

ANALYSIS OF COMMUNITY AND CONTENT STRATEGIES ON BUSINESS GROWTH THROUGH BRAND IMAGE AS AN INTERVENING IN MEDAN CITY'S TYPICAL SOUVENIRS

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Abstract

In increasing the growth of creative businesses, it is necessary to create a targeted strategy by adjusting market conditions. The growth of the Medan city souvenir business is increasingly famous, this is indicated by the many communities that share the same liking for Medan souvenirs and the existence of content as an action to increase promotion and brand image. regional business. The purpose of this study is to examine and analyze community and content strategies for business growth through brand image as an intervening variable in Medan city souvenirs. The results of the study show that the Community has a significant effect on brand image, partially the Community does not have a significant effect on Business Growth, partially Content has a significant effect on Brand Image, partially Content has a significant effect on Business Growth and partially brand image has a significant effect on Business Growth meaning the direction of the influence is positive. Brand image as an intervening variable has a significant impact on increasing the influence of the Community on Business Growth. Brand image as an intervening variable has a significant impact in increasing the influence of Content on business growth.

Keywords: *community, content, brand image and business growth*

INTRODUCTION

Background

Creative economy business actors have started their activities again, this is indicated by the improving economic growth and the many activities carried out by people outside to meet their daily needs and to increase the benefits felt from the economic sustainability process which shows positive figures. Currently, many business people feel that they need to develop their business by implementing various business strategies so that they can see that this business will start running according to healthy economic conditions, but it is not as easy as might be expected because it requires time and capital.

The report states that businesses currently need to consider market needs. Business people feel that with good economic conditions, many consumers will visit a location or strategic place to look for products or desires that they need when visiting. This process creates a picture for business actors in the city of Medan to be able to create a proper strategy by building a commitment to how the business can be done so that consumers can be interested and buy products so that the enthusiasm of business actors increases. The process that needs to be carried out by the company starts from introducing the characteristics of a city

Especially the city of Medan is known for its very famous souvenirs, so every time you visit the city of Medan, many business people will offer various types of souvenirs typical of the city of Medan. This is the main factor so that business actors can convince consumers to get to know the city of Medan, meaning it is necessary to build a community with a varied or diverse community that will provide an overview to introduce products and provide opportunities for the creation of this business well through the community as a chosen strategy to make the business or ongoing process beyond doubt.

Formulation of the problem

How Community and content strategies influence business growth through brand image typical souvenirs from the city of Medan?

Research purposes

The purpose of this study is to determine and analyze community and content strategies for business growth through brand image. on souvenirs typical of the city of Medan.

Literature review

Community (Content Marketing)

Community is linguistically defined as a group of organisms that live and interact with each other in a certain area (Indonesian Dictionary, 2012). Community comes from the Latin word *communitas* which means "sameness", which can then be derived from *communis* which means "same, public, shared by all or many".

According to Soenarno, a community is a social group of several organisms that share an environment, generally have the same interests and habitats, in human communities, individuals in it have similar intentions, beliefs, resources, prevention, needs, risks, and a number of other similar conditions. The definition of a community is an identification and social interaction that is built with various dimensions of functional needs (Ambar, 2014).

Content

Content in the Indonesian dictionary is information that has been available through electronic products or media.¹ Many different media can provide content either directly or indirectly, such as the Internet, television, audio CDs, and now even through mobile phones (handphones). However, this terminology can also be interpreted as the content of a media in today's technological world, such as blogs, wikis, forums, digital images, videos, audio files, advertisements, and other forms of media content created by online systems or services created by users, which are usually run through websites online media.

According to Finy F. Basarah and Gustina, content is a form of information available on a page of a site or information that already exists through media. This word is used to mark and quantify in the form and type of information as a part of the added value of the media. (Finny, 2023) According to Huang, social media content is information and entertainment provided by individuals, companies, or organizations on social media platforms such as YouTube, Instagram, and Facebook. To be fully effective, social media content must carefully targeted to the audience, because of the placement in social media platforms allow for interactions to occur faster and more directly with users.

