

Analysis of Communication Patterns of PT Future Nest Indonesia's Creative Team in Building Virtual Office Branding (Implementation of Promotion on Social Media)

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ABSTRACT

This study discusses the communication patterns carried out by the Creative Team of PT Future Nest Indonesia in the process of building the Branding of the Virtual Office company. The right communication pattern can have an impact on the success of communication to build branding. The methodology used in this study is descriptive research through a qualitative approach which is carried out by describing the results of descriptive data processing with data collection techniques used through interviews, observations, and documentation to describe in detail. The purpose of this study is to observe the communication patterns of the PT Future Nest Indonesia creative team and how the implementation of brand image elements in facing the challenges of communication problems by using STP (Segmentation, Target, Promotion) Model analysis. The results of this study found that the communication patterns established between Future Nest, the creative team, clients, and return to Future Nest form a wheeled/circle pattern. The implementation of branding strategies is carried out through a mix of communication media such as Instagram, TikTok, Website, YouTube, Whatsapp, and Google Maps integrated with the landing page. The problem of communication future nest as a new brand is still positioned as a market challenger. The positioning tagline "your office solutions" can be well accepted by market segmentation.

Keywords: Virtual Office, Communication Pattern, Branding, STP

INTRODUCTION

The development of technology until 2024 has given birth to millions of brands in Indonesia. It is necessary to analyze the segmentation, target, and positioning that is right for companies to be able to challenge the potential market position in Indonesia. The communication pattern on the right target brings the brand to the sustainability of the branding ecosystem. The right strategy will make the brand better known by the target market and target audience. In the modern era, the ease of sending information is achieved through the use of the internet. The information system is essential as an intermediary between the sender, media and recipient of the message to facilitate the formation of branding.

Virtual office is a form of digitalization revolution with the development of office concepts that are currently developing from conventional to virtual. Human innovation in the field of office technology is the emergence of a virtual office system (Virtual Office).

Virtual office, interpreted as the execution of office activities that operate independently, does not require ownership or rental of physical workspace which often requires relatively large operational costs. Around the 2010s, the concept of virtual office began to gain recognition in Indonesia, along with the growth of startup companies that grew as a creative industry sector with a digital basis.

The challenges that arise in the transition of conventional offices to virtual offices are not only limited to infrastructure, but how the company's identification determines the right and targeted STP (Segmentation,

Targeting, Positioning) in building strong branding amidst a decentralized business model and tight market competition. In order to build a virtual office company brand, there is a crucial aspect in the form of an effective communication pattern between leaders and all stakeholders, including those inside and outside the company.

PT Future Nest Indonesia is a company providing Virtual Office services, its position as a new company requires the right strategy in forming branding and synergy of internal and external communication patterns. The company's leadership is a strategic designer where Brand Identity will be formed before delegating communication steps/strategies to the creative team. The communication pattern carried out by the leadership through the creative team can influence how employees understand the company's vision and mission, as well as how the company is perceived by tenants and the public. In the context of a Virtual Office company, where physical relations between stakeholders are often limited, the leadership's ability to convey messages effectively & massively becomes more crucial.

The formulation of the problem in this study is first, what is the communication pattern that has been carried out by the creative team of PT Future Nest Indonesia in building the branding of the Maya Office and second, what is the strategy in overcoming the challenges of communication problems that arise in building the branding of the Maya Office?

This study aims to analyze the communication pattern strategy carried out by PT Future Nest Indonesia in forming the branding of Kantor Maya in Indonesia. One of the steps taken by the Creative Team is to use social media to identify factors in forming the perception of the target audience towards the branding of Future Nest through content stimulation, analyzing whether there is a blockage in the communication pattern. The main reason Future Nest became the object of research is that Future Nest is a newly developing Kantor Maya brand and its position is challenging the market, an evaluation of the communication pattern is needed in forming branding.

