

## INTEGRATED DIGITAL MARKETING COMMUNICATION STRATEGY OF PRIMAGO ISLAMIC BOARDING SCHOOL IN BUILDING NETIZEN COGNITIVE

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### Abstract:

Digital transformation develops and disrupts the business sector and the economy. All Primago marketing communication activities are mediated digitally. The basic problem of this research is that Primago Digital's marketing communication activities need a model. This model is expected to deliver that effectiveness and efficiency in each Primago digital marketing communication program. The aims of this research are (1) to find the factors to be considered in designing an integrated digital marketing communication strategy for Primago. (2) To find priority choices in building netizen cognition. It is based on the multiple assessment criteria of experts. This study uses the theory of Computer-Mediated Communication, Information Integration Theory, and then the concept of Integrated Marketing Communications. For methodology, this study uses a post-positivism paradigm. The results of the interviews and dissemination of disclosures were then analyzed without the in-depth involvement of the researcher. Qualitative and quantitative methods are used simultaneously in this study. Based on the analysis of this study resulted in conclusions. (1) factors must be considered in designing Primago's digital marketing communication strategy. Among others are Accessible, Affordable, Connectivity, Customize, and Real-Time Measurement. (2) The priority for choosing the right digital integrated marketing communication strategy for Primago in building netizen cognition sequentially is managing the website. Then simultaneously managing Facebook and Instagram, the third is YouTube and TikTok.

**Keywords:** Digital Marketing Communication Model, Primago Boarding School, Mix Method

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## INTRODUCTION

Companies that own goods or services know the importance of communicating with audiences. Communication is one part of supporting their business processes. With communication activities, various company information can be conveyed. The world is currently entering the Big Data era. Big Data is an era of internet-based communication called the digital era. The emergence of the digital era has given birth to various unlimited and up-to-date information channels. One of the digital information channels is social media. The global community, especially Indonesia, has become a digital media consumer. So Big Data is a significant trend for now. One of its characteristics is that people have much information they get through the internet. Thus, companies and consumers can now easily obtain information through Big Data.



Governments in many countries support technological progress. Technology has become widely accepted globally, thanks to the policies implemented. The nature of the technology is also considered easy. So there is an increase in individuals using technology. Several technology device manufacturers also sell them at affordable prices. Then internet providers' support provides various choices of internet data packages. These things make it easier for people to enjoy technology. In the end, the trend of the world community is turning to digital communication.

Digital transformation develops and disrupts the business sector and the economy. Many companies take advantage of this moment. Making it a business maneuver strategy. It is similar to what the modern Primago Islamic boarding school does in building netizen cognition through all Primago marketing communication activities mediated by social media.

The problem that became the findings of this study was that there were Primago obstacles in building netizen cognition. So far, the digital marketing communication strategy implemented by Primago has been based on learning by doing. Only now has a formulation or template for digital marketing communication activities. This model will obtain a priority scale that most influences cognitive netizens. It is in order to achieve the effectiveness and efficiency of the Primago marketing communication program.

As a comparison, researchers tried to find a variety of research literature on Islamic boarding schools. The first research is research conducted (Manshur et al., 2022). The research was conducted on a non-profit business, the Darul Furqon Educational Institute (TPQ) Cirebon Regency. This research examines the study of Brand Awareness in non-profit institutions. The results of the study state that consumer awareness can impact a company's success. Brand awareness is one of the efforts to build a corporate image in the digital era (Manshur et al., 2022). They still need to carry out marketing communications to increase brand awareness. TPQ Darul Furqon, as a brand, uses six elements of marketing. These include advertising, sales promotion, direct marketing, internet marketing, religious events, and word of mouth (Manshur et al., 2022). However, this research needs to analyze the digital marketing communication model.

Kumara, Dhiani, and Wardani have conducted other marketing communication research at Islamic boarding schools. The analysis was carried out on marketing communication strategies in increasing SME sales at the Yatim Al Hanif Islamic Boarding School. This study aims to determine the results of the SWOT analysis of employee performance improvement strategies. By using the IFAS and EFAS matrices, important external and internal environmental factors can be identified (Kumara et al., 2022). The research results show that training and development are needed for the pesantren's human resources. However, this study also needs to analyze the digital marketing communication model.

