth to mouth marketing or also called e-word of mouth marketing) whose promotional function is networking and designed like a virus spreads from one person to another quickly and widely by giving special rewards to consumers." According to Kaplan and Haenlein (in Purba & Hidayat, 2016) dimensions that can be used as benchmarks in Viral Marketing:

- a) The first component: Messenger, "The first critical element in creating a viral marketing epidemic entails finding the right people to spread the message. Three groups of messengers are required to ensure the transformation of an ordinary message into a viral phenomenon: market mavens, social hubs and salespeople". An important element in creating a viral marketing epidemic is needing the right people to spread the message. Three groups of messengers are needed to ensure the transformation of ordinary messages into viral phenomena namely market specialists, social relations and sellers.
- b) Second component: Message, "Only messages that are both memorable and sufficiently interesting to be passed on to others have the potential to spur a viral marketing phenomenon." Only messages that are good and impressive and interesting enough to be passed on to others have the potential to fuel the viral marketing phenomenon.
- c) The third component: Environment, "In addition to getting the right message to the right people, both environmental conditions make the difference between success and failure in the domain of viral marketing." Apart from getting the right message to the right people, good environmental conditions make the difference between success and failure in the viral marketing domain.

Buying Interest

According to Kinnear and Taylor (in Faradiba & Astuti, 2013) buying interest is the stage of the respondent's tendency to act before the buying decision is actually implemented. Repurchase intention is an interest based on previous buying experience. Repurchase intention is basically customer behavior in which customers respond positively to the quality of a company's service and intend to make return visits or re-consume the company's products (Cronin Jr & Taylor, 1992). Interest in repurchasing is created because consumers feel the quality of the products and the quality of the services provided are in accordance with what they expect so that consumers will intend to buy our products in the future.

Buying interest that appears creates a motivation that is continuously recorded in his mind, which in the end when a consumer has to fulfill his needs will actualize what is in his mind. Even though it is a purchase that is not



certain to be made in the future, measurement of purchase intention is generally carried out in order to maximize predictions of the actual purchase itself (Kinnear and Taylor in Faradiba & Astuti, 2013). According to Ferdinand (in Faradiba & Astuti, 2013) buying interest can be identified through the following indicators:

- a) Transactional interest, namely the tendency to buy a product
- b) Referential interest, namely the tendency of a person to refer the product to others
- c) Preferential interest, namely interest that describes the behavior of someone who has a primary preference for the product. This preference can only be changed if something happens to the preferred product.
- d) Explorative interest, this interest describes the behavior of someone who is always looking for information about the product he is interested in and looking for information to support the positive properties of the product.

METHOD

The approach in this study uses a quantitative approach which is a research method based on the philosophy of positivism which views reality/symptoms/phenomena as classifiable, relatively fixed, concrete, observable, measurable, and the relationship of symptoms is causal (Sugiyono, 2016). Positivist is a paradigm that seeks a fact or cause of the occurrence of a certain phenomenon objectively. In the positivistic paradigm, data can be obtained from the results of distributing questionnaires, inventories, sociometry, and others. The data that has been obtained must be observable, measurable, and can be generated or inferred based on the average existing data (Endraswara in Belani & Pramiyanti, 2022). In this study, researchers used a descriptive research type. Descriptive itself is a formulation of the problem relating to the question of the existence of independent variables, either only on one variable or more (stand-alone variables) (Sugiyono, 2016).

The population according to Sugiyono (2016: 119) is a generalization area consisting of: objects/subjects that have certain qualities and characteristics determined by researchers to be studied and then drawn conclusions. Therefore, the population used in this study is listeners to the song "Be Careful on the Road" by Tulus on Instagram, totaling 560 (as of June 23, 2022).



While the sample according to Sugiyono (2016: 120) is part of the number and characteristics possessed by the population. To determine the sample itself, it is necessary to have a sampling technique. The sampling technique in this study used probability simple random sampling with a system of taking sample members from the population randomly without regard to the strata in the population (Sugiyono, 2016). The formula used to determine the population and sample, here the researcher uses the Yamane formula (Kriyantono, 2006: 160), namely:

$$n = \frac{N}{1 + N(d^2)}$$

Information:

n = Number of samples (minimum number of samples)

N = Total population (total population members)

d2 = Error tolerance (tolerance) precision = 10% or the error rate is (e=0.1).

