

DAFTAR PUSTAKA

- Andrews, J. C., & Shimp, T. A. (2018). Advertising, Promotion, and other aspects of Integrated Marketing Communications 10th Edition. Boston: Cengage Learning.
- Atmoko, Bambang Dwi. (2012). Instagram Handbook. Jakarta: Mediakita
- Blakeman, R. (2018). INTEGRATED MARKETING COMMUNICATION CREATIVE STRATEGY FROM IDEA TO IMPLEMENTATION THIRD EDITION. Maryland: Rowman & Little eld.
- Belch, G. E., & Belch, M. A. (2018). Advertising and Promotion: An Integrated Marketing Communications Perspective. New York: McGraw-Hill Education.
- Calabro, K. (2014). Humanizing Brand Personalities: Analysis of Consumer-Brand Relationships through an Anthropomorphism Lens. *The Elon Journal of Undergraduate Research in Communications*, Vol. 5, No. 2.
- Chan, A., & Astari, D. (2017). The Analysis of Content Marketing in Online Fashion Shops in Indonesia. *Review of Integrative Business and Economics Research*, 226.
- Chaffey, D., & Chadwick, F. E. (2016). Digital Marketing Sixth Edition. United Kingdom: Pearson Education Limited.
- Content Marketing Institute. (Sept, 2016). B2B Content Marketing: 2017 Benchmarks, Budgets, and Trends-North America. *Content Marketing Institute*: <https://contentmarketinginstitute.com/2016/09/content-marketing-research-b2b/>
- Creswell, J. W. (2014). *Research design : qualitative, quantitative, and mixed methods approaches 4th ed.* CA: Sage Publication.
- Dorner, K., & Edelman, D. (Juli, 2015). What 'digital' really means. *McKinsey*. Diakses dari <https://www.mckinsey.com/industries/technology-media-and-telecommunications/our-insights/what-digital-really-means#>
- Ekarini dkk. (2020). Strategi Human-Centric Marketing dalam Meningkatkan Omzet Penjualan RM Abah Wardja Kec. Talun Kab. Cirebon. *Jurnal Ilmiah Indonesia* Vol. 5, No. 12.
- Forrest, PJ. (2019). Content Marketing Today. *Content Marketing Journal*.
- Hee-Eun Han, Ge-Qi Cui & Chang-Hyun Jin. (2021). *The role of human brands in consumer attitude formation: Anthropomorphized messages and*

brand authenticity. *Cogent Business & Management*, 8:1, 1923355

Greulich, T dkk. (Juni, 2020). How to create a connected, human-centered brand. *Deloitte Digital*: <https://www.deloittedigital.com/us/en/blog-list/2020/how-to-create-a-connected--human-centered-brand.html>

GetCraft. (2017). Indonesia's Digital and Content Marketing Report in 2017. *GetCraft*. Siakses dari <https://www.slideshare.net/digitalinasia/indonesia-digital-and-content-marketing-report-in-2017>

Han et al. (2021). The role of human brands in consumer attitude formation: Anthropomorphized messages and brand authenticity. *Cogent Business & Management*.

Hudson, S, et al. (2012). The Effects of Social Media on Brand-Customer Relationship. Center for Marketing Studies Darla Moore School of Business. University of South Carolina.

Ipsos. (November, 2018). Instagram's Impact on Indonesian Businesses. *Ipsos*. Diakses dari <https://www.ipsos.com/en-id/instagram-impact-indonesian-businesses>

Jemadu, L., & Prastya, D. (Feb, 2022). Jumlah Pengguna Media Sosial Indonesia Capai 191,4 Juta per 2022. *Suara.com*. Diakses dari <https://www.suara.com/tekno/2022/02/23/191809/jumlah-pengguna-media-sosial-indonesia-capai-1914-juta-per-2022?page=1>

Kingsnorth, S. (2016). *Digital Marketing strategy An integrated approach to online marketing*. United Kingdom: KoganPage.

Kurniawan, S. (2017, February 20). Memahami Marketing 4.0 dalam Konteks Ekonomi Digital. Diakses dari <http://marketeers.com/mengenal-marketing-4-0-dalam-konteks-ekonomi-digital/>

Kotler, P., & Keller, K. L. (2012). *Manajemen Pemasaran*. Jakarta: Erlangga.

Kotler, P., & Keller, K. L. (2016). *Marketing Managemen*, 15th Edition. New Jersey: Pearson Education, Inc.

Kotler, P et al. (2017). *Marketing 4.0: Moving from Traditional to Digital*. New Jersey: John Wiley & Sons, Inc.

Kotler, P et al. (2017). *Marketing 5.0: Technology for Hummanities*. New Jersey: John Wiley & Sons, Inc.

