

DAFTAR PUSTAKA

- Agustini, P. (2021). *Warganet Meningkatkan, Indonesia Perlu Tingkatkan Nilai Budaya di Internet*. Diakses pada 21 Agustus 2022, dari <https://aptika.kominfo.go.id/2021/09/warganet-meningkat-indonesia-perlu-tingkatkan-nilai-budaya-di-internet/>
- Al-Kandari, A. J., Al-Hunaiyyan, A. A., & Al-Hajri, R. (2016). The influence of culture on Instagram use. *Journal of Advances in Information Technology*, 7(1), 54–57. <https://doi.org/10.12720/jait.7.1.54-57>
- Chaffey, D. & Chadwick, F.L. (2016). *Digital Marketing (6th ed)*. Edinburgh: Pearson Education Limited.
- Clow, K.E & Baack, D. (2022). *Intergrated Advertising, Promotion, and Marketing Communications Ninth Edition*. United Kingdom : Pearson Education Limited.
- Databoks Katadata Media Network. (2021). *Ada 91 Juta Pengguna Instagram di Indonesia, Mayoritas Usia Berapa?*. Diakses pada 21 Agustus 2022, dari <https://databoks.katadata.co.id/datapublish/2021/11/15/ada-91-juta-pengguna-instagram-di-indonesia-mayoritas-usia-berapa>
- Edwards, R. (2016). *How to Write Copy That Sells: The Step-By-Step System for More Sales, to More Customers, More Often*. New York: Morgan James Publishing.
- Flew, Terry (2014). *New Media Fourth Edition*. Australia : Oxford University Press.
- Hariyanti, N. T., & Wirapraja, A. (2018). Pengaruh Influencer Marketing Sebagai Strategi Pemasaran Digital Modern (Sebuah Studi Literatur). *Jurnal EKSEKUTIF*, 15(1), 133-146.
- Hu, Y., Manikonda, L., & Kambhampati, S. (2014). What we instagram: A first analysis of Instagram photo content and user types. *Proceedings of the International AAAI Conference on Web and Social Media*, 8(1), 595–598. <https://doi.org/10.1609/icwsm.v8i1.14578>
- Janson, S. (2022). *Wanted! The Job of Your Dreams – Better Career Choice Reorientation Job Application: Develop Your Skills Potential & Self-confidence, Discover Chances & Strategies, Achieve Goals*. German: Best of HR – Berufebilder.de®

- Kemp, S. (2022). *Digital 2022: Indonesia. Data Reportal*. Diakses pada 5 November 2022, dari <https://datareportal.com/reports/digital-2022-indonesia>
- Kotler, P. & Keller, K.L. (2016). *Marketing Management (15th ed)*. London: Pearson Education Limited.
- Maslen, A. (2015). *Persuasive Copywriting: Using psychology to influence, engage and sell*. London: Kogan Page.
- Miller, Dave. (2020). *Social Media Marketing*. USA: Kindle Amazon.
- Mulyana, D. (2017). *Ilmu Komunikasi Suatu Pengantar*. Bandung : PT Remaja Rosdakarya.
- Musman, Asti. (2021). *Copywriting: Melejitkan Jualan Online dengan Kalimat yang Membujuk*. Bantul: Psikologi Corner.
- Pullizi, J. (2014). *Epic Content Marketing: How to Tell a Different Story, Break through the Clutter, and Win More Customers by Marketing Less*. New York: McGraw-Hill Education.
- Ryan, Damian. & Jones, Calvin. (2012). *Understanding Digital Marketing (2nd Edition)*. London : Kogan Page Limited.
- Ryan, Damian. (2014). *Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation* (edisi ketiga). London : Kogan Page Limited.
- Setiawan, W. (2017). Era Digital dan Tantangannya. *Prodising Seminar Nasional Pendidikan 2017*, 1-2.
- Shimp, T.A. & Andrews, J.C. (2013). *Advertising, Promotions, and other aspects of Intergrated Marketing Communications*. USA : South-Western
- Soyomukti, N. (2010). *Pengantar Ilmu Komunikasi*. Yogyakarta : AR-RUZZ MEDIA.
- Stemper, G. (2022). *Top Twenty High School Degree Jobs*. Scottsdale, AZ: Remedia Publications.
- Tuten, T., Solomon, M. R. (2018). *Social Media Marketing* (edisi ketiga). London: Sage Publications.
- West, R.L. & Turner, L.H. (2017). *Introducing Communication Theory (6th Edition)*. USA : McGraw-Hill Education.

Westerman, G. & Bonner, D. (2014). *Leading Digital: Turning Technology into Business Transformation*. Boston: Harvard Business Press.

Levin, A. (2020). *Influencer marketing for brands: What YouTube and Instagram Can Teach You About The Future of Digital Advertising*. Apress.

