



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

Buku

- Blakeman, R. (2018). *Integrated Marketing Communication : Creative Strategy from Idea to Implementation*. London: Rowman & Littlefield.
- Chaffey, D., & Chadwick, F. E. (2012). *Digital Marketing: Strategy, Implementation and Practice*, 6/E. New York: Pearson Education.
- Fill, C. (2010). *Marketing Communication : Interactivity, Communities, and Content*, 5th Ed. London: Prentice Hall.
- Gunelius, S. (2011). *30-Minute Social Media Marketing*. United States: McGraw-Hill Companies.
- Handley, A., & Champman, C. C. (2012). *Content Rules: How to Create Killer Blogs, Podcasts, Videos, Ebooks, Webinars (and More) That Engage Customers and Ignite Your Business*, Revised and Updated Edition. Canda: Wiley Publishing.

Jurnal

- Carr, C. T., & Hayes, R. A. (2015). Social Media: Defining, Developing, and Divining. *Atlantic Journal of Communication*, 46-65.
- Cheung, M.-L., Pires, G., & Rosenberger, P. J. (2020). xThe influence of perceived social media marketing elements on consumer–brand engagement and brand knowledge. *Asia Pacific Journal of Marketing and Logistics*, 1-44.
- Coviello, N. E., Milley, R., & Marcolin, B. (2001). Understanding IT-Enabled Interactivity in Contemporary Marketing. *Journal of Interactive Marketing*, 18-33. 75-persen
- Kusniadji, S. (2016). Strategi Komunikasi Pemasaran Dalam Kegiatan Pemasaran Produk Consumer Goods (Studi Kasus Pada PT Expand Berlian Mulia di Semarang. *Jurnal Komunikasi Untar*, 83-98.
- Smith, P., & Zook, Z. (2011). *Marketing Communications : Integrating Offline and Online with Social Media*. London: Kogan Page Publishers.
- Syafaat, M., & Wahyudin, D. (2020). ANALISIS IMPLEMENTASI DIGITAL PUBLIC RELATIONS PADA KONTEN INSTAGRAM @ALAMINUNIVERSAL. *Jurnal Pustaka Komunikasi*, 1-12.
- Vivek, S. D., Beatty, S. E., & Morgan, R. M. (2014). Customer Engagement: Exploring Customer Relationships Beyond Purchase. *Journal of Marketing Theory and Practice*, 122-146.

Internet & Sumber lain

- Agatha, O. (2021, August 01). blog.tiket.com. Retrieved from Perjalanan tiket.com dari 2011 hingga 2021, Selalu Setia Nemenin Kamu!: <https://blog.tiket.com/perjalanan-tiket-com/>
- Lokadata.id. (2020, February 18). Kontribusi pariwisata terhadap PDB, 2010-2019. Retrieved from lokadata.id: <https://lokadata.id/data/kontribusi-pariwisata-terhadap-pdb-2010-2019-1582001327>
- Pusat Data dan Sistem Informasi, Kemenparekraf/Baparekraf. (2021, February 8). Statistik Kunjungan Wisatawan Mancanegara 2020. Retrieved from kemenparekraf.co.id: <https://kemenparekraf.go.id/statistik-wisatawan-mancanegara/Statistik-Kunjungan-Wisatawan-Mancanegara-2020>
- Widowati, H. (2019, July 17). 5 Tahun Terakhir, Rerata Pertumbuhan Kunjungan Wisatawan Mancanegara 14%. Retrieved from databoks: <https://databoks.katadata.co.id/datapublish/2019/07/17/5-tahun-terakhir-rerata-pertumbuhan-kunjungan-wisawatan-mancanegara-14#>
- Yolandha, F. (2020, April 13). republika.co.id. Retrieved from Penjualan Tiket.com Turun 75 Persen: <https://www.republika.co.id/berita/q8pzen370/penjualan-tiketcom-turun->

UMMN

UNIVERSITAS
MULTIMEDIA
NUSANTARA