

Research Article

## Strategy Marketing Product in Increase Consumer Interaction on Social Media

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### Abstract: Product Marketing Strategy in Increasing Consumer Interaction on Social Media.

Social media is a platform that is widely used by the public. Its existence has great potential for business to get closer to customers, increase profits, strengthen marketing and communication strategies, and improve costs efficiency and effectiveness. This research aims to explore the marketing strategy and understand the important role social media plays when marketing the product is needed. The research used several interviews and employed qualitative methods. Qualitative research is typically used to answer broad questions, but it can also be applied to explore more focused questions in accordance with the research objectives. The object of the social media marketing interview was obtained based on the results of the interview with the seller or owner of the on line shop. The results obtained from the interview on Marketing Strategy Based on Social Media are US follows: determine the right platform (the selected platform should align with the product and target audience, such as Facebook and Tiktok), marketing through video, consistent and quality content, and determining target consumers.

**Keywords:** Marketing strategy; Social media; Consumer Interaction

### 1. Background Behind

Social Media as a platform that is widely used by the public. Its existence own potential big for business For to weave proximity more with customers so that increase profit, marketing And strategy communication, cost efficiency And effectiveness. Interaction social Which tall give opportunity Which big for business actors to introduce their products to potential customers (Handaruwati, 2017). Social media can be used as a means of communication in marketing that is tailored to certain programs and targets (Moriandiah, 2015). Social media is one of the components of the internet that has one function as a medium used to promote products or services by an entrepreneur or company (Radini et al., 2021)

Media social is A platform Which connect for users can interact with each other. Furthermore, social media is a digital technology tool that allows users to do their own marketing (Hanan Khalidah Putri Deba & Pramono Pramono, 2024).

To promote products, goods, services, or services on social media, the right strategy is needed. Some strategies that can be implemented include understanding audience preferences, choosing the right platform, creating interesting content, and scheduling regular content upload times (Fadhilah, 2024). Since the development of internet-based communication, especially with the presence of social media, the role of marketing in business development has changed drastically. Web technology allows users to create and upload their own content through social media. Shared content can be accessed by millions of people for free, so advertisers do not need to spend a lot of money to display ads on the platform. Currently, companies are taking advantage of online social networks by providing direct links from their websites to social media applications, and using this tool to introduce

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brands while building customer communities (Qurniawati, 2018). Strategy is a science related to planning And determination objective in operation business scale big, with purpose of encouraging all over source Power company so that give profit real in business world, Jhon A. Bryne defines strategy as a basic pattern that includes determining target, planning, allocation source Power as well as communication organization with the market, competitors, and environmental factors. Strategy can also be a marketing strategy that uses various approaches implemented to focus on differentiation that is not done to match competitors, but to provide more value. Marketing system Which No effective And efficient often become problem main for product marketing (Lestari & Hardiyanti, 2019). Marketing Strategy is basically a comprehensive, integrated and aligned design in offering goods and services. In other words, marketing strategy includes all targets, policies, and regulations that direct various marketing efforts. Marketing Strategy is a structured plan in marketing to achieve maximum results (Untari & Fajariana, 2018). Marketing with social media ( social media marketing) is a marketing strategy, either directly or indirectly, which aims to build awareness and encourage action towards a brand, business, individual, or organization. This marketing utilizes various tools from the social web, such as blog, microblog, Network social, bookmark social, And content (Kurniawati, 2015). Social media marketing is a strategic marketing activity that is generally carried out through platform media social like Facebook, Twitter, YouTube, Instagram, and others (Novita et al., 2023).

Among the marketing strategies often carried out by companies is by disseminating marketing or better known as the marketing mix. The marketing mix can be interpreted as a strategy used by a company to design a master plan, understand market needs, and provide products or services that can meet satisfaction in certain market segments. This market segment is chosen as a target for products that have been introduced with the aim of attracting consumer interest so that purchase transactions occur (Untari & Fajariana, 2018).

In marketing activities, business actors apply conventional marketing strategies in an effort to reach consumers. This marketing generally utilizes various tools such as advertising, brochures, trade shows or events, direct sales, as well as sale personal. They utilise various method the to attract and get consumers. In the era of internet information, traditional marketing is starting to face resistance from digital marketing systems. By utilizing digital marketing, in addition to being able to access sources of information, it can also be announced quickly and widely without being limited by distance and time. Fast access to information, more efficient transaction processes, and ease in getting service make part public start switch to digital marketing and gradually abandon conventional marketing methods (Lukiya & Lestari, 2024).

