



## Analysis Effectiveness Use of Ads through Meta Ads and Google Ads at MSME fashionlabs.id

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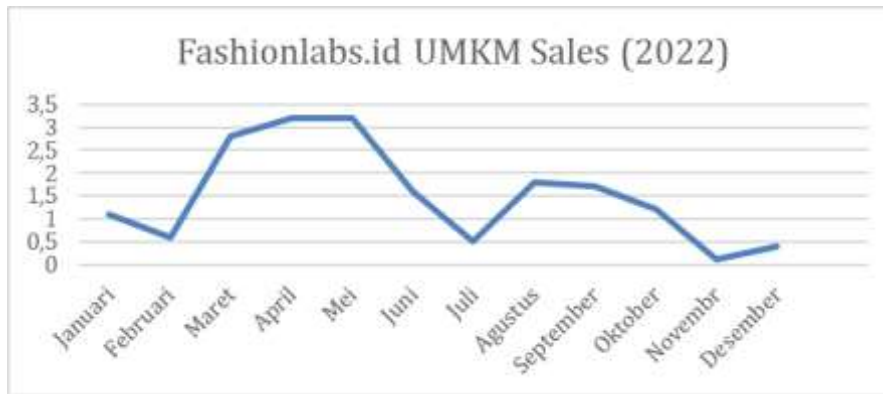
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<i>Article History</i>	<i>Abstract</i>
<p>Received: 06 June 2023 Revised: 05 Sept 2023 Accepted: 28 Oct 2023</p>	<p><i>This study aims to analyze the effectiveness of using advertising through Meta ads and Google ads on Fashionlabs.id msme. This study uses quantitative data with cross-sectional time, within one year, regarding the optimization of digital marketing carried out on the Meta ads (Meta Business) and Google Ads platforms from April 1, 2022, to June 31, 2023. Data was collected using Facebook Ads data and the Google Ads platform. Data analysis was performed with A/B test data from Meta Ads Manager and Google Analytics. The study results show that 1) the target audience is achieved by the UMKM Fashionlabs.id; 2) Google's advertising platform has a higher effectiveness when compared to Facebook ads to attract the interest of Fashionlabs.id's SME audience; 3) the campaign conducted by UMKM Fashionlabs.id in 2023 is more effective than the campaign conducted in 2022; 4) Google's advertising campaign model with more specific campaigns gets more impressions from users than using more general content campaigns.</i></p>
<p><b>CC License</b> CC-BY-NC-SA 4.0</p>	<p><b>Keywords:</b> <i>Meta ads, google ads, digital marketing</i></p>

### 1. Introduction

Digital media is currently one of the things that is needed by humans, organizations, companies and the government in communicating. The growth of digital media is currently increasing and continues to make developments in terms of technology. In 2022 We Social conducted research which found that the population in Indonesia was around 277.7 million people, in which there were 370.1 million mobile phones (HP) connected. Apart from that, we are social data shows that in Indonesia there are 204.7 million people who are connected to the internet and there are 191.4 million people who use social media. Social media such as YouTube, Instagram, Facebook, Tiktok, and Twitter are often visited by people who show that they have high attractiveness. In addition, digital literacy and the increasing use of cellphones have made companies start to shift their systems from using conventional media to digital media such as search engines, influencers, social media, and news portals.

It has been noted that Fashionlabs.id has been using advertising platforms such as Meta ads and Google ads for a long time to promote its brands and products to consumers. The use of advertising platforms through internet media is considered as an effective tool for Fashionlabs.id as UMKM to increase public brand awareness of the Fashionlabs.id brand. However, it cannot be denied that advertising does not necessarily have a direct effect on increasing awareness and sales of a product. Fashionlabs.id's management also felt this, where they experienced sales instability several times even though they had used social media platforms to advertise. Data on sales results from UMKM Fashionlabs.id are as follows:



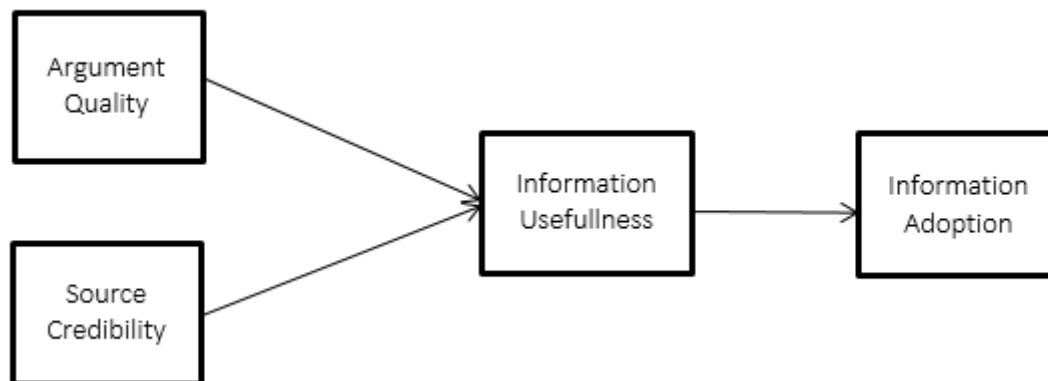
Source: Processed data (2022)

Based on Table 1.1, it shows that there is an instability in the sales value of Fashionlabs.id SMEs even though they have used social media platforms as advertisements. In comparison, several MSMEs or other brands were found to experience a significant increase in sales when using social media as an advertising platform (Barokalet al., 2021). Thus, an in-depth study is needed to find out how effective the use of advertising through social media is for MSME business actors. The problem that Fashionlabs.id SMEs have is that social media owned by Fashionlabs.id has low audience and engagement. From the Instagram follower platform, there are as many as 27 followers. The purpose of this study is to analyze the effectiveness of using online advertising by Fashionlabs.id SMEs using digital marketing methods that will be implemented on the Meta ads and Google Ads platforms.

## 2. Literature Review

### Information Adoption Model (IAM)

The Information Adoption Model (IAM) is a theoretical framework that seeks to explain and predict the process by which individuals or organizations adopt and integrate new information or technologies into their systems or practices. The model describes a series of stages or steps that individuals go through when adopting and receiving new information (Erkan & Evans, 2016). Several stages in the information adoption model are explained by Erkan and Evans (2016) as follows:



Source: Erkan and Evans (2016)

### Information Usefulness

The definition of information usefulness refers to the extent to which information provides value, relevance, and credibility in achieving certain goals or objectives (Erkan & Evans, 2016). The usefulness of information refers to the response from consumers that the information observed is useful and helps in their decision-making process. Information usability is the first step in adopting information (Erkan & Evans, 2016). Usability is subjective and varies depending on individual or organizational needs and perspectives. Therefore, assessing the usefulness of information requires consideration of the specific needs, context, and goals of the user or recipient. The Information usefulness framework model by Filieri (2015) is built by information quality, information credibility, information quantity.