From these two studies, non-profit institutions still need to carry out marketing communications. It means that there is no difference between profit institutions. Because an institution or organization is a brand that the public must also know, institutions or organizations will be known to the public through marketing communication activities. So, this will affect the existence of an institution or organization.

This paper argues that Primago needs a digital marketing communication model or formula. The model must be appropriate in supporting Primago's marketing activities. The model is also needed to support their program's effectiveness and efficiency. Based on the findings that become research problems, it is hoped that a model or formula will be obtained to guide them. So that it becomes a space for the implementation of this research. This model later

**The New Media.** The term new media became known in 1980. New media theory is a theory developed by Pierre Levy. New media theory is a theory that discusses the development of media

from the conventional to the digital era (Mamis, 2020). Primago Islamic Boarding School is an organization that utilizes new media in its marketing communication activities. It is based on reasons for the effectiveness and efficiency of the process. Primago netizens have utilized the website, YouTube, and social media platforms to build cognitive. The social media platforms Primago manages are Instagram, Facebook, and TikTok.

**CMC (Computer-Mediated Communication) Theory.** Primago's marketing communications activities are completely digital. Digital ways operate with computers and the internet. This activity is as stated in the CMC theory. A theory says individuals can communicate using communication technology (Littlejohn & Foss, 2009). A computer is a technology for developing computers that collaborate with the internet. Thus giving rise to new ways of communicating. Now the internet is available in almost every region. People are quite close to computers and smartphones. So, it is considered the latest way of communicating. Because CMC spans the spectrum of use from interpersonal to mass communication and alters the function of traditional mass communication, it is particularly intriguing to mass communication researchers. In addition to the four functions of traditional mass media: information, explanation, entertainment, and transmission of culture, CMC is used primarily for social interaction (Pratiwi, 2014).

**Information Integration Theory (IIT).** Primago uses several digital platforms in sending its marketing communication messages. Generally, parents use Facebook and the Website. At the same time, students are a generation of Instagram and TikTok users. Several strategies are needed because the target audience is parents and prospective students. Even though the platforms are different, the core message must have in common. This phenomenon is described in IIT theory.

The information integration approach centers on how we accumulate and organize information about all the people, objects, situations, and ideas that form attitudes or tendencies to act positively or negatively towards some objects (Littlejohn & Foss, 2014). IIT is a cognitive theory, as Anderson's work deals with how individuals integrate information from two or more stimuli (Foster, 2013). An attitude accumulates information about an object, person, situation, or experience (Littlejohn & Foss, 2014). IIT studies how these variables are cognitively integrated and combined to form the final response (Foster, 2013).

The concept of cognitive algebra explains the individual assessment process. This simple algebra is used to show how individuals integrate various sources of information (Foster, 2013). So that with IIT, it can be determined which factors influence individual cognition. IIT is a process that aims to obtain accurate priority values from the decisions and assessment processes of the appraiser by using statistical measures to validate the interval scale equations used by judges (evaluators) to understand a cognitive process. The rater determines the default setting. Appraisers are asked to give a value on a scale that can be determined (Foster, 2013). In this study, AHP was chosen as a method for setting priorities. AHP uses scores to show how individuals integrate various sources of information. The researcher determines the score based on several variables suggested by the expert. The results of the expert assessment are processed to find the factors to be considered in designing an integrated digital marketing communication strategy for Primago and to obtain accurate priority values from expert-based decisions and assessment processes.

**The Concept of Integrated Marketing Communications (IMC).** The IMC concept is to form a strong brand identity in the market and integrate marketing functions such as advertising, direct marketing, sales promotion, public relations, personal selling, publicity, sponsorship, and interactive marketing (Anggraeni, 2018). Modern business and non-profit organizations use various marketing communications to promote what they offer and achieve financial and non-financial goals

(Zook & Smith, 2011). So, the purpose of IMC is to influence or directly affect the target audience's behavior.

