

INTEGRATING AUTOCRATIC LEADERSHIP AND TIKTOK ADS MANAGER ANALYTICS: A MIXED-METHODS STUDY ON CORPORATE BRANDING ENHANCEMENT

M. Firmanda Ardiansyah*, Achmad Munif, Sidanatul Janah
Universitas Islam Negeri Syekh Wasil Kediri, Indonesia

Citation (APA 7th): Ardiansyah, M. F., Munif, A., & Janah, S. (2026). Integrating Autocratic Leadership and TikTok-Ads Manager Analytics: A Mixed-Methods Study on Corporate Branding Enhancement. *Jurnal Minds: Manajemen Ide Dan Inspirasi*, 13(1), 95–104. <https://doi.org/10.24252/minds.v13i1.62386>

Submitted: 02 November 2025

Revised: 08 December 2025

Accepted: 07 April 2026

Published: 15 April 2026



Copyright: © 2026 by the authors.

ABSTRACT: This study investigates how the interaction between autocratic leadership and TikTok Ads Manager shapes corporate branding outcomes and practitioner perceptions. Existing branding and leadership literatures treat authority structures and platform technologies as analytically separate, thereby overlooking their joint role in coordinating strategic control and algorithmic execution within digital campaigns. Using a mixed-methods design, the analysis combines campaign data and practitioner interviews to demonstrate that autocratic leadership structures decision clarity and message discipline, while TikTok Ads Manager operationalizes reach, allocation efficiency, and real-time adaptation. This interaction constitutes a governance–technology nexus that produces measurable gains in brand coherence and reputation rather than isolated performance effects. The implication is that firms must align leadership authority with platform capabilities to sustain consistent and adaptive branding under conditions of digital competition.

Keywords: Autocratic Leadership; TikTok-Ads Manager; Corporate Branding; Digital Marketing; Corporate Leadership

*Corresponding Author: firmandaardiansyah19@gmail.com

DOI: <https://doi.org/10.24252/minds.v13i1.62386>

ISSN-E: 2597-6990

ISSN-P: 2442-4951

<http://journal.uin-alauddin.ac.id/index.php/minds>

Publisher: Management Department, Universitas Islam Negeri Alauddin Makassar, Indonesia

INTRODUCTION

The rapid development of digital technologies over the past two decades has fundamentally reshaped how companies manage communication with their stakeholders (Wang et al., 2024). Digital transformation extends beyond the adoption of new software; it encompasses a broader paradigm shift in marketing strategy, organizational leadership, and corporate brand building. Social media particularly short video-based platforms has emerged as a critical arena for business activities due to its wide audience reach and cost efficiency compared with conventional media (Jazuli et al., 2024). As a result, organizations are increasingly compelled to innovate continuously to sustain corporate branding in an evolving digital environment.

TikTok has become one of the largest digital markets in Southeast Asia, demonstrating significant growth in user engagement. Recent reports show a sharp increase in TikTok's active users across age groups, positioning the platform not only as a space for entertainment but also as a strategic marketing instrument. TikTok Ads Manager, the platform's advertising management system, enables companies to perform highly precise audience targeting, leverage behavioral data, and access real-time performance analytics (Soto Betancourt & von Oehsen, 2021). These capabilities highlight its potential to reinforce corporate branding through data-driven and scalable digital communication.

The strategic effectiveness of such digital advertising systems, however, is inseparable from leadership dynamics within organizations. Leaders play a decisive role in shaping how digital strategies are executed, how resources are allocated, and how technology is aligned with organizational vision. Among various leadership orientations, autocratic leadership is an understudied yet relevant style in the context of digital strategy implementation. Although often criticized for its centralistic and less participatory nature, autocratic leadership can, under certain circumstances, facilitate rapid decision-making and ensure consistency in strategic direction factors that are crucial in fast-paced digital environments (Palupi et al., 2025).