### Marketing Management

Marketing or marketing is an activity that aims to achieve company goals, carried out by anticipating customer or client needs and directing the flow of goods and services that meet the needs of customers

or clients from producers. Marketing is also concerned with turning personal or social needs into profitable business opportunities. Marketing is the process of identifying, anticipating and satisfying customer needs and wants through the creation, promotion, distribution and pricing of goods and services (Kotler & Armstrong, 2017). According to Tjiptono and Diana (2020) marketing aims to create value for customers and build long-term relationships with them, while achieving business goals and objectives. Furthermore, marketing involves various business functions and activities, including advertising, sales, branding, product development, and customer service (Tjiptono & Diana, 2020).

### **Operation management**

Operations Management is a business function that includes planning, organizing, coordinating and supervising the resources needed by a company in order to produce goods and services. Operations management is an activity in managing the resources used to produce goods and services. In addition, operations management is an activity for how an organization produces and delivers products and services so that it can continue its existence (Jumadi 2021). Operations management includes various activities such as capacity planning, inventory management, quality control, supply chain management, scheduling, and maintenance (Chopra & Meindl, 2016).

### **Digital Marketing**

Digital marketing is a marketing method using electronic devices or digital media. This method uses two-way communication, namely communication between prospective customers who can interact directly with the store. One of the things done in digital marketing is managing the company's website and company's social media (Putri 2021). According to Lillesand and Dharmayanti (2017) identify four aspects of digital marketing. When it comes to increasing brand awareness, the four dimensions of digital marketing are the elements that contribute to its success. Here is a list of the four dimensions:

1. Interactive, is a procedure that can spark customer attention by working together through various types of online entertainment, through correspondence between brands and their buyers
2. Incentive program is an attractive program that benefits every promotion. In addition, it is hoped that these programs will provide added value to the business. On digital marketing media, it is a striking display that can add business value
3. Cost, is a promotion strategy with high efficiency that can speed up transactions and reduce costs. When compared to traditional forms of advertising such as billboards and television, they are relatively inexpensive.

### **Meta ads (Meta Business)**

Meta ads are part of the meta business which is a design created by Facebook to encourage every consumer to engage with the advertised brand or product. Advertising effectiveness is usually measured in terms of conversations, click-through rates, behavioral actions to click on ads, or purchase behavior (Wiese et al. 2020). Meta ads make it easy for users to be able to advertise their own business according to the wishes of the business owner (Techfor 2019). The variable indicators used in Meta ads according to (Leanne 2020) are as follows:

#### **1. Boosted Posts**

Is a form of social media advertising that involves paying to promote certain posts on social media platforms to reach a larger audience. Promoted posts are commonly used by businesses and individuals to increase engagement, website traffic, sales and brand awareness.

#### **2. Page like ads**

Is a form of social media advertising that aims to increase the number of likes on a company or organization's Facebook page. Page like ads appear on the Facebook news pages of users who are likely to be attracted to a company or organization based on their demographics, interests and behavior.

#### **3. Reach/Brand Awareness ads**

Is a form of social media advertising that aims to increase the visibility and awareness of a brand or business among social media users. Reach/Brand Awareness ads are designed to reach as many people in the target demographic as possible, often without a specific clickbait or direct conversion objective. reach.

#### **4. Traffic ads**

Is a form of social media advertising that aims to drive targeted traffic to a website, landing page or mobile app. Traffic ads are implemented by displaying clickbait buttons that encourage users to click to the advertiser's website or app.

#### 5. Conversions ads

Is a type of social media advertising that focuses on driving action or conversions on a website or landing page. The main goal of conversion ads is to understand the effectiveness of an advertiser's campaign, identify areas for improvement, improve ad targeting to maximize conversions, encourage users to take the desired action, such as making a purchase, filling out a form or signing up for a service.

### **Search Engine Marketing (SEM)**

Search Engine Marketing (SEM) is a model of a form of marketing via the internet that has the goal of increasing the visibility of a website's results from search sites or search engines. The way SEM works is by advertising using keywords that are related to the product or service being offered. SEM effectively displays websites on the first page of search engines. Search engine users usually only access the first page of search engines when looking for information. This effective SEM increases the likelihood that a potential customer who needs information will choose a website. Potential customers who are consciously seeking information visit websites voluntarily. This results in the best position to obtain marketing and product information. Advertising through search engines can reach consumers at the right time. Consumers are open to new information.

Search engine marketing should focus on increasing traffic to specific areas of a targeted website. Search engine advertising is used for the following purposes:

1. Generate prospects for new customers.
2. Selling products.
3. Build a certain brand.
4. Directing traffic from competitors or competitors.

### **Google AdWords (Google Ads)**

Google AdWords or Google Ads is an advertising service provided by Google and is part of SEM (Search Engine Marketing) which uses a bidding system so that ads created by e-commerce managers appear on Google search pages. Display ads will appear at the top or right of search results. When users type keywords or phrases in Google search, Google will display related ads (Za & Tricahyadinata 2017). Google Ads places product names, images, and ratings in product search results (Huang et al. 2020). According to Sumajaya (2016) how Google Ads/ Google Adwords works is as follows:

#### 1. CPC (Cost Per Click)

The CPC method is the method most often used in digital marketing. Every time an ad is clicked, a fee will appear, which will be charged to the owner of the ad. If the ad appears but no one clicks on the ad, no fees will appear to the owner of the ad. This CPC is very effective for increasing visits that occur to websites that are owned.

#### 2. CPM (Cost Per Mille)

The fee will appear if every 1000 people who see the ad. CPM is typically used for ads that use the Display Network. The Display Network is a network of websites that provide space on web pages for Google Ads, which are usually text-based or image-based ads that are displayed with content that is relevant to the target keywords.

#### 3. CPA (Cost Per Acquisition)

Costs will appear if the target applied to the ad has been reached. Such as account registration, sales, and length of time to visit the website.

