

DYNAMICS OF CUSTOMER PARTICIPATION IN SUBSCRIPTION BUSINESS MODELS: CASE ANALYSIS AND IMPLICATIONS FOR SUSTAINABLE MARKETING STRATEGIES

Nida Garnida Fitrianti ^{1*} Nazhira Nindya Padma Hanuun ², Raden Roro Fatmasari ³

¹Yayasan Kreatif Indonesia Emas, Bandung, 40281, Indonesia, NidaFitrianti@gmail.com

²Yayasan Kreatif Indonesia Emas, Bandung, Bandung, 40291, Indonesia, nazhiranindya@gmail.com

³Yayasan Kreatif Indonesia Emas, Bandung, 40291, Indonesia, Fatma_sarie85@gmail.com

Abstract

The dynamics of customer participation in subscription business models has become a major focus in modern marketing strategies in various industries. This research aims to investigate the implications of customer participation dynamics on the success of subscription business models, as well as to explore the ethical aspects involved in marketing practices driven by these dynamics. Using the qualitative research method of literature study, in-depth analysis was carried out on cases from various industries, including media, retail, technology and services. The research results show that the level of customer engagement, changes in customer preferences, response to promotions, customer satisfaction, and level of service utilization are key factors that influence customer participation in subscription business models. The ethical implications of marketing practices in subscription business models include transparency, fairness, and social responsibility towards customers. In developing sustainable marketing strategies, companies are advised to conduct regular audits of their marketing practices, ensure compliance with regulations and ethical standards, and involve customers in the decision-making process and development of new products or services. Thus, companies can build stronger relationships with their customers, increase loyalty, and achieve sustainable business growth in the long term.

Keywords: Dynamics of Customer Participation, Subscription Business Model, Marketing Strategy, Ethical Implications, Social Responsibility.

INTRODUCTION

In the ever-growing digital era, the subscription business model has become one of the most dominant marketing strategies. The dynamics of customer participation in this model is a major focus for companies that want to understand consumer behavior and increase customer retention. Case analysis of subscription business models can provide deep insight into how customers interact with the products or services they subscribe to. Through this understanding, companies can identify underlying customer behavior patterns, preferences and needs. The importance of the dynamics of customer participation in subscription business models is also reflected in efforts to optimize sustainable marketing strategies. By understanding the level of customer engagement and interaction, companies can

develop more targeted and effective marketing strategies. Additionally, analysis of customer participation also allows companies to improve the overall customer experience, which in turn can increase loyalty and retention.

Currently, the trend of using subscription business models has penetrated various industries, from media to retail and digital services. This phenomenon marks a paradigm shift in the way companies market their products and services. In this context, it is important to understand how customer behavior evolves over time, as well as what factors influence it. Case analysis is a very useful approach in understanding the dynamics of customer participation in subscription business models. By analyzing case studies from various industries and companies, we can identify common patterns in customer behavior as well as the factors that influence them. This provides a strong foundation for the development of marketing strategies that are more adaptive and responsive to customer needs.

One of the main implications of the dynamics of customer participation in subscription business models is the importance of personalization. In an increasingly competitive environment, companies need to strengthen relationships with their customers through individually tailored experiences. This requires a deep understanding of customer preferences and habits and the ability to tailor product and service offerings to their needs. Additionally, case analysis can also help companies identify potential for innovation in their subscription business models. By studying case studies of how other companies have faced challenges and exploited opportunities in subscription business models, companies can develop more innovative and differentiated strategies to differentiate themselves in the marketplace. In the context of sustainable marketing, the dynamics of customer participation also have significant implications. By building strong relationships with customers and strengthening their engagement in a subscription business model, companies can create a more stable and sustainable customer base. This can reduce new customer acquisition costs and increase customer lifetime value.

However, to achieve sustainability in marketing strategies, companies need to pay attention not only to how they attract new customers but also how they retain and increase the value of existing customers. In this case, a deep understanding of the dynamics of customer participation is key. The importance of understanding the dynamics of customer participation in subscription business models is also reflected in the paradigm shift from transactional marketing to relationship marketing. Companies no longer just focus on one-time sales, but also on building long-term relationships with their customers. This demands a more holistic and sustainable approach to customer relationship management.

