

Developing Content Strategy to Increase The Effectiveness of Look at Me Instagram Account

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Abstract - Public awareness of social issues is still low and to reduce it, is to know and learn how to overcome them. Look at Me is a local fashion brand that focuses on social issues in Indonesia and raises these issues into a pattern. The main platform used to promote and sell the product is done on Instagram. Currently, the problem that appears is that Look at Me has not maximized the existing business features and does not yet know what the target market preference is. This causes low engagement and decreasing followers. Using external analytical methods such as Five Porter Forces, PESTEL, customer insight with a quantitative approach and survey methods, and benchmarking analysis. Use Internal Analysis by analyzing the company's internal condition and Look at Me's Instagram. All concluded in SWOT and root cause using fishbone diagrams. This study aims to gain insights related to the performance of the Look at Me's Instagram, which hopefully can be a reference for improving and proposing the best marketing strategy plan to increase the effectiveness of the Instagram Look at Me account.

Keywords — Engagement Content, Fashion Brand, Instagram Analysis, Look at Me

I. INTRODUCTION

1.1 Background

Public awareness of social issues are still low, this is evidenced by the behavior or attitudes of the Indonesian people towards existing social problems. They are more likely to be ignorant of what is happening and are even less sensitive to existing social issues. For instance, the impact of the corona pandemic does not only cause economic impacts, but actually causes many social problems [1] and this is due to non-compliance with how important it is to be aware of any social issues.

Look at Me is a local fashion brand that focuses on social issues in Indonesia and raises these issues into a pattern. Since the beginning Look at Me was formed, the main platform used to introduce the brand, explain the values, and sell Look at Me's product was done on Instagram. It was done because Look at Me sees the potential for a broad target market on Instagram.

1.2 Business Issue

Currently, the problem that appears on the Look at Me social media, especially Instagram, is that Look at Me has not maximized the existing business features. Researchers must evaluate the content and strategy because Look at Me's followers on Instagram are

decreasing and unattached to the audience, even reducing Look at Me's sales.

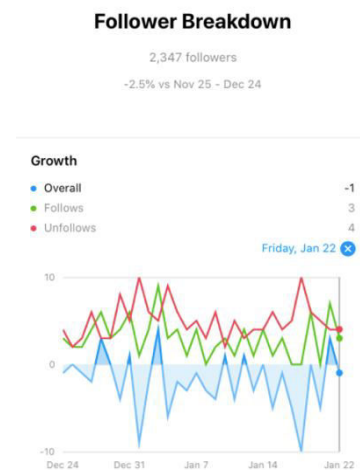


Figure 1.1 Instagram Audience Insight

From this data in Figure 1.1 (on December 2020-January 2021) it can be said that Look at Me does not bind pre-existing followers, although there are always people who follow Look at Me within a certain period of time, but not as many people. In addition, the content produced by Look at Me is dominated by educational content and does not show the product.

Instagram is the platform of choice for business people to market and promote their products or services [2]. In order to survive this digital era and the fashion industry, Look at Me must adapt and improve its content strategy on Instagram and maximize the business features provided by Instagram itself. Moreover, Instagram is Look at Me's main platform in promotion and sales.

1.3 Final Project Objective and Benefit

This study aims to gain insights related to the performance of the Look at Me Instagram account, which hopefully can be a reference for improving and proposing the best content strategy plan to increase the effectiveness of the Instagram Look at Me account in order to maintain stable engagement and increase the audience of Look at Me Instagram account.

1.4 Scope and Limitation

The scope of this research is limited to analysing content on Look at Me Instagram account in December 2020 until April 2021 or five months period.

II. METHODOLOGY

2.1 Conceptual Framework

To find the root of the problem and find out what factors are causing the problem, the researcher uses a conceptual framework that focuses on internal and external analysis.