## Thinking Framework

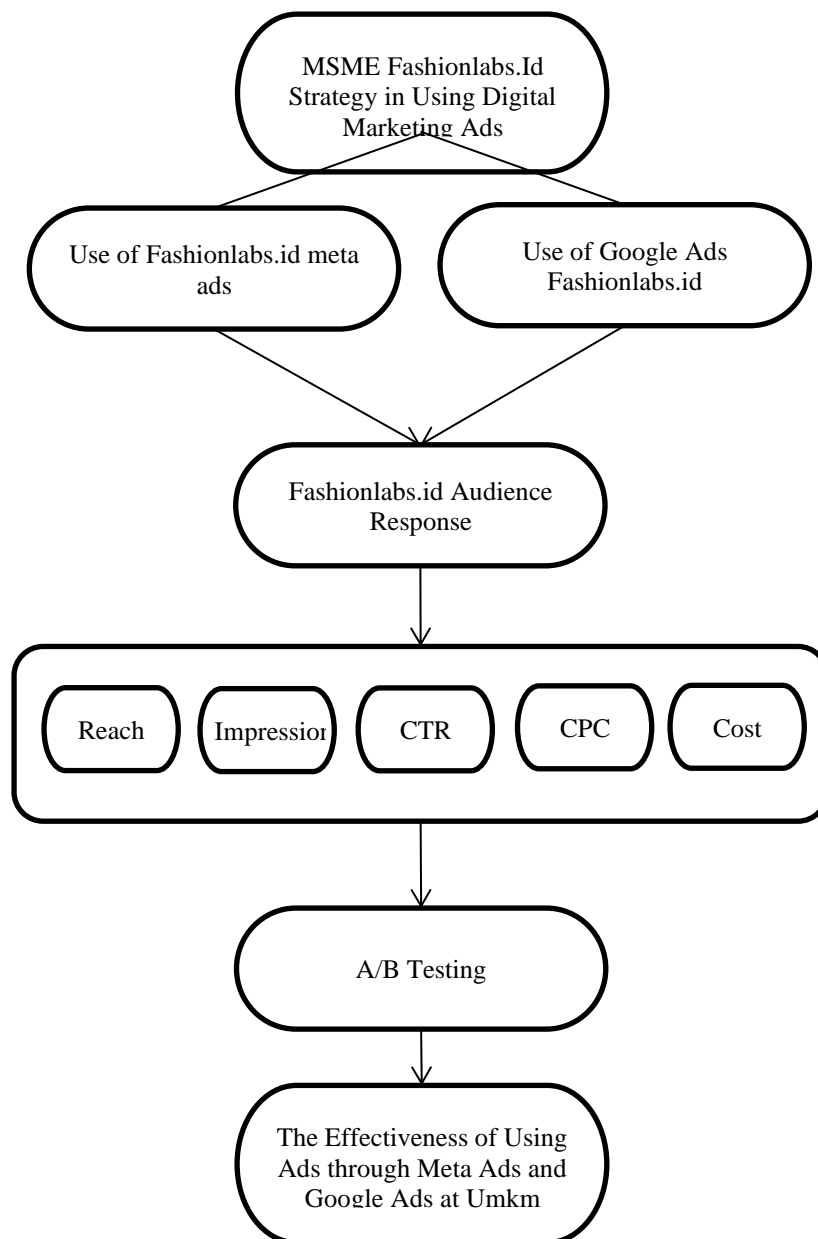


Figure 2.2 the Thinking Framework used

Source: Processed data from Barreda et al. (2015) and Putri (2021).

### 3. Materials And Methods

#### Types of research

The type of research is quantitative research. Quantitative research is based on the use of deductive logic, and quantitative data types. Quantitative research is a systematic and empirical research method that focuses on the collection and analysis of numerical data to understand, explain, and predict phenomena (Sugiyono, 2019).

#### Population and Sample

In this study, the population used is user impressions obtained from ad results using Meta ads and Google Ads. The sample obtained comes from the results of advertisements carried out on Meta ads and Google Ads for 3 months as many as 2 samples per week for a total of 24 samples:

#### Collection Data

The method of collecting research data is to use primary data obtained based on the results of advertisements that appear on the Meta ads Manager and Google Analytics platforms as well as collecting the results of reviews according to practitioners. The data obtained includes the results of CPC (Cost Per Click), CTR (Click Through Rate), Impressions, Reach, Frequency, Platform, and Placement.

The formula for CPC is:

$$\text{Cost Per Click (CPC)}: \frac{\text{Total Cost}}{\text{Total Click}}$$

The formula for CTR is:

$$\text{Click Through Rate (CTR)}: \frac{\text{Total Click}}{\text{Total Impressions}}$$

The formula for Frequency is:

$$\text{Frequency} : \frac{\text{Total Impressions}}{\text{Total Reach}}$$

Source: Data processed from Shi & Li (2016)

### Data analysis

The data analysis used in this study is an interactive model analysis technique consisting of data reduction, data presentation, A/B testing and drawing conclusions.

### 3. Results and Discussion

This research was conducted using a qualitative method with the aim of analyzing the effect of using Meta ads and Google Ads ads on Fashionlabs.id SMEs. Some of the things studied include the target audience, platform, and campaign model. Then understand how the effectiveness is obtained from the limited use of costs and how the results obtained are in the form of CTR and CPC that have been adjusted to achieve the targets set by Fashionlabs.id. Furthermore, it is explained about the processing of data from Meta ads and Google Ads results.

#### Meta ads

#### Campaign Content Ramadhan

**Table 4.1.** Results of Meta Ads Campaign Content Ramadhan Data

Campaign Name	Platform	Placement	Reach	Impressions	Freq	Clicks	CTR (%)	CPC (IDR)
Ramadan Content Campaign	Facebook	Feed	17996	22515	1,25	66	0,29	629
		Facebook Stories	2672	3054	1,14	4	0,13	1.355
		Market place	1500	1616	1,08	0	0	
	Instagram	Reels	98	98	1,00	0	0	
		Explore	0	2		0	0	
		Stories	0	1		0	0	

Source: Processed research data, 2023

Based on Table 4.1, it shows that in the Meta ads campaign Ramadan content session with the Meta ads platform advertises on Facebook feed placements, marketplaces and stories. On the Facebook feed placement, it was able to reach as many as 17,996 users, 22,515 impressions and 66 clicks in 1.25 frequencies. This resulted in a click through ratio (CTR) of 0.29 percent and a cost per click (CPC) of Rp. 629. In placing Facebook stories, it was able to reach as many as 2,672 users, 3,054 impressions, and 4 clicks in 1.14 frequencies. So as to produce a click through ratio (CTR) of 0.13 percent and a cost per click (CPC) of IDR 1,355. On the Facebook marketplace placement, it was able to reach as many as 1,500 users, 1,616 impressions, and 0 clicks in 1.08 frequencies. Because the clicks on the Facebook marketplace are 0, the CTR and CPC values cannot be calculated. That is, on the Facebook platform, of the three placements the highest reach is in the Facebook Feed placement category. The Facebook Feed placement also has the most clicks with the lowest cost among the three placements in the Facebook platform category.

