

DAFTAR PUSTAKA

- Armstrong, G., Opresnik, M. O., & Kotler, P. (2017). *Principles of Marketing*. Pearson.
- Belch, M. A., & Belch, G. E. (2020). *Advertising and Promotion: An Integrated Marketing Communications Perspective*. McGraw-Hill Education.
- Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital Marketing: Strategy, Implementation & Practice*. Pearson.
- Charlesworth, A. (2018). *Digital Marketing: A Practical Approach* (3rd ed.). Routledge.
- Coviello, N., Milley, R., & Marcolin, B. (2001). Understanding IT enabled interactivity in contemporary marketing. *Journal of Interactive Marketing*, 15.
- Flew, T., & Smith, R. (2018). *New Media: An Introduction* (Third Canadian Edition ed.). Oxford University Press Canada.
- Flew, T., & Smith, R. K. (2014). *New Media: An Introduction*. Oxford University Press.
- Gafar, A. (2017). Penggunaan Internet sebagai media baru dalam pembelajaran. *Jurnal Ilmiah Universitas Batanghari Jambi*.
- Karim, A. (Ed.). (2021). *Manajemen Komunikasi Pemasaran*. Yayasan Kita Menulis.
- Kingsnorth, S. (2016). *Digital Marketing Strategy: An Integrated Approach to Online Marketing*. Kogan Page.
- Kotler, P., & Keller, K. L. (2009). *Marketing Management*. Pearson Prentice Hall.
- Mufid, M. (2015). *Etika dan Filsafat Komunikasi*. Kencana.
- Nadaraja, R., & Yazdanifard, R. (2013). Social media marketing: advantages and disadvantages. *Center of Southern New Hampshire University*, 1-10.
- Saravanakumar, M., & SuganthaLakshmi, T. (2012). Social media marketing. *Life science journal*, 9(4), 4444-4451.
- Schaffner, A. (2019). *Social Media Marketing Workbook 2019: How to Leverage The Power of Facebook Advertising, Instagram Marketing, YouTube and SEO To Explode Your Business and Personal Brand*. Independently Published.
- Smith, P. R., & Zook, Z. (2019). *Marketing Communications: Integrating Online and Offline, Customer Engagement and Digital Technologies*. KoganPage.
- Sundar, S. S., & Limperos, A. M. (2013). Uses and grats 2.0: New gratifications for new media. *Journal of Broadcasting & Electronic Media*, 57(4), 504-525.
- West, R., & Turner, L. (2009). *Introducing Communication Theory: Analysis and Application* (Fourth ed.). McGraw-Hill Education.

- West, R., & Turner, L. (2018). *Introducing Communication Theory: Analysis and Application* (Sixth ed.). McGraw-Hill Education.
- Widyastuti, S. (2017). *Manajemen Komunikasi Pemasaran Terpadu* (1st ed.). FEB-UP Press.