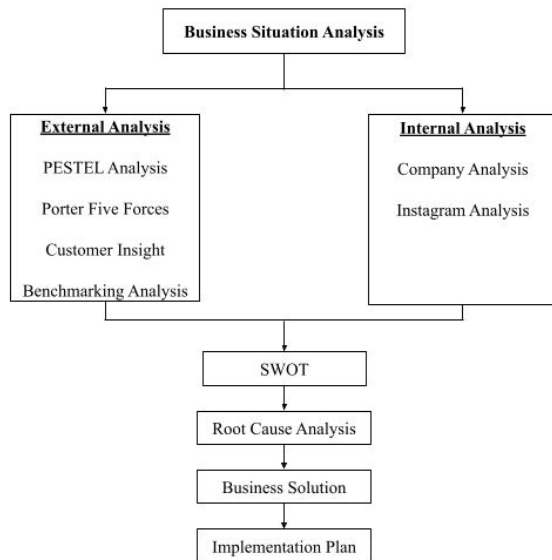


Figure 2.1 Conceptual Framework

Then it is concluded in the SWOT Analysis which will be the root cause using the Fishbone Diagram. Expected to produce a business solution idea, and implementation plan as described in Figure 2.1 above. Here are the explanation and theory about the Conceptual Framework.

2.2 Business External Analysis

2.2.1 PESTEL Analysis

PESTEL analysis is a tool or technique in strategic management that is used to look at environmental (external and internal) business factors that affect the company. These factors include: Political, Economic, Social, Technological, Legal, and Environment. PESTEL analysis can also provide an overall description of the influences and the business involved, as well as what aspects need to be specifically identified and addressed [3].

2.2.2 Porter's Five Forces Analysis

In this case, the Porter Five Forces is also used to analyze the ability of competitors in the same industry, how attractive a company is, and it can have an impact on the financial calculations of a business in the long run. [4] Which means, this analysis also provides an overview of the potential and changes in an industry in the future. In 1979, Professor at Harvard Business School named

Michael Porter created the Five Forces Framework which is shared in the Harvard Business Review for the first time. [5]

2.2.3 Customer Insight

Researchers use a quantitative approach to collect data from a sample that has been selected from the entire population for a study. Because this research is related to problem solving, the researcher will use the statement in the book Marketing Research: An Applied Approach by Malhotra to take a comprehensive sample that requires a minimum size of 200 people in the 300-500 typical range. To be more specific, researchers will collect data by distributing questionnaires, targeting respondents who are direct followers of Look at Me Instagram account.

This method also helps researchers to ask questions related to the preferences or habits of the audience, and one of them is to summarize the time to get a conclusion from the large population. [6]

2.2.4 Competitor Analysis

Benchmark should be compared and looked at by other companies, researchers can take the most effective and systematic way they use, or it may look at the results of competitors' experiences using certain techniques and other innovative ideas. [7]. Researchers will also analyze four competitor brands as a reference because there are competitors who are considered to be much better than Look at Me, in terms of Instagram performance and engagement.

2.3 Business Internal Analysis

2.3.1 Company Analysis

Analyzing the conditions of the company is one of the tools to immediately find out more about the internal conditions of the company per division. Consisting of Marketing, Operations, Finance, Creative. In addition, researchers can identify existing problems so that they can be evaluated on the performance of each division.

2.3.2 Instagram Analysis

Researcher also analyzes the current condition of Instagram Look at Me which is the main aspect to be researched and given a solution. Distinguishing online media examination as an interdisciplinary demonstrating and logical worldview can consist of three stages: 1) recovering information from different courses; 2) comprehend the information utilizing different investigations and models; and 3) sum up and present discoveries for dynamic. [8]. Researchers will seek insights using Instagram Insight Analysis and a tool, namely Socialbakers.

2.4 SWOT Analysis

As we know that to carry out strategic management and strategic planning in a company can be done by analyzing the company's SWOT. In addition, it can be found effective ways to create competitive strategies and

organizational strategies. [9] This analysis is also used to make a match between the external and internal environment, so that the company can determine the right strategies to achieve its goals in the future [10]

2.5 Root Cause Analysis

Researchers use Fishbone analysis which aims to systematically analyze the causes and effects of a problem or condition in the diagram, then get to the root of the problem. In addition, according to [11] this fishbone tool is an effective tool for finding factors whose characteristics of the problem always lead to several factors.

2.6 Business Solution

After analyzing the data, internal and external conditions of Look at Me, then researchers will find SWOT and root causes, researchers will find several ways or alternatives and describe business solutions that will become the basis for guidelines to improve Instagram Look at Me performance. Researchers also write down the advantages and disadvantages of each proposed business solution. In addition, also write down any solutions that are worth trying and which are not feasible or not in accordance with the company's circumstances.

2.7 Implementation Plan

To realize and implement solution actions, an implementation plan is needed based on the results of the analysis of the company's internal and external conditions. It will explain in detail how the activities take place, stakeholders, timeline, and budgeting. Describes the best way to implement important arrangements from the start, and how to properly monitor them as they are instituted.