On the Instagram platform with placement Instagram reels, it can reach as many as 98 users, 98 impressions and 0 clicks in 1.00 frequencies. Because the clicks on Instagram reels are 0, the CTR and CPC values cannot be calculated. On the Instagram platform with placement explorer and stories, both of them did not reach users, CPC and CTR, but were able to generate 2 impressions for placement explorer and 1 for stories. That is, on the Instagram platform, of the three placements the highest reach



is in the Instagram Reels placement category. The Instagram Reels placement also has the most impressions compared to the Instagram Explore and Instagram Stories placements. Furthermore, it is explained about the cost comparison between the three placements during the advertising session which can be seen in Table 4.2 as follows:

**Table 4.2.** Data on Total Expenses in the Ramadan Campaign

Campaign Name	Platform	Placement	Session Start	Session Ended	Total Cost (Rp)
Ramadan Content Campaign	Facebook	Feed	2022-04-25	2022-07-31	360.442
		Stories	2022-04-25	2022-07-31	41.515
		Marketplace	2022-04-25	2022-07-31	5.338
	Instagram	Reels	2022-04-25	2022-07-31	2.995
		Explore	2022-04-25	2022-07-31	148
		Stories	2022-04-25	2022-07-31	3
<b>Total</b>					<b>410.441</b>

Source: Processed research data, 2023.

Based on Table 4.2, it shows that the total costs in the Ramadan Content Campaign in several placements such as Facebook feeds, Facebook stories, Facebook marketplace, Instagram reels, Instagram explore and Instagram stories range from April 2022 to July 2022. In the placement of Facebook feeds, the total costs issued by Fashionlabs.id in the amount of IDR 360,442. In the placement of Facebook stories, the total costs incurred are IDR 41,515. In the Facebook marketplace placement, the total cost incurred is IDR 5,883. For placement of Instagram reels, the total costs incurred are IDR 2,995. In placement Instagram explore, the total costs incurred were Rp. 148. In placement Instagram stories, the total costs incurred were Rp. 3. This means that with a total expenditure for the Ramadan content campaign of Rp. 410,441, the largest total cost incurred by Fashionlabs.id from April 2022 to July 2022 was on the placement of Facebook feeds, with a total cost of Rp. 360,442.

### Instagram Post

**Table 4.3.** Instagram Post Meta ads Result Data

Campaign Name	Platform	Placement	Reach	Impress	Freq	Clicks	CTR (%)	CPC (IDR)
Instagram Post	Instagram	Feed	1535	1584	1,03	7	0,44	12.193

Source: Processed research data, 2023.

Based on Table 4.3, it shows that Instagram posts with the Meta ads platform advertise on Instagram feed placements. In the Instagram feed placement, it was able to reach as many as 1535 users, 1584 impressions and 7 clicks in 1.03 frequencies. So that it produces a click through ratio (CTR) of 0.44 percent and a cost per click (CPC) of IDR 12,193. Furthermore, it is explained about the costs incurred on the Instagram feed campaign during the ad session which can be seen in Table 4.4 as follows:

**Table 4.4.** Data on Total Expenses in Instagram Feeds

Campaign Name	Platform	Placement	Total Cost (Rp)	Session Start	Session Ended
Instagram Feeds	Instagram	Feed	85.348	2022-05-26	2022-07-31

Source: Processed research data, 2023.

Based on Table 4.4, it shows that the total costs in Campaign Instagram feeds for Instagram placements range from 26 May 2022 to 31 July 2022. For placement of Instagram feeds, the total cost incurred by Fashionlabs.id is IDR 85,348.

## New Traffic Campaign

Table 4.5. Data Results Meta ads New Traffic Campaign

Campaign Name	Platform	Placement	Reach	Impressions	Freq	Clicks	CTR (%)	CPC (IDR)
New Traffic Campaign	Facebook	feed	3854	4102	1,06	44	1,07	327
		video_feeds	1558	1564	1,00	16	1,02	425
		instream_video	356	356	1,00	25	7,02	168

Source: Processed research data, 2023.

Based on Table 4.5, it shows that the New Traffic Campaign with the Facebook platform advertises on Facebook feed placements, video feeds, and instream videos. On the Facebook feed placement, it was able to reach as many as 3854 users, 4102 impressions and 44 clicks in 1.06 frequency. So that it produces a click through ratio (CTR) of 1.07 percent and a cost per click (CPC) of Rp. 327. In the placement of video feeds, it can reach as many as 1558 users, 1564 impressions, and 16 clicks in 1.00 frequencies. So that it produces a click through ratio (CTR) of 1.02 percent and a cost per click (CPC) of IDR 425. In the instream\_video placement, it can reach as many as 356 users, 356 impressions, and 25 clicks in 1.00 frequencies. This resulted in a click through ratio (CTR) of 7.02 percent and a cost per click (CPC) of IDR 168. This means that in the New Traffic Campaign, of the three placements, the highest reach was in the Facebook Feed placement category. The Facebook Feed placement also has the most clicks with the second lowest cost among the three placements in the Facebook platform category. Furthermore, it is explained about the cost comparison between the three placements during the advertising session which can be seen in Table 4.6 as follows:

Table 4.6. Data on Total Expenses in the New Traffic Campaign

Campaign Name	Platform	Placement	Sesi Mulai	Sesi Berakhir	Total Biaya (Rp)
New Traffic Campaign	Facebook	feed	2022-06-23	2022-07-31	14.392
		video_feeds	2022-06-23	2022-07-31	6.804
		instream_video	2022-06-23	2022-07-31	4.192
<b>Total</b>					<b>25.388</b>

Source: Research data processed, 2023.

Based on Table 4.6 shows that the total costs in the New Traffic Campaign for several placements such as Facebook feeds, video feeds, and instream videos range from June 2022 to July 2022. For placement of Facebook feeds, the total cost incurred by Fashionlabs.id is IDR 14. 392. In the placement of video feeds, the total cost incurred is IDR 6,804. In the instream video placement, the total cost incurred is IDR 4,192. This means that with a total expenditure for the New Traffic campaign of Rp. 25,388, the largest total cost incurred by Fashionlabs.id in the June 2022 to July 2022 sessions is on the placement of Facebook feeds, with a total cost of Rp. 14,392.

## Traffic Facebook

Table 4.7. Facebook Meta ads Traffic Result Data

Campaign Name	Platform	Placement	Reach	Impressions	Freq	Clicks	CTR (%)	CPC (Rp)
Traffic Facebook	Facebook	instream_video	3488	3855	1,11	299	7,76	159
		feed	4024	4359	1,08	73	1,67	413
		video_feeds	3500	3749	1,07	58	1,55	287
		marketplace	1508	2455	1,63	9	0,37	524
		search_results	783	783	1,00	2	0,26	347

Source: Research data processed, 2023.