Planning and delivering consistent messages can lead to a brand's image in the market. Consistency is referred to, for example, in the targets of promotional activities, product appearance, and general nuances in advertisements and is also reflected in in-store merchandising. If the campaign is inconsistent, it causes the marketing communication process must start from an early stage. Therefore strategic and careful planning is needed to ensure the message is effective. However, only a few have adopted IMC because, apart from funding, partly because of ignorance, they do not want to find it difficult to achieve integration (Percy, 2016).

Strategic planning for IMC involves a five-step process (Percy, 2016): (1) Identify and select the appropriate target audience. (2) Determine how that target audience makes product and brand decisions. (3) Establish how the brand will be positioned within its marketing communications and select a benefit to support that position. (4) Communication objectives. (5) To effectively deliver messages and ensure they are processed correctly, selecting appropriate media options that align with communication objectives is important. When preparing a marketing plan, it is essential to gather a variety of facts and data. It is necessary to prepare Primago's digital marketing communication strategy.

## METHODS

The methodology is needed to ensure that the conceptual framework can be answered validly and objectively. The research method is a scientific way to obtain data with specific goals and uses (Sugiyono & Lestari, 2021). Thus the objectives of this research can be achieved by understanding, solving, and anticipating research problems. This study uses a post-positivism paradigm. This paradigm was chosen because the observed phenomenon wanted to know Primago's integrated digital marketing communication strategy in building netizen cognition. Interviews from sources are required. Then analyzed without in-depth involvement of the researcher's intervention. This research is expected to find a new model of information integration mix in digital marketing communications at the Primago Islamic boarding school. These keywords, namely "finding," means getting something that already exists but is not yet known, possibly lost, or still hidden (Sugiyono & Lestari, 2021). So that in this study, an exploration of the phenomenon of digital marketing communication was carried out by Primago.

We must create a digital marketing communication mix formula model for Primago Islamic boarding School, prioritizing certain elements. With the nature of exploration, the method used is qualitative. At the same time, this study uses the AHP (Analytical Hierarchical Process) unit of analysis. According to Saaty, AHP is a decision-making method based on multiple criteria (Multi-Criteria Decision Making) (Kholil, 2018). In AHP, numbers are calculated. The calculation aims to provide priority weight for integrated digital marketing communications used by Primago in building netizen cognition. The numerical data processing means that this research also uses quantitative methods. So, this study uses a combination approach. Quantitative and qualitative methods used simultaneously are part of the philosophy of pragmatism.

## RESULT AND DISCUSSION

Primago has carried out several digital marketing communication activities. The realization is through using of digital platforms to spreading digital communication messages. This phenomenon is described in the CMC theory, in that computers and the internet mediate Primago's marketing communication activities. This activity was carried out to influence audience cognition (netizens).

The stimulus strategy provided by Primago is different for each platform. Even though different platforms, the essence of the message must be uniform. It is as described in the theory of IIT (Integrated Information Theory). IIT is a cognitive theory that deals with how individuals integrate information from two or more stimuli. However, Primago needs to improve. No model is a template for developing an effective and efficient digital marketing communication strategy. The template is expected to become an SOP (Standard Operational Procedure) for every next Primago digital marketing communication activity.