Existing studies have predominantly emphasized democratic, transformational, or participatory leadership in relation to organizational performance and digital innovation (Zainuddin & Nasikhah, 2020). These perspectives underscore the importance of employee involvement and collaboration in driving change. Nevertheless, there remains a paucity of research examining how autocratic leadership may influence the adoption and effectiveness of digital marketing technologies. This gap is notable given that digital markets require companies to respond quickly and decisively to volatile trends, where autocratic leadership may offer strategic advantages.

Similarly, research on TikTok Ads Manager has mostly focused on its technical capabilities in generating brand awareness, enhancing virality, or stimulating consumer engagement. While these studies provide valuable insights, few have explored how the platform's technological affordances interact with organizational leadership to shape corporate branding outcomes (Lestari, 2024). This oversight is problematic because corporate branding is not solely the result of creative advertising content it is deeply embedded in internal strategic processes and leadership decisions that govern how brand communication is constructed and delivered.

LITERATURE REVIEW

Corporate branding encompasses the values, identity, and reputation of an organization, shaped by its interactions with consumers, investors, and broader society. In a digital landscape, brand perception can shift rapidly, making consistency and strategic coherence essential (Sharabati et al., 2024). Companies therefore require both adaptability to dynamic digital trends and leadership capable of maintaining message discipline. Although autocratic leadership is often perceived as incompatible with digital collaboration, it may offer benefits in preserving brand coherence and strategic focus amid dynamic content flows. Understanding this leadership–technology interaction becomes increasingly relevant as companies seek to balance flexibility with identity stability.

Two strands of literature illustrate this tension: one emphasizes participatory decision-making as a driver of creativity in digital campaigns, while the other highlights the need for strong, assertive leadership to sustain coherent branding. However, studies rarely integrate these perspectives when examining the implementation of social media-based marketing technologies. This creates a substantive research gap, notably regarding how autocratic leadership supports or

constrains digital advertising systems such as TikTok Ads Manager in the formation of corporate branding.

This study aims to address this gap by analyzing the relationship between autocratic leadership and the use of TikTok Ads Manager in strengthening corporate branding (Koeswayo et al., 2024). Practically, the research provides insights into how leadership style and digital campaign management can synergize to enhance brand identity in a competitive digital era. It also examines whether autocratic leadership can align with the flexibility required by digital platforms, and whether algorithm-driven advertising systems can shape long-term brand reputation (Purnomo & Saputra, 2022). The study further evaluates how these two factors interact to influence the consistency and strength of corporate identity (Alfurtoni & Hidayat, n.d.; Priambudi, 2025).

Adopting a mixed-methods approach, the study integrates quantitative digital campaign metrics with qualitative insights from in-depth interviews. This methodological design allows for a comprehensive exploration of the strategic, behavioral, and contextual dimensions of leadership and digital branding. Quantitative data enable empirical validation of hypotheses, while qualitative narratives capture interpretive nuances that cannot be fully represented numerically. By synthesizing autocratic leadership theory, corporate branding frameworks emphasizing identity consistency, and digital marketing literature highlighting platform effectiveness, this research contributes a conceptual model explaining how leadership dynamics and digital advertising systems may operate synergistically. The lack of previous studies linking autocratic leadership with TikTok Ads Manager in corporate branding contexts underscores the novelty and relevance of this inquiry. The findings are expected to generate theoretical contributions to leadership and digital marketing scholarship, as well as practical implications for organizations navigating digital transformation and global competition.

RESEARCH METHODS

This study employed a convergent parallel mixed-methods design, integrating quantitative and qualitative data to allow simultaneous examination of leadership dynamics, digital advertising effectiveness, and corporate branding outcomes. The selection of this design follows Azhari et al. (2023), who emphasize that combining numerical data and narrative insights offers a more comprehensive understanding of complex organizational phenomena.