Based on Table 4.7, it shows that Facebook traffic with the Facebook platform advertises on instream video placements, Facebook feeds, video feeds, marketplaces, and Facebook search. In the instream video placement, it was able to reach as many as 3488 users, 3855 impressions and 299 clicks in 1.11 frequencies. This resulted in a click through ratio (CTR) of 7.76 percent and a cost per click (CPC) of Rp. 159. The placement of Facebook feeds reached 4,024 users, 4,359 impressions, and 73 clicks in 1.08 frequencies. This results in a click through ratio (CTR) of 1.67 percent and a cost per click (CPC) of Rp. 413. In placement video feeds, it can reach as many as 3,500 users, 3,749 impressions, and 58 clicks in 1.07 frequencies. This results in a click through ratio (CTR) of 1.55 percent and a cost per click (CPC) of IDR 287. On the Facebook marketplace placement, it was able to reach as many as 1508



users, 2455 impressions and 9 clicks in 1.63 frequencies. So that it produces a click through ratio (CTR) of 0.37 percent and a cost per click (CPC) of Rp. 524. In the Facebook search results placement, it is able to reach as many as 783 users, 783 impressions, and 2 clicks in 1.00 frequencies. So that it produces a click through ratio (CTR) of 0.26 percent and a cost per click (CPC) of Rp. 347. That is, in the Traffic Facebook campaign, of the five placements the highest reach is in the Facebook Feed placement category. However, the Facebook Feed placement has fewer clicks when compared to the instream video placement with the cheapest cost among the five placements in the Facebook platform category. Furthermore, it is explained about the cost comparison between the five placements during the ongoing advertising session which can be seen in Table 4.8 as follows:

**Table 4.8.** Data on Total Expenditures in Facebook Traffic

Campaign Name	Platform	Placement	Session Start	Session Ended	Total Cost (Rp)
Traffic Facebook	Facebook	instream_video	2022-06-06	2022-07-31	47.513
		feed	2022-06-06	2022-07-31	30.116
		video_feeds	2022-06-06	2022-07-31	16.666
		marketplace	2022-06-06	2022-07-31	4.717
		search_results	2022-06-06	2022-07-31	694
<b>Total</b>					<b>99.706</b>

Source: Processed research data, 2023.

Based on Table 4.8, it shows that the total costs in Facebook Traffic campaigns for several placements such as instream video, Facebook feeds, video feeds, Facebook marketplace and Facebook search range from June 2022 to July 2022. For instream placements, the total costs incurred by Fashionlabs .id of IDR 47,513. In the placement of Facebook feeds, the total costs incurred are IDR 30,116. In the placement of video feeds, the total costs incurred are IDR 16,666. On the Facebook marketplace placement, the total costs incurred amounted to IDR 4,717. In the placement Facebook search, the total costs incurred were Rp. 694. This means that with a total expenditure for the Traffic Facebook campaign of Rp. 99,706, the largest total cost incurred by Fashionlabs.id within one year was for the instream video placement, with a total cost of IDR 47,513.

### Traffic Instagram

**Table 4.9.** Data Results Meta ads Traffic Instagram

Campaign Name	Platform	Placement	Reach	Impress	Freq	Clicks	CTR (%)	CPC (IDR)
Traffic Instagram	Instagram	feed	1628	1916	1,18	27	1,41	2.263
		stories	3028	3294	1,09	9	0,27	2.684
		explore	1728	1909	1,10	9	0,47	1.630
		reels	36	36	1,00		0	

Source: Processed research data, 2023.

Based on Table 4.9, it shows that Instagram traffic with the Instagram platform advertises on Instagram feed placements, Instagram stories, Instagram explore, and Instagram reels. In the placement of Instagram feeds, it was able to reach as many as 1628 users, 1916 impressions and 27 clicks in 1.18 frequencies. So as to produce a click through ratio (CTR) of 1.41 percent and a cost per click (CPC) of IDR 2,263. In the placement of Instagram stories, it was able to reach as many as 3028 users, 3294 impressions and 9 clicks in 1.09 frequencies. So as to produce a click through ratio (CTR) of 0.27 percent and a cost per click (CPC) of IDR 2,684. In the Instagram explore placement, it was able to reach as many as 1728 users, 1909 impressions, and 9 clicks in 1.10 frequencies. So as to produce a click through ratio (CTR) of 0.47 percent and a cost per click (CPC) of IDR 1,630. In the placement of Instagram reels, it is able to reach as many as 36 users, 36 impressions, but does not generate clicks. So it does not produce click through ratio (CTR) and cost per click (CPC).

**Table 4.10.** Data on Total Expenses in Instagram Traffic

Campaign Name	Platform	Placement	Session Start	Session Ended	Total Cost (Rp)
Traffic Instagram	Instagram	feed	2022-06-06	2022-07-31	61.103
		stories	2022-06-06	2022-07-31	24.158
		explore	2022-06-06	2022-07-31	14.668

		reels	2022-06-06	2022-07-31	71
<b>Total</b>					<b>100.000</b>

Source: Processed research data, 2023.

Based on Table 4.10, it shows that the total costs in Traffic Instagram campaigns for several placements such as Instagram feeds, Instagram stories, Instagram explore, and Instagram reels range from June 2022 to July 2022. For placement of Instagram feeds, the total costs incurred by Fashionlabs. id Rp. 61,103. For the placement of Instagram stories, the total costs incurred are IDR 24,158. In the Instagram explore placement, the total costs incurred were IDR 14,668. For placement Instagram reels, the total cost incurred is IDR 71. This means that with a total expenditure for the Traffic Instagram campaign of IDR 100,000, the largest total cost incurred by Fashionlabs.id from June 2022 to July 2022 is on the placement of Instagram feeds, with a total cost of IDR 61,103.

### Fashion Friends Instagram posts

**Table 4.11.** Results of Meta Ads Campaign Instagram Posts, Fashion Friends

Campaign Name	Platform	Placement	Reach	Impressions	Freq	Clicks	CTR (%)	CPC (IDR)
Fashion Friends Instagram posts	Instagram	feed	2062	2147	1,04	165	7,7	396
		instagram_explore	18918	19982	1,05		0,8	165
		instagram_reels	3183	3250	1,03		5,1	318
		Instagram_stories	2115	2228	1		7,4	260

Source: Processed research data, 2023.

Based on Table 4.11, it shows that Fashion Friends posts with the Instagram platform advertise on Instagram feed placements, Instagram stories, Instagram explore, and Instagram reels. In the placement of Instagram feeds, it is able to reach as many as 1535 users, 1584 impressions in 1.03 frequency by generating 7 clicks. So that it produces a click through ratio (CTR) of 0.44 percent and a cost per click (CPC) of IDR 12,193.

**Table 4.12.** Data on Total Expenses in Posts of Fashion Friends

Campaign Name	Platform	Placement	Session Start	Session Ended	Total Cost (Rp)
Fashion Friends posts	Instagram	65.396	65.396	65.396	65.396
		50.101	50.101	50.101	50.101
		52.435	52.435	52.435	52.435
		42.943	42.943	42.943	42.943
<b>Total</b>					<b>210.875</b>

Source: Processed Research Data, 2023.

