

DIGITAL MARKETING MODEL OF INDOMIE ICE CREAM'S VIRAL MARKETING

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Abstract

Industry progressed significantly day by day, especially in digital era. Indonesia doesn't escape this loop especially with their cultured habit and the way they consume trusted product. This time Indomie shines again as the product looked by everyone due to their flashy new product named Indomie Ice Cream. Indomie Ice Cream and the Ice Cream's sweetened clashed each other, yet people in Twitter still so eager to buy it and taste it themselves. With SWOT analysis, this research shows how Indomie makes an advanced impact through opportunities even though the type of product isn't dominantly loved by people like regular Indomie or regular ice cream.

Keywords: SWOT Analysis, Digital Marketing, Indomie, Cultural Impact, Ice Cream, Viral Marketing

INTRODUCTION

Viral marketing has become an increasingly important strategy in today's digital society. It is a marketing technique that uses social media, email, and other online channels to spread a message or promote a product or service (Coritama et al., 2022; Maheza Prasetya & Daniel Susilo, 2022). The goal is to create a buzz and generate interest among consumers, who then share the message with their friends and followers. In this topic, we will explore the different aspects of viral marketing in today's digital society. One of the key factors that have made viral marketing so effective in today's digital society is the rise of social media. With billions of people using social media platforms such as Facebook, Twitter, and Instagram, viral marketing has become a powerful way to reach a large audience quickly and inexpensively. Social media platforms allow users to share content with their friends and followers, which makes it easy for viral messages to spread rapidly (Hensen Batara & Daniel Susilo, 2022).

Another factor that has made viral marketing so effective is the rise of mobile technology. Smartphones and tablets have become ubiquitous in today's society, and people are increasingly using these devices to access the internet and social media. This means that viral marketing messages can reach people anytime, anywhere, which makes them more likely to be shared and spread. One of the most important elements of successful viral marketing campaigns is the content itself. In order to go viral, the content must be compelling, entertaining, and shareable. It should be something that people want to share with their friends and followers because it is funny, interesting, informative, or emotionally engaging. In today's digital society, there is a lot of content competing for people's attention, so it is important to create something that stands out and captures people's interest.

Another key element of viral marketing in today's digital society is the use of influencers. Influencers are individuals with large followings on social media platforms who

have the power to influence the opinions and behaviour of their followers. By partnering with influencers, brands can tap into their audience and use their reach to promote their products or services (Putri et al., 2022; Triary Hardy & Susilo, 2022). This can be a powerful way to generate buzz and reach a large audience quickly. One of the challenges of viral marketing in today's digital society is the need to constantly adapt and innovate. With so much content being produced and shared every day, it can be difficult to stand out and get noticed. Brands need to be creative and willing to take risks in order to create something that will capture people's attention and go viral. They also need to be willing to experiment with different channels and platforms to find the ones that work best for their audience.

Another challenge of viral marketing in today's digital society is the need to balance authenticity with promotion. People are savvy consumers who can quickly spot a marketing message that is too pushy or inauthentic. Brands need to be transparent and genuine in their messaging in order to build trust and credibility with their audience. They also need to be careful not to sacrifice their brand values or reputation in pursuit of virality. Despite these challenges, viral marketing remains a powerful tool for brands looking to reach a large audience quickly and inexpensively. By leveraging social media, mobile technology, and influencers, brands can create compelling content that captures people's attention and generates buzz. By being creative, authentic, and willing to take risks, brands can create viral marketing campaigns that resonate with their audience and help them achieve their marketing goals.

In conclusion, viral marketing in today's digital society is an essential strategy for brands looking to reach a large audience quickly and inexpensively. With the rise of social media, mobile technology, and influencers, viral marketing has become a powerful way to spread a message and generate buzz. By focusing on creating compelling, shareable content that resonates with their audience, brands can leverage the power of virality to achieve their marketing goals.