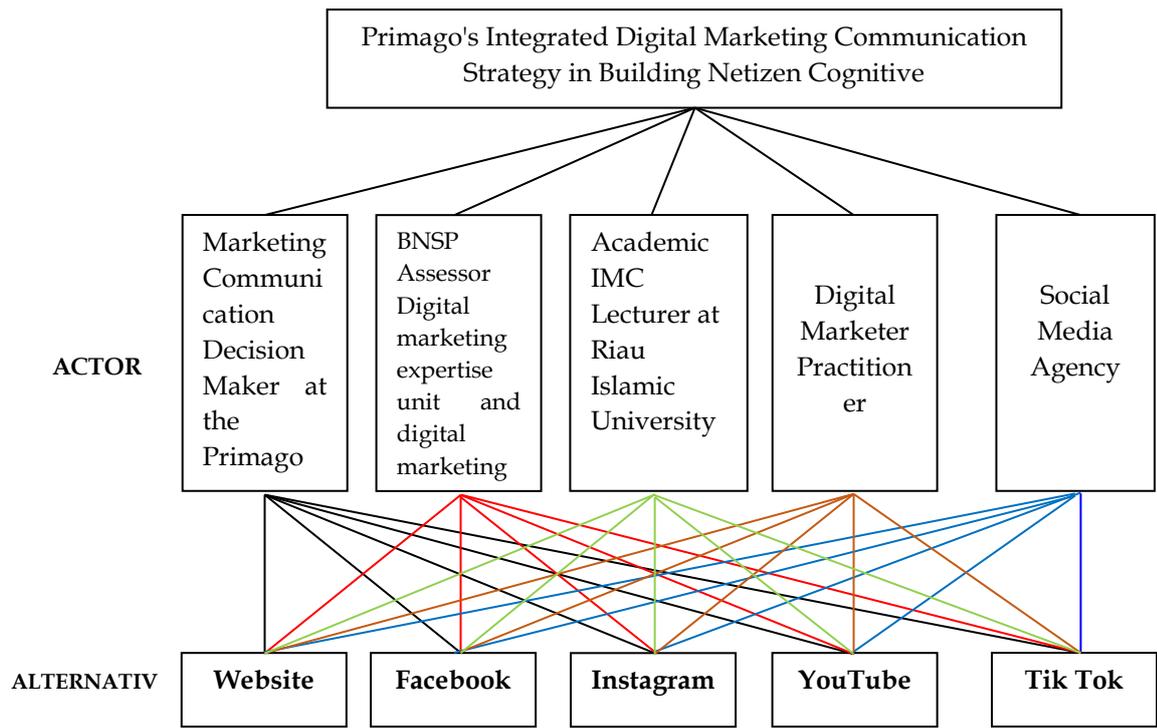
Therefore this research was conducted. Interviews, questionnaires, and Focus Group Discussions (FGD) were carried out by asking questions to experts and then analyzed using AHP. Expert-based methods are used to look for accessibility or usability problems of an object (Petrie & Bevan, 2009). The data in AHP is based on "judgment" or opinions from sources considered experts or "key persons." They may consist of (1) decision-makers; (2) experts; (3) people who are involved and understand the problems they face (Widyaningsih, 2012). Experts conduct evaluations using a set of heuristics to guide them and assess potential problems, how severe or important they are to be eliminated before a model is released (Petrie & Bevan, 2009). The number of participants depends on the confidence required in the results. The experts in this study were determined to include marketing communications decision makers at the Pimago Islamic boarding school, namely the Director of Primago publications and Documentation, then marketing practitioners, BNSP Assessors (Indonesian Agency for Professional Certification), academics, practitioners and agencies in the field of digital marketing communications. The selected experts have knowledge, experience, and understanding of digital marketing communications. Expert data as informants are presented in Table 1 below.

