

**ANALYSIS OF SOCIAL MEDIA MARKETING IN STARBUCKS INDONESIA****Mirna Aulia, Irmawan Rahyadi**

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**Abstract**

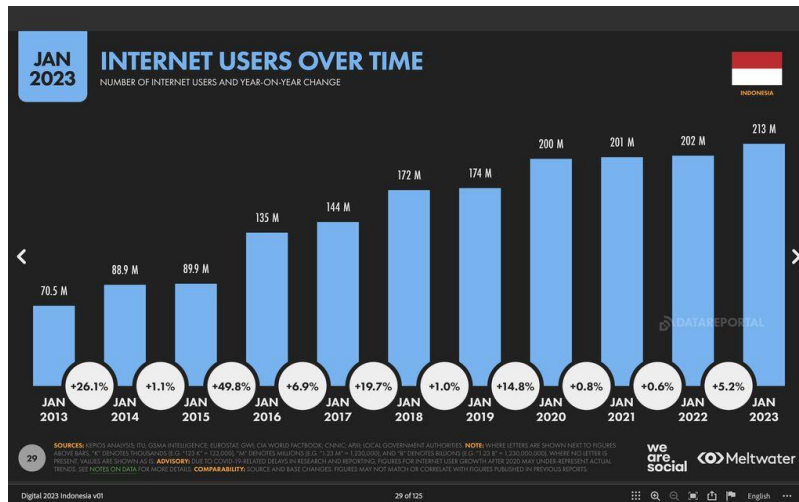
In today's highly competitive business environment, effective digital marketing is essential for businesses to build brand presence and attract and retain customers. In Indonesia, internet users are increasing from year to year because they can access anything and easily explore the things they want to know. This research aims to analyze the digital marketing and social media content of Starbucks Indonesia. This research approach is a qualitative approach. In this research, the case study that will be used is Multiple Case Study. This research approach is a qualitative approach. In this research, the case study that will be used is Multiple Case Study.

**Keywords:** Social Media, Marketing, Starbuck**INTRODUCTION**

In today's highly competitive business environment, effective digital marketing is essential for businesses to build brand presence and attract and retain customers. According to Praditya, 2024; Putra & Jessy,(2022) social media is divided into three types, namely (1) Online communities and forums are communities or groups or forums formed by consumers or groups of consumers without the influence of advertisements from companies or getting binding support from companies. An example of this community is Femaledaily.com. (2) Bloggers are records of online journals to be searched by internet users that can be updated continuously and are a very important medium for the Word of Mouth method. (3) Social Networking is a fundamental force in marketing, both business to customer (B2C) and business to business (B2B) (Alhaddad, 2014)x. Social networks can be social media sites such as Facebook, Instagram, Twitter, and LinkedIn. Running a business with social media increases consumer interaction and increases their interest in deciding to buy products.

According to Kaplan & Haenlein, (2010) social media is a set of applications that depend on the internet network initiated by Web 2.0, this program was invented by the O'reily Web 2.0 Team which is a simple platform before becoming social media, this platform provides easy exchange. The number of social media users today is one of the existence of marketing through social media or social media marketing. It can be seen that social media users continue to increase every year and are able to guarantee the spread of information quickly and thoroughly. Social media allows companies to promote their brands and connect with potential customers through various platforms such as Facebook, Instagram, Twitter, and YouTube. In Indonesia, internet users are increasing from year to year because they can access anything and easily explore the things they want to know (Aprillia, 2015).

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**Figure 1. 1** Number of internet users from year to year.  
Source: We Are Social

The number of internet users in Indonesia reached 212.9 million in early 2023. From 2013 it always has an increase every year. As the data above, from January 2022 to January 2023 has an increase of 5.2% or 10 million people. We are social says that Indonesian internet users spend 7 hours 42 minutes a day.

According to Chaffey, Cholewa, Regan, & Sundberg, (2002), Digital marketing is the application of technology that will form online relationships to the market, either through websites, databases, emails, or even digital TV. Some of the latest innovations have now been used as digital marketing media such as podcasts, blogs, stories & feeds on Instagram, content on TikTok, vlogs / content on YouTube and on other social media. According to Asbari, Novitasari, Purwanto, Fahmi, & Setiawan, 2021; Kotamena, Senjaya, & Prasetya, (2020), Digital marketing is product marketing through digital media connected to the internet. Several ways of marketing media are believed to have a big role in marketing activities. Because many users are active on social media in the current era. The application of marketing by looking at technological developments is a pity if we don't take advantage of it because it is quite effective and simple to increase sales figures. And many business people are now using social media and the internet to do marketing by looking at the increase in internet users this year. Like one of the social media that is still crowded by users, namely Instagram (Yulianti et al., 2020).