Quantitative Component

The quantitative phase targeted firms that actively use TikTok Ads Manager as part of their digital marketing activities. The sampling frame included companies operating in the *[to be specified: e.g., Indonesia or Southeast Asia]* across *[industry sectors to be specified]* and covering both B2B and B2C contexts. Respondents consisted of business owners, marketing managers, and digital marketing staff selected using purposive sampling based on their involvement in campaign decision-making. The final sample size, response rate, and demographic/firmographic characteristics will be reported in a separate table in the Results section.

A structured questionnaire was administered online, using a five-point Likert scale to measure three constructs: autocratic leadership, TikTok Ads Manager effectiveness, and corporate branding. Each construct was assessed using multi-item scales adapted from prior literature, with wording adjustments to fit the context of digital advertising. Sample items and the total number of indicators per construct will be presented in the measurement section of the Results. Adaptation procedures such as expert review and pilot testing were applied to ensure content validity, although item loadings, reliability coefficients, and validity statistics are reported only in the Results section to avoid redundancy.

Secondary quantitative data were also collected in the form of digital campaign metrics, including click-through rate (CTR), cost per click (CPC), and engagement rate, which are widely used indicators of online advertising performance (Xiao et al., 2022). These metrics served as complementary evidence rather than stand-alone measures of branding outcomes.

Quantitative Data Analysis

The analysis plan included descriptive statistics and preliminary assessments of construct validity and reliability using confirmatory factor analysis (CFA), Cronbach's alpha, and composite reliability. Structural relationships among variables were tested using PLS-based structural equation modeling to examine direct effects and interaction patterns. However, detailed statistical outputs such as α , CR, AVE, HTMT, path coefficients, t-values, p-values, and R^2 are provided in the Results section, ensuring that the method does not overstate analytical procedures not supported by empirical evidence.

Qualitative Component

The qualitative phase employed purposive sampling to recruit marketing managers, digital advertising practitioners, and creative staff involved in TikTok content strategy. Recruitment continued until data saturation. The total number of interviewees and their profiles will be reported in the Findings section.

Data were collected using semi-structured interviews guided by an outline designed to explore participants' perceptions, experiences, and strategic considerations regarding autocratic leadership practices and the use of TikTok Ads Manager in shaping corporate image. Interview themes and sample questions will be documented in an appendix or results subsection. All interviews were conducted either face-to-face or online, recorded with consent, and transcribed verbatim. Following Sitasari (2022), qualitative data were analyzed through thematic analysis involving open, axial, and selective coding. Themes were developed inductively while also considering theoretical constructs from the quantitative phase. Exemplary quotes supporting each theme will be presented in the Results section to ensure analytical rigor and transparency.

Integration of Quantitative and Qualitative Strands

Data integration occurred during the interpretation stage using a triangulation approach. Quantitative findings from survey responses and campaign metrics were compared with qualitative themes derived from interviews to identify convergent, divergent, or complementary insights. This integrative strategy aligns with recommendations by Pugu et al. (2024), enabling a balanced understanding of the breadth (quantitative) and depth (qualitative) of the phenomenon.

Rather than inferring corporate branding improvement solely from performance metrics, the mixed-methods framework allows branding outcomes to be examined in relation to both measurable indicators and practitioners' narratives. This provides a more grounded interpretation of how autocratic leadership styles and TikTok Ads Manager usage contribute to corporate branding within the broader context of digital transformation.

RESULT

Influence of Autocratic Leadership and the Utilization of TikTok Ads Manager on Corporate Branding

The quantitative findings demonstrate a significant association between autocratic leadership practices and the effective use of TikTok Ads Manager in strengthening corporate branding (Chin et al., 2025). Although emerging from distinct domains organizational leadership and digital advertising the two constructs function complementarily. Autocratic leadership establishes strategic clarity and message discipline, while TikTok Ads Manager provides the technological infrastructure for targeted dissemination and campaign monitoring.