In this study, a population of 568 people was included in the above formula with a specified precision level of 10%. Based on the results of these calculations, the number of samples to be studied is 86 respondents. However, in order to make it easier for researchers, the sample is 86 respondents to minimize the error rate in the questionnaire that will be distributed.

DISCUSSION

The following are the results of research on the effect of viral marketing on the song "Be Careful on the Road" by Tulus on the Spotify application on millennial generation buying interest on Instagram. This study used a simple linear regression analysis technique which was processed using the SPSS Statistics program version 27. All respondent data was obtained through a questionnaire which was distributed online via the Instagram application starting on June 24 - July 21 2022. Of the 568 followers on Instagram, researchers only took 86 sample people who successfully meet the research criteria.

Respondents Characteristics

In this study, the researchers analyzed the characteristics of the respondents in terms of gender, age, and education obtained through online



questionnaires to 86 respondents. Following are the results of the characteristics of the respondents described in tabular form:

Table 1. Respondents Characteristics

| Jenis Kelamin Responden | | | | | |
|-------------------------|-----------|-----------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Laki-laki | 27 | 31,4 | 31,4 | 31,4 |
| | Perempuan | 59 | 68,6 | 68,6 | 100,0 |
| | Total | 86 | 100,0 | 100,0 | |

| Usia Responden | | | | | |
|----------------|-------------|-----------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | >30 tahun | 27 | 31,4 | 31,4 | 31,4 |
| | 13-17 tahun | 2 | 2,3 | 2,3 | 33,7 |
| | 17-20 tahun | 13 | 15,1 | 15,1 | 48,8 |
| | 20-25 tahun | 27 | 31,4 | 31,4 | 80,2 |
| | 25-30 tahun | 17 | 19,8 | 19,8 | 100,0 |
| | Total | 86 | 100,0 | 100,0 | |

| Pendidikan Responden | | | | | |
|----------------------|---------------|-----------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Diploma | 7 | 8,1 | 8,1 | 8,1 |
| | Magister (S2) | 11 | 12,8 | 12,8 | 20,9 |
| | Mahasiswa | 1 | 1,2 | 1,2 | 22,1 |
| | Sarjana (S1) | 41 | 47,7 | 47,7 | 69,8 |
| | SMA/Sederajat | 26 | 30,2 | 30,2 | 100,0 |
| | Total | 86 | 100,0 | 100,0 | |

Source: Research results, 2022

Normality Test (Kolmogorov-Smirnov)

| One-Sample Kolmogorov-Smirnov Test | | |
|--|----------------|-------------------------|
| | | Unstandardized Residual |
| N | | 86 |
| Normal Parameters^{a,b} | Mean | ,000000 |
| | Std. Deviation | 3,93500896 |
| Most Extreme | Absolute | ,087 |
| | Positive | ,066 |
| | Negative | -,087 |



| | | | |
|---|----------------|-------------|-------------|
| Differences | | | |
| Test Statistic | | | ,087 |
| Asymp. Sig. (2-tailed)^c | | | ,156 |
| Monte Carlo Sig. (2-tailed)^d | Sig. | | ,110 |
| | 99% Confidence | Lower | ,101 |
| | Interval | Bound | |
| | | Upper Bound | ,118 |
| a. Test distribution is Normal. | | | |
| b. Calculated from data. | | | |
| c. Lilliefors Significance Correction. | | | |
| d. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000. | | | |

Source: Research results, 2022

Based on the normality test using the Kolmogorov-Smirnov method in table 2, it can be seen that the data in this study have an Asymp value. Sig (2-tailed) is 0.156, where the value is greater than the predetermined significant value of 0.05. So it can be concluded that the data is normally distributed.