In developing sustainable marketing strategies, companies also need to pay attention to their ethical aspects and social responsibility towards customers.

Ensuring that their business practices are fair, transparent and respectful of customer privacy is key to building strong trust and loyalty. Thus, the dynamics of customer participation in subscription business models not only directly influence marketing strategies but also create the foundation for a broader transformation in the way companies interact with customers and build relationships with them. In facing the ever-evolving challenges and opportunities in this digital era, companies need to understand the role played by customer participation dynamics and adapt their strategies accordingly.

METHOD

The qualitative research method of literature study is a relevant approach to explore the dynamics of customer participation in subscription business models and their implications for sustainable marketing strategies. In this research, literature analysis is used to collect, evaluate, and synthesize findings from various case studies, journal articles, books, and other sources relevant to the topic. First, in conducting qualitative research, researchers will conduct a comprehensive literature search using academic databases such as PubMed, Google Scholar, or ProQuest. Relevant keywords such as “customer participation”, “subscription business model”, “sustainable marketing strategy” were used to ensure the search covered various aspects relevant to the research topic.

After that, the researcher will select and assess the literature found. Inclusion and exclusion criteria will be applied to ensure that the selected literature is appropriate to the research objectives and of reliable quality. In this context, case studies of subscription business models from various industries and analysis of the implications for sustainable marketing strategies will be the main focus in the literature selection. Then, the researcher will carry out an in-depth analysis of the selected literature. It involves critical reading and synthesis of findings from multiple sources to identify general patterns, trends, and findings relevant to the dynamics of customer participation in subscription business models. Apart from that, researchers will also pay attention to the methodology used in the case studies being analyzed to understand the context and framework used in the research.

Next, the researcher will organize these findings in a coherent and structured narrative. This involves organizing the findings based on key themes that emerged from the literature analysis, such as factors influencing customer participation, effective marketing strategies in subscription business models, and implications for marketing sustainability. Finally, the researcher will interpret the findings in the broader research context. This involves reflection on the implications of the dynamics of customer participation in subscription business models for sustainable marketing practices, as well as suggestions for future

development of theory and practice. This interpretation is based on an in-depth understanding of the literature that has been analyzed as well as the researcher's knowledge and experience in the domain. Thus, the literature study's qualitative research method provides a powerful framework for exploring and understanding the complex dynamics of customer participation in subscription business models and its impact on sustainable marketing strategies.

DISCUSSION

The dynamics of customer participation influence the success of subscription business models in various industries

Customer participation dynamics play an important role in determining the success of subscription business models in various industries. Customer participation covers various aspects, from engagement rates to retention rates, which directly impact a company's revenue and profitability. In the ever-evolving digital era, subscription business models have penetrated various industry sectors, including media, retail, technology and services. In this context, a deep understanding of how customer participation dynamics influence the success of subscription business models is key to optimizing marketing strategies and increasing customer value.

Table 1: Examples of Dynamics of Customer Participation in Subscription Business Models in Various Industries

Industry	Dynamics of Customer Participation	Impact on the Success of Subscription Business Models
Media	- Level of Customer Engagement in Content -Speed of Change in Customer Preferences - The Impact of Social and Cultural Trends on Content Consumption	-Increased Customer Retention - Flexibility in Offer Adjustments - Creativity in Content Development
Retail	- Customer Purchase Patterns and Purchase Frequency - Response to Promotions and Discounts - Level of Customer Satisfaction and Experience	- More Accurate Profit Predictions - Increased Income from Sales - Increased Customer Loyalty
Technology	- Level of User Dependence on Products or Services	- High Retention Rate - Sustainable Innovation - Reduce Customer Churn