Based on Table 4.12 shows that the total cost of posting the Sobat Fashion campaign in several placements such as Instagram feeds, Instagram stories, Instagram explore, and Instagram reels in the range of one-year sessions, from June 2023 to July 2023. For placement of Instagram feeds, the total costs issued by Fashionlabs.id in the amount of IDR 65,396. For the placement of Instagram stories, the total costs incurred are IDR 50,101. In the Instagram explore placement, the total costs incurred were IDR 52,435. For the placement of Instagram reels, the total costs incurred are IDR 42,943. This means that with a total expenditure of Rp. 210,875 for the post campaign Friends Fashion campaign, the largest total cost incurred by Fashionlabs.id in the period June 2023 to July 2023 is the placement of Instagram feeds, with a total cost of Rp. 65,396.

### New Traffic Campaign 2023

**Table 4.13.** New Traffic Campaign 2023 Meta ads results data

Campaign Name	Platform	Placement	Reach	Impressions	Freq	Clicks	CTR (%)	CPC (IDR)
New Traffic Campaign	Facebook	Facebook stories	675	677	1	266	39,3	450
		Facebook Feed	19.870	20.186	1,01		1,3	19

Source: Processed Research Data, 2023.

Based on Table 4.13, the Facebook platform advertises on placement Facebook stories, and Facebook feeds. In placement Facebook stories, able to reach as many as 675 users, 677 impressions in 1.00 frequency by generating 266 clicks. This resulted in a click through ratio (CTR) of 39.3 percent and a cost per conversion (CPC) of Rp. 450. The Facebook feed placement reached 19,870 users, 20,186 impressions, 1.01 frequencies. This results in a click through ratio (CTR) of 1.3 percent and a cost per conversion (CPC) of IDR 19.

**Table 4.14.** New Traffic Campaign 2023 Total Expenditure Data

Campaign Name	Platform	Placement	Session Start	Session Ended	Total Cost (Rp)
New Traffic Campaign 2023	Facebook	Facebook stories	2023-06-06	2023-07-06	119.665
		Facebook feeds	2023-06-06	2023-07-06	4.947
<b>Total</b>					<b>124.612</b>

Source: Processed Research Data, 2023.

Based on Table 4.14, it shows that the total costs in the New Traffic Campaign 2023 for several placements such as Facebook stories and Facebook feeds are in the range of one-month sessions, namely from June 2023 to July 2023. For placement Facebook stories, the total costs incurred by Fashionlabs.id Rp. 119,665. In the placement of Facebook feeds, the total cost incurred is IDR 4,947. This means that with a total expenditure for the 2023 New Traffic Campaign of IDR 124,612, the largest total expenditure incurred by Fashionlabs.id in the period June 2023 to July 2023 was on the placement of Facebook stories, with a total cost of IDR 119,665.

## Google Ads

**Table 4.15.** Google Ads Results Data

Campaign	Impression	CTR	Clicks	CPC (IDR)	Cost (Rp)	Start Session	End of Session
Need Baby Clothes and Accessories?	153.094	1,57%	2399	197,87	474.689	April 2022	July 2022

Source: Processed research data, 2023.

Based on Table 4.15, it shows that in the FashionLabs.id Google Ads campaign session with the ad theme "Need Baby Clothes and Equipment" it received an impression of 153,094, with a total of 2399 clicks. This resulted in a click through rate (CTR) of 1.57 percent, cost per ratio (CPC) Rp. 197.87 and a total cost of Rp. 474,689. This means that in the Google Ads session, with a total cost of Rp. 474,689, Fashionlabs.id was able to reach 153,094 users in one session.

**Table 4.16.** Google Ads Results Data

Campaign	Impression	CTR	Clicks	CPC (IDR)	Cost (Rp)	Start Session	End of Session
Need Baby Clothes and Accessories?	36.100	1,57%	566	327,06	185.117	June 2023	July 2023

Source: Processed research data, 2023.

Based on Table 4.16, it shows that FashionLabs.id's Google Ads campaign session from June 2023 to July 2023 received 36,100 impressions, with a total of 566 clicks. This resulted in a click through rate (CTR) of 1.57 percent, cost per ratio (CPC) of IDR 327.06 and a total cost of IDR 185,117. This means that in the Google Ads session, with a total cost of IDR 185,117, Fashionlabs.id was able to reach 36,100 users in one session.

## Effectiveness of Google Ads Meta ads

### Effectiveness of Meta ads

Table 4.17. Meta ads effectiveness analysis

Campaign Name	Platform	Session	Total Reach	Total Impression	Total Clicks	CTR (%)	CPC (IDR)	Total Cost (Rp)
	Facebook	2022-04-25-	22.168	27.185	70	0,29	5.461	410.441

Ramadan Content Campaign		2022-07-31						
	Instagram	2022-04-25-2022-07-31	98	101	0	0,13	10.379	152
New Traffic campaign	Facebook	2022-06-23-2022-07-31	5.768	6.022	85	9,11	920	25.388
Traffic Facebook	Facebook	2022-06-06-2022-07-31	13.303	15.201	441	11,35	1.383	99.706
Traffic Instagram	Instagram	2022-06-06-2022-07-31	6.352	7.155	45	2,15	6.577	100.000
Instagram Post	Instagram	2022-05-26-2022-07-31	1.535	15.84	7	0,44	12.193	85.348
Facebook Post	Facebook	2022-05-26-2022-07-31	3568	3724	44	1,07	392	17.248
Fashion Friends posts	Instagram	2023-06-06 - 2023-07-07	26.278	27.607	165	21	1.139	210.875
New Traffic Campaign	Facebook	2023-06-06 - 2023-07-07	20.545	20.863	266	40,6	469	124.611
<b>Total</b>			<b>99.615</b>	<b>107.858</b>	<b>1.123</b>	<b>1,04</b>	<b>956</b>	<b>1.073.769</b>

Source: Processed research data, 2023.

