



**JURNAL THE MESSENGER  
AUTHORS' STATEMENT OF ORIGINALITY**

To:  
Editor-in-Chief  
Jurnal The Messenger

With this letter I/We declare that:

Title of Article : Marketing Communications Across Generations: Insight  
from Indonesia's Online Marketplaces  
Author(s) Name : 1. Widarto Rachbini  
2. Diana Anggraeni  
3. Ahmad Badari Burhan  
4. Rina Sovianti  
5. Emi Rahmawati

has been approved by the co-author/s to be published in the [Jurnal The Messenger], does not contain plagiarism as a whole or in parts, and is not currently being submitted/processed in other journals.

Jakarta, March, 27, 2025

**Authors**

**Signatures**

1<sup>st</sup> Dr. Ir. Widarto Rachbini, M.Si

2<sup>nd</sup> Dr. Diana Anggraeni, S.IP.,M.M., M.I.Kom

3<sup>rd</sup> Dr. Ir. Ahmad Badari Burhan, MBA., M.I.Kom



4<sup>th</sup> Dr. Rina Sovianti, S.IP., M.I.Kom



5<sup>th</sup> Emi Rahmawati, S.E., M.Si



\*Send this signed form to [jurnalthemessenger@usm.ac.id](mailto:jurnalthemessenger@usm.ac.id)