

## REFERENCES

- Batra, R., & Keller, K. L. (2016). Integrating Marketing Communications: New Findings, New Lessons, and New Ideas. *Journal of Marketing*.
- Bhattacharya, Kumar, & Dutta. (2017). *Brand Culture and Identity*. IGI Global Hershey.
- Bren, B. (2021). *Social Media Influencer Marketing: Learn Step-By-Step How To Find The Right Influencer For Your Niche, How To Build Your Personal Brand And Grow Your Business*. eWritingHub.
- CGF. (2018). *What is Facebook?* Hämtat från GCF Global: <https://edu.gcfglobal.org/en/facebook101/what-is-facebook/1/>
- Chaffey, D., & Smith, P. (2017). *Digital Marketing Excellence: Planning, Optimizing and Integrating Online Marketing*. New York: Routledge.
- CNBC. (den 13 June 2019). *Jejak Sjamsul Nursalim di MAP: 'Penguasa' Gerai Ritel di Mal*. Hämtat från CNBC Indonesia: <https://www.cnbcindonesia.com/market/20190613091033-17-78047/jejak-sjamsul-nursalim-di-map-penguasa-gerai-ritel-di-mal>
- Driver, S. (den 18 November 2020). *Instagram for Business: Everything You Need to Know*. Hämtat från Business News Daily: <https://www.businessnewsdaily.com/7662-instagram-business-guide.html>
- Elsemina, E., Wijanto, W., & Halim, R. E. (2015). The Effects of Social Media Advertising on Enhancing Purchase Intention: an Empirical Study of Facebook Advertising. *Journal of Business and Management Vol 15, No 2*, 50-51.
- Forest, J. (2021). *Digital Influence Warfare in the Age of Social Media*. California: Praeger Security International.
- Gunelius, S. (2011). *30-Minute Social Media Marketing: Step-by-step Techniques to Spread the Word About Your Business*. New York: McGraw-Hill Companies.
- Gustafson, T. (den 1 January 2017). *Younger Consumers Are More Health Conscious Than Previous Generations*. Hämtat från HUFFPOST: [https://www.huffpost.com/entry/younger-consumers-are-more-health-conscious-than-previous-generations\\_b\\_61087503e4b0497e67027053](https://www.huffpost.com/entry/younger-consumers-are-more-health-conscious-than-previous-generations_b_61087503e4b0497e67027053)
- Hassan, R. S., Nawaz, A., Lashari, M. N., & Zafar, F. (2015). Effect of Customer Relationship Management on Customer Satisfaction. *Procedia Economics and Finance*, 563.
- Hennessy, B. (2018). *Influencer, Building Your Personal Brand in the Age of Social Media*. New York: Citadel Press.
- Hootsuite. (den 31 May 2021). *The 8 Best Instagram Analytics Tools*. Hämtat från Hootsuite: <https://hootsuite.com/instagram-analytics-tools-business/>
- Kementrian Keuangan. (2019). *Kelas Menengah Penggerak Ekonomi Indonesia*. Hämtat från Kementrian Keuangan Republik Indonesia: <https://www.kemenkeu.go.id/publikasi/berita/kelas-menengah-penggerak-ekonomi-indonesia/>