Based on Napoleon Cat data, there are 106.72 million Instagram users in Indonesia as of February 2023. This number increased by 12.9% compared to the previous month which amounted to 94.54 million users.



**Figure 2** Number of Instagram users in Indonesia

Source: Napoleon Cat

In today's increasingly advanced digital era, marketing through social media is one of the best marketing strategies. Especially for big companies like Starbucks that have very loyal fans around the world. Starbucks has been using social media as a tool to build relationships with customers. Starbucks is one of the successful brands in utilizing digital marketing and social media to build strong brand loyalty (Bilgin, 2018). One of the most important factors in their success is digital marketing and social media. Starbucks Indonesia has successfully built a strong community on social media, with loyal and active followers on platforms such as Instagram, Youtube, and Tiktok. Therefore, this research will analyze Starbucks Indonesia's digital marketing through Starbucks Indonesia's social media content (Liao & Huang, 2021).

This research aims to analyze the digital marketing and social media content of Starbucks Indonesia. This research will use a case study on Starbucks Indonesia because this company has successfully used social media as a tool to create high customer loyalty. This research is expected to provide useful insights for other companies that want to utilize digital marketing and social media content.

This paper analyzes Starbucks Indonesia's digital marketing through Starbucks Indonesia's social media content. It will also analyze the use of social media by Starbucks Indonesia. This research examines various content on 3 social media platforms namely Youtube, Tiktok, and Instagram. social media platforms and evaluates their effectiveness in driving engagement, increasing customer loyalty, and ultimately increasing sales. The findings of this study provide valuable insights for businesses looking to improve their digital marketing strategies through social media engagement. The Starbucks Indonesia case study analysis will be a useful reference for companies looking to improve their digital marketing strategies and build stronger relationships with their customers (Kotler & Keller, 2016).

After seeing the explanation in the background, it can be summarized that this research will focus on digital marketing with Starbucks Indonesia's social media content. The large number of internet and social media users today, ensures that there is plenty of room for marketing. Because marketing is not only through banners, banners, but also through social media which can be used very easily and can be seen by anyone even throughout Indonesia. And also nowadays content is very much enjoyed and used for many things, one of which is for marketing a product or company. And because of that, researchers want to focus on how to master the topic, so that we know that social media is very active for marketing.

## **RESEARCH METHODS**

This research approach is a qualitative approach. A qualitative approach is a research design that focuses on understanding complex social phenomena through detailed and in-depth data collection from individuals and groups (Creswell & Creswell, 2017). Qualitative research begins with assumptions and the use of interpretive / theoretical frameworks that explain case study problems by explaining individual and group understanding of a social or individual problem.

In this research, the case study that will be used is Multiple Case Study. According to Yin, (2015) multiple case study research is research that uses more than one case. The existence of multiple case studies generally aims to obtain more detailed data, so that the description of the research results can be more detailed and in-depth.

The object of research is strongly influenced by the approach that will be used in the research. The research object is a small scope that focuses on research. After that, from the research object, the researcher will explore various literature reviews, theories, data and analysis of the research object to get the results. In qualitative research, the object of research is an abstract social phenomenon so it is necessary to see the facts behind the phenomenon.

In this study, the object of research is the content and messages of Starbucks Indonesia's social media content.

## **RESULT AND DISCUSSION**

### **Research Results (explain the research results of the research question)**

The results of this study are in accordance with the research questions that have been applied in the background, namely regarding Starbucks Indonesia's social media content marketing design, the messages contained in Starbucks Indonesia's social media content, and how Starbucks makes their social media content attractive. The results of this study were obtained by data collection techniques based on observation and documentation. Researchers used descriptive qualitative methods to obtain information. And the data source of this research was obtained on 3 social media platforms of Starbucks Indonesia, namely from the Instagram account @starbucksindonesia, Starbucks Indonesia Youtube account, and tiktok account @starbucksindonesia.

