

DAFTAR PUSTAKA

- Clow, K.E., & Back, D. (2014). *Integrated Advertising, Promotion, and Marketing Communications (6th edition)*. London: Pearson Education.
- Lwin, M., & Aitchison, J. (2005). *Clueless in Marketing Communication*. Pengalih Bahasa. Paul, A R. Jakarta: Bhuana Ilmu Populer
- Widokarti, J.R & Priansa, D.J. (2019). *Buku Komunikasi Pemasaran Terpadu*. Bandung: Alfabeta.
- Laudon, K & Traver, C.G. (2017). *E-Commerce 2014, 10th Edition*. Pearson Educations
- Barkatullah, A. H & Prasetyo, T. (2005). *Bisnis E-Commerce: Studi Sistem Keamanan dan Hukum di Indonesia*. Yogyakarta: Pustaka Pelajar.
- Kotler, P. (2006). *Manajemen Pemasaran, Jilid I, Edisi kesebelas*. Jakarta: P.T Indeks Gramedia.
- Dwyer, F. R & Tanner, J. F. 2009. *Business Marketing: Connecting Strategy, Relationship, and Learning*. Edisi International. Singapore: McGraw-Hill
- Kismono, G. (2001). *Pengantar Bisnis Edisi I*. Yogyakarta: BPFE
- Wilcox, D.L & Cameron, G.T. (2009). *Public Relations Strategies and Tactics 9th Edition*. United States of America: Pearson.
- Frida, K. (2002). *Dasar-Dasar Humas, Edisi pertama*. Jakarta: PT. Ghalia Indonesia.
- Baskin, O., Aronoff, C & Latimore, D. (1997). *Public Relations: The Profession and the Practice 4th Edition*. New York: McGraw Hill
- Cutlip, Center & Broom. (2006). *Effective Public Relations (Edisi kesembilan)*. Jakarta: Kencana
- Abdurrachman, O. (1995). *Dasar-dasar Public Relations*. Bandung: PT Citra Aditya Bakti.
- Ardianto, E, & Soemirat, S. (2008). *Dasar-Dasar Public Relations*. Bandung: PT. Remaja Rosdakarya
- Seitel, P. F. (2011). *"The Practice of Public Relations"*. New Jersey: Pearson Education.

- Ardianto, E. (2008). *Public Relations Praktis*. Bandung: Widya Padjajaran
- Butterick, K. (2014). *Introduction Public Relations: Theory and Practice*,
terjemahan, Nurul Hasfi, *Pengantar Public Relations: Teori dan Praktik*.
Jakarta: Rajawali Pers
- Kotler, P & Keller, K.L (2009). *Manajemen Pemasaran*. Jilid 1 Edisi ke 13.
Jakarta: Erlangga.
- Kartajaya, H. (2010). *Konsep Pemasaran*. Jakarta: Erlangga
- Tjiptono, F. (2011). *Strategi Pemasaran. Edisi 3*. Yogyakarta : ANDI
- Surachman. (2008). *Dasar-Dasar Manajemen Merek (Alat Pemasaran Untuk
Memenangkan Persaingan)*. Malang: Bayumedia Publishing.
- Rangkuti, F. (2008). *The Power Of Brands*. Jakarta : Penerbit Gramedia
- Kotler, P dan Keller, K.L. (2016). *Marketing Management*. Edisi 15.
Global Edition United Kingdom: Pearson Education.
- Ferrinadewi, E. (2008). *Merek dan Psikologi Konsumen*. Yogyakarta: Graha Ilmu.
- Kotler, P & Pfoertsch, W. (2006). *B2B Brand Management*. Berlin: Springer
- Paraneswara, M.G. (2006). *Building Brand Value: Five Steps to Building Powerful
Brands*. India: Tata McGraw-Hill Education
- Gelder, S.V. (2005). *Global Brand Strategy*. London: Kogan Page
- Kartajaya, H. (2009). *New Wave Marketing, The World is Still Round The Market
is Already Flat*. Indonesia: Gramedia.
- Shirky, C. (2010). *Cognitive Surplus: Creativity and Generosity in a Connected
Age*. London: Penguin Books Ltd.
- Flew, T. (2014). *New Media Fourth Edition*. Australia: Oxford University Press
- Nasrullah, R. (2016). *Media Sosial: Perspektif Komunikasi, Budaya, dan
Sosioteknologi*. Bandung: Simbiosis Rekatama Media
- Tapscott, D & Williams, A.D. (2006). *Wikinomics: How Mass Collaboration
Change Everything*. New York: Penguin