Brand image

According to Kotler and Keller (2019), brand image is a consumer's perception of a brand as a reflection of the associations in the consumer's mind. Brand image is an association that appears in the consumer's mind when remembering a particular brand. This association can simply appear in the form of certain thoughts and images associated with a brand. Meanwhile, Aaker and Biel in Firmansyah (2019:79) state that brand image is a consumer's assessment of the brand in a market.

Business growth

Business growth is an important step to realize the success of the business being run. Levied and Autio (2013) argue that achieving growth is very difficult and requires effort, and if entrepreneurs do not intend to grow their business, their business will have little chance of growing and the intention of growth will be less likely to be realized. According to Sirec and Mocnik (2010) the components of growth include employee growth, asset growth, and sales growth. Where, sales growth is considered a very important decision of expected growth because entrepreneurs measure growth through business sales (Shepherd and Wiklund 2009; Isaga, 2012). Jansen (2009) explains that increased sales allow businesses to invest in various production factors such as equipment and employees, which will result in profits increasing business profits.

RESEARCH METHODS

Types and Nature of Research

This research is a survey research, meaning that the research takes samples from one population and uses a questionnaire instrument as the main data collection tool. Survey research is used to determine specific characteristics related to a group (Purwanto, 2011).

Survey research examines a population by selecting and studying a sample selected from that population, to determine the relative incidence, distribution and interrelationships of its variables. According to the type of research, this research is a quantitative descriptive research that aims to explain an empirical phenomenon accompanied by statistical data, characteristics and patterns of relationships between variables. This research uses a causal-comparative method, namely regarding cause and effect research. The purpose of comparative causal research is to investigate the possibility of a causal relationship between independent variables and dependent variables through intervening and moderating variables. The nature of the research is explanatory research. Sugiyono (2016) stated that explanatory research is research that aims to explain the position of the variables studied and the relationship between one variable and another.

Population and Sample

According to Sugiyono (2016), population is a generalization area consisting of objects/subjects that have certain qualities and characteristics that are determined by researchers to be studied and then conclusions are drawn. The population of this study is all creative economy business actors who are inon typical souvenirs from the city of Medan, North Sumatra Province.

Sampling is done with the purpose of the research that has been determined. The sample is part of the population consisting of elements or objects that are expected to have the same characteristics as the population. The sampling technique used in this study using the census method, namely all populations are used or made as samples (Sugiyono, 2016).

Data Collection Instruments

Research Instruments The quality of research results is influenced by the quality of research instruments. In qualitative research, researchers become research instruments or tools. In other words, in this research, researchers become research instruments. According to Sugiyono (2014), in qualitative research, researchers become research instruments or tools. Researchers must be validated to see the readiness of researchers. Researchers as instruments must be validated, by understanding qualitative research methods, mastering the field being studied and being ready to enter the field. In this research, researchers went directly to the location to interact with members of the actors, the Kelurahan community, and traders, officers and visitors to priority areas.

Data collection technique

The data collection technique used in this research is as follows:

- a. Primary data consists of
 1. Observation, namely conducting direct observations and studying things related to research directly at the research location.
 2. Interviews, namely by conducting interviews with sub-section heads and employees who are related to the problem being researched and who are also the objects of research.
 3. Questionnaire: This is a method of asking questions that have been prepared in writing by distributing a questionnaire and accompanied by alternative answers that will be given to respondents.
- b. Secondary data consists of
 1. Documentation
 2. Report

Data Types and Sources

The types and sources of data in this study are primary and secondary data as follows:

1. Primary data is data obtained directly from research respondents to be further processed by researchers, obtained from distributing questionnaires to obtain clear information.
2. Secondary data is supplementary data related to the research problem, which is data that has been processed by the company where the research is conducted, in the form of documents.

Identification and Operational Definition of Variables

In this study, the independent variable is while the dependent variable. The scale technique used in this study is the Likert scale which is part of the attitudescales type. The Likert scale is where respondents state their level of agreement or disagreement regarding various statements about behavior, objects or events (Sugiyono, 2016).