### **Social media content marketing of Starbucks Indonesia.**

Starbucks Indonesia makes a content marketing strategy with a promotion strategy through social media well and concisely. Their content is very easy to accept by anyone, even though their content is only about promotions, starbucks products, and campaigns from Starbucks Indonesia, but they can make the content classy and easy to understand. Starbucks Indonesia always tries to distribute content that can attract audiences, and is also supported by copywriting that can emphasize the content of Starbucks Indonesia's marketing content.

Of their 3 social media, namely Instagram, Youtube, and Tiktok, Instagram is Starbucks Indonesia's social media that often gets attention from the audience. On their 3 social media,

Starbucks Indonesia displays marketing content in the form of photos and videos. By releasing all kinds of ideas, Starbucks Indonesia is able to share their content well.

Behind the success of Starbucks Indonesia to create marketing content on social media, there is their effort in achieving a large number of social media followers. It also affects their marketing (Hennig-Thurau, Gwinner, & Gremler, 2002). In May 2024, there is data from Starbucks Indonesia's social media followers, namely for Instagram Starbucks Indonesia they have 1.7 million followers, for Tiktok they have 80 thousand followers, and for Youtube they have 5.64 thousand followers.

### **Messages in Starbucks Indonesia's social media content.**

The content and message of Starbucks Indonesia's social media content is very informative. From their 3 applications namely Instgaram, Tiktok, and Youtube Starbucks Indonesia, the content they share has its own message. They share content informatively so that customers who lack information about starbucks, on their social media they will find many things from a variety of new menus, promotions, barista activities and customers can also be found in Starbucks Indonesia content.

The positive message in Starbucks Indonesia's content is not only sharing things about drinks or promos, but they also create content to invite positive things too. For example, what Starbucks Indonesia has just done is inviting local communities to shine through their work.



**Figure 1 Mrs. Weaving the cover of the Starbucks Indonesia book.**

Starbucks Indonesia opened up jobs for women and engaged more than 1600 women. They are great weavers from Nusa Tenggara, Kalimantan, and Papua. Starbucks Indonesia opened up jobs to make a book planner that was sold at Starbucks Indonesia outlets in the 2024 edition. So, the book cover is made of wicker to create an eco-friendly design. It is made with palm leaves and purun grass because they are known to reduce carbon emissions and waste around the world. This informative and positive content encourages customers to do small things that can help reduce waste around the world.



**Figure 2 Starbucks X Kreaby tumbler.**

This Starbucks X Kreaby edition tumbler was created specifically to support children with autism spectrum who have special artistic talents. As shown in Figure 4.2, the image on the tumbler is a sample of the artwork of great kids with special needs. Starbucks Indonesia did a great collaboration to engage and empower more communities by celebrating International Disability Day. And also by creating merchandise inspired by their favorite colors and words.



**Figure 3 Starbucks Indonesia barista with deafness.**

The picture above is of deaf friends who became part of Starbucks Indonesia at the first Starbucks Signing Store in Tata Puri, Jakarta. Starbucks Indonesia also cares about deaf people all over Indonesia by providing job opportunities. Especially at Starbucks Signing Store, all the baristas have hearing impairment. But that does not hinder their enthusiasm for work, baristas and customers if they want to order something or ask something can use sign language. If confused to use sign language, they have a guide for how to use sign language, so it will make it easier for customers and customers can also increase knowledge to speak using sign language.

Those are some examples of Starbucks Indonesia's social media content that has a positive message. By sharing some of the content we also take the message contained in some of their content. In fact, at least we can help small people to get jobs from us buying products



from Starbucks Indonesia. That is also part of digital marketing through Starbucks Indonesia's social media content.