LITERATURE REVIEW

State of the art

Previous research serves to analyze and enrich the discussion of the research, and differentiate it from the research being conducted. This study includes seven international journals and eight national journals of previous research related to the concept of branding. The journals include;

a) Communication Patterns of Postgraduate Publications at IAIN Lhokseumawe in Increasing Students' Interest in Active Work, author askari.

This study discusses 1. How is the communication pattern carried out by the Postgraduate Program of IAIN Lhokseumawe to attract the interest of active students in work. 2. What are the obstacles experienced by the Postgraduate Program of IAIN Lhokseumawe in attracting the interest of Postgraduate students. The communication pattern carried out by the Postgraduate Program of IAIN Lhokseumawe to increase the interest of active students in work involves several methods:

Chain communication patterns, including face-to-face interactions, installation of billboards, banners, and procurement of information boards. In addition, distribution of brochures and communication patterns using media are also implemented, for example via websites, Facebook, Instagram, and activation of WhatsApp groups according to the needs that arise from changing field situations and conditions.

b) *Effective Branding Strategy To Build A Strong Brand*, author Hendra Permana. This study discusses investigating and analyzing effective branding strategies in building a strong brand. Branding is a crucial aspect in differentiating products or services from competitors in an increasingly competitive market. A strong brand has the ability to attract consumer attention, maintain loyalty, and create long-term value for the company. The results of the study show that building a strong brand for large companies requires an effective branding strategy. This includes steps such as creating an attractive logo, using efficient marketing strategies, incorporating value into the product, conducting market and competitor research, finding a unique position, conducting the right

promotion, and collaborating with external parties. It is also important to maintain brand consistency and face challenges such as intense competition, changing market trends, and economic uncertainty. Although complex, overcoming these challenges is key to building a strong, relevant, and sustainable brand, which will help companies remain successful in an ever-changing market

Communication Patterns

Stephen Littlejohn states that communication is a complex concept to explain. The term is abstract and, similar to most terminology, produces a variety of definitions (Morissan, 2013:8)

Communication patterns are interpreted as structures or patterns of interaction between two or more individuals during the transmission process and the acquisition of accurate methods so that the intent of the message can be understood, according to Djamarah (2004:1). The dimensions of communication patterns, which are divided into two types, namely patterns that focus on concepts and patterns that focus on social, have different relational orientations, as explained by Sunarto (2006:1).

Communication patterns can be categorized into several types, including:

Primary Communication Patterns

The mechanism of channeling thoughts between parties in the primary communication pattern takes place by utilizing symbols as the main means. Various forms of primary media such as body language, non-verbal signs, visual representations, and color nuances act as devices that enable the rapid transfer of ideas from the source to the target of communication.

Secondary Communication Patterns

This is different from the secondary communication pattern that relies on additional devices as a complement to symbols in conveying various information. The main advantage of secondary media in the communication series lies in its capacity to reach a wide audience with an optimal level of success. Various channels such as print media, radio broadcasts, and television shows have proven to be very effective instruments for spreading various messages to a large number of target recipients.

Linear Communication Pattern

The message delivery system in a linear communication pattern shows a one-way flow of movement, where the message sender sends information to the message recipient as the final destination. The success of the linear communication pattern is evident in various forms of interaction, including relationships between individuals, groups, and through various intermediary channels.

Circular Communication Pattern

The basic understanding of 'circular' reflects a circular or rotating form. The main characteristic in this flow is marked by the emergence of feedback or responses from each party involved. The mechanism of this communication pattern shows a continuous message flow, marked by the exchange of responses between the sender and recipient of the message. The circular communication pattern system refers to an interactive perspective that emphasizes the two-way relationship between communication actors.

Types of Communication Patterns Joseph A. Devito

In a circular structure, this chain pattern shows similarities except for the aspect where the member in the most external position is only able to communicate with one individual exclusively.

1. Chain Pattern: In a circular structure, this chain pattern shows similarities except for the aspect where the member in the most external position is only able to communicate with one individual exclusively.