**Table 1:** Data of The Experts

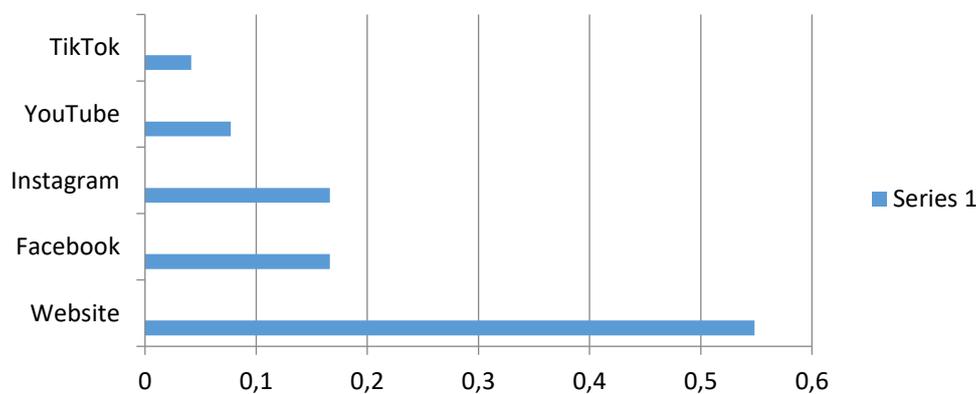
No	Name	Occupation
1	Muhamad Fikri Alrizki	Marketing Communication Decision Maker at the Primago Islamic Boarding School
2	Eris Sutrisna	<ul style="list-style-type: none"> <li>Indonesian Assessor Digital marketing expertise unit and digital marketing specialist</li> <li>Founder ESAS management and trainer</li> </ul>
3	Mohammad Ichsan Rasyid	<ul style="list-style-type: none"> <li>Academics IMC: Lecturer at Riau Islamic University</li> <li>Strategic planning practitioner</li> </ul>
4	Muhammad Ifan Apriansyah	<ul style="list-style-type: none"> <li>Founder VH Consultant</li> <li>Founder aplikasi "abangbenerin"</li> </ul>
5	Ghe Andika	Founder KOLAB Creative Social Media Agency

Interviews and FGD were conducted to determine the types of digital platforms appropriate for use by Primago in building netizen cognition. Questionnaires were also distributed to experts to find out paired assessments. Furthermore, the data collection results are weighted to obtain priority interests. In the end, a model or formula was concluded for Primago in carrying out digital marketing communication activities. From the expert interview data, platforms that can be used in digital marketing communications include (1) Website, (2) Facebook, (3) Instagram, (4) YouTube,

and (5) TikTok. These platforms become alternative factors in AHP analysis. For the next stage, AHP analysis is carried out to determine the weight of the assessment of the types of platforms. So that later, it can be known in priority which platforms need to be prepared and managed to build netizens' cognition. The AHP design is presented in Figure 1, and the results of the AHP analysis, according to experts, are presented in Figure 2.



**Figure 1:** Hierarchical Structure of Primago Integrated Digital Marketing Communication Strategy in Building Netizen Cognitive



**Figure 2:** Main Eigenvector Graph

In Figure 2, it can be concluded that the Website creation program is the main alternative with a value of 0.5485. So creating a website is a priority strategy in delivering Primago's digital marketing communication messages. Followed together by the creation of social media, Facebook and

Instagram, with a value of 0.1663. Next, create YouTube (0.0772) and the TikTok platform variable (0.0417).

The use of digital platforms through social media can be carried out in current marketing communication activities. As the findings from other studies show, social networks may make it easy for people worldwide to interact with each other through social media. These social media include Facebook, Twitter, WhatsApp, Telegram, Instagram, and Line (Lestari et al., 2021). These social media include Facebook, Twitter, WhatsApp, Telegram, Instagram, and Line. Through digital marketing communication, Primago can use it to build netizens' cognition.

Another fact is that there has been an increase in the number of digital users. Companies and organizations must respond to this phenomenon. Thus companies or organizations like Primago need to use digital platforms. It is their way of conveying messages to their audience. Digital applications that Primago has used include Website, Facebook, Instagram, YouTube, and TikTok. Primago finds it practical and efficient to use. Traditional methods of audience communication could be more efficient and effective. So online options such as using digital platforms are deemed necessary.

In using digital platforms, Primago needs to develop methods that ultimately shape engagement. Namely the bond between the user and each official Primago digital platform. For example, at the initial launch, YouTube only showed videos; now, there are features for comments, identity, likes, and shares. Another example is also found on Instagram. At the beginning of its appearance, Instagram was just a photo-sharing platform. Now growing, featuring videos, daily stories, comments, likes, private messages, sales accounts, and so on. The development of application capabilities applies to various other digital platforms. Thus the platform develops dynamically so that its users feel bound. So Primago can develop a digital marketing communication strategy by producing content that is presented on the features provided by the platform.