III. RESULTS

3.1 Business External Analysis

3.1.1 PESTEL Analysis

The following are the results of research based on current conditions that will pose threats and opportunities for Look at Me.

TABLE 3.1 PESTEL CONCLUSION

Aspect	Criteria	Conclusion
Political	The government recommends and supports the fashion industry to implement sustainable fashion	Opportunity
Economical	Low people's purchasing power as a result of the economic crisis caused by the Covid-19 pandemic.	Threat

Social	Many clothing outlets have closed and moved to online stores so the competition has become fierce.	Threat
Technological	The more people who understand digital technology and social media users, the more opportunities to get a target market that were previously unknown.	Opportunity
Environment	Target market understanding about environmentally friendly products will increase customer interest and engagement with the brand.	Opportunity
Legal	Instagram has provisions for displaying relevant ads and promotions based on the user's experience and interests on Instagram	Opportunity

3.3.2 Porter's Five Forces Analysis

The following are the results of the analysis which will be categorized into threats or opportunities as follows:

TABLE 3.2 PORTER'S FIVE FORCES ANALYSIS CONCLUSION

Category	Level	Conclusion
Rivalry Among Existing Competitors	High	Threat
Threat of New Entrants	High	Threat
Threat of Substitute Product	Low	Opportunity
Bargaining Power of Suppliers	High	Threat
Bargaining Power of Buyers	High	Threat

3.3.3 Customer Insight

Researchers got a total of 210 respondents, but only 200 people follow the Look at Me Instagram account. The questionnaire is filled in within a month to be precise, in May 2021. There are also some who argue that the content is too crowded and cannot be concentrated on which products are offered by Look at Me.

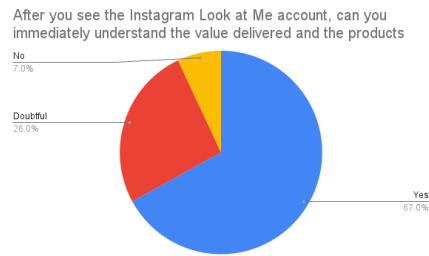


Figure 3.1 Understanding the value delivered by Look at Me Sells

This is proven by looking at Figure 3.1 that there are still 26% of respondents who are still unsure and 7% can't even immediately understand what values are brought by Look at Me. However, after looking at the survey results again, very few followers have ever saved a Look at Me post, which is 7.5%, 15.5% doubtful, and another 77% have never saved a Look at Me post as showed in Figure 3.2 below.

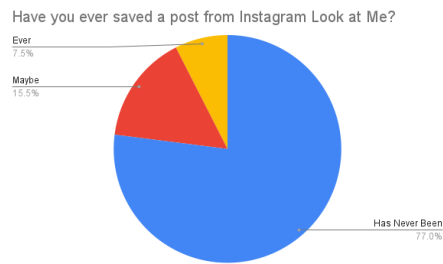


Figure 3.2 Saves Look at Me Content

This is also a threat to Look at Me because it does not highlight the product so that potential consumers may choose to leave the Look at Me account and choose another business account with clearer products and explanations. Therefore, Look at Me has the opportunity to add more content that showcases products, provides content that supports potential customers in buying clothes online, and connects more with consumers using content that contains touchpoints, also improving the performance of Instagram Look at Me, which is even more consistent in posting content such as Feeds, Instagram Stories, IGTV, then creating filters that form branding.

3.3.4 Competitor Analysis Result

All companies described in Table 3.3 below have a product that is the same value as Look at Me brings. Although not all of them are united, one of the values is in the brand. Competitor analysis is divided into two categories, namely Direct Competitors and Indirect Competitors. Direct competitors are those businesses that sell a comparable item or administration in a similar classification as the business own [12]. (These are the contenders frequently considered) and indirect competitors are those businesses that sell an item or administration in a similar classification, however it can be said that the business is different and can not be a suitable replacement product for the competitors itself.