**Starbucks Indonesia's engaging social media content.**

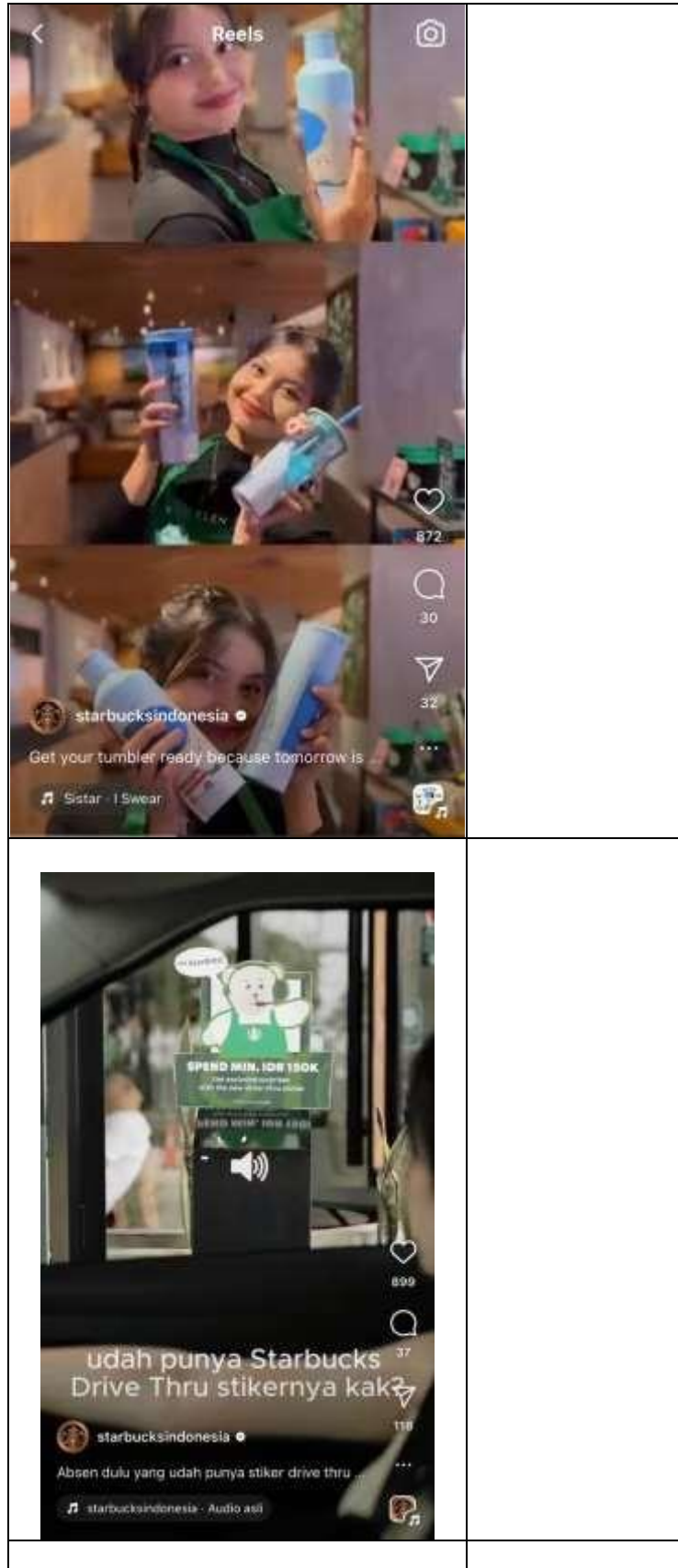
Nowadays, social media is a platform that users use to interact, share content, and engage with others online. Starbucks Indonesia continues to always create the latest content and must be interesting, because with so much content on social media, we must always know what content is favored by the public and is going viral.

Starbucks Indonesia creates interesting content by inviting collaborations, sharing many Starbucks promotions through content, creating an interesting program, creating filters on Instagram, and creating colorful video/photo content so that customers don't feel bored to see the content.