Thus, it influences how Indonesia consumes their food in cultural level. Indonesian food has a rich history and diverse culinary traditions, which have evolved over time through various influences, including Chinese, Indian, and European cultures. Indonesian cuisine is known for its use of aromatic spices, herbs, and bold flavours. Indonesians have a unique way of consuming their food, which varies depending on the region, culture, and religion. In recent years, the trend of viral food products has become increasingly popular in Indonesia, and this has affected the consuming habits of many Indonesians. One of the most prominent features of Indonesian food consuming habits is the use of communal eating. Sharing a meal with family, friends, or colleagues is a common practice in Indonesia, where food is often served in large portions and placed in the middle of the table. This allows everyone to enjoy different dishes together and creates a sense of togetherness and community. In addition, Indonesians also have a habit of eating with their hands, especially when consuming traditional dishes like nasi goreng (fried rice) or sate (grilled meat skewers). Eating with hands is believed to enhance the taste of the food and provide a more immersive experience.

However, with the emergence of viral food products in recent years, there has been a shift in consuming habits among some Indonesians. Viral food products are popular food

items that go viral on social media platforms like Instagram, TikTok, and YouTube, and are often sold in limited quantities for a limited time. These products have gained immense popularity among young Indonesians who are always on the lookout for new and exciting food experiences. Many of these products are imported from other countries or are collaborations between local and international brands.

One example of a viral food product in Indonesia is the Korean-style fried chicken, which has become a craze among Indonesian foodies in recent years. Korean fried chicken is known for its crispy exterior and juicy interior, and it is often coated with a sweet and savoury sauce. Indonesian restaurants and food vendors have started to incorporate this dish into their menus, and it has become a popular item among Indonesians, especially the younger generation. Many Indonesians have also started to enjoy this dish at home by ordering it from online food delivery services or cooking it themselves using recipes found online. Another example of a viral food product in Indonesia is the bubble tea or boba trend, which has taken the country by storm. Bubble tea is a Taiwanese beverage that consists of tea, milk, and small tapioca balls called boba. The drink has become increasingly popular among Indonesians, and there are now countless bubble tea shops across the country. Indonesians often enjoy bubble tea as a refreshing and sweet treat, and it has become a popular drink among young people.

The emergence of viral food products has also affected the way Indonesians consume traditional food items. Many Indonesians have started to incorporate viral food items into their daily diet, and this has led to a fusion of traditional and modern cuisine. For example, some Indonesians have started to incorporate Korean-style fried chicken into their traditional dishes like nasi goreng, creating a unique and exciting flavour profile. Others have started to add boba to their traditional drinks like es campur (mixed ice) or es kelapa muda (young coconut ice), adding a new texture and flavour to these traditional beverages. In conclusion, Indonesian food consuming habits are rooted in communal eating and a love for bold flavours and spices. However, the emergence of viral food products has introduced a new dimension to the way Indonesians consume their food, with many Indonesians incorporating modern and international cuisine into their daily diet. Viral food products like Korean-style fried chicken and bubble tea have become popular among young Indonesians, and they have led to a fusion of traditional and modern cuisine.

The purpose of this research is to discover the model marketing of the recent phenomenon that involves Indomie and Ice Cream. In other words, the product is called Indomie Ice Cream. Through knowing this marketing model, we will know the different shape of Indomie influence since Indomie is literally Indonesian food of culture (Clifford, 2022; Izzaty & Nuri Aslami, 2021).

LITERATURE REVIEW

What refers to this topic of viral marketing within modern food is the cursed food. Cursed food is a concept that has captured the imagination of many people throughout history. The idea of food that is imbued with dark magic or evil spirits has been a theme in literature, folklore, and even in some cultures where certain foods are considered taboo or

bad luck. The idea of cursed food has also become popular in recent years due to the rise of social media and the spread of urban legends and viral stories. In this topic, we will explore the concept of cursed food and its cultural significance.

What is cursed food?

Cursed food is any food that is believed to be cursed or unlucky. This can include anything from simple foods like bread and vegetables to more complex dishes like stews and soups. In some cultures, there are specific foods that are believed to be cursed or taboo. For example, in Japan, there is a dish called fugu, which is made from poisonous pufferfish. If not prepared properly, it can be deadly. In some cultures, it is believed that consuming certain foods can bring about bad luck, illness, or even death.

The origins of cursed food

The idea of cursed food has been around for centuries. In many ancient cultures, food was believed to be a powerful tool for good or evil. In some cultures, food was seen as a gift from the gods, while in others it was seen as a source of evil and temptation. For example, in the Bible, the story of Adam and Eve tells of how the first humans were tempted by the forbidden fruit, which led to their downfall. In folklore, cursed food often plays a prominent role. Many stories tell of witches or other malevolent beings who would use food to curse their victims. These tales often involve poisoned apples, cakes, or other treats that are used to lure unsuspecting victims to their doom. In some cases, the food itself is said to be cursed, and anyone who eats it will suffer the consequences.