Data Analysis Techniques

This study uses a data analysis method using SmartPLS software version 2.0.m3 which is run on a computer. According to Abdillah and Jogiyanto and (2015), PLS (Partial Least Square) is: Structural equation analysis (SEM) based on variance that can simultaneously test measurement models and test structural models. The measurement model is used for validity and reliability tests, while the structural model is used for causality tests (hypothesis testing with prediction models). Furthermore, Abdillah and Jogiyanto (2015) stated that Partial Least Squares (PLS) analysis is a multivariate statistical technique that compares multiple dependent variables and multiple independent variables. PLS is one of the SEM statistical methods based on variance designed to solve multiple regression when specific problems occur in the data, variance), specific variance, and error variance. So that the total variance becomes high. The development model uses path analysis as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3Z_1 + e$$

Result Determination Criteria

The criteria for determining results can be done by testing the hypothesis in this study as follows:

- Analysis of Determination Coefficient (R^2)
- Partial/Individual Test (t-Test)

Structural Model Evaluation (Inner Model)

The structural model (inner model) is a structural model to predict causal relationships between latent variables. Through the bootstrapping process, the T-statistic test parameters are obtained to predict the existence of a causal relationship. The structural model (inner model) is evaluated by looking at the percentage of variance explained by the R^2 value for the dependent variable using the Stone-Geisser Q-square test measure (Ghozali, 2016) and also looking at the magnitude of the structural path coefficient.

Research result

Method Partial Least Square (PLS)

In this study the method used is *Partial Least Square* (PLS), the reason for using this method is to explain whether or not there is a relationship between

Partial Least Square (PLS) Model Scheme

In this study, hypothesis testing uses analytical techniques. *Partial Least Square* (PLS) with the SmartPLS program, the following is the PLS program model scheme that was tested:

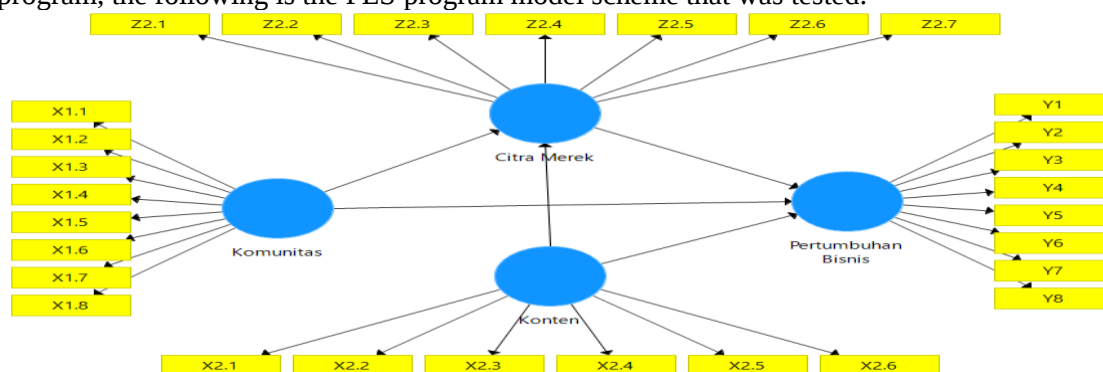


Figure 1 Outer Model PLS

Source: Research Results, 2025 (processed data)

Figure 1 shows the Outer Model PLS built from the conceptual framework. This figure explains the relationship between each variable sourced from various theories and previous studies. For each variable tested, it is

equipped with indicators built from the relationship between theories. The analysis model using Partial Least Square (PLS) can be seen in the following description.

