

## DAFTAR PUSTAKA

- Blakeman, R. (2018). *Integrated Marketing Communication: Creative Strategy from Idea to Implementation*. United Kingdom: Rowman & Littlefield.
- Keith, Q. A. (2019). *Social Media Strategy: Marketing, Advertising, and Public Relations in the Consumer Revolution*. United Kingdom: Rowman & Littlefield.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management Ed. 15*. United States: Pearson Education, Inc.
- Percy, L. (2008). *Strategic Intergrated Marketing Communication: Theory and Practice*. Canada: Elsevier Inc.
- Pribadi, B. (2019, Maret 14). *Media Cetak Masih Bisa Bertahan di Era Digital*. Retrieved from [Republika.co.id](https://www.republika.co.id/berita/ekonomi/fintech/poci6n383/tradisi-ramadhan):  
<https://www.republika.co.id/berita/ekonomi/fintech/poci6n383/tradisi-ramadhan>
- Sitepu, M. (2018, Januari 13). *Menjamurnya situs berita: Bagaimana agar media digital dapat bertahan?* Retrieved from [bbc.com](https://www.bbc.com/indonesia/majalah-42659511):  
<https://www.bbc.com/indonesia/majalah-42659511>
- Zuraya, N. (2019, Maret 14). *Media Cetak Masih Bisa Bertahan di Era Digital*. Retrieved from [Republika.co.id](https://republika.co.id/berita/poci6n383/media-cetak-masih-bisa-bertahan-di-era-digital):  
<https://republika.co.id/berita/poci6n383/media-cetak-masih-bisa-bertahan-di-era-digital>