The cultural significance of cursed food

Cursed food has a deep cultural significance in many parts of the world. In some cultures, it is believed that certain foods can bring about bad luck or even death. For example, in some African cultures, it is believed that eating certain animals can bring about illness or misfortune. In other cultures, certain foods are believed to be taboo for religious or cultural reasons. For example, in some Jewish communities, pork is considered unclean and is not eaten. In popular culture, cursed food has become a popular trope in horror movies and literature. Many horror stories involve cursed food that brings about death or other forms of suffering. In some cases, the food itself is the source of the curse, while in others it is a tool used by malevolent forces to bring about harm (Zhu et al., 2021).

The rise of cursed food on social media

In recent years, the concept of cursed food has become popular on social media. The rise of viral videos and memes has led to the creation of many fake cursed food stories and videos. These videos often show people eating strange or disgusting foods that are said to be cursed. While many of these videos are meant to be humorous, some people have taken the concept of cursed food seriously and have even begun to believe that certain foods can bring about bad luck or other forms of harm (Peter, 2020).

The dangers of cursed food

While the idea of cursed food may be entertaining, there are real dangers associated with consuming certain foods. For example, some foods can be poisonous if not prepared properly. In other cases, eating certain foods can lead to allergic reactions or other forms of illness. It is important to always be cautious when consuming unfamiliar foods, especially if they are said to be cursed or taboo. In conclusion, cursed food is a fascinating concept that has captured the imagination of people throughout history.

What connects it is actually the viral marketing on food and beverage. Viral marketing has become an increasingly popular way for businesses to promote their products, particularly in the food and beverage industry. Viral marketing is a type of marketing that uses social media platforms, such as Facebook, Twitter, Instagram, and TikTok, to spread messages, images, and videos that are designed to go viral. The idea is to create content that people want to share with their friends and family, thus increasing the reach of the marketing campaign. In this topic, we will look at the development of viral marketing in the food and beverage industry, including some of the most successful campaigns and strategies. The food and beverage industry is particularly well-suited to viral marketing campaigns, as people are always looking for new and exciting things to eat and drink. One of the first viral marketing campaigns in the food industry was the "Will It Blend?" campaign by Blendtec. The campaign featured a series of videos in which the company's founder, Tom Dickson, blended various objects, including iPhones and golf balls, in one of the company's blenders. The videos quickly went viral, and the campaign helped to establish Blendtec as a leading brand in the blender market.

Another early viral marketing campaign in the food industry was the "Subservient Chicken" campaign by Burger King. The campaign featured a website where users could control a man dressed in a chicken suit, who would perform various actions, such as dancing or doing push-ups. The campaign was a huge success and helped to increase sales of Burger King's chicken sandwiches. In recent years, social media platforms have become the primary channels for viral marketing campaigns in the food and beverage industry. One of the most successful campaigns in recent years was the "Share a Coke" campaign by Coca-Cola. The campaign featured personalized bottles of Coke with people's names on them and encouraged people to share pictures of themselves with their personalized bottles on social media. The campaign was an enormous success, with over 500,000 pictures shared on social media in the first year alone (Muhajir et al., 2022; Puriwat & Tripopsakul, 2021).

Another successful viral marketing campaign in the food and beverage industry was the "Ice Bucket Challenge" by the ALS Association. The campaign challenged people to dump a bucket of ice water over their heads and donate to the ALS Association, and then to challenge their friends to do the same. The campaign went viral on social media, with celebrities and politicians taking part, and helped to raise over \$220 million for the ALS Association. One of the key strategies for creating a successful viral marketing campaign in the food and beverage industry is to create content that is visually appealing and shareable

(Nabilaturrahmah & Siregar, 2022; Satrio et al., 2020). This can include images of delicious-looking food or drinks, as well as videos that showcase unique or creative recipes or cooking techniques. Another strategy is to tap into existing social media trends or challenges, such as the Ice Bucket Challenge, and create content that fits within those trends.