Digital marketing activities are a form of marketing communication mediated by computers and the internet. This phenomenon is described in the CMC theory. CMC (Computer-Mediated Communication) is a computer-mediated communication that can also communicate using computer-mediated technology. This CMC discussion is not limited to the context of computer or laptop devices for sending and receiving information. But all computer-based devices, such as PDAs, mobile phones, tablets, and others of the same kind. Also, through the use of media such as the internet, email, chat systems, text messaging (WhatsApp, line), social media, skype, zoom, youtube, and other supporting media which are part of the new communication media (Mahdi & Naim, 2012). Communication can coincide with computer-mediated communication, as in direct face-to-face communication. It is then called synchronous communication by Baldwin, Perry, and Moffit (Pratiwi, 2014). CMC can be synchronous when someone participates in a chat room (discussion room). That is when they engage in synchronous. When two or more people discuss a topic in real-time or simultaneously, it happens in several digital marketing communication activities at the Primago Islamic boarding school. Netizens responded by commenting or sending private messages. Thus, Primago's digital marketing communication activities can be categorized as a phenomenon described in CMC theory. Thus, this study supports the CMC theory. Whereas the digital marketing communication activities carried out by Primago in building the cognitive of netizens, according to the description in the CMC theory.

Primago has a digital team to manage these communication activities. Primago uses various tools to support the smooth production of messages and their delivery. The main devices are digital applications, smartphones, computers, and internet networks. These devices support the smooth delivery of Primago's digital messages to the public. Sequentially, the platforms managed in digital marketing communication activities are managing the Website, simultaneously Facebook and

Instagram, managing YouTube, and finally TikTok. It is obtained from the AHP (Analytical Hierarchical Process) analysis results in Figure 2.

Primago can use several digital platforms to transfer its marketing communication messages. However, it is necessary to consider who the target is. It is because the dominant user characteristics of each platform are different. The target audience for all messages communicated digitally by Primago is not only the ages of the children who will become students but also the parents of these students. A child's decision to become a Primago student involves many parties. So it is necessary to have a common perception of all parties influencing a child's decision to choose a boarding school. It is explained in the IIT theory. So this study's results also strengthen the IIT (Information Integration Theory). Information Integration Theory (IIT) is an information-gathering approach for communicators that focuses on how we accumulate and organize information about all the people, objects, situations, and ideas that shape attitudes or tendencies to act positively or negatively toward some objects.

IIT is also described in Littlejohn and Foss (2014), focusing on two variables, namely Valence (direction) and Value (Weight). The first is Valence or direction and weight. Weight is a function of credibility. If you think the information is true, then you will give the information a higher weight. Otherwise, you will give a lower weight. Valence can affect a person's beliefs, and weight affects how much it works. Any excerpt of information is usually of little consequence because attitudes are made up of several beliefs that can filter out new information. However, changing the information or providing that information with different weights can initiate changes to the entire scheme (Littlejohn & Foss, 2014). Primago empowers digital power in building cognition through its marketing communication strategy. Using the basic theory of IIT, this research process establishes a conclusion. This conclusion is based on experts' responses to stimuli influencing audience cognition in Primago's digital marketing communication activities. These cognitive influencing stimuli are based on the Integrated Marketing Communications (IMC) model.

On the other hand, every marketing communication activity has the opportunity to use IMC (Percy, 2016). Primago strives for a position in search engines to be number one. It is done with a variety of strategies termed marketing language techniques. In general, the search engine achievement strategy is to manage all communication messages on all platforms in an integrated and consistent manner. Integrated and consistent planning and delivery of messages can lead to the depiction of a brand in the market. Consistency is referred to, for example, in the promotion target, the appearance of Primago, to the general feel of the post. If the campaign is inconsistent, it causes the marketing communication process to start from scratch. Therefore strategic and careful planning is needed to ensure the message is effective. Primago seeks to apply the integrated marketing communication mix described in the IMC concept. In Integrated Marketing Communication (IMC) knowledge, message delivery strategies can be carried out offline and online. However, the COVID-19 pandemic, when Primago was established, forced offline methods to be limited. It then made Primago maximize the use of digital platforms until this research was conducted. The interviews and FGDs show that the message integration concept is similar to the IMC concept presented by Percy (2016) but refute the integrated marketing mix concept (Smith & Ze Zook, 2011). The main forms of the marketing communication mix, according to Zook and Smith (2011), are (1) advertising, (2) sales promotion, (3) direct marketing, (4) public relations, (5) exhibitions, (7) sponsorship, (8) Exhibitions, (9) packaging, (10) Merchandising, (11) Selling & sales management, (12) Social media, and Websites. Primago does not carry out these offline activities. Primago only carries out integrated marketing communication activities through digital platforms: the Website, Facebook, Instagram, YouTube, and TikTok.