	- Product Life Cycle and Technological Change - Response to Product or Feature Updates	Rate
Service	- Level of Service Utilization by Customers - Level of Customer Satisfaction with Service Quality - Response to Promotional Offers and Discounts	- Increased Recurring Revenue from Customers - Increased Recommendations and Positive Reviews - Reduced Customer Churn Rate

In the media industry, customer participation dynamics include the level of customer engagement in content, the speed of change in customer preferences, and the impact of social and cultural trends on content consumption. The level of customer engagement is a key factor in ensuring high customer retention in media subscription business models. The higher the engagement rate, the more likely it is that customers will remain subscribed for a longer period of time. Additionally, media must be sensitive to rapidly changing customer preferences and able to adapt their content according to ongoing trends. For example, in the streaming media industry, the ability to offer relevant and varied content on an ongoing basis can increase the appeal of subscriptions.

In the retail sector, customer participation dynamics include purchasing patterns and purchase frequency, response to promotions and discounts, and levels of customer satisfaction and experience. Purchasing patterns and purchase frequency can provide valuable insight into customer preferences and shopping behavior. By understanding these patterns, retailers can optimize their sales and marketing strategies to increase sales revenue. Additionally, customer response to promotions and discounts also plays an important role in attracting new customers and retaining existing customers. Retailers who are able to offer relevant and attractive promotions can gain a competitive advantage in this highly competitive industry. Additionally, the level of customer satisfaction and experience influences customer retention and brand loyalty. Retailers that can provide a pleasant and satisfying shopping experience have a greater chance of retaining customers and getting positive recommendations from them.

In the technology industry, the dynamics of customer participation are related to the level of user dependency on the product or service, the product life cycle, and the response to product or feature updates. The level of user dependency can be an important indicator for customer retention rates in technology subscription business models. Products or services that provide high added value and are difficult to replace by competitors have a greater possibility of retaining customers over a longer period of time. Additionally, product life

cycles and technology changes can affect the sustainability of subscription business models. Technology companies must be able to adapt quickly to industry changes and develop relevant innovations to remain competitive. Customer response to product or feature updates can also impact customer satisfaction levels and customer retention. Technology companies must ensure that the updates they roll out add significant value to customers and do not disrupt existing user experiences.

In the service industry, the dynamics of customer participation include the level of service utilization by customers, the level of customer satisfaction with service quality, and response to promotional offers and discounts. The level of service utilization by customers can provide insight into how important the service is to customers and their likelihood of renewing their subscription. Services that successfully integrate themselves into customers' daily lives have a better chance of retaining customers over a longer period of time. Additionally, the level of customer satisfaction with service quality plays a key role in customer retention and getting word of mouth recommendations. Services that can meet or exceed customer expectations have a greater chance of retaining customers and getting positive feedback from them. Customer response to promotional offers and discounts can also influence their decision to renew their subscription. Services that can offer interesting and useful promotions have a greater chance of increasing recurring revenue from their customers.

Table 2: Key Factors in the Dynamics of Customer Participation in Subscription Business Models

Factor	Description
Customer Engagement Level	How active and involved customers are in using the subscription product or service.
Changes in Customer Preferences	How often and quickly customer preferences change, and how responsive the company is to them.
Response to Promotions and Discounts	How customers respond to promotional offers, discounts, or other incentives from the company.
Customer Satisfaction and Experience	The extent to which customers are satisfied with the quality of the product or service and their experience.
Level of Service Utilization by Customers	How often and how much customers use the services they subscribe to.
Response to Product or Feature Updates	How customers respond to product updates or new features introduced by the company.

In conclusion, the dynamics of customer participation have a significant impact on the success of subscription business models in various industries. By understanding the factors that influence customer participation and their implications for sustainable marketing strategies, companies can optimize their performance in facing challenges and opportunities in a rapidly changing business environment.

