

DAFTAR PUSTAKA

- Arianto, Bambang. (2020). *Analisa Peran Buzzer Media Sosial dalam Memperkuat Kampanye Petani Millennial*. Jurnal Riset Komunikasi.
- Arikunto, S. 2002. *Prosedur Penelitian Suatu Pendekatan Praktek Edisi 5*. Jakarta: Rineka Cipta.
- Atmoko, Bambang Dwi. (2012). *Instagram Handbook*. Jakarta : Media Kita.
- Berthon, P., Hulbert, J.M., & Pitt, L.F. (1999). *Brand management prognostications*. *Sloan Management Review*.
- Berthon, P., Hulbert, J. and Pitt, L. (1999) *To Serve or to Create Strategic Orientations towards Customers and Innovation*. California Management
- Bungin, Burhan. 2007. *Penelitian Kualitatif*. Jakarta: Kencana
- Cyber Society : *Teknologi, Media Baru, dan Disrupsi Informasi*. Jakarta : Prenada Media, 2020
- Aaker, David. A. (1996). *Building Strong Brand*. New York : The Free Press.
- Direktorat Jenderal Industri Agro dan Kimia. (2009). *Roadmap Industri Susu*.
- Hanindharputri, Made Arini., dan Putra, I Komang Angga Maha. (2019). *Peran Influencer dalam Strategi Meningkatkan Promosi dari Suatu Brand*. Seminar Nasional Sandyakala.
- Kaplan, A & Michael Haenlein (2010). *Users of the world, unite! The challenges and opportunities of Social Media*. *Business Horizons*, 53 (1), 59–68.
- Keller, Kevin Lane, 2003, “*Strategic Brand Management: Building Measuring and Managing Brand Equity*”, 2nd edition, New York, Prentice Hall
- Keller, Kevin Lane. (2008). *Strategic Brand Management: Building, Measuring, and Managing Brand Equity*. Pearson/Prentice Hall

Kotler, Philip and Kevin Lane Keller. (2009). *Manajemen Pemasaran*. Erlangga : Jakarta.

McQuail, Denis. 2011. *Teori Komunikasi Massa McQuail*, Edisi 6 Buku 1. Jakarta : Salemba Humanika.

Mustaqimah, Nurul., dan Rahmah, Annisa Hidayah. (2022). *Peran Digital Influencer dalam Memberikan Edukasi Pemilihan Produk Kecantikan pada Akun Instagram @dr.richard_lee*. Journal of Communication and Society Vol. 1, No. 1.

Solis, Brian. (2010). *Engage: The Complete Guide for Brands and Business to Build, Cultivate, and Measure Success in the New Web*. New Jersey: John Wiley & Sons Inc

Sugiyono. (2007). *Metode Penelitian Kuantitatif dan R&D*. Bandung : Alfabeta.

UU No 15 Tahun 2001 tentang Merek

Wheeler, Alina. (2006). *Designing Brand Identity : A Complete Guide to Creating Building, and Maintaining Strong Brands*. John Wiley