

DAFTAR PUSTAKA

- Armstrong, G., & Kotler, P. (2017). *Principles of Marketing*. 17th red. New York.
- Belch & Belch. (2015). *ADVERTISING AND PROMOTION: AN INTEGRATED MARKETING COMMUNICATIONS PERSPECTIVE*. New York. McGraw-Hill/Irwin
- Caroll, Crig E (2013). *The Handbook of Communication and Corporate Reputation*. New Jersey: Wiley-Blackwell
- De-Vito, Joseph A. (2018). *Human Communication: The Basic Course*. Boston: Pearson
- Chaffey, D., Chadwick, F. E., Mayer, R., & Johnston, K. (2009). *Internet Marketing: Strategy, Implementation and Practice*. Jakarta: Prentice Hall/Financial Times.
- Chaffey, Dave (2017). *Emarketing excellence : planning and optimizing your digital marketing*. Oxfordshire: Routledge
- Das, Subhankar (2021). *Search Engine Optimization and Marketing: A Recipe for Success in Digital Marketing*. Florida: CRC Press
- Fandy, T. (2008). *Intergrated Marketing Communication*.
- Gunelius. (2011). *Content Marketing For Dummies*. Wiley
- Kotler, P., & Armstrong, G. (2008). *Prinsip-prinsip Pemasaran*, Jilid 1. Jakarta: Erlangga.
- Kotler, P. and Keller, K.L. (2012) *Marketing Management*. 14th Edition, Pearson Education.
- Kotler, Philip & Gerry Armstrong; (2014). *Principle Of Marketing*, 15th edition. New Jersey: Pearson Pretice Hall
- Kotler, Philip T. Keller, Kevin L. (2015). *Marketing Management*. Boston: Pearson
- Kotler, Philip T. Keller, Kevin L. (2017). *A Framework for Marketing Management*. Boston: Pearson
- Richard West & Lyn Turner, (2018). *Introducing Communication Theory ANALYSIS AND APPLICATION (6th edition)*. New York. McGraw-Hill Education
- Sanjaya, R. & Tarigan J. (2009). *Creative Digital Marketing*. Jakarta: PT Elex Media Komputindo.
- Wirtz, Jochen. Lovelock, Christopher (2018). *Essentials of Services Marketing*. Boston: Pearson
- CNN INDONESIA. (2018) diakses pada tanggal 20 september dari <https://www.cnnindonesia.com/internasional/20210209142945-113-604180/who-akan-umumkan-asal-usul-virus-corona-di-wuhan-china>

- Fahmi. (2018) *ANALISIS SEMIOTIKA YOUTUBE REWIND BANDUNG 2018 KARYA KOMUNITAS YOUTUBER CREATOR BANDUNG* diakses pada 20 september dari <http://repository.unpas.ac.id/43214/1/BAB%20II%20IRFAN%20REV.pdf>
- Firdhy Esterina. (2020) *Top 10 e-commerce di Indonesia Kuartal I 2020* diakses pada 20 september dari <https://data.tempo.co/data/907/top-10-e-commerce-di-indonesia-kuartal-i-2020>
- Ibnuismail. (2021) *Content Creator Adalah : Pengertian Dan Perannya Dalam Suatu Bisnis* diakses pada 20 september dari <https://accurate.id/marketing-manajemen/content-creator-adalah/>
<http://repo.darmajaya.ac.id/3517/5/7.%20Bab%20II.pdf>
- Haryono, E. (2021, 5 Februari). *Pertumbuhan Ekonomi Indonesia Triwulan Iv 2020 Melanjutkan Perbaikan*. BI. https://www.bi.go.id/id/publikasi/ruang-media/news-release/Pages/sp_233321.aspx
- CNN (2020, 6 Februari). *Tren dan Peluang Industri E-Commerce di Indonesia 2020*. CNN Indonesia. <https://www.cnnindonesia.com/teknologi/20200205204206-206-472064/tren-dan-peluang-industri-e-commerce-di-indonesia-2020>
<https://www.stateofdigitalpublishing.com/content-strategy/what-is-a-content-creator/> <https://elle.co.id/urban/teresa-wibowo-mengembangkan-kawan-lama-group-lewat-ruparupa-com/>
- <https://setkab.go.id/pemerintah-terapkan-kebijakan-pembatasan-aktivitas-pada-11-25-januari-2021>
- <https://corporate.acehardware.co.id/en/profil-manajemen>
- Kompas (2021, 14 Maret). *5 Tahun Ruparupa.com, Usung Konsep Omnichannel*. Kompas.com. <https://www.kompas.com/homey/read/2021/04/14/201720376/5-tahun-ruparupacom-usung-konsep-omnichannel?page=all>
- https://www.google.co.id/books/edition/Advances_in_Digital_Marketing_and_EC/40owEAAAQBAJ?hl=en&gbpv=1&dq=content+creator&pg=PA36&printsec=frontcover