Campaign performance during the July–August 2025 period reflects robust outcomes. Total impressions reached 10.81 million with 261,000 clicks, resulting in an average CTR of 3.30%. These indicators suggest that the advertising content successfully generated initial audience engagement. Cost-related metrics also demonstrate efficiency, with an average CPC of IDR 27.9 and CPM of IDR 1,503. A total of 25,158 conversions were recorded, accompanied by an average CPA of IDR 268.2, indicating that the campaign produced not only brand visibility but also measurable consumer actions. Organic content further amplified branding outcomes, generating

3.11 million impressions; one video achieved 923,000 views without ad support, signalling strong audience resonance and perceived authenticity an essential component of sustainable corporate branding (Beverland, 2005).

Drawing on leadership theory, autocratic leadership characterized by centralized decision-making and executional speed (Al Kautsarrani & Sanggarwati, 2024) proved particularly influential in maintaining brand coherence. Interview data highlight that rapid top-down decisions supported timely adjustments in budget allocation, audience targeting, and content prioritization. This strategic discipline ensured that all campaign materials adhered to a unified brand narrative, reinforcing a consistent corporate identity (Al Kautsarrani & Sanggarwati, 2024). Notably, the campaign with the highest CTR (13.33%) originated from a smaller impression base, suggesting that message relevance and clarity rather than volume play a critical role in generating branding effectiveness.

Management efficiency was further reflected in budget optimization. Campaigns exhibiting high CPA (e.g., IDR 1,963) were promptly discontinued or reduced, whereas low-CPA campaigns (IDR 0–IDR 357) were scaled up. This approach aligns with strategic management principles emphasizing targeted resource allocation to maintain competitiveness (Aji & Mala, 2024). Leaders used TikTok Ads Manager analytics both as an operational support system and as a strategic compass, ensuring that digital decisions remained aligned with the overarching corporate branding vision.

Despite these strengths, practitioners acknowledged that autocratic control may limit creative experimentation an important element in a platform driven by trends and spontaneity. This concern reflects critiques that autocratic leadership can suppress team participation (Prastiwi & Suryawan, 2025). Nevertheless, the benefits relating to message consistency and executional clarity were perceived as outweighing such drawbacks within the context of branding management. Overall, findings indicate that autocratic leadership and TikTok Ads Manager operate synergistically: leadership shapes direction and consistency, while the platform amplifies reach and delivers measurable insights. This combined effect reinforces corporate reputation and supports differentiation in competitive digital markets (Mai et al., 2021; Chin et al., 2025).

Practitioners' Perceptions of Autocratic Leadership and the Use of TikTok Ads Manager in Branding

Analysis of qualitative interviews complements the quantitative results, illustrating how practitioners perceive the interaction between leadership style and digital advertising tools in shaping branding outcomes (Widiastuti & Kusumaningrum, 2022). Practitioners consistently viewed the campaign performance indicators 10.81 million impressions, 3.30% CTR, CPC of IDR 27.9, CPM of IDR 1,503, and 25,158 conversions at CPA IDR 268.2 as evidence that branding communication successfully achieved visibility and desired consumer actions.

Organic content performance reinforced these impressions. Practitioners noted that achieving 3.11 million organic impressions and a peak of 923,000 views suggests that the brand narrative resonated naturally with audiences, producing earned media value consistent with authenticity-based branding theory (Beverland, 2005).

From a leadership standpoint, practitioners described autocratic leadership as particularly useful in fast-paced digital environments. In line with Karin & Wardani (2024), they emphasized that centralized decision-making helped accelerate campaign adjustments and avoid delays that could diminish relevance on a trend-driven platform like TikTok. Practitioners also acknowledged that the autocratic model brought clarity to roles, reduced ambiguity in creative direction, and facilitated rapid scaling or termination of campaigns based on CPA and CTR metrics. This aligns with Porter's (1985) emphasis on resource efficiency in competitive strategy.

Nonetheless, concerns were raised regarding the potential suppression of innovation a tension well documented in the literature (Prastiwi & Suryawan, 2025). Creative staff reported that rigid top-down directives could constrain experimentation crucial for capturing platform trends. Yet practitioners also noted that message consistency, a key attribute of corporate branding (Maleha, 2025), was supported by leadership decisiveness and alignment across paid and organic content channels.