Channel digital in marketing become element crucial in strategy in various companies. Even for small business owners, digital channels offer a cost-effective and effective way to promote their products or services. Digital marketing has no boundaries, allowing companies to leverage a variety of devices like smartphone, tablet, laptop, television, console games, as well as billboard digital. In addition, they can also use various media such as social media, SEO (search engine optimization), videos, content, email, and many more to introduce the company and its products and services. Digital marketing will be more successful if user needs are the main target (Lestari et al., 2021).

social networks are used to enhance the charm of the company's brand and expand the target market, because technological advances allow for more personal communication. In addition, this site encourages consumer participation in the marketing process and the dissemination of information about the brand (Qurniawati, 2018).

This study aims to determine marketing strategies and determine the important role of social media in marketing the products needed.

## **2. Studies Library**

### **2.1. Social media**

Social media is a technology that people use to obtain information related to various aspects of life along with the development of the times. In matter This media social has play a role in make it easier health insurance community to the information they need (Br Sibuea & Kando, 2021).

Social Media is a platform used by almost everyone and has great potential for businesses to build closer relationships with customers. This can increase profits, marketing

effectiveness, communication strategies, cost efficiency, and business effectiveness in general. The high level of social interaction on social media also opens up great opportunities for business actors to introduce their products to potential customers (Handaruwati, 2017).

Social media plays an important role in product marketing in the digital era. This platform can provide an identity for the products offered, where many brands use their product names as usernames on social media. Strong identity will make it easier process marketing. And product with characteristics typical Which unique will be more easily remembered by customers. In addition, social media serves as a means to disseminate product-related information, helping consumers understand product details more easily. The viral characteristics of social media allow information spread with fast And connect user widely. The role of social media is also very large in influencing consumer purchasing decisions. With its ability to facilitate and increase the flow of information, social media makes it easy for consumers to obtain various considerations before making a purchase. Currently, consumers tend to trust recommendations from other users on social media more than direct promotions or conventional advertising (Suhita et al., 2022)

## 2.2 Type Type Media Social



- Social media is a platform that can be used for interaction, including the impacts arising from these interactions in the virtual world.
- Blog is media social Which facilitate use For upload daily activities, providing comments and sharing with other users, such as sharing web links, information, etc.
- Microblogging is a type of social media that allows users to write and share their activities and opinions.
- Media sharing on social media is used by users to share and store various types of media, such as documents, videos, audio and images online.
- Social bookmarking is type media social Which functioning For organize, store, manage, and search for information or news online.
- Wiki or media content together is a site that allows users to collaborate in creating and editing content together (Puspitarini & Nuraeni, 2019).

## 2.3 Strategy Marketing

Social media is one of the effective promotional strategies in expanding marketing reach. Platforms that are often used for promotion include Instagram, Facebook, and Websites (Radini et al., 2021).

Marketing strategy is a complete, integrated, and harmonious design in the marketing field that functions as a guideline in carrying out various activities to achieve company goals. These activities include advertising, promotional programs, sales, product management, and distribution. In addition, marketing strategy involves selecting and analyzing target markets, namely consumer groups that the company wants to reach, and preparing an appropriate marketing mix to meet the needs of that market. Marketing strategy also includes all objectives, policies, and rules that direct the company's marketing efforts over a certain period of time, at various levels and locations, and in response to the dynamics of change that occur (Alviera & Aulia, 2023).

Marketing strategy is a set of goals and policies that result in achieving goals. core For efforts sale company from every moment at each stage and motivation and also in its portion, especially as a company response in receiving The increasingly intense competitive situation and dynamics (Fahlevi et al., 2021).

According to the American Encyclopedia, motivation is a tendency or primary trait within a person that drives action. Motivation includes biological and emotional needs factors that can only be estimated through observation of behavior somebody. Temporary That,

according to Kotler And Armstrong, motivation or motive purchase is a need Which Enough strong so that push consumers to seek satisfaction of their needs (Awwaliah et al., 2023).

A marketing strategy is a plan designed by a company as a guide in carrying out marketing activities to achieve predetermined goals. Strategy This focus on allocation And coordination source Power as well as marketing activities in effective so that can achieve company targets in specific market segments (Rohmawati, 2023).

Success strategy marketing Which set by company depends on careful analysis and observation of various factors that can influence a company's marketing strategy (Rohmawati, 2023).

## **2.4 Digital Marketing**

Marketing encompasses the processes and methods that businesses use to convey information, persuade, and incentivize customers about products or services offered through digital platforms. Digital marketing refers to on strategy marketing And promotion brand or product with utilizing digital platforms to attract customers and potential customers efficiently and precisely. In addition, digital marketing can also be defined as a targeted and measurable product or service marketing strategy through the use of technology (Vania Regita Lailia & Jojok Dwiridotjahjono, 2023).

Social media is the right medium to communicate a business, especially Which based on on line. In Indonesia, a number of platform media social Which effective for digital marketing including YouTube, Facebook, and Instagram. Based on the various definitions mentioned, it can be concluded that social media is a digital platform that allows interaction between users via the internet. Through social media, users can share information, create content, collaborate in community, as well as to weave connection in a way virtual (Princess) & Riofita, 2024).