Factors influencing the level of customer participation in subscription business models, and their implications for sustainable marketing strategies

The factors that influence the level of customer participation in a subscription business model are very diverse and complex, covering aspects from customer involvement to their satisfaction with the services provided. A deep understanding of these factors is key to designing an effective sustainable marketing strategy. One of the key factors influencing customer participation is their level of involvement in the product or service they subscribe to. The more active and engaged a customer is in using a product or service, the more likely they will retain their subscription over a longer period of time. The strategic implication of this factor is the need to build engaging and engaging customer experiences to increase their engagement levels. This can be done through providing relevant and interesting content or features, as well as through more personal interactions with customers.

Furthermore, changes in customer preferences are also an important factor in influencing their participation in subscription business models. Customers tend to change in their preferences over time, and companies must be responsive to these changes to retain customers. The implication is the need for flexibility in offerings and adjustment of marketing strategies according to changing customer needs and preferences. Companies must be able to read market trends quickly and adapt their strategies to remain relevant and attractive to customers.

Customer response to promotions and discounts can also influence their participation in subscription business models. Customers often respond positively to attractive promotional offers, which can help increase sign-up rates or renew subscriptions. The strategic implication is the importance of identifying effective promotional offers and targeting customers in the right way to increase their response and participation in subscription business models. Customer satisfaction with the quality of the product or service provided also plays a key role in determining their participation in a subscription business model. Satisfied customers tend to be more loyal and more likely to retain their subscriptions. Therefore, it is important for companies to ensure that their products or services meet or exceed customer expectations. The implication is the need to focus on

high quality delivery and positive customer experiences to build loyalty and increase customer participation in the long term.

In addition to the above factors, the level of service utilization by customers can also influence their participation in subscription business models. Customers who use a service more frequently or more intensely tend to have a higher level of participation in a subscription business model. The implication is the importance of understanding customer usage patterns and offering added value that suits their needs and preferences. Companies can use analytical data to understand customer usage patterns and identify opportunities to increase their participation through additional offerings or service adjustments.

In addition to the above factors, customer response to product or feature updates can also influence their participation in a subscription business model. Customers are more likely to retain their subscription if they respond positively to updates or improvements offered by the company. The implication is the need for continuous innovation and effective communication with customers about changes or updates to products or services. Companies must continually monitor market trends and develop new products or features that meet their customers' needs and desires.

By paying attention to these factors, companies can develop sustainable marketing strategies that are more adaptive and responsive. This includes identifying and responding to changes in customer preferences, offering relevant promotions and discounts, providing high-quality service, and continuously innovating to meet evolving customer needs. By understanding the factors that influence customer participation in a subscription business model, companies can build stronger relationships with their customers, increase retention, and achieve sustainable growth over the long term.

Companies can use insights from case analysis about the dynamics of customer participation in subscription business models to develop more adaptive and responsive marketing strategies

A deep understanding of the dynamics of customer participation in subscription business models provides opportunities for companies to develop more adaptive and responsive marketing strategies. Case analysis becomes an invaluable tool in gaining the insights needed to design effective marketing strategies. By studying case studies from various industries and companies, companies can identify customer behavior patterns, market trends, and best practices that can be applied in their own business context. Table 1 shows examples of the dynamics of customer participation in subscription business models in various industries, which can be an important reference material in making strategic decisions. Through case analysis, companies can identify key

factors that influence customer participation and develop deep insights into their customers' preferences and needs.

Table 1: Examples of Customer Participation Dynamics in Subscription Business Models in Various Industries

Industry	Dynamics of Customer Participation	Impact on the Success of Subscription Business Models
Media	- Level of Customer Engagement in Content -Speed of Change in Customer Preferences - The Impact of Social and Cultural Trends on Content Consumption	-Increased Customer Retention - Flexibility in Offer Adjustments - Creativity in Content Development
Retail	- Customer Purchase Patterns and Purchase Frequency - Response to Promotions and Discounts - Level of Customer Satisfaction and Experience	- More Accurate Profit Predictions - Increased Income from Sales - Increased Customer Loyalty
Technology	- Level of User Dependence on Products or Services - Product Life Cycle and Technological Change - Response to Product or Feature Updates	- High Retention Rate - Sustainable Innovation - Reduce Customer Churn Rate
Service	- Level of Service Utilization by Customers - Level of Customer Satisfaction with Service Quality - Response to Promotional Offers and Discounts	- Increased Recurring Revenue from Customers - Increased Recommendations and Positive Reviews - Reduction of Customer Churn (Switching) Rates