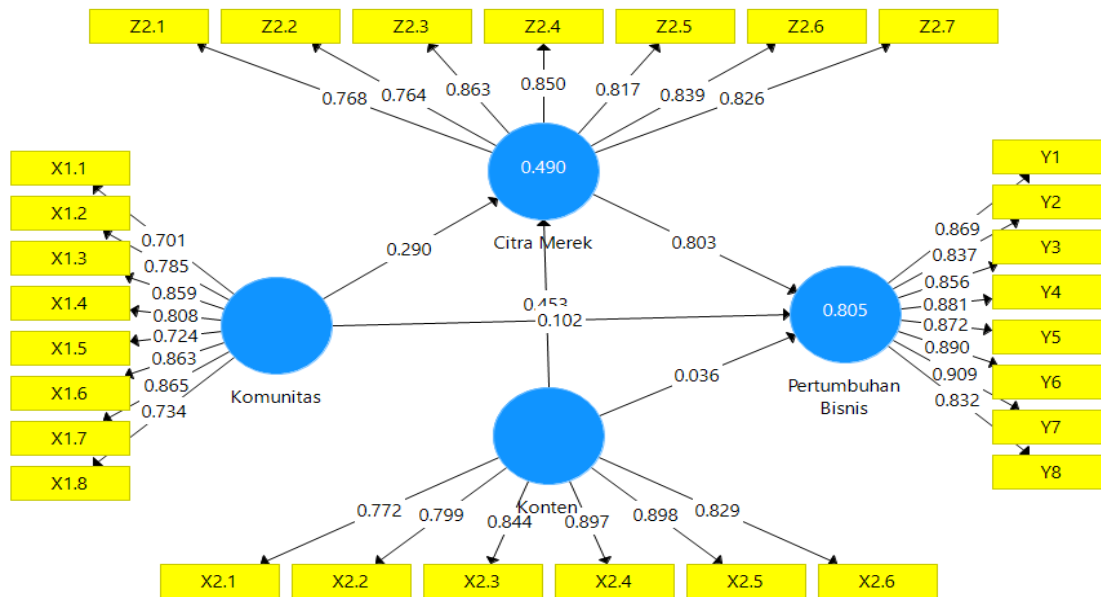


Figure 2 Inner Model PLS

Source: Research Results, 2025 (processed data)

In Figure 2, the PLS Inner Model that has been processed through the Partial Least Square application shows the relationship between the values of each indicator and the variables and the relationship values of the exogenous variables that are connected to the endogenous variables. Based on the inner model scheme that has been shown above, it can be explained that the path coefficient value is as follows:

1. Community Influence on Business Growth by 0.102
2. The influence of community on brand image is 0.290
3. The influence of content on business growth is 0.036
4. The influence of content on brand image is 0.453
5. The influence of brand image on business growth is 0.803

Model Evaluation

Convergent Validity

An indicator is said to meet convergent validity in the good category if the outer loading value is > 0.60 . The following is the outer loading of each variable:

Table 1 Outer loading

	Brand Image	Community	Content	Business Growth
X1.1		0.701		
X1.2		0.785		
X1.3		0.859		
X1.4		0.808		
X1.5		0.724		
X1.6		0.863		
X1.7		0.865		
X1.8		0.734		
X2.1			0.772	
X2.2			0.799	

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X2.3			0.844	
X2.4			0.897	
X2.5			0.898	
X2.6			0.829	
Y1				0.869
Y2				0.837
Y3				0.856
Y4				0.881
Y5				0.872
Y6				0.890
Y7				0.909
Y8				0.832
Z2.1	0.768			
Z2.2	0.764			
Z2.3	0.863			
Z2.4	0.850			
Z2.5	0.817			
Z2.6	0.839			
Z2.7	0.826			

Source: Research Results, 2025 (processed data)

Based on Table 1, it is known that each research variable indicator has an outer loading value > 0.7 . The outer loading results show that there are no variable indicators whose outer loading values are below 0.6 so that all indicators are declared feasible or valid for use in research and can be used for further analysis.

Discriminate Validity

Discriminant validity test uses cross loading value. An indicator is declared to meet discriminant validity if the indicator's cross loading value on its variable is the largest compared to other variables. The cross loading value of each indicator is as follows:

Table 2 Cross Loading

Cross Loading

	Brand Image	Community	Content	Business Growth
X1.1	0.502	0.701	0.568	0.508
X1.2	0.583	0.785	0.649	0.573
X1.3	0.482	0.859	0.663	0.507
X1.4	0.428	0.808	0.641	0.430
X1.5	0.445	0.724	0.500	0.482
X1.6	0.487	0.863	0.694	0.477
X1.7	0.531	0.865	0.636	0.506
X1.8	0.544	0.734	0.512	0.547
X2.1	0.503	0.681	0.772	0.523
X2.2	0.474	0.728	0.799	0.449
X2.3	0.573	0.587	0.844	0.571
X2.4	0.549	0.661	0.897	0.557
X2.5	0.633	0.611	0.898	0.608
X2.6	0.644	0.636	0.829	0.580
Y1	0.866	0.542	0.609	0.869

