

DAFTAR PUSTAKA

- Achen, R. M. (2017). Measuring social media marketing: moving towards a relationship-marketing approach. *Managing Sport and Leisure*, 22(1), 5.
- Chaffey, D., & Chadwick, F. E. (2016). *Digital Marketing Strategy, Implementation dan Practice. Sixth Edition*. Edinburg: Pearson Education Limited.
- Ernawati, J., & Syartiqa, S. (2019, February 12). *Industri Estetika Masuki Era Beauty 4.0*. Retrieved from Viva.co.id: <https://www.viva.co.id/gaya-hidup/gaya/1120546-industri-estetika-masuki-era-beauty-4-0>
- Fajriana, M. (2018, September 22). *Melihat Perkembangan Industri Klinik Kecantikan di Indonesia*. Retrieved from Liputan6.com: <https://www.liputan6.com/fashion-beauty/read/3649758/melihat-perkembangan-industri-klinik-kecantikan-di-indonesia>
- Fill, C., & Jamieson, B. (2014). *Marketing Communications*. Edinburg: Heriot Watt University.
- Fivot Skincare. (2017). *About*. Retrieved from fivotskincare.com: <http://fivotskincare.com>
- Gunelius, S. (2011). *30 Minute Social Media Marketing*. United States: Mc Graw Hill.
- NapoleonCat. (2021). *Instagram users in Indonesia*. Retrieved from [napoleoncat.com](https://napoleoncat.com/stats/instagram-users-in-indonesia/2020/12): <https://napoleoncat.com/stats/instagram-users-in-indonesia/2020/12>
- Pulizzi, J. (2014). *Epic Content Marketing How To Tell A Different Story, Break Through The Clutter, And Win More Customers By Marketing Less*. United States: Mc Graw Hill Education.
- Putri, G. I., & Candraningrum, D. A. (2019). Pemanfaatan Social Traffic untuk Meningkatkan Pagi Views Pada Video "Gagasan Isengin Acil! Leri Marah" Di Akun Youtube dan Instagram Dalang Pelo. *Prologia*, 3(2), 520.
- Salmiah, Fajrillah, Sudirman, A., Siregar, M. H., Simarmata, J., Suleman, A. R., . . . Jamaludin. (2020). *Online Marketing*. Medan: Yayasan Kita Menulis .
- Schivinski, B., & Dabrowski, D. (2015). The impact of brand communication on brand equity through Facebook. *Journal of Research in interactive Marketing*, 9(1), 35.
- Wilson, D., & Supa, D. W. (2013). Examining Modern Media Relations: An Exploratory Study of the Effect of Twitter on the Public Relations- Journalist Relationship. *Public Relations Journal* , 7(3), 3.