2. Circle Pattern: The circle pattern is almost identical to the chain pattern; however, the last individual to communicate back to the first. In this formation, the presence of a leader is absent. All participants are on equal footing.
3. Y Pattern: In the Y pattern, centralization is lower than the wheel pattern, but still more centralized when compared to other patterns. This pattern also shows the presence of a definitive leader, while each other member takes on the role of a secondary leader.
4. Wheel Pattern: The most centralized structure is known as the “Wheel,” where one person occupies the center position. Other individuals in the group interact only with the person at the center and not with other peers in the group.
5. Star Pattern: This pattern is almost identical to the circle structure, where each individual in the group has equal status and influence capacity over the others. Structurally, the star model is also almost similar to the circle model, showing equality in status and influence capacity among all participants.

STP Model (Segmentation, Targeting, Positioning)

According to (Hanlon, 2016): “The STP model is useful when creating a marketing communications plan because it helps marketers to prioritize propositions and then develop and deliver personalized and relevant messages to appeal to different audiences”

1. Understanding Market Segmentation

The market consists of many buyers, and buyers differ in one or more ways. For example, they differ in their wants, resources, locations, buying attitudes and buying practices. It is undeniable that each individual is unique, each individual still has diverse or unique wants, needs, motivations. Consumer tastes are always changing as is the price structure that is set. Kotler and Armstrong (2008: 266) formulate the basics for making consumer market segmentation as follows:

a. Geographic Segmentation

Geographic segmentation divides the market into groups based on different geographies such as countries, regions, states, areas, cities, or even neighborhoods.

b. Demographic Segmentation

Demographic segmentation divides the market into groups based on variables such as age, gender, family size, family life cycle, income, occupation, education, religion, race, generation, and nationality.

c. Psychographic Segmentation

Psychographic segmentation divides a market into groups based on social class, lifestyle, or personality characteristics. People within the same geographic group can have very different psychographic compositions.

d. Behavioral Segmentation

Behavioral segmentation divides buyers into groups based on their knowledge, attitudes, uses, or responses to a product. Many marketers believe that behavioral variables are the best starting point for building market segments.

2. Understanding Target Market

After identifying market segments, the next step is to evaluate the various segments and decide how many and which segments to target. According to Tjiptono and Chandra (2012: 162), the definition of market targeting is the process of evaluating and selecting one or more market segments that are considered the most attractive to

be served with a company's specific marketing program. Meanwhile, according to Daryanto (2011: 42), targeting is the process of evaluating the attractiveness of market segments and selecting one or more to enter.

3. Understanding Positioning

According to Kotler and Armstrong (2008: 247), positioning is how a company will create differentiated value for the target segment and what position the company wants to occupy in that segment.

According to Kotler, as quoted by Susatyo Herlambang (2014: 26), in determining effective positioning, companies can use several positioning bases, namely as follows:

1. Positioning by attributes: Companies position themselves based on specific attributes or features, for example size, safety, material composition, experience in the field and so on.
2. Positioning by benefit: In this sense the product is positioned as a leader in a particular benefit.
3. Positioning by use or application: The product is positioned as the best alternative for a particular usage situation or application.
4. Positioning by user: The product is positioned as the best choice for a particular user group. The basis of this positioning lies in the personality or type of the users.
5. Positioning according to competitors: Overall highlighting the product's brand name as a whole and positioning it better than competitors.
6. Positioning by product category: In this case the product is positioned as a leader in a product category.
7. Positioning by price or quality: In this case the company positions itself by offering the best value in terms of both price and quality.

METHODOLOGY

In this study, the researcher applied a qualitative method with a descriptive research type. The following study aims to formulate a systematic, factual, and accurate description of the facts and characteristics of a specific population or object. The researchers have developed concepts and theoretical frameworks. Through this theoretical framework, the operationalization of concepts is carried out which leads to the creation of variables and their indicators. The purpose of this research is to visualize actual reality without discussing the relationship between variables (Kriyantono, 2006:69).

