

DAFTAR PUSTAKA

- Ariyadi, W. (2020). *Jurus Jitu Menguasai Copywriting : Strategi Sukses Membangun Bisnis dan Meningkatkan Pemasaran*. Yogyakarta: Unicorn Publishing.
- Berthon, P., Pitt, L., Plangger, K. & Shapiro, D. (2012). Marketing Meets Web 2.0, Social Media and Creative Consumers: Implications for International Marketing Strategy. *Business Horizons*, 55(3), 263
- Braithwaite, P. S., Schrod, P. (2022). *Engaging theories in interpersonal communication* (3rd Ed.). New York: Routledge.
- Cangara, H. (2018). *Pengantar Ilmu Komunikasi* (4th Ed.). Depok: PT Rajagrafindo.
- Chaffey, D. (2022). *Global social media statistics research summary 2022*. Diakses pada 15 September 2022, dari <https://www.smartinsights.com/social-media-marketing/social-media-strategy/new-global-social-media-research/>
- Dholakiya, P. (2016). *The Role and Influence of Social Media on the Modern PR Industry*. Diakses pada 16 September 2022, dari <https://www.prmention.com/blog/the-role-and-influence-of-social-media-on-the-modern-pr-industry/>
- DeVito, J., A. (2017). *The Interpersonal Communication Book* (15th Ed.). Boston: Person Education.
- Ferinia, R., Tanjung, R., Purba, B., Lestari, N., Matuti, R., Utami, N. R. et al. (2021). *Perilaku Konsumen Kepariwisataaan*. Sumatera Utara: Yayasan Kita Menulis.
- Ferrel, O. C., Hartline, M. & Hochstein, B. W. (2022). *Marketing Strategy* (8th Ed.) Boston: Cengage.
- Fuchs, C. (2021). *Social Media a Critical Introduction*. Los Angeles: SAGE Publication.
- Gaspersz, V. (2012). *All In One Marketing Excellence*. Jakarta: Vinchristo Publication.
- Griffin, E., Ledbetter, A. & Sparks, G., (2015). *A First Look at Communication Theory* (9th Ed.). New York: McGraw-Hill.
- Herlambang, S. (2019). *Basic Marketing*. Yogyakarta: Gosyen Publishing.

- Hoyer, W. D., MacInnis, D. J. & Pieters, R. (2018). *Consumer Behavior* (7th Ed.). Boston: Cengage Learning.
- Jalaludin, R. (2018). *Psikologi Komunikasi*. Bandung: Simbiosis Rekatama Media.
- Kotler, P., Burton, S., Deans, K., Brown, L. & Armstrong, G. (2015). *Marketing* (9th Ed.). French Forest: Pearson Higher Education AU.
- Lestari, P. & Saifuddin, M. (2020). Implementasi Strategi Promosi Produk Dalam Proses Keputusan Pembelian Melalui *Digital Marketing* saat Pandemi Covid-19. *Jurnal Manajemen dan Inovasi*, 3(2), 23.
- Marketing Campaign*. (2022). Diakses pada 20 November 2022, dari <https://corporatefinanceinstitute.com/resources/management/marketing-campaign/>
- McGruer, D. (2020). *Dynamic Digital Marketing: Master the World of Online and Social Media Marketing to Grow your Business*. West Sussex: John Wiley & Sons.
- McQuail, D. Windahl, S. (2013). *Communication Models*. New York: Routledge
- Nasrullah, R. (2017). *Media Sosial*. Bandung: Simbiosis Rekatama Media.
- Purboyo., Hastutik, S., Kusuma, G. P. E., Sudirman, A., Sabfadj, S.S., Wardhana, A., et al. (2021). *Perilaku Konsumen*. Bandung: Media Sains Indonesia.
- Purwanto, D. (2011). *Komunikasi Bisnis* (4th Ed.). Jakarta: Erlangga.
- Pride, W. D. & Ferrel, O. C. (2020). *Marketing*. Boston: Cengage.
- Riani, N. (2017). Model Perilaku Pencarian Informasi Guna Memenuhi Kebutuhan Informasi (Studi Literatur). *Publication Library and Information Science*, 1(2), 15.
- Ryan, D. (2014). *Understanding Digital Marketing* (3rd Ed.). London: Kogan Page.
- Setiawati, S. D., Retnasary, M., Fitriawaty, D., & Oktaviani, F. (2020). Use of Key Opinion Leader Non Public Figure in Persuasive Audiences. *Proceedings of the 1st International Conference on Recent Innovations*. DOI:10.5220/0009946825542560.

- Shankar, V. & Carpenter, G. S. (2012). *Handbook of Marketing Strategy*. Northampton: Edward Elgar Publishing.
- Singh, S. & Diamond, S. (2020). *Social Media Marketing for Dummies (4th Ed.)*. New Jersey: John Wiley & Sons.
- Soyomukti, N. (2017). *Pengantar Ilmu Komunikasi*. Yogyakarta: Ar-Ruzz Media.
- Taufik, R. (2013). *Sistem manajemen informasi* Yogyakarta: Graha Ilmu.
- Tarumingkeng, R. C. & Suwondo, C. (2017). *Digital Marketing and Social Media Analytics*. Bogor: Halaman Moeka Publishing.
- Tarver, E. (2020). *What Are Marketing Campaigns? Definition, Types, and Examples*. Diakses pada 20 November 2022, dari <https://www.investopedia.com/terms/m/marketing-campaign.asp>
- Tuten, T. L. & Solomon, M.R. (2013). *Media Marketing*. New York: SAGE Publications.
- Tuten, T. L. & Solomon, M.R. (2016). *Social Media Marketing*. London: SAGE Publications.
- Wahyuni, H. I. (2013). *Kebijakan Media Baru di Indonesia*. Yogyakarta: Gadjah Mada University Press.
- West, R. L. & Turner, L. H. (2018). *Introduction Communication Theory (6th Ed.)*. New York: McGraw-Hill.
- Yuanita, D. (2021). Peran Key Opinion Leader dalam Strategi PR. *Profesi Humas*, 6(1), 23-44.
- Zahay, D. (2015). *Digital Marketing Management*. New York: Business Expert Press.