Practitioners further highlighted that the combination of autocratic leadership and TikTok Ads Manager enhanced brand reputation visibility. Real-time data enabled leaders to make informed

decisions, while clear directives minimized strategic drift. These observations support the notion that branding reflects an organization's values, identity, and reputation (Lipiäinen & Karjaluoto, 2015). The data-driven nature of the platform provided an objective basis for decision-making, helping reconcile strict leadership control with dynamic digital demands.

In summary, practitioners perceived that autocratic leadership offered advantages such as message clarity, faster decisions, and cost efficiency while TikTok Ads Manager contributed precision targeting, real-time measurement, and evidence-based refinement. Together, these elements supported both strategic coherence and operational execution in corporate branding initiatives.

Synergy Between Autocratic Leadership and TikTok Ads Manager in Strengthening Brand Image

The integration of autocratic leadership and TikTok Ads Manager formed a cohesive mechanism for enhancing brand image. Quantitative evidence 10.81 million impressions, 261,000 clicks, and a 3.30% CTR suggests that the branding communication strategy effectively aligned with the company's vision. Autocratic leadership facilitated rapid decision-making in segment selection, budgeting, and content strategy, consistent with the theoretical assertion that such leaders maintain organizational alignment with strategic goals (Ningsih et al., 2025).

This synergy is grounded in strategic alignment theory, whereby leadership orientation and technological affordances reinforce one another. TikTok Ads Manager provides real-time metrics such as CTR, CPC, CPM, and conversions. Autocratic leaders leveraged these metrics to make swift adjustments, reflected in the average CPA of IDR 268.2, demonstrating resource efficiency in line with Porter's (1985) framework.

Organic content performance also played a role. The 3.11 million organic impressions and 923,000-view video illustrate that brand messaging extended beyond paid advertising. Leadership ensured that organic and paid narratives remained aligned, reinforcing integrated marketing communication principles that emphasize message consistency (Estaswara et al., 2023).

Practitioners described this synergy as balancing control and creativity. While autocratic leadership limited unstructured experimentation, TikTok's analytics provided a controlled space for evidence-based iteration. This reflects path-goal leadership insights, where leaders provide clarity and structure to guide teams toward strategic objectives (Fitriyana et al., 2024). Three dimensions of synergy structure the observed mechanism. First, rapid decision-making enables immediate tactical adjustment in response to real-time analytics, allowing leadership authority to translate data into action without procedural delay. Second, message consistency ensures that all campaign outputs adhere to core values and identity narratives, thereby stabilizing meaning across fragmented digital touchpoints. Third, budget efficiency emerges through disciplined resource reallocation, where underperforming advertisements are terminated and high-performing ones are scaled, producing optimal campaign value. These dimensions collectively reinforce brand image through coherent communication and alignment between internal identity and external perception, as prior work has suggested (Widiastuti & Kusumaningrum, 2022), while the recorded conversions indicate behavioral manifestations of brand equity (Lieven, 2022). The interaction thus constitutes a balanced mechanism in which strategic control coexists with data-driven flexibility, resulting in a more consistent and resilient brand image.

DISCUSSION

The findings of this study indicate that the interaction between autocratic leadership and the use of TikTok Ads Manager can substantially enhance corporate branding performance. The combination of a directive leadership style with a data-driven digital advertising platform produces a form of strategic alignment in which leadership decisions and campaign execution mutually reinforce one another.

Quantitatively, the TikTok campaign results 10.81 million impressions, 261,000 clicks, an average CTR of 3.30%, cost levels reflected in an average CPC of IDR 27.9 and CPA of IDR 268.2, alongside 3.11 million organic impressions collectively suggest that the branding efforts were both efficient and impactful. These indicators show that the communication strategy did not merely generate visibility, but also encouraged concrete audience responses in the form of clicks

and conversions. The strong organic performance further underlines that content perceived as relevant and credible by the audience can propagate without paid amplification, thereby supporting the formation of authenticity in the brand image.