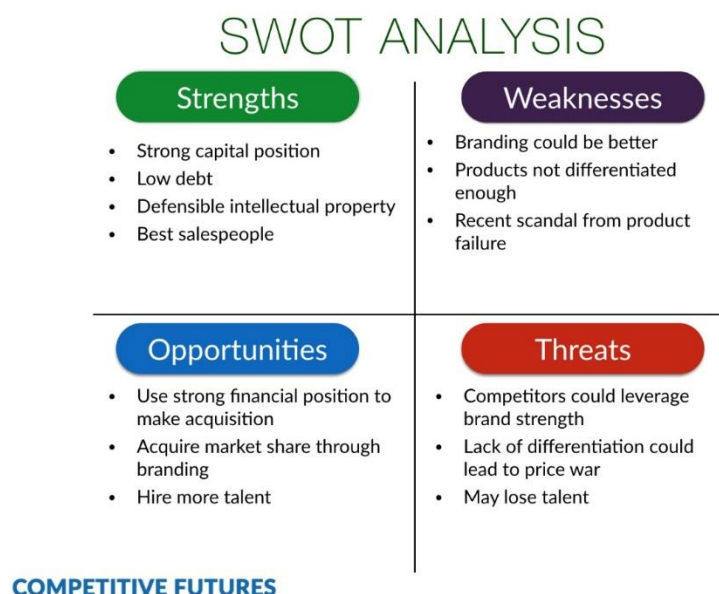
In addition to creating shareable content, it's important for viral marketing campaigns in the food and beverage industry to engage with their audience. This can involve responding to comments on social media, hosting live events, or creating interactive content, such as quizzes or polls (Aziza & Hawignyo, 2022). By engaging with their audience, brands can build a loyal following and create a sense of community around their products. Finally, it's important for brands to track and measure the success of their viral marketing campaigns. This can involve tracking metrics such as shares, likes, and comments on social media, as well as monitoring sales data and website traffic. By analysing this data, brands can learn what works and what doesn't, and adjust their strategies accordingly. In conclusion, viral marketing has become an important tool for promoting food and beverage products and has led to some highly successful campaigns in recent years.

METHOD

The method suited for this research is SWOT analysis. SWOT analysis is a strategic planning tool that helps businesses and individuals identify their Strengths, Weaknesses, Opportunities, and Threats. It is a structured framework used to assess an organization's internal and external environment and develop strategies to achieve its goals. The SWOT analysis is typically done by creating a grid with four sections: Strengths, Weaknesses, Opportunities, and Threats. The strengths and weaknesses refer to the internal factors that influence the organization, while opportunities and threats refer to external factors that are beyond the organization's control (Benzaghta et al., 2021).

Strengths are the positive aspects of the organization that it can leverage to achieve its goals. These could include things like a strong brand reputation, loyal customers, skilled employees, or efficient processes. Weaknesses are the areas where the organization needs improvement. These could include things like a lack of resources, poor management, or outdated technology.

Opportunities are external factors that the organization can take advantage of to achieve its goals. These could include things like emerging markets, new technologies, or changes in customer behaviour (Trojanowski, 2021). Threats are external factors that could negatively impact the organization's ability to achieve its goals. These could include things like competition, economic downturns, or changes in regulations.



Source: competitivefutures.com

By conducting a SWOT analysis, organizations can gain a better understanding of their strengths, weaknesses, opportunities, and threats. This information can then be used to develop strategies that capitalize on strengths, address weaknesses, take advantage of opportunities, and mitigate threats.

Sampling Technique

The sampling will be based on what is tweeted by Twitter users then the author will proceed to categorize it in S/W/O/T.

Analysis Technique

The analysis technique will be taking the data in form of a tweet and place it into column. The column will contain SWOT category with its description regarding Indomie Ice Cream phenomenon.

RESULTS AND DISCUSSION

The Data

Caption + Link	S	W	O	T
ESKRIM INDOMIE GORENG GUYS! Rasa vanilla x bumbu indomie serta ada topping mie nya juga di atas! Apakah kalian tertarik untuk nyobain? sc: tt @. Malikaaarhdth	√			