## **2.4 Sale**

Sales through social media is an effective means of promoting product or service in a way more specific, so that can reach the market that appropriate. The rise transaction sell buy in media social push Good company large and home business actors to continue to innovate in marketing strategies to stay relevant in the digital era. With the rapid development of technology, various social media platforms compete to become marketing platforms that can reach the public faster and wider. The success of a business in attracting consumer interest is highly dependent on the marketing strategy implemented by business actors (Setyorini, 2024).

Selling products through social media aims to attract buyers by presenting various information related to the products offered to the public. With utilise media social can give impact positive for a products, especially in increase visibility And range market. Public using social media for various activities, ranging from entertainment, running a business, searching for information, until activity other, so that make it as means Which effective in product marketing (I Wayan Willy Mustika & Salsa Bila Jihan Maulidah, 2023)

## **3. Method Study**

In the study, several interviews were used and qualitative methods were used. Qualitative research is often used to answer broad questions, but qualitative research can also be used to investigate more specific questions related to the focus of the study. The object of the social media marketing interview obtained based on the interview results is with the seller or owner of the online shop. The following is a list of interview questions presented in Table 1 below:

**Table 1** list Question Interview

No	Question
1	What Just Strategy Marketing Based on Media Social ?
2	How Method Market Product Through Media Social ?
3	How Role Media Social In Strategy Marketing ?
4	How Method You For Maintain Quality Product You To Consumer ?
5	Strategy What Just Which You Do For Make Consumer Loyal For Buying Products You ?
6	What Your Constraints Moment Selling Products You In Social media ?
7	How Strategy You For Make Product You Known In Circle Public ?

#### 4. Results And Discussion

Here are some research findings obtained through interviews with sellers or online shop owners:

##### 4.1 . Strategy Marketing Based on Social media

- Determining the Right Platform The platform chosen is in accordance with the product and target audience, such as Facebook and TikTok which are very effective for visual products.
- Marketing Through Video Make Video short or live streaming Can become an effective way to attract audience attention on platforms like Facebook and TikTok.
- Consistent and quality content Create interesting content related to the product, Prioritize the quality and brand of the product to consumers, Make sure to post consistently.
- Determining the target consumer. Online sales targets range from newborn to old age.

##### 4.2 . Method Market Product Through Media Social

Market product through media social can become method Which very effective if implemented with the right strategy. Here are some steps in marketing products through social media:

- Determine the marketing goals and objectives: Before starting we must determine a clear goal, introducing a product or increasing brand awareness to consumers.
- target audience: We must know who the target market for the product is such as their age, gender, location and online habits.
- Choose Platform (application): Platform Which used is Facebook And Tiktok
- Create engaging content: Engaging content is a major factor in social media marketing:
  - Posting Photo And video product: Picture quality tall And video which are made with Good / interesting so that can make audience more interested to see more.
  - Customer Testimonials Share reviews or testimonials from satisfied customers and provide evidence that can increase consumer confidence.
  - Interactive Content: Engage your audience with product questions to help build a closer relationship with your audience.
- Use the right caption: Use a caption that matches the product so that it is easy for the audience to understand.
- Offer a discount: One way attracting audiences to buy products through media social is with offer discount in the form of buy 2 And can discount 5 thousand.
- Audience interaction: Engage directly with the audience through comments, messages and interacting live, responding to questions or giving quick responses will build connection Which more strong And increase loyalty customer.

- Consistent and adapt to trends: Consistency in posting is very important, following trends on social media and adapting content to these trends.

#### **4.3. Role Media Social In Strategy Marketing**

Media Social hold role crucial in strategy marketing :

- Increase brand reach: With millions of users worldwide, social media is used by brands to reach a wider audience through platforms like Facebook and TikTok.
- Increase engagement and interaction with audience: Social Media provides a platform to communicate directly with the audience. It can create an opportunity to build a more personal relationship with customers, respond to questions during live, private messages and comments.
- Cost-effective: social media is now part of the most effective marketing strategies. and efficient. Consumers can buy a product with a system transfer (Non-cod).
- Increase trust: With lots of customer testimonials about the product/ brand the consumer tend trust recommendation from friends or other people on social media who can increase consumer opportunities.