TABLE 3.3 GENERAL COMPARISON

	Direct Competitors		Indirect Competitors	
	Melekat Sejiwa	Lucky Cia	Artine Kain	Damakara
Summary	Melekat Sejiwa was founded in 2019. It sells fashion products and daily necessities such as pouches, cutlery holders, and others. Using Organic Cotton and cheerful patterns, Melekat Sejiwa's target market is family. (2019)	A playful attire for daily needs. Lucky Cia wants to break the boundaries between art and daily wear. They bring a touch of beautiful art to our products so that people could also experience art in the form of fashion. (2019)	A fashion printing concept that collaborates with local designers in Yogyakarta and weaves Yogyakarta's cultural values presented in digital patterns (2020)	A fashion brand that elevates the taste of Indonesia and has the latest edition to raise the work of children with autism (2019)
Competitive Advantage	Using Organic Cotton, which minimizes the use of pesticides, so it's good for the environment. Organic cotton also decomposes more quickly, so it is very friendly to the earth.	Lucky Cia produces bathlines of clothing and each bath has a differentiated theme. They raise the theme about things around that can make humans happy to be applied to movies, and it can be concluded that they also raise social things. For example in bath 1 Lucky Cia has the theme of traditional games.	The philosophy of life in Yogyakarta is depicted in every cultural motive. Every Artine Kain product is decorated with a combination of stories, philosophies, motifs, patterns, and natural colors to form the character of art as clothing. Its values are aesthetic, ethnicity, and luxury. Also using basic organic fabrics.	Damakara also raises social values by producing printed batik. Then filling works of autistic children into motifs, and clothes that are ready to wear can be worn away or at home. Some of their products also use eco materials.
Target Customers	Middle to upper class focused on families who have a cheerful, colorful, and environmentally friendly fashion sense.	Middle to upper class focused on families who have a cheerful, colorful, and environmentally friendly fashion sense.	Middle to upper class focused on millennials who have an interest in culture that is made modern in fashion.	Middle to upper class focused on women aged 18-40 who have an interest in painting and art.
Marketing Strategy	Social Media Marketing. Actively and cheerily doing a partnership and collaboration with macro influencers, big company, musician and artists, theme code, Giveaway every week, and promotion.	Social Media Marketing (Instagram giveaway and promo).	Social Media Marketing. Collaboration with big company.	Collaboration with influencers and community, social campaign.
Channel Strategy	Website, Instagram, Marketplace	Offline store, Website, Instagram, Marketplace	Website, Instagram, Marketplace	Offline store, Website, Instagram
Price	Rp45.000-884.000	Rp20.000-785.000	Rp300.000-600.000	Rp200.000-300.000
Strength	Collaboration with well-known artists, singers and influencers. Engage with followers because they held a giveaway every week. Instagram content is stable and consistent in posting as well as consistency of colors and illustrations.	Bringing themes such as traditional games and culture in Indonesia with a unique pattern, and having an offline store.	Preserving Culture with Stories as outlined in fashion and the pattern on products have prominent cultural characteristics. Artine's Instagram has a distinctive feature about Indonesian and cultural information.	Collaborating with social communities, using eco friendly, and Instagram has a characteristic display of photos of customers wearing Damakara clothes.
Weakness	Don't have an offline store like Lucky Cia so it can only be ordered online.	Do not really use online channels to promote offline stores, rarely collaborate with Instagram influencers on growth to offline store.	Less display of softelling and content engagement with the audience.	Less display of softelling and content engagement with the audience.

This can provide an opportunity for Look at Me in the future to expand the target market to family clothes, including children's clothes in smaller sizes because the Look at Me theme is also cheerful and colorful. When compared to others, Look at Me does not have a marketing strategy that periodically holds giveaways or a campaign that is too tied to its audience on Instagram.

TABLE 3.4 COMPETITIVE ANALYSIS RESULT USING SOCIALBAKERS

Company/Components	Look at Me	Melekat Sejiwa	Lucky Cia	Artine Kain	Damakara
Followers Comparison					
Total Followers	2419	100K	77.6K	38.3K	39.8K
Total Change in Followers	(-) 23	-	(+)1.3K	-	-
Max Change Followers in a Day	(+) 7	-	(+) 101	-	-
Average Change per Day	(-) 0,77	-	(+) 44.40	-	-
Engagement Comparison					
Average Interactions per Post	93,00	336,9	76,68	85,07	119,3
Average Interaction per Day	3,10	628,9	3,10	82,23	214,7
Max Interaction on	05 April 2021 93	April 11, 2021 602	March 29, 2021 1.1K	March 31, 2021 333	Apr 08, 2021 294
Moving 7-Day Averages of Number of Interaction per 1000 followers	0	0	33.88	0	0
Most Engaging Posts Overview	Giveaway	Product Catalog Hampers	Giveaway	Information / Education	Product Photo in the Beach
Distribution Interacts Comparison					
Sum of Interactions	93	18,9	2.6K	2.5K	6.4K
Distribution of Likes	42	17.2K	2.2K	2.4K	6226
Distribution of Comments	51	1.6K	415	24	215