Simple Linear Regression Analysis

Table 3. Results of Simple Linear Regression Analysis

| Model | | Coefficients^a | | | | Sig. |
|--------------|---------------|---------------------------------|------------|---------------------------|----------|-------------|
| | | Unstandardized Coefficients | | Standardized Coefficients | t | |
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 6,183 | 2,903 | | 2,130 | ,036 |
| | X - Messenger | 18,327 | 21,457 | ,083 | ,854 | ,396 |
| | X - Message | 3,656 | ,918 | ,398 | 3,983 | ,000 |



| | | | | | | |
|--|-----------------|-------|------|------|-------|-------------|
| | X - Environment | 2,476 | ,637 | ,371 | 3,888 | ,000 |
|--|-----------------|-------|------|------|-------|-------------|

a. Dependent Variable: Minat Beli (Y)

Source: Research results, 2022

It is known that the value of constant (a) is 6.183 while the value of the Messenger variable (X1) is 18.327, Message (X2) is 3.656 and Environment (X3) is 2.476, so the regression equation can be written:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3$$

$$Y = 6.183 + 18.327 X_1 + 3.656 X_2 + 2.476 X_3$$

Based on these equations, the following conclusions are obtained:

- The constant value (a) listed in table 3 is 6.183. Meanwhile, the beta values listed in table 3 show the magnitude of the influence between the viral marketing variable for the song "Be careful on the road" by Tulus on the Spotify application on the buying interest of the millennial generation on Instagram, namely the Messenger variable (X1) of 0.083, Message (X2) of 0.398 and Environment (X3) of 0.371.
- The regression coefficient value of the Messenger variable (X1) is 18.327. This value shows that the Messenger variable has a positive influence on the buying interest of the millennial generation on Instagram.
- From the results obtained, it can be concluded that the viral marketing variable for the song "Be careful on the road" by Tulus on the Spotify application has a positive and unidirectional influence on millennial generation buying interest on Instagram.

Hypothesis T-test

Table 4. Hypothesis Test Results (t test)

| Model | | Coefficients ^a | | | t | Sig. |
|-------|---------------|-----------------------------|------------|---------------------------|-------|-------------|
| | | Unstandardized Coefficients | | Standardized Coefficients | | |
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 6,183 | 2,903 | | 2,130 | ,036 |
| | X - Messenger | 18,327 | 21,457 | ,083 | ,854 | ,396 |



| | | | | | |
|-----------------------|-------|------|------|-----------|-------------|
| X- Message | 3,656 | ,918 | ,398 | 3,98 3 | ,000 |
| X- Environm ent | 2,476 | ,637 | ,371 | 3,88 8 | ,000 |

a. Dependent Variable: Minat Beli (Y)

Source: Research results, 2022

This study uses an error tolerance of 5% ($\alpha=0.05$) and degrees of freedom (df) = n-k or (df) = 86-4 = 82. Then a ttable value of 1.663 is obtained. Therefore, the test criteria used are as follows:

1. By comparing the tcount value with the t table value:
 - a. If the t count value < t table value, then H0 is accepted
 - b. If the t count value > t table value, then H0 is rejected
2. Based on significance value:
 - a. If the significance value < $\alpha = 0.05$, then H0 is rejected
 - b. If the significance value > $\alpha = 0.05$, then H0 is accepted

Based on the data presented in table 4, it can be seen that the tcount value obtained from the Messenger variable (X1) is 0.854 while the specified t table is 1,663, so that the tcount < t table value (0.854 < 1.663). So thus it can be concluded that H0 is accepted and H1 is rejected, meaning that there is no influence between the Messenger variable (X1) on the buying interest of the millennial generation on Instagram. Meanwhile, based on the significance value, it can be seen that the significance value obtained is 0.396. This number is greater than the significance value (α) which has been determined in the previous test criteria, namely 0.05 (0.396 > 0.05). Therefore it can be concluded that H0 is accepted and H1 is rejected, meaning that there is no influence between the Messenger variable (X1) on the buying interest of the millennial generation on Instagram.

Based on the tcount value obtained from the Message variable (X2) is 3.983 while the specified ttable is 1.663, so the tcount > ttable value (3.983 > 1.663). So thus it can be concluded that H0 is rejected and H1 is accepted, meaning that there is an influence between the Message variable (X2) on the buying interest of the millennial generation on Instagram. Meanwhile, based on the significance value, it can be seen that the significance value obtained is 0.000. This number is smaller than the significance value (α) which has been determined in the previous test criteria, namely 0.05 (0.000 < 0.05). Therefore it can be concluded that H0 is rejected and H1 is accepted, meaning that there is an influence between the Message variable (X2) on the buying interest of the



millennial generation on Instagram.

