

DAFTAR PUSTAKA

- Anggriawan, d. (2020). *Media Sosial, Identitas, Transformasi, dan Tantangannya*. https://books.google.co.id/books?id=q4HsDwAAQBAJ&printsec=frontcover&hl=id&source=gbs_atb#v=onepage&q&f=false, Intrans Publishing Group.
- APJII. (9 November 2020). Survei internet APJII 2019 – Q2 2020. | Tag | Survei Internet APJII 2019 – Q2 2020. <https://blog.apjii.or.id/index.php/tag/survei-internet-apjii-2019-q2-2020/>.
- Atmoko, B. D. (2012). *Instagram Handbook*. <https://www.goodreads.com/book/show/15928657-instagram-handbook>.
- Baetzgen, A. &. (2015). How can brand-owned media be managed? Exploring the managerial success factors of the new interrelation between brands and media. *International Journal on Media Management*, 17, 135–155.
- Basit, L. (2018). Fungsi Komunikasi. AL-HIKMAH: Media Dakwah, Komunikasi, Sosial Dan Budaya. <https://doi.org/https://doi.org/10.32505/hikmah.v9i2.1737>, 9, 26–42.
- Bly, R. W. (16 Desember 2021). *he Digital Marketing Handbook: A Step-by-Step Guide to Creating Website that Sells*. Amazon. <https://www.amazon.com/Digital-Marketing-Handbook-Step-Step/dp/1599186217>.
- Chaffey, D. &. (2019). *Digital Marketing*. London: Pearson.
- Chaffey, D. &. (2021). *Digital Marketing*. London: Pearson.
- Clow, K. E. (2010). *Integrated Advertising, Promotion, and Marketing Communications (5th ed.)*. New Jersey: Pearson Education.

- Dewing, M. (2010). *Social Media: An Introduction*. <https://bdp.parl.ca/staticfiles/PublicWebsite/Home/ResearchPublications/InBrief/Pdf/2010-03-e.pdf>, (Vol. 1).
- Ganiem, L. M. (2019). *Komunikasi Korporat: Konteks Teoretis Dan Praktis*. Prenada Media Group. .
- GCF. (2018). What Is Facebook? <https://edu.gcfglobal.org/en/facebook101/what-is-facebook/1/>.
- Gunelius, S. (2011). *30-Minute Social Media Marketing*. New York: McGraw Hill.
- Istiyanto, S. B. (2016). Telepon Genggam Dan Perubahan Sosial Studi Kasus Dampak Negatif Media Komunikasi dan Informasi Bagi Anak-Anak di Kelurahan Bobosan Purwokerto Kabupaten Banyumas. *Jurnal Komunikasi Ikatan Sarjana Komunikasi Indonesia*, 1, 58–63.
- Jothi, P. S. (2011). Analysis of social networking sites: A study on effective communication strategy in developing brand communication. . *Journal of Media and Communication Studies*, 3, 234–242. .
- Kannan, P. K. (2016). Digital marketing: A framework, review and research agenda. . *Internal Journal of Research in Marketing*, 34(1), 22–45.
- Kannan, P. K. (2017). Digital marketing: A framework, review and research agenda. *Internal Journal of Research in Marketing*, 34(1), 22–45. .
- Kotler, P. (2010). *Manajemen Pemasaran. 13th edition*. Jakarta: Erlangga.
- Kotler, P. (2012). *Kotler on Marketing*. Simon and Schuster.
- Kotler, P. & Armstrong, G. (2016). *Principles of Marketing. 16th edition*. England: Pearson Education Limited
- Lee, H. &. (2020). Digital advertising: present and future prospects. *International Journal of Advertising*, 39(3), 332–341.

- Meeker, M. &. (2018). Internet trends 2018 .
<https://hybg.cebnet.com.cn/upload/internet-trends-2018/internet-trends-2018-en.pdf>.
- Meikle, G. (2016). Social Media: Communication, Sharing and Visibility.1st edition.
<https://westminsterresearch.westminster.ac.uk/item/9vv58/social-media-communication-sharing-and-visibility>., Routledge. .
- Nasrullah, D. R. (2015). *Media Sosial*. Simbiosia Rekatama Media. .
- Nauman, A. Q. (2020). Multimedia Internet of Things: A comprehensive survey.
<https://ieeexplore.ieee.org/stamp/stamp.jsp?tp=&arnumber=8950450> , IEEE Access, 8, 8202-8250. .
- Pardillo, J. C. (2019). *Business Communication*. Canada: Society Publishing.
- Senior Desain Grafis, C. (2021). *Arti Logo BSD dan Sinar Mas Land*.
- Shaw, M. (2012). *Copywriting: Successful Writing for Design, Advertising, and Marketing* (2nd ed.). London: Laurence King Publishing.
- Shinta, A. (2011). *Manajemen Pemasaran*. . Universitas Brawijaya Press. .
- Smith, P. R. (2017). *Digital Marketing Excellence: Planning, optimizing and integrating on*. Taylor & Francis. .
- Taprial, V. &. (2012). *Understanding Social Media*. Ventus Publishing ApS.
- Tbk., P. B. (2020). *Transformasi Pengalaman, Mewujudkan Masa Depan Sejahtera*. Serpong: PT. Bumi Serpong Damai, Tbk. .
- Tuten, T. L. (2020). *Social Media Marketing*. . AGE Publications Ltd.
- Wirianti, F. &. (2017). Electronic Word of Mouth Communication Analysis on Visitation Decision Making Process Using AISAS Model on Instagram Users : Study on Visit Decision to Japan. 680-695.

Yuhefizar. (2013). *Cara Mudah dan Murah Membangun dan Mengelola Website*. Yogyakarta: Graha Ilmu.

Zahay, D. (2015). *Digital Marketing Management: A Handbook for the Current (or Future) CEO*. Business Expert Press.