To obtain complete information, generally, people look at the website of a pesantren. This platform serves as an introduction to Primago. It provides information about the organization, including its vision and mission, program suggestions, locations and facilities, teachers, pesantren culture, costs, registration process, and more. Website management is a consideration in building trust and cognitive audiences or netizens. The layout or appearance of the website must be neatly arranged. Make it easy for users to access and present complete articles or information. At least it contains elements of 5W 1H and good grammar. The website is like the gateway of the Primago Islamic boarding school. The gate must be persuasive in order to attract deeper audience interest. After entering, the audience continues to be persuasive until they finally decide to be part of it.

The main segment of Primago is parents because they are the determining party for their children's execution in continuing their education. Based on this segment, Primago learned that parents seek as much information as possible before deciding on their choice at the Primago boarding school. Individuals search for information by reading multiple online articles, and studying the available areas, facilities, and infrastructure, until they feel the need to contact the Primago service number. These needs are presented on the website. Generally, the website is a platform used by parents confident in deciding their children's education level.

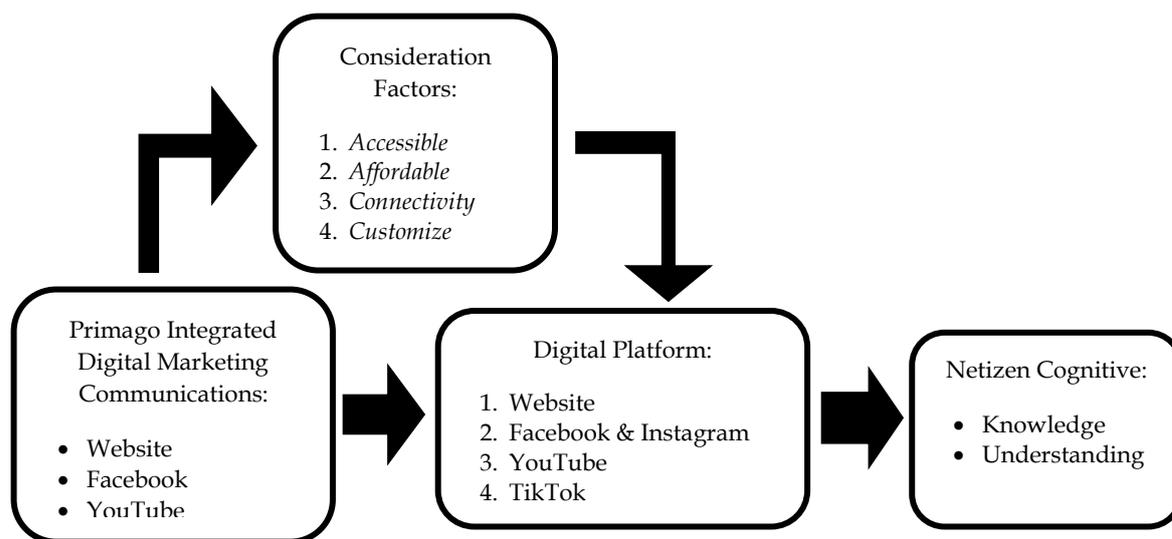
Meanwhile, Facebook is a digital platform allowing Primago to present various articles, impressions, and comments from the wider community. Even though it provides a virtual public space that is more limited than the website, Facebook's display is considered practical because it can be downloaded on mobile phones. So parents can easily access it at any time and find Primago information. It also applies to Instagram. However, the dominant Instagram users are teenagers or children aged students. So by managing Facebook and Instagram, you can reach different target segments of Primago's audience. Based on AHP, Facebook and Instagram are managed with the next priority level after the website.