Kotler, P., & Armstrong, G. (2018). *Principles of Marketing*. Global Edition: Pearson.

- Kriyantono, R. (2014). Teknik Praktis Riset Komunikasi. Jakarta: Kencana.
- Maulida, L. (Mar, 2022). Aplikasi IGTV Resmi Dihapus, Pensiun Bulan Ini. *Kompas.com*. Diakses dari <https://tekno.kompas.com/read/2022/03/02/13160047/aplikasi-igtv-resmi-dihapus-pensiun-bulan-ini?page=all>
- Ming, Teck Tan. (2018). Humanizing brands: The investigation of brand favorability, brand betrayal, temporal focus, and temporal distance. University of Oulu, Finland.
- Murdiyanto, E. (2020). Metode Penelitian Kualitatif. Yogyakarta: Lembaga Penelitian dan Pengabdian Kepada Masyarakat (LP2M) Universitas Pembangunan Nasional “Veteran” Yogyakarta Press.
- Nurdin, Ismail dan Sri Hartati. 2019. Metodologi Penelitian Sosial. Surabaya: Media Sahabat Cendekia
- Padrianto. N, & Sukendro, G., G. (2018). Analisis Strategi Pesan Content Marketing Untuk Mempertahankan Brand Engagement. *Jurnal Komunikasi* Vol. 10, No. 2.
- Perdana, A. (Mar, 2022). Instagram Reels: Apa Itu, Fitur-Fitur, Manfaat, dan Tips Menggunakan. *Glints*. Diakses dari <https://glints.com/id/lowongan/instagram-reels-adalah/#.YqLrtBNBy3I>
- Priandono, T, E. (Desember, 2021). TRANSFORMASI DIGITAL MENUJU ERA DIGITAL SOCIETY SEBAGAI AKSELERASI KEBANGKITAN EKONOMI NASIONAL. *Berita Universitas Pendidikan Indonesia*. Diakses dari <http://berita.upi.edu/transformasi-digital-menuju-era-digital-society-sebagai-akselerasi-kebangkitan-ekonomi-nasional/>
- Pulizzi, J. (2014). Epic Content Marketing How To Tell Different Story Break Through Thhe Clutter, And Win More Customer By Marketing Less. United States: MC Graw Hill Education.
- Rahma. E. (Desember, 2020). Memahami Human-Centric Marketing di Masa Sulit. *Marketeers*. Diakses dari: <https://www.marketeers.com/memahami-human-centric-marketing-di-masa-sulit>
- Saraswati. D. A., & Hastasari. C. (2020). Digital Content Marketing pada Akun Media Sosial Instagram Mojok.co dalam Mempertahankan Brand Engagement. *Jurnal Biokultur*, Vol. 9, No. 2.
- Setyowati, D. (Oktober, 2021). Indonesia Masuk 5 Besar dengan Startup Terbanyak di Dunia. *Katadata*. Diakses dari: <https://katadata.co.id/desysetyowati/digital/617e5acc75b9/indonesia->

[masuk-5-besar-dengan-startup-terbanyak-di-dunia](#)

- Sugiyama, K., & Andree, T. (2011). *The Dentsu Way: Secrets of Cross Switch Marketing from the World's Most Innovative Advertising Agency*. McGraw-Hill Education.
- Syarifuddin, M. (2020). *Transformasi Digital Persidangan di Era New Normal*. Jakarta: PT. Imaji Cipta Karya.
- Tien, S., & Prodanovic, K. (Mei, 2022). The 9 Most Important Social Media Trends for 2022. *Hootsuite*. Diakses dari: <https://blog.hootsuite.com/social-media-trends/>
- Trunfio, M., & Rossi, S. (2021). *Conceptualising and measuring social media engagement: A systematic literature review*. *Italian Journal of Marketing*, p. 267–292. Diakses dari https://www.ncbi.nlm.nih.gov/pmc/articles/PMC8354841/pdf/43039_2021_Article_35.pdf?tool=EBI
- Tuten, Tracy. L., & Solomon, M. (2018). *Social Media Marketing* (3 ed.). United Kingdom: SAGE Publication Ltd.
- Wardhana, A. (2015). Strategi Digital Marketing dan Implikasinya Pada Keunggulan Bersaing UMK di Indonesia. In *Seminar Nasional Keuangan dan Bisnis IV* (pp. 327–337). Universitas Pendidikan Indonesia.
- Yin, R. K. (2014). *Case Study Research Design and Methods* 5 edition. United Kingdom: SAGE Publications, Inc.
- Yin, R. K. (2015). *Case study research: design and methods 5th ed.* USA: SAGE Publications.