#### **4.4. Method For Maintain Product Quality To Consumer**

- Regular quality monitoring: Conducting regular quality checks to ensure products always meet the standards applied.
- Prioritize Consumer Feedback: Listening to feedback from consumers directly is very valuable to improve product quality, accepting consumer criticism if the product purchased does not match the picture, providing a return guarantee if the product purchased is damaged/defective and for example, if a consumer buys a product, if the product is too small/too big, it can be exchanged for another size.
- Maintaining product availability and reliability: Ensure that products are always available and easily accessible to consumers, as well as ensuring product reliability and durability.
- Strategy Which done For Make Consumer Loyal For Buy Product
- Product Provision: The first basic strategy is to ensure that the products offered meet customer expectations. Consumers who are satisfied with the quality of the product tend to become loyal customers.
- Providing good and friendly service: Good and friendly service is one of the interesting tricks to make consumers loyal to our place, respond well to what is asked and don't forget to direct the products requested by consumers so that they are easy to find.
- Posting product videos: One trick to get consumers to buy our products is by posting interesting or live videos so that consumers know that there are new items or items that consumers need.
- Maintain product quality. Products that customers request every day, try to... still always There is with price affordable Because That is Wrong One customer tricks will return to loyally buy products from us. If the requested product every day No there is then customer the will tend disappointed and finally provide good quality.

#### **4.5. Constraint Moment Sell Product In Social media**

- Budget limitations for capital to purchase product materials for sale and lack of employees, especially employees for live and packing goods, result in obstacles to online sales of goods.
- Tight Competition The large number of online sales almost all over the world has created fierce competition among other online sellers.

#### **4.6 Strategy For Make Product Known In Circle Public**

By promoting the product and introducing that the product being sold is of good quality and the price of the product is cheaper than other places.

- Often post picture, video in the media social like Facebook And Tiktok
- Interact frequently during live so that consumers are aware of new products available there and respond to comments to gain new audiences.

- For Name Facebook And Tiktok by the name Which The same so that easy to find.
- Prioritize quality Which Good And branded.
- Convey information about product we sell from consumer to other consumers so they know our platform

Here are some social media marketing interviews that were also obtained based on the results of interviews with sellers or online shop owners:

- Type type product: Equipment Baby, Underwear, Daster (All type daster) Children's to Adult's gamis, Children's to Adult's pajamas, Mukenah children until mature, Cloth Sarong, Slippers Party, Slippers Daily, School uniform supplies, Mattresses, Pillows, Square headscarves, Bergo headscarves, Instant Bergo headscarves, Syar'i headscarves, Pashminas, Children's and Teenagers' Fashion Clothes, Accessories, Cosmetics
- Target Age : Newborn until person old.
- Target interest : Man And Woman
- Products that are often in demand: Baby supplies, Underwear, Party Sandals, Daily Sandals, Daster, Jilbab
- Platform (application) For market product, For example:
  - o Facebook : Grace Collection
  - o Tiktok : rahmahcollection
- Address shop, For example: shop Which address Jln. Medan – Band Aceh, Peulalu Village, Simpang Ulim District, East Aceh Regency. The goods they sell are ready in the store, no PO and the ordered goods just need to be packed and sent.

Based on research conducted by Yusmelinda Zagoto, there has been no significant increase in sales. The increase that occurred was still on a small scale, possibly because the time used in the study was too short to measure the effectiveness of social media on increasing sales. Marketing strategy Which applied need capable maintain superiority product so that stay tuned with request And hope consumer. Besides That, create product with better quality and utilizing the network of closest relatives can be a step important in build trust consumer in time future (Zagoto et al., 2022)

## 5. Conclusion

Based on results study This, can concluded that:

Marketing Strategy Based on Social Media, namely Determining the Right Platform The platform chosen is in accordance with the product and target audience, such as Facebook and TikTok, Marketing Through Video, Consistent and quality content, and Determining target consumers.

- How to Market Products Through Social Media, namely determining marketing goals and objectives, Identifying the target audience, Choosing a Platform (application), Creating interesting content, Using the right caption, Offering discounts, Interacting with the audience: Engaging directly with the audience through comments, messages and interacting, Being consistent and adapting to trends
- Social Media has a very important role in marketing strategy: Increasing brand reach, Increasing engagement and interaction with the audience, Cost Savings and Increasing trust.
- How to Maintain Product Quality for Consumers by Routine Quality Monitoring, Prioritizing Consumer Feedback and Maintaining Product Availability and Reliability
- What strategies do you use to make consumers loyal to buy? Product You, Provision Product, Give service Good And Friendly, Posting product videos, Maintaining product quality Products that customers ask for every day
- Current Constraints Sell Product In Social media that is Budget constraints for capital to buy product materials to sell and lack of employees, Tight Competition, Many Online Sales.
- Strategy to Make Products Known Among the Public, namely Promotion product And introduce product Which for sale quality Good and cheaper product prices, Frequently post pictures, videos on social media such as Facebook and Tiktok,

Frequently interact during live, Create Facebook and Tiktok names with Name Which The same so that easy searching for, Prioritize quality Which Good And branded, Delivering information about the product

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