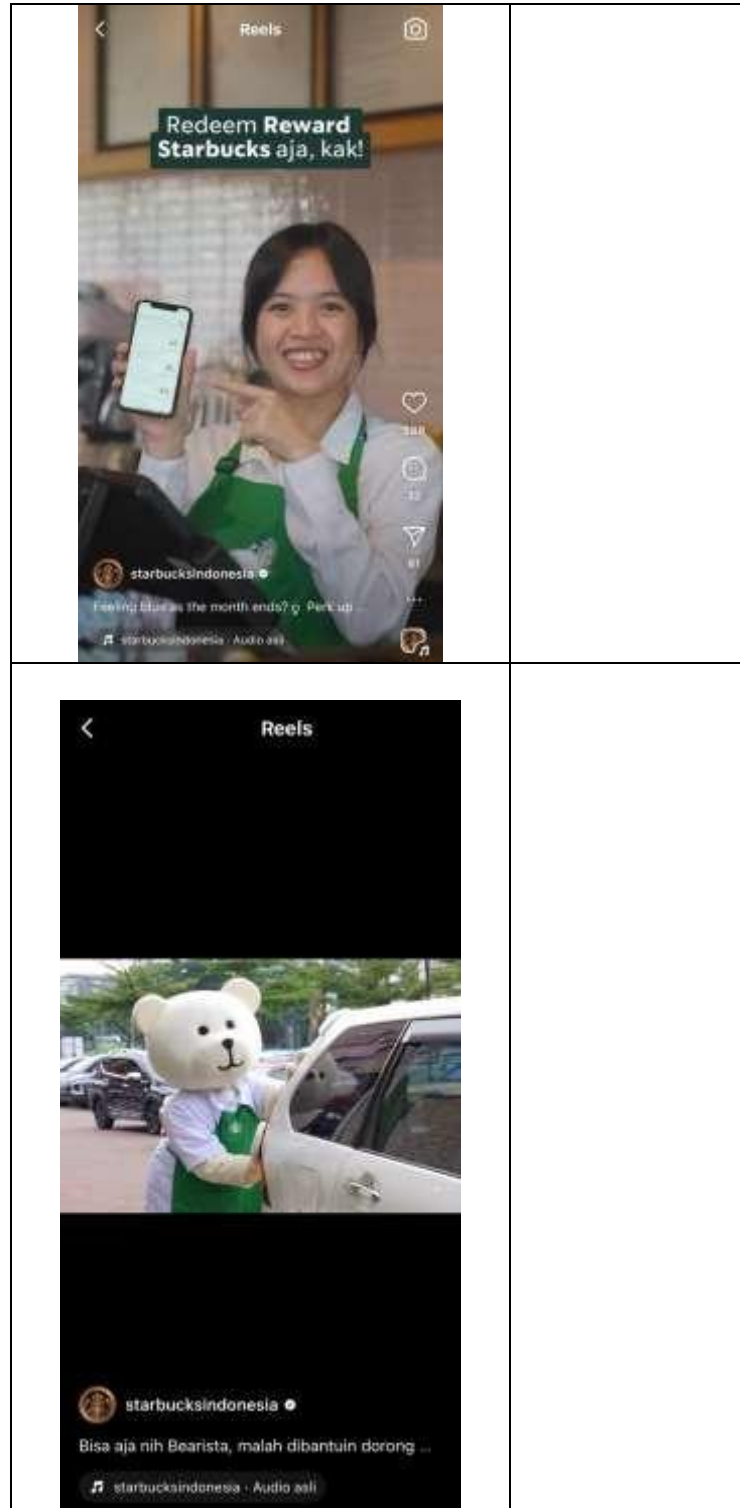
The following is a table that contains interesting social media content of Starbucks Indonesia:

**Table 1 Starbucks Indonesia's engaging social media content**

Example of Starbucks Indonesia social media content	Interesting content
	







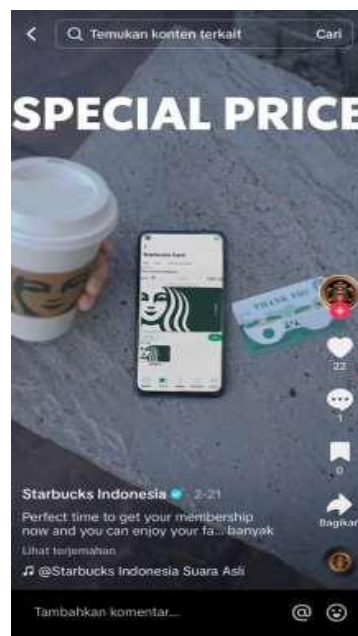
### Marketing content about Starbucks Card

Starbucks created a card called Starbucks Card which is useful for an electronic payment card that is only intended for transactions at Starbucks.



**Figure 4 Starbucks Card Marketing Content**

In this Starbucks Indonesia Instagram content, Starbucks Indonesia invites customers to have a Starbucks Card because it has many rewards that can be used and are very profitable. The content on Starbucks Indonesia's Instagram reminds customers to use their rewards because each reward has a validity period. And also we can get a free cake on our birthday. With this content, it also includes marketing by inviting customers to always go to Starbucks.