One of the main benefits of case analysis is its ability to identify consistent patterns of customer behavior and the key factors that influence their participation. By analyzing case studies from various industries and companies, companies can identify ongoing market trends and anticipate changes in customer preferences. For example, a case analysis of customer purchasing behavior in a retail subscription business model can help a company understand the most common

purchasing patterns and responses to specific promotions and discounts. This information can be used to develop more targeted and effective marketing strategies, including appropriate pricing and relevant promotional offers.

Additionally, case analysis also allows companies to learn best practices from competitors and other leading industry players. By comparing the marketing strategies and customer approaches of different companies, companies can identify the most successful elements and implement them in their own businesses. For example, a company can learn from its competitors' successful marketing strategies in retaining customers and increasing retention. Table 2 shows the key factors in the dynamics of customer participation in subscription business models, which can be the basis for developing more adaptive and responsive marketing strategies.

Table 2: Key Factors in the Dynamics of Customer Participation in Subscription Business Models

Factor	Description
Level of Customer Engagement	How active and involved customers are in using the subscription product or service.
Changes in Customer Preferences	How often and quickly customer preferences change, and how responsive the company is to them.
Response to Promotions and Discounts	How customers respond to promotional offers, discounts, or other incentives from the company.
Customer Satisfaction and Experience	The extent to which customers are satisfied with the quality of the product or service and their experience.
Level of Service Utilization by Customers	How often and how much customers use the services they subscribe to.
Response to Product or Feature Updates	How customers respond to product updates or new features introduced by the company.

Furthermore, case analysis can also help companies understand customer preferences and needs in more depth. By examining case studies that highlight customer experiences and the factors that influence their purchasing decisions, companies can identify ways to increase customer satisfaction and build stronger relationships with them. For example, case analysis of customer responses to specific promotional offers and discounts can help companies understand the factors that most influence customer purchasing decisions and design promotions that are more effective in attracting and retaining customers.

In conclusion, the case analysis of the dynamics of customer participation in subscription business models provides valuable insights for companies to develop more adaptive and responsive marketing strategies. By understanding customer behavior patterns, market trends, and best practices from various industries and companies, companies can identify opportunities to increase customer retention, increase customer satisfaction, and achieve sustainable growth in a rapidly changing business environment.

The ethical implications of marketing practices in subscription business models are driven by the dynamics of customer participation, and companies can maintain their social responsibility towards customers in the development of sustainable marketing strategies

The ethical implications of marketing practices in subscription business models driven by customer participation dynamics are becoming increasingly important in an era where sustainability and corporate social responsibility are increasingly emphasized. First of all, one of the main implications is the need to ensure that marketing practices are transparent and honest. Customers must be provided with clear and complete information about the products or services offered, including subscription fees, terms and conditions, and cancellation policies. This helps prevent manipulation or deception of customers and ensures that they make decisions based on accurate and relevant information. These implications encourage companies to adopt more ethical marketing practices, aimed at building trust and sustainable relationships with customers.

Fairness in interactions with customers is also an important ethical implication of marketing practices in subscription business models. This includes ensuring that all customers are treated fairly and equally, without discrimination or unfair treatment. For example, in determining prices or offering promotions, companies must ensure that all customers have equal access and receive value for the subscription fees they pay. This can prevent practices that harm or exploit certain customers and help ensure that subscription business models remain ethically sustainable.

Corporate social responsibility towards customers also has significant implications in the development of sustainable marketing strategies. One of the main ways companies can maintain their social responsibility is by ensuring that the products or services they offer provide true value to customers and society at large. This includes ensuring that the product or service is safe to use, is of good quality, and provides real benefits to customers. In addition, companies must also pay attention to the social and environmental impacts of their products or services and strive to reduce their negative impacts as much as possible.