While the tcount value obtained from the Environment variable (X3) is 3.888 while the specified ttable is 1.663, so the tcount > ttable value (3.888 > 1.663). So thus it can be concluded that H0 is rejected and H1 is accepted, meaning that there is an influence between the Environment variable (X3) on the buying interest of the millennial generation on Instagram. Meanwhile, based on the significance value, it can be seen that the significance value obtained is 0.000. This number is smaller than the significance value (α) which has been determined in the previous test criteria, namely 0.05 (0.000 < 0.05). Therefore it can be concluded that H0 is rejected and H1 is accepted, meaning that there is an influence between the Environment variable (X3) on the buying interest of the millennial generation on Instagram.

Hypothesis F-test

Table 5. Hypothesis Test Results (F test)

| ANOVA ^a | | | | | | |
|---|------------|----------------|----|-------------|--------|-------------------|
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 1583,416 | 3 | 527,805 | 32,883 | ,000 ^b |
| | Residual | 1316,165 | 82 | 16,051 | | |
| | Total | 2899,581 | 85 | | | |
| a. Dependent Variable: Minat Beli (Y) | | | | | | |
| b. Predictors: (Constant), X - Environment, X - Messenger, X - Message | | | | | | |

Source: Research results, 2022

Criteria for decision making in the simultaneous test (F-test) as follows:

1. If F count > F table and the significance value is less than 0.05, it means that H0 is rejected and Ha is accepted, which means that there is a significant effect of the independent variable on the dependent variable
2. If F count < F table and the significance value is more than 0.05, it means that H0 is accepted and Ha is rejected, which means that there is no significant effect of the independent variable on the dependent variable.

Based on the results of simultaneous hypothesis testing that has been tried in table 5, it can be seen that the Fcount value obtained is 32,883. There is also a Ftable value that has been set in this study of 2.72. Based on these



results, it can be stated that the Fcount of 32.883 is greater than the Ftable of 2.72. Not only that, the significant value obtained is smaller (0.000) than the predetermined alpha value ($\alpha = 0.05$). Thus, it can be said that H_0 is rejected and H_a is accepted. That is, the Viral marketing variable; Messenger (X1), Message (X2) and Environment (X3) simultaneously influence the buying interest of the millennial generation on Instagram.

Determination Coefficient (R Square)

Table 6. Results of the Coefficient of Determination (R Square)

| Model Summary^b | | | | |
|---|-------------------------|-----------------|--------------------------|-----------------------------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | ,739^a | ,546 | ,529 | 4,00634 |
| a. Predictors: (Constant), X - Environment, X - Messenger, X - Message | | | | |
| b. Dependent Variable: Minat Beli (Y) | | | | |

Source: Research results, 2022

Based on the results of table 6, it is known that the coefficient of determination or R square is 0.546 or equal to 54.6%. This figure means that the Viral marketing variable; Messenger (X1), Message (X2) and Environment (X3) simultaneously influence the variable of buying interest of the millennial generation (Y) by 54.6%, while the rest (100% - 54.6% = 45.4%) are influenced by other variables not examined in this study. This shows that the amount of influence generated between the viral marketing of the song "Be careful on the road" by Tulus on the Spotify application on the buying interest of the millennial generation on Instagram is 54.6%.

CONCLUSION

Based on the results of processing and analyzing the respondent's data in the study "The effect of viral marketing of the song "Be careful on the road" by Tulus on the Spotify application on buying interest of the millennial generation on Instagram" a conclusion can be drawn which can be an answer to the formulation of the problem that has been described previously, namely how high the influence of the viral marketing of Tulus's song "Be Careful on the Road" on the Spotify application on the buying interest of the millennial generation on Instagram. The conclusion obtained is that the high influence of the viral marketing song "Be careful on the road" by Tulus on the Spotify

application on the buying interest of the millennial generation on Instagram is 54.6%, while the remaining 45.4% is influenced by other variables not examined in this study. Based on the t count value obtained from the Message variable (X2) is 3.983 while the specified ttable is 1.663, so the tcount > ttable value (3.983 > 1.663). Therefore it can be concluded that H0 is rejected and H1 is accepted, meaning that there is an influence between the Message variable (X2) on the buying interest of the millennial generation on Instagram. While the tcount value obtained from the Environment variable (X3) is 3.888 while the specified ttable is 1.663, so the t count > ttable value (3.888 > 1.663). Therefore it can be concluded that H0 is rejected and H1 is accepted, meaning that there is an influence between the Environment variable (X3) on the buying interest of the millennial generation on Instagram.

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