DAFTAR PUSTAKA


APJII (Asosiasi Pengusaha Internet Indonesia). Penetrasi dan Perilaku Internet Indonesia 2016; Available from http://www.apjii.or.id; Internet; accessed 6 July 2017


Campbell, D.E and R.T. Wright, “Shut-Up I Don't Care: Understanding the Role of Relevance And Interactivity on Customer Attitudes toward Repetitive


Logan, Kelty. (2013) *And now a word from our sponsor: Do consumers perceive advertising on traditional television and online streaming video differently?*. *Journal of Marketing Communications, 19*(4), 258-276