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Y2	0.796	0.506	0.520	0.837
Y3	0.787	0.556	0.603	0.856
Y4	0.750	0.597	0.609	0.881
Y5	0.719	0.521	0.505	0.872
Y6	0.765	0.561	0.563	0.890
Y7	0.802	0.605	0.581	0.909
Y8	0.690	0.565	0.560	0.832
Z2.1	0.768	0.601	0.630	0.678
Z2.2	0.764	0.472	0.551	0.650
Z2.3	0.863	0.454	0.536	0.714
Z2.4	0.850	0.520	0.508	0.707
Z2.5	0.817	0.523	0.566	0.766
Z2.6	0.839	0.569	0.574	0.775
Z2.7	0.826	0.500	0.499	0.806

Source: Research Results, 2025 (processed data)

Based on Table 2, it can be seen that each indicator in the research variable has the largest cross loading value on the variable it forms compared to the cross loading value on other variables. Based on the results obtained, it can be stated that the indicators used in this study have good discriminant validity in compiling their respective variables.

In addition to observing the cross loading value, discriminant validity can also be determined through other methods, namely by looking at the average variant extracted (AVE) for each indicator, the required value must be > 0.5 for a good model. The average variant extracted (AVE) value is as follows:

Table 3 Average Variant Extracted (AVE)

Construct Reliability and Validity

	Average Variance Extracted (AVE)
Brand Image	0.670
Community	0.632
Content	0.708
Business Growth	0.755

Source: Research Results, 2025 (processed data)

Based on Table 3, it is known that the AVE value of Community, Content, Brand Image and Business Growth is > 0.5. Thus, it can be stated that each variable has good discriminant validity.

Composite Reliability

A variable can be declared to meet composite reliability if it has a composite reliability value from each variable used in this study:

Table 3 Composite Reliability

Construct Reliability and Validity

	Composite Reliability
Brand Image	0.934
Community	0.932
Content	0.935
Business Growth	0.961

Source: Research Results, 2025 (processed data)

Based on Table 3, it can be seen that the composite reliability value of the Community, Content, Brand Image and Business Growth variables is > 0.60. These results indicate that each variable has met the composite reliability so that it can be concluded that all variables have a high level of reliability.

Cronbach's Alpha

A variable can be declared reliable or meets Cronbach's alpha if it has a Cronbach's alpha value > 0.7 , the following are the Cronbach's alpha values for each variable:

Table 4 Cronbach Alpha

Construct Reliability and Validity

	Cronbach's Alpha
Brand Image	0.918
Community	0.916
Content	0.917
Business Growth	0.953

Source: Research Results, 2025 (processed data)

Based on Table 4, it can be seen that the cronbach alpha value of each variable Community, Content, Brand Image and business growth is > 0.70 . Thus, these results can indicate that each research variable has met the requirements of the cronbach alpha value, so it can be concluded that all variables have a high level of reliability.

Path Coefficient Test

If the path coefficient value of one independent variable on the dependent variable is greater, the stronger the influence between the independent variables on the dependent variable.

Goodness of Fit Test

Based on the data processing that has been carried out using the smartPLS program, the R-Square Adjusted value is obtained as follows:

Table 5 R-Square Values

R Square

	R Square	R Square Adjusted
Brand Image	0.490	0.482
Business Growth	0.805	0.800

Source: Research Results, 2025 (processed data)