Descriptive research is one of the data mining methods that reveals in detail and clearly about a specific event or situation. Researchers use the techniques and approaches applied, of course, centered on the purpose of the study, namely to explore information about the communication patterns of PT Future Nest Indonesia, which is the subject of this study, namely building the Branding of the Maya Office company. Researchers carry out data collection techniques through interviews, observations and documentation. Furthermore, the focus of this study is directed at the communication process carried out by PT Future Nest in building the branding of the Maya Office. This study also aims to describe the communication patterns built in an effort to form Branding.

The data collection methods adopted include informant interviews, observation, and documentation. In analyzing the communication patterns of PT Future Nest Indonesia, this study applies three procedures for data analysis techniques, namely data reduction, data presentation, and drawing conclusions from data findings.

ANALYSIS AND DISCUSSION

Creative Team Communication Patterns

PT Future Nest Indonesia is a virtual office service provider that provides innovative solutions for workspace needs in the digital era, with a focus on efficiency, flexibility, and professionalism.

1) Company profile

PT Future Nest Indonesia is a company engaged in virtual office services. This company provides modern office solutions for various market segments. Future Nest was founded with a mission to help young entrepreneurs, freelancers, and senior entrepreneurs in having a professional business identity without being burdened with high physical office operating costs. PT Future Nest Indonesia was officially established on August 2, 2024 in the deed of establishment of a limited liability company, the Ministry of Law and Human Rights of the Republic of Indonesia and held an inauguration on August 30, 2024 located at Gedung Graha Pulo, Jalan Warung Buncit Raya No. 89 South Jakarta.

The main focus of PT Future Nest Indonesia's business is renting business addresses, managing business legality and renting offices by utilizing social media as the main channel to build the branding of Virtual Office. Social media such as Instagram, TikTok, LinkedIn, and Facebook are used strategically to introduce services, reach target audiences, and increase interaction with potential customers.

The creative team of PT Future Nest Indonesia consists of individuals who have competencies in graphic design, digital content creation, and marketing. They act as the main drivers in designing, producing, and executing various digital campaigns. The team's main focus is to create innovative, relevant, targeted and attractive strategies so that branding messages can be well received by the audience. Social media is the main platform in the branding building process, by utilizing platforms such as Instagram, Youtube, TikTok, LinkedIn, and Facebook used to convey branding messages creatively and consistently.

Selecting a broad demographic segmentation target market ranging in age between 25-60 years, Future Nest targets young entrepreneurs, freelancers, and senior entrepreneurs who need modern and flexible business concept facilities. Branding activities carried out through social media aim to improve brand positioning and call to action for ordering virtual office services, especially to expand customer networks and strengthen market positions.

According to the first informant, the director of PT Future Nest Indonesia. At this stage, a communication pattern is established in discussing branding strategies and targets to be achieved are determined, including identifying target audiences and core messages. Chat groups and tools such as Whatsapp and Google Drive are used to share ideas, develop concepts, and distribute tasks. The second informant said that in internal meetings discussing the brainstorming process with the team is carried out weekly and monthly by discussing what promos are trending according to the virtual office concept, the idea is then produced and implemented using a Google spreadsheet by adding collaborators to the team involved. Google spreadsheet maps tasks based on the responsibilities of each team, starting from copywriting, visual format and theme.

The researcher has conducted data reduction and data analysis in the form of interview narratives, field observations and documentation, so the researcher presents the data and draws conclusions on the application of the types of communication at PT Future Nest Indonesia as follows:

2) Primary Pattern: Primary pattern is a communication pattern that emphasizes the delivery of messages or ideas using symbols, gestures, both body and movement, images and the use of color as a delivery of branding messages through color characteristics. The Creative Team uses Brand kits as follows in every marketing/promotion delivery process:

a. Color

1. Navy Blue: Symbolizes trust, stability, and professionalism. This color reflects Future Nest's commitment to providing the best service and trust to clients. By using the hex code #93b83
2. Gold: Symbolizes success, wealth, and prosperity. This color shows Future Nest's aspiration to bring success and prosperity to the communities and clients they serve. Represented using the hex code #c4aa3c

b. Typography

1. Arimo: The use of Arimo typography is used in the description of Future Nest services as well as in the

tagline "Your Office Solutions"

2. Decorative Cinzel: The use of Cinzel Decorative typography is used in the brand name "Future Nest" with the following typography application.

c. Logo

The logo representation used depicts the message of Future Nest as a Virtual Office brand that prioritizes the best service and community by using silhouettes.