From the results of Socialbakers' analysis, it can be seen a threat, because after all, the brand above is a direct competitor of Look at Me which sells similar products, but has higher followers, engagement and interaction than Look at Me. Instagram, which is owned by the four competitors, has much better stability, stable posted content, and regular interactions.

3.2 Business Internal Analysis

3.2.1 Company Analysis

The following are the results of the analysis related to the current internal conditions of the company and will be categorized as a weakness or a strength.

TABLE 3.5 COMPANY ANALYSIS RESULT

Aspect	Criteria	Conclusion
Business Model Canvas	There is still no routine time for the giveaway for customer relationship.	Weakness
Marketing	Not consistently posting Instagram stories.	Weakness
	Did not create a touchpoint content.	Weakness
	Not used data as knowledge and strategies.	Weakness
Finance	Financial flows are still low and unstable.	Weakness
	Received a grant of Rp. 20,000,000,-	Strength
Production	None of the members had an official or expert background in fashion.	Weakness
	Did not do market research and surveys on what the Look at Me target market actually liked.	Weakness
Creative and Design	Too many illustrations and does not highlight the Look at Me product itself	Weakness

3.3 SWOT Analysis

After the researcher analyzes the current internal and external conditions of the company, conclusions can be drawn in the form of a SWOT. Strengths and Weaknesses are included in the internal category, while Opportunities and Threats are included in the external category of the company [13].

TABLE 3.6 SWOT ANALYSIS RESULT

Strengths	Weaknesses
- Has social value by raising social issues in Indonesia to be used as the pattern of the products. - Have Instagram followers that are obtained organically without buying followers or using bots. 2419 followers of Look at Me are dominated by people in Jakarta (18.8%) and Bandung (9.5%). - Has many connections and often collaborates with social organizations, institutions and communities. - Have a creative team who are experts in their fields. - Have a startup grant dana.	- Instagram still has low audience interaction. - Followers decreased every day on the Look at Me Instagram account and were not attached to followers. - Unstable and inconsistent posting schedule. - The marketing team did not create supportive content to move consumers to the buying stage or touch point. - Look at Me team does not use data or insights and manage them to get strategies related to social media. - Lack of doing market research related to product development and consumer tastes. - All members do not have official backgrounds and are experts in the field of fashion. - Low income statement and unstable cash flow
Opportunities	Threats
- Instagram has provisions for displaying relevant ads and promotions based on the user's experience and interests on Instagram. - Expand the target market to family clothes. - Hold a giveaway for Look at Me followers. - Look at Me can develop illustration concepts on products and apply themes of empathy, selflove, and empowering women. 18-24 years old interested in Look at Me, which later Look at Me can focus more on the target market and begin to explore the preferences, abilities, and needs of the target market. - Connects more with consumers using content that contains touchpoints. 67% of respondents found Instagram Clothing Brand on Instagram Ads.	- Technological advances and the availability of sales channels such as social media, e-commerce, and websites make it easier for competitors to imitate one another. - Direct and indirect competitor brands Look at Me have far more followers and higher engagement. - Few followers and fluctuation when compared to direct and indirect competitors. - Not using Instagram Ads to promote products. - Look at Me does not highlight the product. - Look at Me does not have a marketing strategy that periodically holds giveaways or a campaign.

3.4 Root Cause Analysis

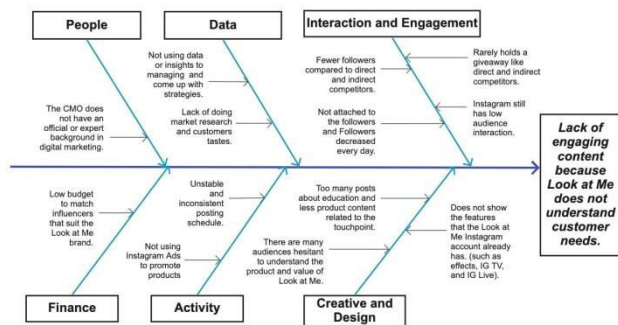


Figure 3.3 Fishbone Diagram

From all these shortcomings in Figure 3.3, it can be concluded that Look at Me still has content that is not engage on the audience and unattractive, and does not yet understand and know the content that consumers or Instagram followers of the Look at Me account actually need.

