

DAFTAR PUSTAKA

- ASEAN Automotive Federation. (2020, September). *AAF Statistics Sep 2020*. ASEAN: ASEAN Automotive Federation. Retrieved from <http://www.asean-autofed.com/statistics.html>
- Badan Pusat Statistik. (2020). *[Seri 2010] Laju Pertumbuhan PDB Seri 2010 menurut Pengeluaran (Persen), 2020*. Retrieved from bps.go.id: <https://www.bps.go.id/indicator/169/108/1/-seri-2010-laju-pertumbuhan-pdb-seri-2010-menurut-pengeluaran.html>
- Breakenridge, D. K. (2012). *Social Media and Public Relations Eight New Practices for the PR Professional*. New Jersey: Pearson Education, Inc.
- Charlesworth, A. (2015). *An Introduction to Social Media Marketing*. New York: Routledge.
- Clow, K. E., & Baack, D. (2018). *Integrated Advertising, Promotion, and Marketing Communications*. United Kingdom: Pearson Education Limited.
- Data Perusahaan. (2020). *Insight Feeds Prestige*. Jakarta.
- Dokumen Prestige Corp. (n.d.). Prestige Corp Companies. Retrieved from Tech In Asia: <https://www.techinasia.com/companies/prestige-corp>
- Gaikindo. (2020, July). *Penjualan Mobil Mulai Naik, tapi Masih Jauh di Bawah Normal*. Retrieved from gaikindo.or.id: <https://www.gaikindo.or.id/penjualan-mobil-mulai-naik-tapi-masih-jauh-di-bawah-normal/#:~:text=Menurut%20data%20GAIKINDO%2C%20pada%20Juni,juga%20belum%20menunjukkan%20angka%20normal>
- HighEnd Magazine. (2020). *Rudy Salim*. Retrieved from HighEnd Magazine: <https://highend-magazine.okezone.com/search?search=rudy+salim>
- Holmes Report. (2011, 04 16). *2011 Asia-Pacific Agencies of The Year*. Retrieved from provokemedia.com: <https://www.provokemedia.com/latest/article/holmes-report-names-asia-pacific-agencies-of-the-year>
- Ivan Motors. (2020). *Ivan Motors*. Retrieved from Instagram: https://www.instagram.com/ivansmotor_official/

- Kompas.com. (2020, December 24). *Deretan Mobil Listrik dan Hybrid di Indonesia*, Retrieved from otomotif.kompas.com: <https://otomotif.kompas.com/read/2020/12/24/134100215/deretan-mobil-listrik-dan-hybrid-di-indonesia-paling-murah-rp-400-jutaan?page=all>
- Miles, J. G. (2014). *Instagram Power; Build your brand and reach more customers with the power of pictures*. United States: McGraw-Hill Education.
- Olahan Penulis. (2020, September). *Guess The Car Alfa Romeo 4C*. Jakarta.
- Otomotif Tempo. (2020, June 12). *Prestige Motorcars Maksimalkan Penjualan Berbasis Digital*. Retrieved from otomotif.tempo.co: <https://otomotif.tempo.co/read/1352908/prestige-motorcars-maksimalkan-penjualan-berbasis-digital/full&view=ok>
- Prestige Motorcars. (2020). *Prestige Motorcars*. Retrieved from Instagram: <https://www.instagram.com/prestigemotorcars/>
- Quesenberry, K. A. (2018). *Social media strategy : marketing, advertising, and public relations in the consumer revolution*. United States of America: Rowman & Littlefield.
- Shimp, T. A., & Andrews, J. C. (2013). *Advertising, Promotion, and Other Aspects of Integrated Marketing Communications, Ninth Edition*. Mason: South-Western Cengage Learning.
- TDA Luxury Toys. (2020). *TDA Luxury Toys*. Retrieved from Instagram: https://www.instagram.com/tda_luxury_toys/
- Tuten, T. L., & Solomon, M. R. (2018). *Social Media Marketing*. London: SAGE Publications Ltd.
- We Are Social. (2020). *Digital 2020*. Retrieved from We Are Social: <https://wearesocial.com/digital-2020>