https://twitter.com/tanyarlfe/status/1642380092843388929?s=20				
Whoever give the idea of ice cream with indomie goreng flavor should be perished. https://twitter.com/SeigunKira/status/1643248680068341760?s=20		√		
Ya halooo. Gimana nih #bukappuasa nya. Tsuki cuman buka pake ice cream #indomie nih. Rasanya anjim beneran Indomie goreng #Vtuber #bukber #eskrimindomie #vtuberindo #VtuberID https://twitter.com/Tsukiko_Nozomi/status/1643931670859628546?s=20			√	
G enak, topping indomie mlemperm, ice cream dengan rasa kopi susu eneg. Harga 10k banyak yg lebih enak cukup sekali https://twitter.com/QIQI_008/status/1642684028062154757?s=20		√		
Lrt GOOD LORD An Indomie Fried Noodle Flavored Ice Cream is actually exist??? https://twitter.com/NuraPixel/status/1642390285929029633?s=20			√	
what kinda abomination this is? like dude we can't even make A joke : "Seriously in front OF MY INDOMIE" because that a fuckin INDOMIE ON A GATDAM ICECREAM.		√		

https://twitter.com/Rebelliuminc/status/1642706150268469249?s=20				
Tadi Nemu Ice cream Indomie nya di indomaret. Pngen beli pngen nyobain.. Besok aja https://twitter.com/wdttthh24/status/1643925636199886850?s=20			√	
I love ice cream, I love indomie TAPI WHOEVER COME OUT WITH THIS CONCEPT SHOULD GO SEE FOR THERAPY https://twitter.com/noriinooo/status/1643537654867443712?s=20		√		
Ice cream indomieeee katanya rasanyaa gurih da rasa bumbu indomie nya https://twitter.com/Hikkiee/status/1642734628380508161?s=20	√			
Sooo first bite 1/10 i do not like those indomie chunks Tp pas udh ilang it's just normal ice cream so like 6/10 https://twitter.com/rohani_alip/status/1643262060942467074?s=20		√		
TOTAL	2	5	3	0

Basic Premise

From the 10 samples gathered above, we can find 2 strengths, 5 weaknesses, 3 opportunities, and zero threats. Certainly, the data is categorized as early stage of euphoria; hence, there's zero threats between the people's reaction. But from the data we can find the basic premise of Indomie Ice Cream concept. The basic premise of Indomie Ice Cream concept can be found from the good number combination of weaknesses and opportunities. What results to W and O are the strong curiosity to taste the Indomie Ice Cream themselves, some displays bad reaction which result in 5 weaknesses and some displays enthusiasm to try and find the product which result to 3 opportunities. The strong curiosity is driven from the impact of Indomie brand. When they see Chitato with Indomie flavor (Putlia, 2020), it pushes them to buy and taste it, therefore the same reaction goes to Indomie Ice Cream flavor.

Cursed Food

In recent years, Indonesian cursed food has become a viral phenomenon on social media, particularly on Twitter. These cursed foods are bizarre and unsettling culinary creations that are not meant to be taken seriously, but rather to evoke a strong reaction from viewers.

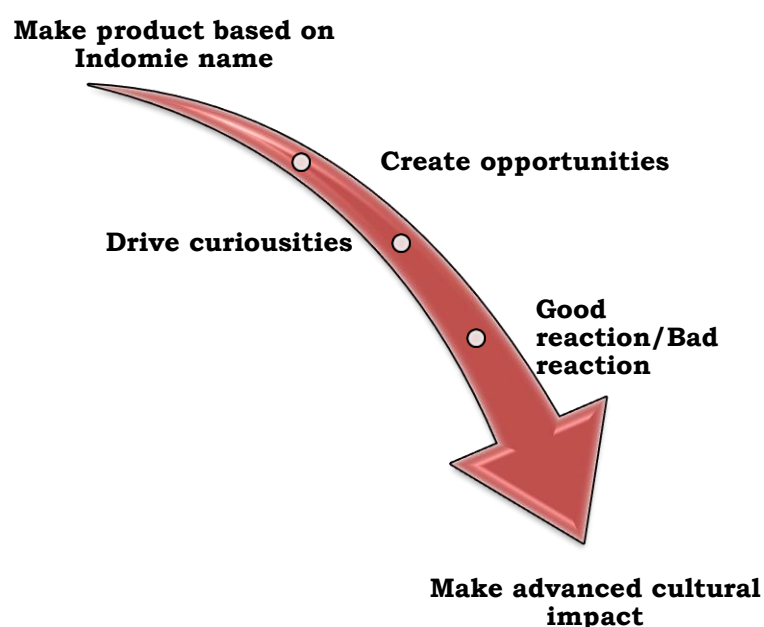
One of the most popular cursed foods in Indonesia is the infamous "Nasi Padang with Only One Chili." Nasi Padang is a traditional Indonesian dish consisting of steamed rice served with various side dishes, including spicy chili peppers. The cursed version of this dish features only one measly chili pepper, causing Indonesian netizens to question its authenticity and label it as cursed. Even Indomie had been part of this cursed food victim (Vydiswaran et al., 2020). Another cursed food that went viral on Twitter was the "Indomie Kuah Susu" or Indomie with Milk Soup. Indomie is a popular brand of instant noodles in Indonesia, and the idea of pairing it with milk soup may seem strange to outsiders. However, many Indonesians found the combination intriguing, and the tweet quickly went viral, sparking a trend of other strange Indomie combinations (Margaret & Sukendro, 2022).