**Figure 5 Starbucks Card marketing content**

In this TikTok Starbucks Indonesia content, Starbucks Indonesia provides information about the Starbucks Card. If we want to make a Starbucks Card with a minimum balance of Rp.100,000, we will get a special price of only paying Rp.25,000 for any drink. This is an

interesting offer that Starbucks Indonesia provides so that people who see the content immediately go to Starbucks because usually if they give a promo there is a time limit.



**Figure 6 Marketing content about Starbucks Card**

In this Starbucks Indonesia Youtube content, they provide information on how to use the application for Starbucks card. So, if we have a Starbucks Card, we also have to have an application called Starbucks ID. The application contains the balance contained in our Starbucks and there are even instructions for the nearest Starbucks from our location. The content informs how to refill the Starbucks Card balance. And let us know that it is very easy and convenient if we have a Starbucks card. This content also invites customers to immediately have a Starbucks card because there are other benefits, namely getting a Rp.25,000 discount on any drink.

### **Content marketing about the closeness of baristas with customers**

Apart from serving delicious coffee and a comfortable place, Starbucks Indonesia also always provides the best service for its customers. Behind the friendly baristas of Starbucks Indonesia, they always want to be close to their customers so that customers also feel comfortable and will visit often because customers feel close and well served by Starbucks baristas. With that, customer engagement is also an important thing to do for marketing.

The approach with customers is not only done directly, it can also be done by replying to customer comments on Starbucks Indonesia's social media. It also makes customers feel close and appreciated because usually comments from customers are about criticism or questions about Starbucks.



**Figure 7 Content about the closeness of baristas to their customers.**

In Starbucks Indonesia's Instagram content, they create content about the closeness of baristas with their customers. Starbucks Indonesia always provides good and friendly service so that customers feel at home and also always visit Starbucks Indonesia outlets. In this content, Starbucks Indonesia wants to show that customers should not feel shy to ask about any drinks or also ask about Starbucks Indonesia.

Not only can we see the drinks being made and ask questions about our drinks, we can also consult the baristas if we are confused about what to order. Baristas are happy to help their customers. As the caption on Starbucks Indonesia's Instagram content in Figure 4.4, they wrote "There's nothing quite like the magic between our partners and customers". And also they wrote a caption on the content, namely "Seeing your smiles, hearing your favorite orders, and the calming sounds of coffee brewing make it all worthwhile". With that, Starbucks Indonesia is very happy if customers are also close to the barista to share information or anything about Starbucks Indonesia.



**Figure 8 Customer proximity content with bearista**

In this TikTok Starbucks Indonesia content, they are creative by displaying a teddy bear called "bearista". It is a clown with a picture of a bear in which there is a barista. Starbucks Indonesia created the bearista in order to stand out and approach customers. Because many customers of Starbucks Indonesia bring families, and usually to make children feel at home in Starbucks outlets, they display bearistas to make the atmosphere more cheerful. In this content, they feature a bearista to give information about the Starbucks drive thru. We can get a free drive-thru sticker that can be affixed to the windshield of our car and after that we can get a special collection of fridge magnets from Starbucks Indonesia with a minimum purchase of Rp.150,000. The bearista is also part of Starbucks Indonesia's marketing to make customers curious about the bearista and feel the atmosphere of Starbucks Indonesia to be different and cheerful.



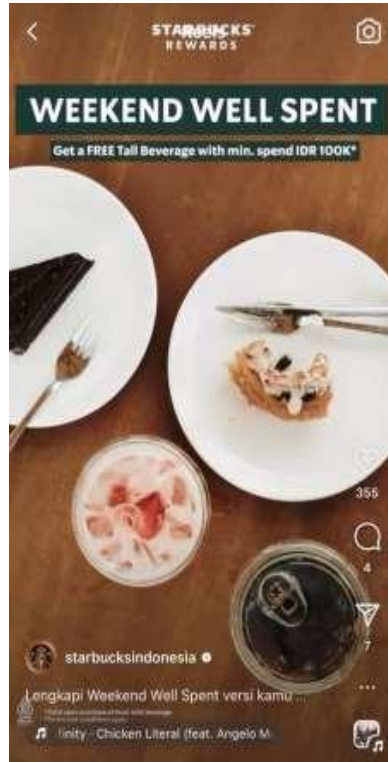
**Figure 9** Content of barista proximity to customers

In this Starbucks Indonesia Youtube content, baristas approach customers with concern for women with breast cancer. Starbucks really shows its concern for women affected by breast cancer. At that time there was a commemoration of World Breast Cancer Day in October. So, Starbucks Indonesia shows its concern for women affected by breast cancer by creating 4 special drinks that are only in October. As written on Starbucks Indonesia's Youtube caption, they donated some of the sales to Daya Dara Indonesia Foundation. Also, the four drinks are themed in pink, which means we can color our days to share courage and spread positive energy to those around us. The content also wants to inform its customers to buy this special drink so that we can also provide encouragement to have courage and enthusiasm for breast cancer fighters around the world. The content is not only a form of marketing but also a form of concern for the community to remember World Breast Cancer Day.

