

DAFTAR PUSTAKA

- Appel, G., Grewal, L., Hadi, R., & Stephen, A. T. (2020). The future of social media in marketing. *Journal of the Academy of Marketing Science*, 48(1), 79–95. <https://doi.org/10.1007/s11747-019-00695-1>
- Ardhya, B. N. (2019). Pengaruh promo terhadap minat beli konsumen (Study pada promosi, *cashback* dan diskon terhadap minat beli konsumen di Restaurant Mister Baso di Mall CBD Cileduk). *Indikator*, 3(3), 128–140.
- Belch, G. E., & Belch, M. A. (2021). *Advertising and Promotion: An Integrated Marketig Communication Perspective*. McGraw-Hill Education.
- Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital Marketing*. Pearson Education.
- De Vries, R. E., Bakker-Pieper, A., Alting Siberg, R., Van Gameraen, K., & Vlug, M. (2009). The content and dimensionality of communication styles. *Communication Research*, 36(2), 178–206.
- Ekowati, S. (2020). Pengaruh daya tarik iklan terhadap minat beli (Survey pada followers@ Seiko Watches Indonesia). *IKRA-ITH HUMANIORA: Jurnal Sosial Dan Humaniora*, 4(3), 1–8.
- Effendy, O. U., & Surjaman, T. (2006). *Ilmu Komunikasi: Teori dan Praktek*. PT Remaja Rosdakarya.
- Fill, C. (2009). *Marketing Communications: Interactivity, Communities and Content*. Prentice Hall/Financial Times.
- Kaplan, A. M., & Haenlein, M. (2010). Users of The World, Unite! The Challenges and Opportunities of Social Media. *Business Horizons*, 53(1), 59–68. <https://doi.org/10.1016/j.bushor.2009.09.003>
- Kietzmann, J. H., Hermkens, K., McCarthy, I. P., & Silvestre, B. S. (2011). Social Media? Get Serious! Understanding The Functional Building Blocks of Social

Media. *Business Horizons*, 54(3), 241–251.
<https://doi.org/10.1016/j.bushor.2011.01.005>

Kotler, P., & Armstrong, G. M. (2019). *Principles of Marketing*. Pearson Education South Asia Pte Limited. Limited.

Kotler, P., Keller, K. L., & Chernev, A. (2021). *Marketing Management*. (15th global ed.). Pearson Education.

Kotler, P., Keller, K. L., & Chernev, A. (2022). *Marketing Management (16th ed.)*. Pearson Education Limited.

Kotler, P., & Keller, K. L. (2016). *Marketing Management* (P. Kotler (ed.); 15th ed.). Pearson Education.

Macnamara, J. (2016). The Work and ‘Architecture of Listening’: Addressing Gaps in Organization-Public Communication. *International Journal of Strategic Communication*, 10(2), 133–148.
<https://doi.org/10.1080/1553118X.2016.1147043>

Mashuri, M., & Nurjannah, D. (2020). Analisis SWOT Sebagai Strategi Meningkatkan Daya Saing. *JPS (Jurnal Perbankan Syariah)*, 1(2), 97–112.
<https://doi.org/10.46367/jps.v1i1.205>

McQuail. (2011). *McQuails Mass Comm Theory 6ed 6e*. Sage Publications.

Miles, M. B., Huberman, A. M., & Saldana, J. (2014). *Qualitative Data Analysis*. Sage Publications. <https://books.google.co.id/books?id=3CNrUbTu6CsC>

Moleong, L. J. (2019). Pendekatan Kualitatif dalam Penelitian Sosial. *Jurnal Ilmu Sosial Dan Humaniora*, 7(2), 121–154.

Nuha, H., Rusmawati, Z., & Sari, T. A. M. (2025). The Influence of Good Corporate Governance (Gcg) and Profitability on Company Value. *Journal of Economic and Economic Policy*, 2(4), 366–375. <https://doi.org/10.61796/ijecep.v2i4.76>

- Pulizzi, J. (2014). *Epic Content Marketing: How to Tell a Different Story, Break Through the Clutter, and Win More Customers by Marketing Less*. McGraw-Hill Education.
- Rahmawati, T. A. R., Mukhlis, I. R., & Tondong, H. I. (2024). *Metodologi Penelitian: Panduan Lengkap Penulisan Karya Ilmiah*. PT. Sonpedia Publishing Indonesia.
- Riyanni, K., & Herawati. (2018). Pengaruh Konflik Peran Ganda Dan Stres Kerja Terhadap Kinerja Karyawan Hamzah Batik Malioboro Yogyakarta. *Jurnal UMKM Dewantara*, 1(2), 28–38.
- Sugiyono. (2016). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D (Edisi 3)*. Bandung: Alfabeta.
- Susanto, M. R., Nasution, U. B., Supriyono, L. A., F, N. N., Sari, I. K., & Uzma, I. (2025). *Metodologi Penelitian Lanjutan*. PT. Green Pustaka Indonesia.
- Tafesse, W., & Wien, A. (2020). Implementing Social Media Marketing Strategically: An Empirical Assessment. *Journal of Marketing Management*, 34(4), 1–18. <https://doi.org/10.1080/0267257X.2018.1482365>
- Tjiptono, F., & Chandra, G. (2016). *Service, Quality and Satisfaction Edisi 4*. Yogyakarta: Andi Yogyakarta.
- Tuten, T. L., & Solomon, M. R. (2018). *Social Media Marketing*. Sage Publications.
- Zulli, D., & Zulli, D. J. (2022). Extending the Internet Meme: Conceptualizing Technological Mimesis and Imitation Publics on The TikTok Platform. *New Media&Society*, 24(8), 1872–1890. <https://doi.org/10.1177/1461444820983603>