- Kliatchko, J. (2009). IMC 20 Years After: A Second Look at IMC Definitions. 8.
- Levin, A. (2019). *Influencer Marketing for Brands What YouTube and Instagram Can Teach You About the Future of Digital Advertising*. Stockholm: Apress.
- Lim, S. H., & Yazdanifard, R. (u.d.). How Instagram Can Be Used as a Tool in Social Network Marketing. 2.
- Manning, J. (2014). Definition and Classes of Social Media. *Encyclopedia of Social Media and Politics*, 1158-1162.
- MAP. (2019). *About us: Awards*. Hämtat från MAP: <https://www.map.co.id/awards/>
- MAP. (2019). *About Us: Mitra Adiperkasa*. Hämtat från MAP: <https://www.map.co.id/id/about-us/>
- Mcquail, D. (2011). *Mass Communication Theory*. London: SAGE.
- Meta. (den 8 May 2020). *Facebook User Interface*. Hämtat från Meta: <https://engineering.fb.com/2020/05/08/web/facebook-redesign/>
- Mosseri, A. (2012). *About Us : Instagram*. Hämtat från Instagram: <https://www.instagram.com/about/us/>
- Musa, Noor, & Mohamad. (2013). Developing Destination Brand Identity: Towards Sustainability Of Tourism Destination From The Perspective Of Stakeholders And Theory Of Social Identity. *Proceedings of International Conference on Tourism Development*.
- Nadube, P. M. (2018). Understanding Integrated Marketing Communications (IMC). *International Journal of Innovations in Economic and Management Science*, 3.
- Napoleoncat. (January 2021). *Instagram Users in Indonesia*. Hämtat från NapoleonCat: <https://napoleoncat.com/stats/instagram-users-in-indonesia/2021/01/>
- Neubaum, G., & Winter, S. (2016). Examining Characteristics of Opinion Leaders in Social Media: A Motivational Approach. *SAGE Journals of Social Media & Society*.
- Oppenheim, M. (den 12 May 2016). *New data reveals people trust social media influencers almost as much as their own friends*. Hämtat från Independent UK: <https://www.independent.co.uk/news/people/new-data-reveals-people-trust-social-media-influencers-almost-much-their-own-friends-a7026941.html>
- Ouiridi, M. E. (2014). Social Media Conceptualization and Taxonomy: A Lasswellian Framework. *Journal of Creative Communication*, 107-126.
- Pertiwi, W. K. (den 21 August 2020). *Instagram Kini Sarankan Konten yang Menarik Dilihat di "Feed"*. Hämtat från Kompas.com: <https://tekno.kompas.com/read/2020/08/21/07030027/instagram-kini-sarankan-konten-yang-menarik-dilihat-di-feed?page=all>
- Pertiwi, W. K. (den 24 October 2020). *Syarat dan Cara Mendapatkan Fitur Instagram Shopping bagi Pengguna di Indonesia Artikel ini telah tayang di Kompas.com dengan judul "Syarat dan Cara Mendapatkan Fitur Instagram Shopping bagi Pengguna di Indonesia", Klik untuk baca: https://tekno.kompas.c*. Hämtat från Kompas.com:

- <https://tekno.kompas.com/read/2020/10/24/18170527/syarat-dan-cara-mendapatkan-fitur-instagram-shopping-bagi-pengguna-di-indonesia?page=all>
- Pertiwi, W. K. (den 6 June 2021). *Semua Pengguna Instagram Kini Bisa Pakai "Swipe Up" Link di Stories*. Hämtat från Kompas.com: <https://tekno.kompas.com/read/2021/06/30/07370057/semua-pengguna-instagram-kini-bisa-pakai-swipe-up-link-di-stories>
- Rachinger, M., Rauter, R., Muller, C., Vorraber, W., & Schirgi, E. (2011). Digitalization and its Influence on Business Model Innovation. *Journal of Manufacturing Technology Management*, 3.
- Rizaldi, A., & Hidayat, H. (2020). Digital Marketing Communication Strategy. *Jurnal Entrepreneur dan Entrepreneurship Vol 9 No 2*, 57-66.
- Ryan. (2020). *Understanding Digital Marketing: A Complete Guide to Engaging Customers and Implementing Successful Digital Campaigns*. ASIN.
- Seli, R., Ismail, S. Z., Heng, K. T., Mohamed, F., & Anwar, H. (2017). Integrated Marketing Communication in the Era of Online Environment. *International Journal of Business and Management Invention*.
- Shalihah, N. F. (den 5 December 2020). *Simak, Ini Cara Mudah Mengganti Warna dan Tema DM Instagram* Artikel ini telah tayang di Kompas.com dengan judul "Simak, Ini Cara Mudah Mengganti Warna dan Tema DM Instagram ", Klik untuk baca: <https://www.kompas.com/tren/read/2020/12/05/141500865/simak-i>. Hämtat från Kompas.com: <https://www.kompas.com/tren/read/2020/12/05/141500865/simak-ini-cara-mudah-mengganti-warna-dan-tema-dm-instagram?page=all>
- Social, U. (den 19 September 2019). *The Beginner's Guide To Instagram Ads*. Hämtat från Medium: <https://medium.com/@unboxsocial/the-beginners-guide-to-instagram-ads-9e127c551073>
- Sudha, M., & Sheena, K. (2017). Impact of Influencers in Consumer Decision Process: the Fashion Industry. *SCMS Journal of Indian Management*.
- Technavio. (2020). *global activewear apparel market 2020-2024*. Hämtat från Technavio: <https://www.technavio.com>
- Wilson, D. W., Lin, X., & Longstreet, P. (2011). Web 2.0: A Definition, Literature Review, and Directions for Future Research. *Conference: A Renaissance of Information Technology for Sustainability and Global Competitiveness. 17th Americas Conference on Information Systems*.