#### **Marketing content about Starbucks Indonesia's weekly promos.**

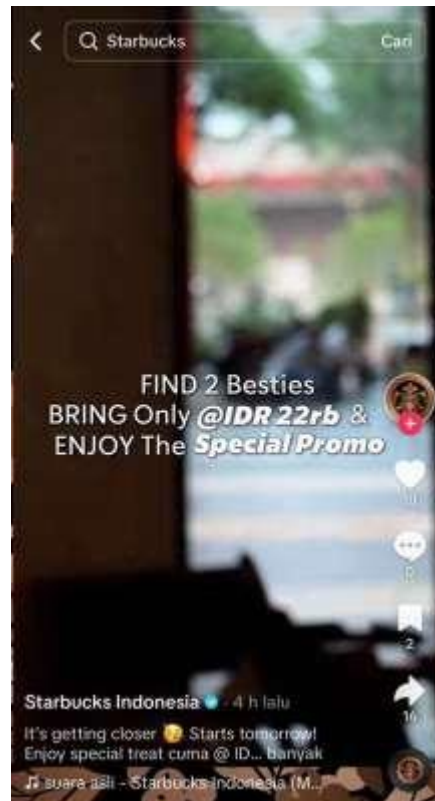
Starbucks Indonesia has different promos every day. And their promos are always shared on their social media every day. For Tuesday, Starbucks Indonesia has a promo called "Tasty Tuesday". The promo is 50% off for every food purchase. And for Monday, if we spend Rp.60,000 at Starbucks Indonesia, we get 10 stars on the Starbucks App and we can redeem the stars to get a reward. For Friday, Starbucks Indonesia has a promo called "Tumbler Day". Now for Starbucks Indonesia customers who have Starbucks Indonesia tumblers can get a 50% discount. And for the weekend, Starbucks Indonesia has a promo called "Weekend Well Spent". If you spend Rp.100,000 at Starbucks Indonesia, you will get a free small drink.





**Figure 10 Starbucks Indonesia weekly promo content**

In this Starbucks Indonesia Instagram content, there is a promo for the weekend given by Starbucks Indonesia. Starbucks Indonesia Instagram often provides information about their promos every day. Due to the large number of Instagram users and active users on Starbucks Indonesia's Instagram, they often share it on the Instagram story feature. Like this content, they provide information that there is a weekend promo called "Weekend Well Spent" which is a promo that we can use if we spend Rp.100,000, we will get a free small drink.



**Figure 11 Starbucks Indonesia weekly promo content.**

In this Tiktok Starbucks Indonesia content, they create content to inform customers about Starbucks Indonesia's weekly promos. And in this content contains promo information that reads "Find 2 besties. Bring only @IDR 22rb & Enjoy the Special promo". The promo means that if we purchase a minimum of 3 small drinks, we only pay Rp.22,000 per drink. This is very beneficial especially if we bring 2 friends or family. The content shows a marketing so that we can buy a lot of drinks but at half the original price.