Based on Table 4.17, shows the overall data for total reach, total impressions, total clicks and total costs for using Meta ads carried out by Fashionlabs.id in the entire campaign for a period of one year, namely April 2022 to July 2023. The results of using Meta ads carried out by Fashionlabs.id for the entire campaign, were able to reach as many as 99,615 users, 107,858 impressions, 1,123 total clicks, a click through rate of 37.5 percent, a cost per click of 41,521 with a total cost of IDR 1,073,769. This means that with the total costs incurred by Fashionlabs.id in conducting campaigns using Meta ads, it is sufficient to provide awareness of the target audience with a fairly wide reach. Furthermore, the effectiveness of Meta ads in 2022-2023 is explained in Table 4.18 as follows:

**Table 4.18.** Analysis of Effectiveness of Meta Ads in 2022

Campaign Name	Platform	Session	Total Reach	Total Impression	Total Clicks	CTR (%)	CPC (IDR)	Total Cost (Rp)
Ramadan Content Campaign	Facebook	2022-04-25-2022-07-31	22.168	27.185	70	0,29	5.461	410.441
	Instagram	2022-04-25-2022-07-31	98	101	0	0,13	10.379	152

New Traffic campaign	Facebook	2022-06-23-2022-07-31	5.768	6.022	85	9,11	920	25.388
Traffic Facebook	Facebook	2022-06-06-2022-07-31	13.303	15.201	441	11,35	1.383	99.706
Traffic Instagram	Instagram	2022-06-06-2022-07-31	6.352	7.155	45	2,15	6.577	100.000
Instagram Post	Instagram	2022-05-26-2022-07-31	1.535	15.84	7	0,44	12.193	85.348
Facebook Post	Facebook	2022-05-26-2022-07-31	3568	3724	44	1,07	392	17.248
<b>Total</b>			<b>52.792</b>	<b>59.388</b>	<b>692</b>	<b>1,20</b>	<b>1.067</b>	<b>738.283</b>

Source: Processed research data, 2023.

Based on Table 4.18, shows the overall data for total reach, total impressions, total clicks and total costs for using Meta ads carried out by Fashionlabs.id in the entire campaign for a period of one year, namely April 2022 to July 2022. The results of using Meta ads carried out by Fashionlabs.id for the entire campaign, was able to reach as many as 52,792 users, 59,338 impressions, 692 total clicks which resulted in a click through ratio (CTC) of 1.2 percent with a cost per click (CPC) of IDR 1,067 with a total cost incurred in the amount of IDR 738,283. Furthermore, it is explained regarding the effectiveness of using Meta ads in 2023 which can be seen in Table 4.19 as follows:

**Table 4.19.** Analysis of Effectiveness of Meta Ads in 2023

Campaign Name	Platform	Session	Total Reach	Total Impression	Total Clicks	CTR (%)	CPC (IDR)	Total Cost (Rp)
Fashion Friends posts	Instagram	2023-06-06 - 2023-07-07	26.278	27.607	165	21	1.139	210.875
New Traffic Campaign	Facebook	2023-06-06 - 2023-07-07	20.545	20.863	266	40,6	469	124.611
<b>Total</b>			<b>40.865</b>	<b>48.479</b>	<b>531</b>	<b>1,10</b>	<b>632</b>	<b>335.486</b>

Source: Processed research data, 2023.

Based on Table 4.19, shows the overall data for total reach, total impressions, total clicks and total costs for using Meta ads carried out by Fashionlabs.id in the entire campaign for a period of one year, namely June 2023 to July 2023. The results of using Meta ads carried out by Fashionlabs.id for the entire campaign, was able to reach as many as 46,823 users, 48,470 impressions, 431 total clicks which resulted in a click through rate (CTR) of 0.9 percent with a cost per click (CPC) of Rp. 778 with a total cost of Rp. IDR 335,486. This means that the campaign carried out by Fashionlabs.id on the Meta ads platform in 2022-2023 will get quite high audience awareness. Especially when the campaign is carried out consistently in 2022, being able to reach a wider audience. The results obtained show that the 2023 ad results have higher effectiveness because at a lower cost they have higher clicks, that is, at a cost of Rp. 335,486, they have 431 clicks, if you calculate the CPC you get, it is Rp. 778.39. Whereas in 2022 at a cost of IDR 738,283, you get 692 clicks, if you calculate the CPC you get, it is IDR 1,067.

### Google Ads effectiveness

Furthermore, it is explained about the effectiveness of using Google ads which can be seen in Table 4.20 as follows:



**Table 4.20.** GoogleAds Effectiveness Analysis for 2022

Campaign Name	Start Session	End of Session	Total Impression	Total Clicks	Total Cost (Rp)	Average CPC (Rp)	CTR (%)
Need Baby Clothes and Accessories?	June 2022	July 2022	153.094	2399	474.689	197,87	1,57
<b>Total</b>			<b>192.120</b>	<b>3.022</b>	<b>659.806</b>		

Source: Processed research data, 2023.

Based on Table 4.20, shows the overall data for total reach, total impressions, total clicks and total costs for using Google Ads carried out by Fashionlabs.id for the entire campaign. The results of using Google Ads by Fashionlabs.id for the entire campaign were able to get 153,094 impressions, 2399 total clicks, a CTC of 1.57 and an average CPC obtained in 2022 of 197.87 with a total cost of IDR 474,689. Furthermore, it is explained about the campaign carried out by Fashionlabs.id through the Google ads platform in 2023 which can be seen in Table 4.21 as follows:

**Table 4.21.** GoogleAds Effectiveness Analysis for 2023

Campaign Name	Start Session	End of Session	Total Impression	Total Clicks	Total Cost (Rp)	Average CPC (Rp)	CTC (%)
	June 2023	July 2023	39.026	623	185.117	294,68	1,57
<b>Total</b>			<b>192.120</b>	<b>3.022</b>	<b>659.806</b>		

Source: Processed research data, 2023.

Based on Table 4.21, shows the overall data for total reach, total impressions, total clicks and total costs for using Google Ads carried out by Fashionlabs.id in 2023. The results of using Google Ads carried out by Fashionlabs.id for the entire campaign, were able to get as many as 39,026 impressions, 623 total clicks, CTC of 1.57 and an average CPC obtained in 2023 of 294.68 with a total cost of IDR 185,117. That is, after comparing the use of advertising using the Google ads platform in 2022-2023, the results obtained using Google ads can attract more audience awareness in 2022 with 153,094 impressions, 2399 total clicks, and the average CPC obtained in 2022 is 197.87 with a total cost of IDR 474,689.

Based on a comparison of impressions, total clicks, average CPC with the total costs incurred and the total costs incurred by Fashionlabs.id. The effectiveness of the platform used in carrying out campaigns using Google Ads, has a wider impact compared to using Meta ads when viewed through the total impressions, total clicks, and also a much lower total cost. So it can be concluded that the use of Google Ads is more effective in reaching consumers and increasing brand awareness compared to using Meta ads.

Based on the results of the analysis of the results of the research in the previous sub-chapter, the results were obtained on the Meta ads platform, the highest reach was on the Facebook platform, and with the Facebook feed placement that was able to reach 17,996 users, 22,515 impressions, 66 clicks in 1.25 frequency and 0.29 CTR and CPC 649. The phenomenon that occurs is that the impression on the Meta ads session is higher than the amount of reach you get. This shows that user interest in the Ramadan content campaign is quite high. Even so, the number of clicks obtained from the Ramadan content campaign is quite low, namely 66 clicks, which shows that the number of users who forward the page on the next landing page is low. So businesses need to evaluate ad performance both in terms of content such as design, copywriting, or attractive headers so that users are interested in clicking on ad content. This means that Fashionlabs.id can pay attention to the intended target audience: The target audience can be determined by identifying the target audience based on demographics, interests, behaviors and preferences. Facebook ads offer powerful targeting options, enabling businesses to reach specific audiences who are most likely to be interested in clicking or visiting business pages (Leanne et al., 2020).

