



Hak cipta dan penggunaan kembali:

Lisensi ini mengizinkan setiap orang untuk mengubah, memperbaiki, dan membuat ciptaan turunan bukan untuk kepentingan komersial, selama anda mencantumkan nama penulis dan melisensikan ciptaan turunan dengan syarat yang serupa dengan ciptaan asli.

Copyright and reuse:

This license lets you remix, tweak, and build upon work non-commercially, as long as you credit the origin creator and license it on your new creations under the identical terms.

DAFTAR PUSTAKA

Sarifah GU (2017). Peran Teknologi Informasi dan Komunikasi (TIK) untuk Pendidikan dan Pengajaran (<https://www.kompasiana.com/sarifahgulakudo/59ed0bfca01dff1e385251e2/peran-teknologi-informasi-dan-komunikasi-tik-untuk-pendidikan-dan-pengajaran>)

Asmara G.C (2018). Begini Ramalan Indonesia Versi Sri Mulyani di 2045 (<https://www.cnbcindonesia.com/news/20180409164222-4-10300/begini-ramalan-indonesia-versi-sri-mulyani-di-2045>)

Jayani H.D (2019). Berapa Pengguna Internet di Indonesia? (<https://databoks.katadata.co.id/datapublish/2019/09/09/berapa-pengguna-internet-di-indonesia>)

Jayani H.D (2020). 10 Media Sosial yang Paling Sering Digunakan di Indonesia (<https://databoks.katadata.co.id/datapublish/2020/02/26/10-media-sosial-yang-paling-sering-digunakan-di-indonesia>)

Jayani H.D (2020). Orang Indonesia Habiskan Hampir 8 Jam untuk Berinternet (<https://databoks.katadata.co.id/datapublish/2020/02/26/indonesia-habiskan-hampir-8-jam-untuk-berinternet>)

Darmawan (2020). Apa itu Content *Marketing*? (<http://panduanim.com/apa-itu-content-marketing/>)

Chaffey Dave (2019). *Top-rated digital marketing trends* in 2019 (<https://www.davechaffey.com/digital-marketing-trends/top-rated-digital-marketing-trends-in-2019/>)

Uly (2020). Pengertian *Copywriting* Dan Contohnya (<https://lancanguning.com/post/15360/pengertian-copywriting-dan-contohnya.html>)

Putra Eka Nugraha (2019). Bagaimana Seharusnya Seorang 'Copywriter' Berpikir? (<https://kumparan.com/nugraha-eka-putra1542944612301/bagaimana-seharusnya-seorang-copywriter-berpikir-1qqvRjwNyBP>)

Kliatchko, J. (2005). *Towards a new definition of Integrated Marketing Communications (IMC)*

Nowak, G. J., & Phelps, J. (1994). *Conceptualizing the Integrated Marketing Communications' Phenomenon: An Examination of its Impact on Advertising Practices and its Implications for Advertising Research.*

Schultz, D. E., & Schultz, H. F. (1998). *Transitioning marketing communication into the twenty-first century.*

Gronroos, C. (1990). *Relationship approach to marketing in service contexts: The marketing and organizational behavior interface.*

Mi, J., & Nesta, F. (2006). *Marketing library services to the Net Generation.*

Zinkhan, G. M., & Williams, B. C. (2007). *The New American Marketing Association Definition of Marketing: An Alternative Assessment.*

Rowley, J. (2008). *Understanding digital content marketing.*

Holliman, G., & Rowley, J. (2014). *Business to business digital content marketing: marketers' perceptions of best practice.*

Pulizzi, J. (2012). *The Rise of Storytelling as the New Marketing.*

Kannan, P. K., & Li, H. "Alice." (2017). *Digital marketing: A framework, review and research agenda.*

Taken Smith, K. (2012). *Longitudinal study of digital marketing strategies targeting Millennials.*

Smith, K. T. (2011). *Digital marketing strategies that Millennials find appealing, motivating, or just annoying.*

Kaplan, A. M., & Haenlein, M. (2010). *Users of the world, unite! The challenges and opportunities of Social Media.*

Carr, C. T., & Hayes, R. A. (2015). *Social Media: Defining, Developing, and Divining.*

Boyd, Danah M., & Ellison, N. B. (2007). *Social Network Sites: Definition, History, and Scholarship.*

Keller, K. L. (2009). *Building strong brands in a modern marketing communications environment.*

Valkenburg, P. M., & Buijzen, M. (2005). *Identifying determinants of young children's brand awareness: Television, parents, and peers.*

Keller, K. L. (1993). *Conceptualizing, Measuring, and Managing Customer-Based Brand Equity.*

Ruth Guthrie, David Overoye, John Gaskins (1997). *A FIST FULL OF DOLLARS: FOUR CASES OF WEB ENTREPRENEURS*