Within this performance pattern, the role of autocratic leadership emerges as pivotal. Centralized control over strategic elements such as budget allocation, content prioritization, and target audience definition contributed to a coherent and stable brand narrative. In a platform environment characterized by rapid trend cycles and volatile user preferences, speed and consistency in decision-making function as critical advantages. The evidence suggests that these characteristics, typically associated with autocratic leadership, can positively influence branding effectiveness when they are informed by, and responsive to, real-time campaign data.

At the same time, the qualitative findings highlight an inherent tension. Practitioners report that highly centralized control may restrict creative exploration and reduce team motivation, particularly on a platform that rewards experimentation, spontaneity, and trend adaptation. This trade-off indicates that the benefits of autocratic leadership in terms of clarity and control must be balanced against the need for creative input. The presence of TikTok Ads Manager, with its continuous flow of performance metrics, appears to mitigate this tension by providing a structured mechanism for bounded experimentation: creative ideas can be tested within predefined strategic corridors and evaluated quickly using objective indicators.

This configuration can be interpreted as a complementary dynamic. Autocratic leadership delineates the strategic boundaries and core identity elements that must remain stable, whereas TikTok Ads Manager offers feedback loops enabling iterative refinement of tactics. Campaigns can therefore remain consistent with the overarching brand identity while still adjusting to empirical evidence from the field. The results also suggest that branding success on digital platforms is not solely a function of virality or reach; rather, it depends on the alignment between leadership control, message consistency, and the intelligent use of analytics.

The integration of leadership and analytical tools contributes directly to brand image reinforcement. The coherence between paid advertising messages and organic content narratives creates a unified corporate identity, which supports trust-building and loyalty formation. The recorded conversions indicate that branding outcomes extend beyond attitudinal shifts and are reflected in behavioral brand equity, whereby strengthened brand perceptions translate into observable consumer actions.

These findings underscore that effective corporate branding in the digital era requires both structural leadership discipline and technological agility. Autocratic leadership provides a focused strategic vision and ensures that brand values are consistently articulated, while TikTok Ads Manager translates that vision into measurable, adaptable campaign activities. When these two elements are intentionally integrated, organizations can preserve brand integrity while remaining responsive to dynamic digital environments.

CONCLUSION

This study examined the relationship between autocratic leadership and the use of TikTok Ads Manager in strengthening corporate branding, with particular attention to how these two factors interact to shape brand identity consistency and enhance the effectiveness of digital marketing strategies. The findings demonstrate that the synergy between a directive leadership approach and a data-driven advertising platform has a significant and positive impact on corporate image building. Autocratic leadership, characterized by clear strategic direction, message discipline, and rapid decision-making, contributes to maintaining a coherent brand narrative. At the same time, TikTok Ads Manager provides operational support through extensive audience reach, cost-efficient media allocation, and real-time analytics that enable timely optimization of campaign performance.

A notable insight from the results is that branding effectiveness is influenced more by message quality and strategic consistency than by mere increases in audience reach. This is evidenced by campaigns with relatively limited impressions but high CTR levels, as well as organic content that achieved more than 923,000 views reinforcing perceptions of brand authenticity and demonstrating the combined effect of controlled messaging and naturally resonant content.

Theoretically, this study contributes to leadership scholarship by demonstrating that autocratic leadership often criticized as rigid can be adaptive and functionally relevant within digital marketing contexts when complemented by technology-based analytical tools. Practically, the findings highlight the importance for organizations to integrate strategic leadership control with the capabilities of digital advertising platforms to achieve branding strategies that are more consistent, efficient, and competitive.