1. Circle: The circle shape formed by two hands holding each other symbolizes unity and cooperation. This reflects Future Nest's philosophy of focusing on community marketing and creating a mutually supportive ecosystem.
2. Holding Hands: Holding hands symbolize partnership, collaboration, and support. This illustrates how Future Nest works together with their clients to achieve common goals, creating a mutually beneficial and supportive relationship.
3. Tagline: "Your Office Solutions": This slogan emphasizes that Future Nest is a place where ideas, cultures, and businesses come together to collaborate and grow. "Your Office Solutions" shows that Future Nest is a place where differences are valued and united to create innovation and growth.

Linear communication also occurs in SEO (Search Engine Optimization) optimization where the company publishes news through publishing news in the media, in collaboration with the Virtual Office marketing service bureau which also markets through the website to maximize the keyword Future Nest Indonesia, when customers search for the name Future Nest Indonesia, the information needed will come out. The circular communication pattern also occurs in the collaboration between Future Nest and service bureau users such as those currently established with one space and two spaces. By utilizing promotions through SEO, interested customers will contact the relevant service bureau, then One Space or Two Space will contact Future Nest using the Whatsapp communication tool.

Implementation of Strategies in Overcoming Communication Problems

The strategy carried out by PT Future Nest Indonesia in building the branding of Kantor Maya is to identify and group the target market that is in accordance with Kantor Maya users, so that the management of promotions and determination of tone of voice, use of language and words can be directed at the right market. According to Kotler and Armstrong (2008: 266) formulating the basics of segmentation strategy is done by selecting segmentation based on Demographics, Geography, Psychographics, Behavior to get buyer persona. Good segmentation is measurable (Measurable) can be accessed (accessible), market segments must be able to respond differently to communication mix elements in order to measure the attributes offered by the brand (Differential) and can be a reference for the company in offering appropriate products/services (Actionable)

The main target market is small to medium entrepreneurs, freelancers, and startups. Social media is used to reach relevant audiences with digital consumption habits. Mismatch in determining the target market will reduce the success of the brand in marketing products/services and the customer interaction experience with the brand.

According to Philip Kotler, research is needed with a formal approach such as focusing on groups, surveys, in-depth interviews and observation visits. In an interview with the first informant, the Future Nest Directors said that the target market is a processed solution in the form of one product/service offered to meet several market segments, but its attributes are adjusted and there are additional services that are different from competitors to become a differentiator (different association) brand. Product Specialization is the processing of products/services determined by the centralized Virtual Office Product for various market segments. Marketing of virtual offices is packaged in the form of promotional packages with 3 package options, basic, silver and platinum virtual office packages arranged to meet the needs of establishing a business in the form of PT, CV, Foundation and law firm.

According to the second informant, PT Future Nest Indonesia positions itself as an affordable service provider with supporting facilities such as meeting rooms and mail services. "Your Office Solutions" was chosen as the

tagline with the aim of being a value and differentiator in the minds of consumers.

The second informant, the Creative Manager, said that the communication strategy focused on implementing the main message is to be a friend who can provide solutions to business problems such as legal registration, website creation, virtual office education and the benefits of virtual offices.

The implementation of tone of voice carried out by PT Future Nest Indonesia through its social media channels is focused on education in providing information and insight about virtual offices to create awareness. Interaction in increasing engagement through two-way communication. Building a community forms a space to share experiences and discuss business needs.