There is also the "Martabak Terang Bulan with Toothpaste" trend, where people replace the sweet toppings of the popular Indonesian pancake-like dish with toothpaste. The sight of toothpaste being spread on a dessert-like dish was enough to gross out many Indonesians and foreigners alike (Kāle et al., 2021).

While some may find these cursed foods amusing, others argue that the trend promotes unhealthy eating habits and a lack of respect for traditional Indonesian cuisine. However, it is important to note that these cursed foods are not meant to be taken seriously and are simply a form of online entertainment. In conclusion, Indonesian cursed foods have become a viral trend on social media, particularly Twitter (Hunt, 2021; Pilař et al., 2022). From Nasi Padang with Only One Chili to Indomie Kuah Susu and Martabak Terang Bulan with Toothpaste, these bizarre culinary creations are meant to evoke strong reactions from viewers and should be viewed as a form of online entertainment rather than a reflection of Indonesian cuisine.

This means that Indomie has strong cultural influence. This cultural influence is what caused the curiosity to buy and taste the Indomie Ice Cream. To them, this new product is categorized as cursed food due to designing Indomie in unfamiliar way not only by look but by taste as well since Indonesia is known to dislike mixing dessert type food with item containing strong spice like Indomie (Ancín et al., 2022). However, as good as their cursed food construction successfully drives people attention, their product is nowhere likely stay long; rather, it's temporary euphoria due to involving Indomie name in it (Parningotan & Sari, 2021), hence the strong number goes to weaknesses and opportunities. With creating opportunities, more people buys the product even though the review is only its weaknesses. But how's exactly the concept of this cursed food works?

The Marketing Model



According to the visual above after analysing the SWOT of Indomie Ice Cream marketing, their model marketing is illustrated in that manner. Indomie itself already had high demands and loyal customers to their product, the same goes to the ice cream type food always have high sell for glucose lover. By combining two types of strong product, they'll create something viral that makes customers curious with their product. This type of marketing isn't suited for long-term investment; but rather for stepping stone to build or expand their brand. Regardless the reaction is bad or not, they already made an impact that their brand is also capable of making cursed food that looks strong on them.

CLOSING

Conclusion

In conclusion, how's the future of that product? Is it going to preserve or die early? What author got from their data above is that they didn't mean to preserve it longer other

than creating phenomenon. Even if their product is easily forgotten, disliked, or hyped, their goal is to make cultural impact about cursed food. That strong taste and lack of design from them are still their powerful product to be trusted and hunted by them. This of product is more of a hegemonic product and marketed in different goal. Their goal is not the preservation of the product but the preservation of the brand. In order to be impactful, a product can merge the brand and cultural influence together even if the product will be vanished quickly. Another example of this method is from Adidas, Apple, Google, or KFC. We can interpret that as the product only served to create opportunities regardless the good or bad reaction, after all their ultimate result is the end or the cultural impact from their brand. This impact isn't only to seek long benefit but to seek long and continuous profit.

Suggestions and Acknowledgments

Author's suggestion for this kind of marketing is that, in academic recommendation, the research should expand on detailed impact of their product and how it could benefit smaller business or the professional around their field. This includes how the research should be friendly to documentary format since if the documentary format exists, it would give validity to other research further. The practical recommendations regarding this marketing model is that for intermediate business to design and build their company agenda and purpose like how Indomie Ice Cream did. This counts with their benefit should be sourced from good method and less exploitative system as well.

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