Then it can also be concluded that YouTube is used by parents who are reluctant to read articles. YouTube is a video-sharing platform that supports articles or content on social media and websites. Netizens can obtain information about Primago by viewing videos. Limited YouTube capabilities. Because the information presented is only in the form of impressions and cannot display various information by simply clicking on the screen, Primago also needs to take TikTok seriously. The reasons are, firstly, that prospective students are the dominant age using the application. So that TikTok content needs to be managed so that it can persuade audiences of aged students who witness it. Apart from that, Primago is thinking far ahead that in 5 to 15 years, the current TikTok users will become parents who will ultimately play a role in seeking education for their children. So that instilling awareness in TikTok users is done from an early age.

Researchers can draw generalizations that Islamic boarding schools need to carry out digital marketing activities for the following reasons (1) Accessible; currently, digital media, or social media in particular, is accessed by anyone and can be used by anyone. A person's access to digital communication technology, especially social media, is already accessible, especially for people with devices that can transfer data. (2) Affordable; For marketing activities, when compared to traditional media, digital is relatively more affordable, so that the costs can be customized according to your budget. Meanwhile, traditional media costs are quite expensive. (3) Connectivity; According to the data, the development of Indonesian people is increasingly connected to the internet, especially through mobile phones. Moreover, the average access is social media. Hence, the nature of connectivity is also why schools or Islamic boarding schools have to use digital media now, with connectivity connecting humans with the flow of information. In addition, the rise of digital platforms has introduced new advancements such as payment gateways and e-commerce, bringing people closer to a digital lifestyle. So that there is an acceleration of digitalization. Thus, pesantren

need to consider if they want to reach Indonesian society today. (4) *Customize*; Although traditional media has a wide reach, it reaches audiences that are different from the target audience. So that certain segmentation should watch, other segmentation that is not the target also see. However, with digital media, communication can be highly targeted, and the target audience can be customized to reach the audience, even for specific segmentation. Demographically such as age can be selected. Then his lifestyle tendencies can be analyzed. Are they using Android or iOS devices? What are their interests, for example, what channels do they follow, and so on? (5) *Real-Time Measurements*; Digital can provide reports on the performance of our ads or our communications in real-time. Real-time measurement is valuable for creative people in facilitating their creativity. Creative ideas emerge in producing various forms of communication, and message delivery can be packaged better, so the opportunities for creativity to grow are much higher. Moreover, to promote schools and Islamic boarding schools.

In the end, the Primago integrated digital marketing communication strategy model in building netizen cognitive research is presented in Figure 3.



**Figure 3:** Primago's Integrated Digital Marketing Communication Model

The model in Figure 3 is the idea conveyed by the researcher based on the whole series of this research process. Digital marketing communication activities carried out by Primago in an integrated manner aim to build netizen cognition. Primago uses a digital marketing communication strategy to achieve this goal using several digital platforms. Sequentially, platform management starts with website governance, then simultaneously builds cognitive through social media, Facebook, and Instagram; the third step is managing YouTube accounts and finally managing TikTok accounts. Things considered for digital management include Accessible, Affordable, Connectivity, Costumize, and Real-time measurement factors.

## CONCLUSION

Based on the analysis that has been done, this study produces the following conclusions. (1) Factors to be considered in designing an integrated digital marketing communication strategy for Primago in building netizen cognitive include Accessible, Affordable, Connectivity, Costumize, and Real-Time Measurement. (2) The priority of choice in designing an integrated digital marketing communication strategy for Primago to build netizen cognitive successively is managing the

website, simultaneously managing Facebook and Instagram, managing YouTube, and lastly, TikTok. It is based on multiple criteria based on expert judgment.

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