CONCLUSION

Based on the results of the study based on interview data, observations of research objects that took place from August 2024 to January 2024, the researcher's documentation concluded that the communication pattern of the PT Future Nest Indonesia creative team in building virtual office branding was implemented, both internally and externally, and has supported the company's branding. The creative team succeeded in conveying branding messages through social media, with a focus on practical solutions and efficiency for customers. However, there needs to be an improvement in the design format on Instagram feeds.

The application of STP in branding, segmentation, targeting, and positioning strategies used are in line with market needs. The client's main need is to rent an address for business legality and correspondence. Service packages that include meeting rooms and legality management are considered more attractive by customers. Challenges such as price competition and client needs are overcome with a planned communication strategy, focus on client needs, and service flexibility. PT Future Nest Indonesia applies a circular communication pattern

Analysis of the communication patterns of the creative team of PT Future Nest Indonesia in building virtual office branding, the researcher summarizes several recommendations for communication patterns carried out by Future Nest in building virtual office branding, including:

1) Increased Communication Consistency

a. Brand Guidelines Documentation:

Future Nest created detailed communication guidelines that included a consistent tone of voice, visual style, and brand messaging across all digital platforms. This was essential to creating a recognizable and professional brand identity.

b. Implementation of Design Standards:

Applying design standards to all visual content, such as logos, colors, typography, and other design elements, consistently with brand guidelines to create a professional and attractive impression.

2) Content Strategy Optimization

a. Diversification of Content Formats:

Future Nest utilizes various content formats that are relevant and in line with 2024 trends, such as: Short videos: Reels or TikTok to reach young audiences. Educational infographics: About the benefits of virtual offices or business tips. Customer testimonials: Success stories from Future Nest service users. Interactive: Polls, Q&A, or quizzes to increase engagement.

b. Focus on Audience Education:

Content production that provides added value to the audience, such as: Digital business education in collaboration with the UMKM community to become content material. Blogs about trends and virtual offices.

Time management articles or tips for freelancers and entrepreneurs.

3) Strengthening Two-Way Communication

a. Increased Response on Social Media:

Future Nest improves the speed and quality of responses on social media. Implementation of chatbots to respond to customer inquiries outside of operating hours.

b. Customer Survey and Feedback:

Future Nest can periodically ask for customer feedback through surveys or live discussions. This can help understand customer needs and develop more appropriate strategies.

4) Utilization of Technology and Data

Analyze social media data by maximizing the use of data from platforms such as Instagram Insights, Google Analytics, and Facebook Audience Manager to understand audience behavior, best posting times, and the types of content that are most in demand.

5) Increased Collaboration and Networking: Future Nest can collaborate with business communities or startup communities that have relevant audiences to expand reach and build trust. Holding special events such as virtual office open houses, seminars and sponsorships for MSME communities Periodic Evaluation:

Conduct regular evaluations of communication strategies (e.g. weekly and monthly) to ensure communication effectiveness and adjust the approach based on market trends.

SUGGESTION

Social media content development The Creative Team should develop more interactive content, such as challenges, quizzes, or live sessions with influencers to increase engagement. Increasing analytical data, utilizing social media analytical data can help the creative team understand audience preferences better and produce relevant content. Diversifying promotions and adding diversified promo service packages that target new segments can help expand audience reach. Targeting niche markets so that communication patterns are more focused and relevant. Collaborating with clients using testimonials or case studies of satisfied clients as part of a promotional strategy to build trust and appeal to potential customers.

ACADEMIC SUGGESTIONS

In conducting this research, the researcher found other problems outside the formulation of the problem that can be a reference for other researchers to become research materials. The quantity of research with the topic of virtual office discussion in the perspective of communication science is small compared to the perspective of Information Engineering and Law, it is hoped that this research can be a reference for other researchers to be able to deepen the novelty of research in the perspective of communication science such as discussing brand equity, brand loyalty and crisis management strategies in virtual offices.

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