Additionally, companies can also maintain their social responsibility by ensuring that their marketing practices support positive values and promote responsible behavior. For example, companies can avoid using marketing techniques that manipulate or deceive customers, and instead, choose to use marketing strategies that are based on honesty, integrity, and transparency. This helps build a company's reputation as a caring and responsible entity, which in turn can increase customer trust and brand loyalty.

In developing sustainable marketing strategies, companies must also pay attention to how their marketing practices impact society as a whole. This includes ensuring that their marketing practices do not promote harmful or unethical behavior, and instead, choosing to educate and inspire customers to act positively and responsibly. For example, companies can use marketing campaigns to raise awareness about important social or environmental issues and invite customers to participate in the solution.

By paying attention to these ethical and social responsibility implications, companies can develop marketing strategies that are not only business-effective but also take into account the interests of customers and society at large. This helps build stronger relationships with customers, increases brand loyalty, and creates long-term value for companies and society. Thus, marketing practices in subscription business models that are driven by the dynamics of customer participation can be a powerful tool for achieving economically, socially and environmentally sustainable business goals.

CONCLUSION

In conclusion, the dynamics of customer participation in subscription business models has a significant impact on the success of companies in various industries. By understanding the key factors that influence customer participation, companies can develop more adaptive and responsive marketing strategies. However, in implementing marketing practices, companies must pay attention to their ethical implications, including transparency, fairness, and social responsibility towards customers. Therefore, the advice for companies is to conduct regular audits of their marketing practices, ensure that they comply with applicable regulations and ethical standards, and actively involve customers in the decision-making process and development of new products or services. Thus, companies can build stronger relationships with their customers, increase loyalty, and achieve sustainable business growth in the long term.

BIBLIOGRAPHY

Aisyah, N. Turn Around Analysis of PT Bank Rakyat Indonesia Tbk as a Response to Digital Business Challenges.

- Alichia, WN, Khoirunnisa, M., Al-Madani, BZ, Hidayat, R., & Ikaningtyas, M. (2024). BUSINESS INNOVATION STRATEGIES TO INCREASE COMPETITIVENESS AND ORGANIZATIONAL GROWTH IN THE DIGITAL ER. *MERDEKA: Multidisciplinary Scientific Journal* , 1 (4), 50-59.
- Aripin, Z., Fitrianti, NG, & Fatmasari, RR (2023). Digital Innovation and Knowledge Management: The Latest Approaches in International Business. A Systematic Literature Review in the Indonesian Context. *KRIEZ ACADEMY: Journal of development and community service* , 1 (1), 62-74.
- Aripin, Z., Ichwanudin, W., & Faisal, I. (2023). BRAND SUSTAINABILITY STRATEGY DEVELOPMENT: THE ROLE OF SOCIAL MEDIA MARKETING AND MARKETING MANAGEMENT. *KRIEZ ACADEMY: Journal of development and community service* , 1 (1), 39-49.
- Aripin, Z., Mulyani, SR, & Haryaman, A. (2023). MARKETING STRATEGY IN PROJECT SUSTAINABILITY MANAGEMENT EFFORTS IN EXTRACTIVE INDUSTRIES: BUILDING A RECIPROCITY FRAMEWORK FOR COMMUNITY ENGAGEMENT. *KRIEZ ACADEMY: Journal of development and community service* , 1 (1), 25-38.
- Aripin, Z., Sikki, N., & Fatmasari, RR (2024, January). AN IN-DEPTH EXPLORATION OF EMPIRICAL RESEARCH ON ENTREPRENEURIAL MINDFULNESS: A SYSTEMATIC LITERATURE REVIEW TO EXPLORE NUANCES, FINDINGS, AND CHALLENGES. In *Journal of West Java Economic Society Networking Forum* (Vol. 1, No. 2, pp. 1-15).
- Aripin, Z., Supriatna, U., & Mahaputra, MS (2023). WITH THE ADVENT OF CHATGPT: HOW TO IDENTIFY STRENGTHS, WEAKNESSES, OPPORTUNITIES, AND THREATS FOR THE FIELD OF EDUCATION AND THE BUSINESS WORLD OF VARIOUS DISCIPLINES. *KRIEZ ACADEMY: Journal of development and community service* , 1 (1), 50-61.
- Eva Sundari, SE, & MM, C. (2021). *Dynamics of Bank Image and Service on Customer Loyalty in Islamic Review (Case study of Sharia Banking in Pekanbaru City)* . Adab Publishers.
- Fadhillah, P., & Yuniarti, A. (2023). Empowering MSMEs: Seeing MSME Business Opportunities in the Digital Era in Ujunge Village, Tanasitolu District, Wajo Regency. *Journal of Community Service and Educational Research* , 2 (1), 291-298.
- Fradito, A. (2016). *Education marketing strategies in improving the image of Islamic Education Institutions: Multicase Study at SDI Surya Buana and MIN Malang 2* (Doctoral dissertation, Maulana Malik Ibrahim State Islamic University).
- Hanuun, NNP, Negara, MRP, & Aripin, Z. (2023, December). ENTREPRENEURIAL EMPOWERMENT IN CREATING SUSTAINABLE