- Tim Pusat Humas Kementerian Perdagangan RI. (2014). *Panduan Optimalisasi Media Sosial Untuk Kementerian Perdagangan RI*. Jakarta : Pusat Humas Kementerian Perdagangan RI
- Vukasovic, T. (2013). *Building successful brand by using social networking media*
- Albarran, A. B. (2013). *The Social Media Industries*. New York, USA: Routledge Taylor and Francis Group.
- Atmoko, B. D. (2012). *Instagram Handbook*. Jakarta : Media Kita.
- Diamond, S. (2015). *The Visual Marketing Revolution: 26 Kiat Sukses Pemasaran di Media Sosial*. Jakarta: PT Serambi Ilmu Semesta
- Weinberg, T. 2009. *The New Community Rules : Marketing on The Social Web*. California: O'Reilly Media, Inc
- Kotler, P & Armstrong, G. (2012). *Prinsip-Prinsip Pemasaran*. Edisi 13. Jilid 1. Jakarta: Erlangga
- Devito, J.A. (2011). *Komunikasi Antar Manusia*. Pamulang Tangerang Selatan: Karisma Publishing Group.
- Gunelius, S. (2011). *30- Minute Social Media Marketing*. United States: McGraw-Hill Companies.
- Databoks.katadata. (2019). Diakses pada 4 November 2020, dari <https://databoks.katadata.co.id/datapublish/2019/02/08/berapa-pengguna-media-sosial-indonesia>
- Pertiwi, W K. (2019, Desember 23). Pengguna Instagram di Indonesia. *Tekno Kompas*. Diakses dari <https://tekno.kompas.com/read/2019/12/23/14020057/sebanyak-inikah-jumlah-pengguna-instagram-di-indonesia>
- Stankova, P. (2013). Institutionalization of Marketing in Hospitals in the Czech Republic. *Journal of Competitiveness*, 5 (3), 46–59. DOI: 10.7441/joc.2013.03.04
- Kupec, V. (2018). Risk Audit of Marketing Communication. *European Research Studies Journal*. 21(1), 125-132. Diakses dari https://www.ersj.eu/dmdocuments/2018_XXI_1_11.pdf
- Utami, H.N & Hasanah, G.A. (2017). Model Pemasaran Business to Business Dan Jaringan Nilai Produk Agroindustri Olahan Tebu Molasses. *Jurnal Riset*

Manajemen dan Bisnis (JRMB) Fakultas Ekonomi UNIAT. 2(2), 107-120.
Diakses 4 November 2020, dari Universitas Padjajaran.

- Zehir, C., Sahin, A., Kitapci, H & Ozsahin, M. (2011). The Effect of Brand Communication and Service Quality In Building Brand Loyalty Through Brand Trust, The Empirical Research On Global Brands. *Procedia Social and Behavioral Sciences*. 21, 1218-1231.
DOI:10.1016/j.sbspro.2011.09.142
- Saeed, R., Zameer, H., Tufail, S & Ahmad, I. (2015). Brand Activation : A Teoretical Perspective. *Journal of Marketing and Consumer Research*, 13.
Diakses dari <https://www.iiste.org/Journals/index.php/JMCR/article/viewFile/24494/25069>
- Wallace, Steve. (2012). Brand Activation : Bringing Brands to Life
Diakses pada 4 November 2020, dari <https://brandactivation.ca/index.html>
- Haenlein, M., & Kaplan, A. M. (2010). Users of the world, unite! The challenge and Opportunities of Social Media. *Journal of Business Horizons*. 53 (1), 59-68. DOI 10.1016/j.bushor.2009.09.003
- Vukasovic, Tina. (2013). "Building Successful Brand by Using Social Networking Media". *Journal of Media and Communication Studies*, Vol. 5 (6), 56-63.
- Rasyid, F. (2009). Social Media Marketing: Definisi, Konsep, dan Aplikasinya.
Diakses pada 19 Oktober 2020, dari <https://fikrirasyid.com/social-media-marketing-definisi-konsep-dan-aplikasinya/>
- Chary. (2014). "Social Media Marketing-The Paradigm Shift in International Marketing", IOSR. *Journal of Business and Management*, vol. 16 (9), 11
- Tsitsi, S., Contogiannis, E & Jembere, E. (2013). The Adoption of Social Media Marketing in South African Banks. *European Business Review*, Vol. 25 (4), 365-381. DOI 10.1108/EBR-02-2013-0013
- Dwijayanti, A.A. (2017). *Strategi Brand Communication PT. Puncak Keemasan Dunamis Indonesia dalam membangun Awareness terhadap Produk Animasi Beakbug*. (Skripsi, Universitas Udayana, 2017). Diakses dari https://sinta.unud.ac.id/uploads/dokumen_dir/43e0a4a5b81fb50dac87f9b86aa261ac.pdf