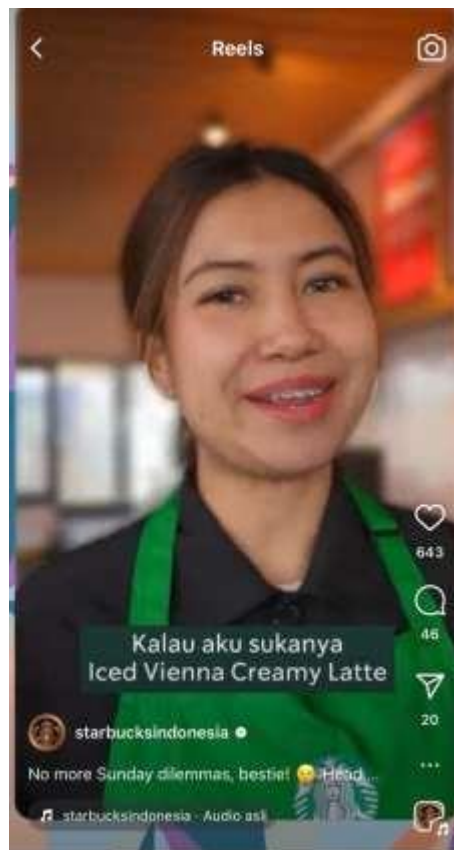


**Figure 12 Starbucks Indonesia weekly promo content.**

In this Starbucks Indonesia Youtube content, they provide promos about Starbucks Indonesia tumbler users. So, their promos are not only on drinks and food, but the promos they provide can also be additional promos for Starbucks Indonesia tumbler users. And in the content they provide a promo with the words "Get IDR 5K off beverage by bring your own tumbler". That is, if we bring a tumbler we will get IDR 5,000 off any drink. Starbucks Indonesia's use of tumblers is strongly supported because Starbucks Indonesia has reduced the use of plastic little by little. In fact, they have reduced the use of straws and their straws are changed by using paper straws. And the cups used use recycled plastic. Starbucks Indonesia tries to give the best for the environment and also its customers. Therefore, Starbucks Indonesia strongly supports the use of tumblers for drinks.

### **Content Marketing featuring Barista's favorite drink.**

Some new customers are confused to choose their first drink, Starbucks Indonesia helps its customers by creating content about what favorite drinks baristas like. Because usually baristas know which drinks are the best and delicious. With this content, we can know the name and shape of the drink. And also in some of Starbucks Indonesia's social media content, they show what the contents of the drinks are in Starbucks Indonesia.



**Figure 13 Marketing Content about barista's favorite drink**

In this Starbucks Indonesia Instagram content, they feature content with some of the barista's favorite drinks. In the picture, the barista chose her favorite drink, Iced Vienna Creamy Latte. And they also show the shape of the drink so that customers who are confused

about choosing a drink can be their reference to order drinks du Starbucks Indonesia. And in this content they use the hashtag

#TANYABARISTA. In this hastag there are usually several kinds of content related to asking something about Starbucks Indonesia to the starbucks barista.



**Figure 14 Marketing Content about customers' favorite drinks.**

In this Tiktok Starbucks Indonesia content, they feature favorite drinks from Starbucks Indonesia customers. In this content, a loyal Starbucks Indonesia customer comes to the outlet, then the barista who memorizes and remembers the customer's drink immediately knows what the customer wants to order. And the barista immediately made a Chestnut Mont Blanc Oatmilk Latte. In the content, we see that the closeness between the barista and the customer is very close. And that makes customers feel at home and frequent Starbucks Indonesia outlets and it is also part of marketing through the closeness of baristas with Starbucks Indonesia customers.

## CONCLUSSION

Based on the research results that have been analyzed in the previous chapter, it can be concluded that Starbucks Indonesia in utilizing social media as a marketing tool is very optimal. Starbucks Indonesia delivers their content well through 3 Starbucks Indonesia social media platforms, namely Instagram, Tiktok, and Youtube. The message conveyed through the content is very useful and directed to Starbucks Indonesia customers. Starbucks Indonesia makes content on social media interesting by creating different content every day, and also always following what content is viral. For example, there is a new song and many people

make content with the song, and Starbucks Indonesia also makes their content with the song so that their content goes up.

For Instagram social media, they share content on several Instagram features such as through video content, photos, reels, and Instagram stories every day. By sharing content every day, it also helps improve the brand quality of Starbucks Indonesia. And for Tiktok social media, they share photos and video content on Tiktok Starbucks Indonesia. Apart from promotional content, they also provide content sharing Starbucks Indonesia drink recipes. And for Youtube social media, they share videos once a week or once a month with a duration of 1 minute to 3 minutes.

In addition to prioritizing visual quality, Starbucks Indonesia also prepares captions for each content. Photo or video captions of Starbucks Indonesia content must be meaningful, brief, and easy to understand. With that, customers can easily understand and often view the content. Starbucks Indonesia also often replies and responds to comments on social media so that customers feel close and responded to in discussing about Starbucks Indonesia, and also useful for improving quality if Starbucks Indonesia has criticism and suggestions from customers.

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