- DEVELOPMENT IN DEVELOPING COUNTRIES: TO WHAT EXTENT DO THEY STRENGTHEN AND CONTRIBUTE TO EACH OTHER?. In *Journal of West Java Economic Society Networking Forum* (Vol. 1, No. 1, pp. 54-63).
- Hartatik, H., Rukmana, AY, Efitra, E., Mukhlis, IR, Aksenta, A., Ratnaningrum, LPRA, & Efdison, Z. (2023). *TECHNOPRENEURSHIP TRENDS: Current Business Development Strategy & Innovation with Digital Technology*. PT. Sonpedia Publishing Indonesia.
- Journal, A. (2018). Green marketing and its implications for sustainable development in the era of globalization, study of sustainable marketing strategies. *Business and Management Journal*, 11 (2).
- Kayun Suwastika, IW, Marce Sherly, K., Nur, B., & Diana, W. Entrepreneurship in the Digital Era Innovating and Growing in the World of Technology.
- Mansovei, H. (2021). Designing a Sustainable Barbershop Business Model (Case Study of Unick Barbershop Yogyakarta).
- Paramitha, CA (2022). Immersive Journalism and Public Participation in the Media Industry. *COMMUNICATIVE: Journal of Scientific Communication*, 11 (2), 137-149.
- Putra, RTS, Hermansyah, KP, Yahya, FA, Andarini, S., & Kusumasari, IR (2024). MIGRATION OF CONVENTIONAL BUSINESSES TO DIGITAL MODELS: CHALLENGES AND OPPORTUNITIES IN THE TRANSFORMATION OF THE ERIGO FASHION BUSINESS. *Musytari: Management, Accounting and Economic Balance Sheets*, 4 (9), 74-83.
- Putra, RTS, Hermansyah, KP, Yahya, FA, Andarini, S., & Kusumasari, IR (2024). MIGRATION OF CONVENTIONAL BUSINESSES TO DIGITAL MODELS: CHALLENGES AND OPPORTUNITIES IN THE TRANSFORMATION OF THE ERIGO FASHION BUSINESS. *Musytari: Management, Accounting and Economic Balance Sheets*, 4 (9), 74-83.
- Pynatih, NMN, Amrita, NDA, & Aripin, Z. (2024). FINANCIAL IMPACT OF BRAND STRATEGY: AN ANALYSIS OF KEY FINDINGS AND FUTURE RESEARCH PROSPECTS. *KRIEZ ACADEMY: Journal of development and community service*, 1 (3), 33-46.
- Zebua, RSY, Hendriyani, C., Sukmadewi, R., Thaha, AR, Tahir, R., Purbasari, R., ... & Subagja, AD (2023). *DIGITAL BUSINESS: Digital Business Administration Strategy for Facing the Future*. PT. Sonpedia Publishing Indonesia.