## REFERENCES

- Apăvăloaie, E. (2014). The impact of the internet on the business environment. *Procedia Economics and Finance*, 15, 951-958.
- Appel, G., Grewal, L., Hadi, R., & Stephen, A. (2019). The future of social media in marketing. *Journal of the Academy of Marketing Science*, 48 (1), 79-95.
- Baquita, N., Putra, R.D., Farres, S.A., Adha, R.A., & Herlambang, K.H. (2021). The implications of tiktok as a social media on customer attraction, 1-6.
- Chiara, V. (2014). Is using social media "good" for the public relations profession? A critical reflection. *Public Relations Review.* 41 (2), 170-177. DOI:10.1016/j.pubrev.2014.11.009
- Costa-Sánchez, C. (2017). Use of youtube for business communication analysis of the content management and level of participation of spanish best reputed companies youtube channels. *Corporate Reputation Review*. 20 (2), 137-146. DOI:10.1057/s41299-017-0021-8.
- Cotirlea, D. (2014). From place marketing to place branding within the nation branding process: a literature review, 1-6.
- Curran, K., O'Hara, K., & O'Brien, S. (2011). The role of twitter in the world of business. *International Journal of Business Data Communications and Networking*, 7 (3), 1-15.
- De-Aguilera-Moyano, M., Castro-Higueras, A., & Pérez-Rufí, J. (2019). Between broadcast yourself and broadcast whatever: youtube's homepage as a synthesis of its business strategy. *El Profesional de la Información*, 28 (2), 1-13.
- Grundfest, J.A. (2018). What does the future hold for cryptocurrency?. *Online Journal of Stanford Edu*. Accessed on 2 July 2022, from University of Stanford.
- Hajli, N. (2015). Handbook of research on integrating social media into strategic marketing. (1<sup>st</sup> ed.) IGI Global.
- Holland, M. (2016). How youtube developed into a successful platform for user-generated content. *The Journal of Undergraduate Research*, 7 (1), 53-64.
- Katz, E., Blumler, J., & Gurevitch, M. (1974). Uses and gratifications research. *The Public Opinion Quarterly*. 37 (4), 509-523.

- Kotler, P. (2005). *Principles of marketing*. (15<sup>th</sup> ed). Edinburgh: Pearson Education Limited.
- Lim, S.H. & Yazdanifard, R. (2014). How instagram can be used as a tool in social network marketing. 1-7.
- Lloyd, B. (2005, April), *How has the internet affected the way we communicate within this new era? can we use this to our advantage?*. Paper being represented at New Zealand Association for Cooperative Education, Palmerston North.
- Miles, S. (2016). *Functions of mass communication*. Accessed on 12 March 2022, from https://www.communicationtheory.org/functions-of-mass-communication/
- Nadaraja, R. & Yazdanifard, R. (2013). Social media marketing: Advantages and disadvantages. Social Media Marketing, 1-10.
- Nadda, V.K., Dadwal, S.S. & Firdous. A. (2015). Social media marketing. In H.N. Handbook of research on integrating social media into strategic marketing (p. 359-379). United States of America: Business Science Reference.
- Pinzaru, F., Zbuchea, A., & Anghel, L. (2014, November), *Knowledge development through the internet*. Paper being represented at International Conference on Intellectual Capital, Knowledge Management & Organisational Learning, Sydney.
- Rehman, S.U. (2011). Integrated marketing communication and promotion. *Journal of Arts, Science & Commerce*, 2 (4), 187-191.
- Rogers, E. M. (2003). *Diffusion of innovations* (5<sup>th</sup> ed.) New York: Free Press.
- Subramanian, K.R. (2018). Technology and transformation in communication. *Journal of Advance Research in Electrical & Electronics Engineering*. 5 (8), 1-13. DOI:10.53555/nneee.v5i8.157
- Ting, H., Ming, P.W.W., Run, D.C.E., & Choo, Y.L.S. (2015). Beliefs about the use of instagram: an exploratory study. *International Journal of Business Innovation* and Research, 2 (2), 15-31
- Vinney, C. (2019). What is uses and gratifications theory? definition and examples.

  Accessed on 8 May 2022, from https://www.thoughtco.com/uses-and-gratifications-theory-4628333
- Vinney, C. (2022). What is uses and gratifications theory in media psychology? Accessed on 8 May 2022, from https://www.verywellmind.com/what-is-uses-and-gratifications-theory-in-media-psychology-5217572

- Wasserman, A. (2022). *4 steps to a successful social media campaign*. Accessed on 21 April 2022, from https://www.prescientdigital.com/articles/web-2.0/4-steps-to-a-successful-social-media-campaign
- Wilburn, K. M. (2018). Technology's effects on business. *The Impact of Technology on Business and Society*, 17.
- Wood, J. T. (2008). *Communication in our lives* (7<sup>th</sup> ed.). Boston: Wadsworth Cengage Learning Publishing.
- Wood, J. T. (2010). *Communication mosaics: an introduction to the field of communication* (8<sup>th</sup> ed.). Cengage Learning.