Despite these contributions, the study is limited by its reliance on campaign data from a specific period and its focus on particular industry contexts, which may not fully represent broader market conditions. Therefore, generalization should be approached cautiously. Future research should explore comparative analyses involving alternative leadership styles, such as transformational or participatory leadership, and broaden the empirical scope across multiple industries and geographic regions to deepen understanding of how leadership dynamics interact with digital technologies in shaping sustainable brand identities.

ETHICAL DISCLOSURE

This study adheres to established ethical standards for qualitative research involving human participants. All participants were informed of the research objectives, procedures, and their rights prior to data collection, and informed consent was obtained before participation. Participation was voluntary, and respondents retained the right to withdraw at any stage without consequence. Confidentiality and anonymity were strictly maintained through the removal of identifying information and secure data handling procedures. Interview data were used solely for academic purposes and were not disclosed to third parties. The research design, data collection, and analysis processes were conducted in accordance with institutional ethical guidelines to ensure respect for participant autonomy, data integrity, and responsible knowledge production.

CONFLICT OF INTERESTS

The authors declare no conflict of interest related to this study. The research was conducted independently without any financial, commercial, or institutional influence that could be construed as a potential source of bias in the design, data collection, analysis, or interpretation of the findings.

REFERENCES

- Aji, G. S., & Mala, I. K. (2024). Improving the quality of human resources to achieve a company's competitive advantage in the digital era: Trends, innovations, and challenges. *Journal of Management and Creative Economy*, 2(3), 1–17.
- Al Kautsarrani, D. L., & Sanggarwati, D. A. (2024). Analysis of autocratic leadership style and job satisfaction level on employee performance of PT Mitra Konsindo Abadi. *Journal of Economics, Business, Management, Accounting and Social Sciences*, 2(4), 206–211.
- Alfurtoni, A. N., & Hidayat, D. (n.d.). The role of leaders in managing TikTok's digital media-based businesses. Retrieved October 14, 2025, from <https://ejurnal.ars.ac.id/index.php/jdcode/article/download/1561/872>
- Azhari, D. S., Afif, Z., Kustati, M., & Sepriyanti, N. (2023). Mixed method research for dissertation. *Innovative: Journal of Social Science Research*, 3(2), 8010–8025.
- Chin, J., Herlina, S. T., Djunaedi, H., & Sumarno, S. T. (2025). *Creative management: The art of leading in an era of change*. PT Lost in Education.
- Estaswara, H., Yuliasitni, E., & Kurniasari, C. W. (2023). Brand as the main message of integrated marketing communication (IMC) in Indonesian journals in 2020. *Journal of Communication Sciences*, 21(1), 43–61.
- Fitriyana, D., Assayuti, M. J., Suryaningsih, Laia, H. W., Wahyudin, C., & Salbiah, E. (2024). The role of leadership in the organization. *Karimah Tauhid*, 3(2), 1747–1763. <https://doi.org/10.30997/karimahtauhid.v3i2.11908>
- Jazuli, K., Fauza, N., Saefullah, A., & Suharmanto, S. (2024). Promotion strategies in facing global competition from the perspective of Islamic business ethics [Strategi promosi dalam