Based on Table 5, it can be seen that the R-Square value for the brand image variable is 0.490, the value obtained explains that the large percentage can be explained by Content of 49%. The R-Square value for the variable on business growth is 0.805, the value obtained explains that the large percentage of business growth can be explained by Community, Content and brand image of 80.5%. The results of the study indicate that the relationship between Community, Content and brand image on business growth is good because the R-Square values obtained are above 50%. The assessment of goodness of fit is known from the q-square value. In regression analysis, where the higher the q-square, the model can be said to be better or more fit with the data. The results of the calculation of the q-square value are as follows:

$$\begin{aligned}
 q\text{-Square} &= 1 - [(1-R12) \times (1-R22)] \\
 &= 1 [(1-0.49) \times (1-0.805)] \\
 &= 1 - (0.51 \times 0.195) \\
 &= 1 - 0.099 \\
 &= 0.900
 \end{aligned}$$

Based on the calculation results above, the Q-Square value is 0.900. This shows that the magnitude of the diversity of research data that can be explained by the research model is 90%, while the remaining 10% is explained by other factors outside this research model. Thus, from these results, this research model can be stated to have good goodness of fit.

Direct Effect Hypothesis Test

Explanation of the partial direct influence hypothesis test of Community, Content, Brand Image on business growth can be seen in the following table:

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Table 6 T-statistic and P-Values Directly

Mean, STDEV, T-Values, P-Values

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ((O/STDEV))	P Values
Brand Image -> Business Growth	0.803	0.806	0.056	14,404	0,000
Community -> Brand Image	0.290	0.298	0.094	3,077	0.002
Community -> Business Growth	0.102	0.096	0.069	1,473	0.141
Content -> Brand Image	0.453	0.454	0.084	5,413	0,000
Content -> Business Growth	0.036	0.038	0.074	0.485	0.628

Source: Research Results, 2025 (processed data)

Based on Table 6, the partial test results are as follows:

1. The t-value for Community is 3.077 which is greater than the t-table value of 1.96 and the sig t-value for Community is 0.002 which is smaller than alpha (0.05). Based on the results obtained, H0 is rejected and H1 is accepted for Community. Thus, partially Community has a significant effect on brand image, meaning that the direction of the influence is positive, indicating that the Community variable provides good results for brand image.
2. The calculated t value for Community is 1.473 which is smaller than the t table value of 1.96 and the sig t value for Community is 0.141 which is greater than alpha (0.05). Based on the results obtained, H0 is accepted and H1 is rejected for Community. Thus, partially Community does not have a significant effect on Business Growth, meaning that the direction of the influence is negative, indicating that the Community variable does not provide good results for Business Growth.
3. The calculated t value for Content is 5.143 which is greater than the t table value of 1.96 and the sig t value for Content is 0.000 which is smaller than alpha (0.05). Based on the results obtained, H0 is rejected and H1 is accepted for Content..Thus, partially, content has a significant influence on brand image, meaning the direction of the influence is positive, indicating that the content variable can provide good results on brand image..
4. The calculated t value for Content is 0.485 which is smaller than the t table value of 1.96 and the sig t value for Content is 0.628 which is greater than alpha (0.05). Based on the results obtained, H0 is accepted and H1 is rejected for Content..Thus, partially, Content has a significant effect on business growth, meaning the direction of the effect is negative, indicating that the Content variable does not provide good results for business growth..
5. The calculated t value for Brand Image is 14.404 which is greater than the t table value of 1.96 and the sig t value for Brand Image is 0.000 which is smaller than alpha (0.05). Based on the results obtained, H0 is rejected and H1 is accepted for Brand Image..Thus, partially, brand image has a significant effect on business growth, meaning the direction of the effect is positive, indicating that the brand image variable provides good results for business growth. Community, Content, Brand image and business growth

Indirect Influence Hypothesis Test

Explanation of the indirect influence hypothesis test can be seen in the following table:

Table 7 T-statistic and P-Values Indirectly

Mean, STDEV, T-Values, P-Values

	Original Sample	Sample Mean	Standard Deviation	T Statistics ((O/STDEV))	P Values
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	(O)	(M)	(STDEV)		
Community -> Brand Image -> Business Growth	0.233	0.241	0.078	2,975	0.003
Content -> Brand Image -> Business Growth	0.363	0.366	0.075	4,814	0.000

Source: Research Results, 2025 (processed data)

Based on Table 7, the results of the indirect influence test are as follows:

1. The calculated t value for the Influence of Community on business growth through brand image as an intervening variable is 2.975, which is greater than the t table value of 1.96 and the sig t value of 0.003 is smaller than alpha (0.05). Based on the results obtained, H0 is rejected and H1 is accepted. Thus, partially brand image as an intervening variable has a significant impact on increasing the influence of Community on Business Growth.
2. The calculated t value for the Influence of Content on business growth through brand image as an intervening variable is 4.814, which is greater than the t table value of 1.96 and the sig t value of 0.000 is smaller than alpha (0.05). Based on the results obtained, H0 is rejected and H1 is accepted. Thus, partially brand image as an intervening variable has a significant impact in increasing the influence of Content on business growth.

Total Effect Hypothesis Test

Explanation of the total influence hypothesis test is used to see the total influence of each exogenous variable on the endogenous variable, which can be seen in the following table:

Table 8 T-statistic and P-Values of Total Influence

Total Effects

Mean, STDEV, T-Values, P-Values

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Brand Image -> Business Growth	0.803	0.806	0.056	14,404	0,000
Community -> Brand Image	0.290	0.298	0.094	3,077	0.002
Community -> Business Growth	0.334	0.337	0.093	3,597	0,000
Content -> Brand Image	0.453	0.454	0.084	5,413	0,000
Content -> Business Growth	0.399	0.404	0.088	4,531	0,000

Source: Research Results, 2025 (processed data)

Based on Table 8, the results of the total influence test are as follows:

1. The total influence for the t-count value for Community is 3.077 which is greater than the t-table value of 1.96 and the sig t value for Community is 0.002 which is smaller than alpha (0.05). Based on the results obtained, H0 is rejected and H1 is accepted for Community. Thus, in total, Community has a significant influence on brand image, meaning that the direction of the influence is positive, indicating that the Community variable provides good results for brand image.
2. The total influence for the t-count value for Community is 3.597 which is greater than the t-table value of 1.96 and the sig t value for Community is 0.000 which is smaller than alpha (0.05). Based on the results obtained, H0 is rejected and H1 is accepted for Community. Thus, in total, Community has a significant influence on Business Growth, meaning that the direction of the influence is positive, indicating that the Community variable provides good results for Business Growth.
3. The total influence for the t-count value for Content is 5.143, which is greater than the t-table value of 1.96 and the sig t value for Content is 0.000, which is smaller than alpha (0.05). Based on the results obtained,

H0 is rejected and H1 is accepted for Content..Thus, overall, content has a significant influence on brand image, meaning the direction of the influence is positive, indicating that the content variable can provide good results on brand image..

4. The total influence for the t-count value for Content is 4.531, which is greater than the t-table value of 1.96 and the sig t value for Content is 0.000, which is smaller than alpha (0.05). Based on the results obtained, H0 is rejected and H1 is accepted for Content..Thus, overall, Content has a significant influence on business growth, meaning the direction of the influence is positive, indicating that the Content variable provides good results for business growth..
5. The total influence for the calculated t value for Brand Image is 14.404 which is greater than the t table value of 1.96 and the sig t value for Brand Image is 0.000 which is smaller than alpha (0.05). Based on the results obtained, H0 is rejected and H1 is accepted for Brand Image..Thus, partially, brand image has a significant effect on business growth, meaning the direction of the effect is positive, indicating that the brand image variable provides good results for business growth..

CONCLUSION

1. Partially, Community has a significant influence on brand image, meaning the direction of the influence is positive, indicating that the Community variable provides good results on brand image.
2. Partially, the Community does not have a significant effect on Business Growth, meaning the direction of the influence is negative, indicating that the Community variable does not provide good results on Business Growth.
3. Partially, content has a significant influence on brand image, meaning the direction of the influence is positive, indicating that the content variable can provide good results on brand image..
4. Partially, content has a significant effect on business growth, meaning the direction of the effect is negative, indicating that the content variable does not provide good results for business growth..
5. Partially, brand image has a significant effect on business growth, meaning the direction of the influence is positive, indicating that the brand image variable provides good results for business growth.

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