

## **DAFTAR PUSTAKA**

### **BUKU**

- Kingsnorth, S. (2016). *Digital Marketing Strategy*. United Kingdom: Kogan Page.
- Kotler, P., Kartajaya, H., & Setiawan, I. (2017). *Marketing 4.0 Moving from Traditional to Digital*. Canada: John Wiley & Sons, Inc., Hoboken.
- Nasrullah, R. (2016). *Teori dan Riset Media Siber (cybermedia)*. Jakarta: Kencana.
- Pulizzi, J. (2014). *Epic Content Marketing How to Tell A Different Story, Break Through The Clutter, and Win More Customers by Marketing Less*. USA: McGraw-Hill.
- Setiawan, I., & Savitry, Y. (2016). *New Content Marketing*. Jakarta: PT Gramedia Pustaka Utama.

### **INTERNET**

- Indonesia, G. B. (2013). *Indonesia's Electronics and Home Appliances Sector*. Retrieved from gbgindonesia:  
[http://www.gbgindonesia.com/en/manufacturing/article/2012/indonesia\\_s\\_electronics\\_and\\_home\\_appliances\\_sector.php](http://www.gbgindonesia.com/en/manufacturing/article/2012/indonesia_s_electronics_and_home_appliances_sector.php)