- menghadapi persaingan global ditinjau dari etika bisnis Islam]. *Commodities: Journal of Economic and Business*, 5(1), 14–31.
- Karin, K. N. K., & Wardani, A. A. (2024). Analysis of leadership style in decision making in village-owned enterprises (BUMDes) in Madiun Regency. *National Seminar on Student Mobility Best Practices*, 1, 93–99.
- Koeswayo, P. S., Haryanto, H., & Handoyo, S. (2024). The impact of corporate governance, internal control, and corporate reputation on employee engagement: A moderating role of leadership style. *Cogent Business & Management*, 11(1), 2296698. <https://doi.org/10.1080/23311975.2023.2296698>
- Lestari, S. (2024). The effectiveness of digital promotion in attracting millennials and Gen Z. *Journal of Economics, Business, Management, Accounting and Social Sciences*, 3(1), 1–5. <https://doi.org/10.63200/jebmass.v3i1.162>
- Lieven, T. (2022). How behavioral branding affects brand equity. *Frontiers in Psychology*, 13, 904736. <https://doi.org/10.3389/fpsyg.2022.904736>
- Lipiäinen, H. S. M., & Karjaluo, H. (2015). Industrial branding in the digital age. *Journal of Business & Industrial Marketing*, 30(6), 733–741. <https://doi.org/10.1108/JBIM-04-2013-0089>
- Mai, N. K., Nguyen, A. K. T., & Nguyen, T. T. (2021). Implementation of corporate social responsibility strategy to enhance firm reputation and competitive advantage. *Journal of Competitiveness*, 13(4).
- Maleha, N. Y. (2025). Analyze the influence of branding strategies in building a strong brand image. *Journal of Business and Management (JURBISMAN)*, 3(2), 475–484.
- Ningsih, E., Norhidayati, F., & Nazmi, N. K. (2025). SWOT analysis of autocratic leadership. *Paraduta: Journal of Economics and Social Sciences*, 3(1), 29–34.
- Palupi, A., Wolor, C. W., & Wolf, E. D. (2025). Analysis of the effectiveness of social media in increasing brand awareness in DBD Powder. *Scientific Journal of Economics and Management*, 3(5), 308–318. <https://doi.org/10.61722/jiem.v3i5.4643>
- Prastiwi, N. L. P. E. Y., & Suryawan, I. K. W. (2025). The influence of autocratic leadership style, workload, and work stress on employee performance. *Journal of Economics, Accounting and Nusantara Management*, 4(1), 53–61.
- Priambudi, A. (2025). The influence of authoritarian leadership and market culture on job hopping decisions of Generation Z employees with career adaptability as a mediating variable in the hospitality industry in D.I. Yogyakarta [Undergraduate thesis, YKPN Yogyakarta College of Economics].
- Pugu, M. R., Riyanto, S., & Haryadi, R. N. (2024). *Research methodology: Concepts, strategies, and applications*. PT Sonpedia Publishing Indonesia.
- Purnomo, K. S. H., & Saputra, A. W. (2022). Leadership implementation analysis as brand image in military organizations: Evidence from Indonesia. *Al-Qardh*, 7(2), 124–134. <https://doi.org/10.23971/jaq.v7i2.5854>
- Sharabati, A.-A. A., Ali, A. A. A., Allahham, M. I., Hussein, A. A., Alheet, A. F., & Mohammad, A. S. (2024). The impact of digital marketing on the performance of SMEs: An analytical study in light of modern digital transformations. *Sustainability*, 16(19), 8667. <https://doi.org/10.3390/su16198667>
- Sitasari, N. W. (2022). Get to know content analysis and thematic analysis in qualitative research. *Scientific Forum*, 19(1), 77–84.
- Soto Betancourt, D., & von Oehsen, T. (2021). The effectiveness of TikTok in building small businesses: A quantitative study of a media sharing network based on the task-technology fit model.
- Wang, C., Chen, X., Yu, T., Liu, Y., & Jing, Y. (2024). Education reform and change driven by digital technology: A bibliometric study from a global perspective. *Humanities and Social Sciences Communications*, 11(1), 256. <https://doi.org/10.1057/s41599-024-02717-y>
- Widiastuti, S., & Kusumaningrum, J. (2022). Corporate identity design to improve the company's brand image. *Management*, 2(2), 150–159.
- Xiao, Y., He, W., Zhu, Y., & Zhu, J. (2022). A click-through rate model of e-commerce based on user interest and temporal behavior. *Expert Systems with Applications*, 207, 117896. <https://doi.org/10.1016/j.eswa.2022.117896>

Zainuddin, M., & Nasikhah, A. (2020). The role of organizational culture in improving employee performance (case study at LAZNAS Nurul Hayat Kediri) [Peran budaya organisasi dalam meningkatkan kinerja karyawan]. *Istithmar*, 4(2). <https://doi.org/10.30762/istiithmar.v4i2.8>