Another increase occurred on the followers side of UKM Fashionlabs.id. During 2022 it shows that there has been an increase on the Instagram platform after carrying out an advertising campaign through Meta ads. The increase on the Instagram platform in 2022 was 27 followers, to 45 followers when the 2022 campaign ended. The increase in followers is an indication that the campaign conducted by UMKM Fashionlabs.id is able to attract audiences to interact. The results of increasing social media followers can be further developed for a brand in order to improve the quality and quantity of advertisements posted by advertisers (Lukman, 2021). So advertisers can find out how audience



preferences are in consuming advertising content that is interesting to them (Lukman, 2021). The results of this study are supported by previous research conducted by Indrawati et al (2023) who found that information quality influences consumer decisions. Then another study conducted by Anh and Hien (2022) found that information quantity has a positive influence on consumer decisions.

The use of advertising on the Facebook site is a massive platform that enables businesses of all sizes to reach their target audience on the world's largest social media network (Silva et al., 2020). With more than 2.8 billion monthly active users, Facebook offers a huge opportunity for businesses to connect with potential customers and drive traffic to their websites or landing pages (Silva et al., 2020). Meta ads are one of the advertising platforms that are of interest to business people, because of their wide reach as well as ad settings that can be tailored to the needs of business people (Sijuang, 2021). Specific ad settings are an advantage for Meta ads in segmenting consumers so that the ads used are right on target (Sijuang, 2021). Digital marketing platforms such as Meta ads and Google Ads are two platforms that are familiar to MSMEs in Indonesia (Revinzky et al., 2022). In some cases, the use of Meta ads was found to be one of the factors that can increase product sales volume (Indriani, 2022). However, it's important to note that competition in Facebook Ads can be fierce, and some experimentation and optimization is required to achieve the desired results. Businesses need to continually test and refine their advertising campaigns to find the right balance of targeting, creative and messaging (Lee et al., 2018). This means that Fashionlabs.id needs to create advertising content that is visually appealing and attracts the attention of the audience so that it becomes a differentiator from other brands. Engaging content creators can use high-quality images or videos and compelling copy to convey messages effectively. In addition, the current trend can also be done by using the services of endorsers and influencers as communicators. The use of influencers and endorsers as communicators can increase public awareness of a brand (Haikal, 2021).

Research conducted by Sijuang (2021) found that the use of Meta ads has been proven to increase company brand awareness in the level of social media presence. So that companies are able to reach audiences or users not only on one platform, but can be integrated between the Facebook and Instagram platforms. Another study conducted by Juliaristanti et al., (2020) found that choosing Meta ads as a digital advertising platform was able to increase the effectiveness of advertising by companies for segmenting their customers. Rahmadanti et al. 's research, (2021) is also in line with two other studies, namely Meta ads are able to increase user awareness of companies through corporate branding.

Based on the results of the research analysis, the overall reach when using the Google Ads platform was 192,120 with a total of 3,022 clicks or 1.57 percent. The phenomenon that occurs, on the Google Ads platform, Fashionlabs.id uses a more specific campaign, namely "Need Baby Clothes and Equipment?" which leads to segmentation of consumers or users who have a preference for buying clothes and baby equipment. With more specific content, advertisements launched by Fashionlabs.id get more impressions from users, as well as the total clicks obtained when compared to using more general content campaigns such as those done on the Meta ads platform. This indicates that the use of more specific content campaigns or targeted segmentation has the possibility to get impressions from users (Kannan & Li, 2017). This means that Fashionlabs.id can increase the effectiveness of using ads by clearly describing the purpose of the advertisement, such as wanting to increase brand awareness, drive website traffic, generate prospects, or increase sales. Setting goals can help businesses create effective advertising campaigns. The results of this study are supported by research conducted by Wiese et al., (2020) which found the relevance of a campaign has a positive effect on audience decisions. Then another study conducted by Leong et al (2022) found that the suitability of the campaign with the audience has a positive influence on audience decisions.

Google Ads is an advertising platform that enables businesses to display ads on Google search engine results pages (SERPs) and the websites of other Google partners. With more than 3.5 billion Google searches every day, Google Ads offers an opportunity for businesses to reach a wide audience and drive targeted traffic to their website or landing page (Chaffey & Chadwick, 2019). Google Ads also provides performance analytics and detailed reporting, enabling advertisers to track the performance of their ads and make data-driven decisions to optimize their campaigns. This data can be used to adjust ad targeting, messaging and creatives to improve overall performance and achieve better results (Chaffey & Chadwick, 2019). Another benefit of Google Ads is that it allows businesses to capture interest-based traffic. When a user or users search Google, they are often looking for something specific, such as a product or service. By displaying ads at the top of search results pages, businesses can capture this interest-based traffic and drive more qualified prospects to brand websites (Chaffey & Chadwick, 2019).

Based on research conducted by Pamungkas (2018) found that the use of Google Ads has proven effective in increasing company awareness of their customers. Increased customer awareness is obtained from consumer share behavior. So that advertising that operates on Google Ads does not only cover one user, but can also develop and be sustainable when consumers share information. Another research conducted by Putri (2021) found that the use of Google Ads advertising has proven effective in increasing awareness for a brand. Advertisers who sign in via Gmail will be connected directly to Google Adsense, so that the advertisements carried out can be connected to the user's email. Another study by Arifin et al., (2022) found that Google Ads operates effectively because it can display a number of ads with the click bait feature, so that the user or users need to click if they want to continue on the landing page of the desired website or site. This means that the algorithm for using ads still needs monitoring from advertisers even though they have provided a complete and comprehensive report so that clicks or engagements can be evaluated on the effectiveness of the ads that are running. Digital advertising campaign performance is regularly monitored with multiple tools to stay informed about the latest trends, best practices and new features in digital marketing.

#### **4. Conclusion**

The target audience achieved is in accordance with the targets set by UMKM Fashionlabs.id. The Google ads platform has higher effectiveness when compared to Meta ads to attract audience interest in Fashionlabs.id SMEs. The campaign conducted by UMKM Fashionlabs.id in 2023 is more effective than the campaign conducted in 2022. The Google ads campaign model with more specific campaigns such as 'Need Baby Clothes and Equipment' gets more impressions from users, as well as the total clicks you get when compared to using more general content campaigns.

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