IV. DISCUSSION

After analyzing the company's external and internal conditions, and most importantly looking at the current condition of Instagram Look at Me which has not maximized performance and some features, the researchers found the root cause, namely the lack of engagement content on Instagram Look at Me, and Look at Me itself does not yet know what content is needed and liked by Look at Me followers. Researchers have also collected data through customer insight and benchmarking which will later become the basis for making business solutions. The following is a business solution that will be designed based on the results of the analysis in the form of an outline program and link it to the SWOT owned by Look at Me.

TABLE 4.1 BUSINESS ANALYSIS FEASIBILITY

Solutions	Root Cause	Feasibility
Develop Activity and Engagement Content	Lack of content that engages with the audience, and does not understand customer needs	Feasible
Develop Content that is Related to the Touch Point	Too many posts about education and less product content related to the touchpoint.	Feasible
Develop Instagram Post Consistency	Inconsistent in making post plans and content plans for Instagram.	Feasible

Develop Instagram Followers through Ads	- Not using Instagram Ads to promote product. - Low budget to match influencers that suit the look at me brand.	Feasible
Develop Instagram Followers through Endorser	Fewer followers compared to direct competitors.	Feasible
Develop Instagram Followers through Brand Ambassador	-	Not Feasible
Use Data to Evaluate Performance through Social bakers	-	Not Feasible
Use Data to Evaluate Performance through Instagram Insight and	- Does not use data and insights to be used as strategic references and to improve the performance. - Lacks doing market research.	Feasible
Develop Digital Marketing Skills	CMO and Look at Me marketing team does not have expert background in digital marketing.	Feasible

After explaining in detail how to implement a real business solution, the implementation section must also include a timeline and how much money must be spent so that it does not go out of the predetermined budget. Based on the portion given by finance for marketing, it is worth IDR 6,500,000 which will be allocated according to the needs that exist in business solutions to improve content strategy on Instagram Look at Me.

TABLE 4.2 IMPLEMENTATION PLAN

Activities	2021					2022							Estimated Budget
	8	9	10	11	12	1	2	3	4	5	6	7	
Develop Activity and Engagement Content													
a. Hold Giveaway every month													Rp1,000,000
b. Hold a Live IG every month													Rp0
c. Posting an engagement content in IG Feeds and Story													Rp0
d. Make an Instagram Filter													Rp0
Develop Instagram Post Consistency													
a. Link Instagram account with Creator Studio platform													Rp0
b. Select "Create Post" to determine what content will be posted and also choose the schedule													Rp0
Develop Instagram Followers and Audience													
a. Instagram Ads													Rp1,500,000
b. Endorsement with Influencer													Rp2,580,000
Use Data to Evaluate Performa													
a. Evaluate the Instagram performance of every post posted													Rp0
Develop Digital Marketing Skills													
a. Sign up for online courses ucademy.com													Rp278,000
b. Doing the course													
Internet Quota													
a. Internet quota for posting on Instagram 7GB using Telkomsel Provider													Rp756,000
Total													Rp6,114,000

V. CONCLUSION

This study aims to find content strategies that can increase the effectiveness of Look at Me Instagram account performance. By using an analysis of the company's current internal and external conditions, and collecting data through a quantitative approach using a questionnaire that is filled out directly by Look at Me Instagram account followers, and analyzed using a statistical descriptive method, as well as a direct analysis of the conditions of Look at Me Instagram. So that Look at Me can find the root cause, namely Lack of engaging content because Look at Me does not understand customer needs. Through this research, it also produces business solutions based on the results of the Look at Me Instagram account and followers' preferences. With the business solutions provided, hopefully can increase content and activities on Instagram that are engaging, interactive, and contain touchpoints. Look at Me is being able to improve the algorithm by increasing consistency in posting content and continuously evaluating performance using data already listed on Instagram Insights. Look at Me can do endorsements according to audience preferences and available budget, as well as Instagram Ads, which can reach more audiences and brand awareness. With a realistic timeline and budget, Look at Me believes and believes that these problems can be resolved properly.

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