



### **Hak cipta dan penggunaan kembali:**

Lisensi ini mengizinkan setiap orang untuk menggubah, 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

- Ardianto, Elvinaro. 2011. Metodologi Penelitian untuk Public Relations Kuantitatif dan Kualitatif. Jakarta : Simbiosis Rekatama Media.
- Belch, George dan Michael Belch. 2008. Advertising and Promotion : An Intergrated Marketing Communication Perspective. United State : McGraw Hill.
- Belch, George dan Michael Belch. 2017. Advertising and Promotion : An Intergrated Marketing Communication Perspective. United State : McGraw Hill.
- Brogan, Chris. 2010. Social Media 101 : Tactics and Tips to Develop Your business Online. New Jersey : John Wiley & Sons.
- Budiman, Christoper V. 2017. Strategi Viral Marketing Produk Chitato Indomie di Instagram dalam Membangun Brand Awareness. Tangerang : Universitas Multimedia Nusantara
- Cambie, Silvia, dan Yang-May Ooi. 2009. International Communication Strategy : Development in cross-cultural communications, PR, and social media. London : Kogan Page.
- Chaffey, Dave, dan PR Smith. 2008. eMarketing eXcellence : Planning and optimizing your digital marketing. USA : Butterworth-Heinemann.
- Cunningham, Court, dan Stephanie Brown. 2010. Local Online Advertising For Dummies. New Jersey : Wiley Publishing, Inc.
- Dewan Periklanan Indonesia. 2014. Etika Pariwisata Indonesia : Amandemen 2014. Jakarta : Dewan Periklanan Indonesia.
- Fill, Chris. 2009. Marketing Communication 5th ed. England : Pearson Education Limited.
- Kennedy, Grant. 2015. Social Media : Master Social Media Marketing – Facebook, Twitter, Youtube, & Instagram. USA : CreateSpace Independent Publishing.
- Kotler, Philip, dkk. 2009. Marketing Management. England : Pearson Education Limited.
- Kotler, Philip, dan Kevin Lane Keller. 2012. Marketing Management 14th ed. New Jersey : Prentice Hall.
- Kotler, Philip dan Gary Armstrong. 2011. Principles of Marketing 14th ed. New Jersey : Prentice Hall.
- Laudon, Kenneth C. dan Carol Guercio Traver. 2016. Business, Technology, Society. England : Pearson Education Limited.
- Lune, Howard dan Bruce L. Berg. 2017. Qualitative Research Methods for the Social Sciences 9th ed. England : Pearson Education Limited.
- Lockhart, Johanna. 2011. How to Market Your School : A Guide to Marketing, Communication, and Public Relations for School Administrators. United Kingdom : Rowman & Littlefield Education.
- Mayfield, Antony. 2008. What is social media?. United Kingdom : iCrossing.
- Miles, Jason G. 2014. Instagram Power : Build Your Brand and Reach More Customers with the Power of Pictures. New York : McGraw Hill Education.
- Miles, Matthew B., dkk. 2014. Qualitative Data Analysis : A Methods Sourcebook 3<sup>rd</sup> ed. USA : SAGE Publications, Inc.
- Mulyana, Deddy. 2010. Metodologi Penelitian Kualitatif : Paradigma Baru Ilmu Komunikasi dan Ilmu Sosial Lainnya. Bandung : PT Remaja Rosdakarya.
- Mulyana, Deddy. 2013. METODE PENELITIAN KOMUNIKASI : Contoh-contoh Penelitian Kualitatif dengan Pendekatan Praktis.
- Ryan, Damian dan Calvin Jones. 2011. The Best Digital Marketing Campaign in The World : Mastering The Art of Customer Engagement. London : Kogan Page Limited.

- Santana, Septiawan. 2010. Menulis Ilmiah Metode Penelitian Kualitatif. Jakarta : Yayasan Pustaka Obor Indonesia.
- Safko, Lon. 2010. The Social Media Bible : Tactics, Tools & Strategies for Business Success 2nd ed. New Jersey : John Wiley & Sons.
- Shareef, Mahmud Akhter, dkk. 2009. Proliferation of the Internet Economy : E-commerce for Global Adoption, Resistance, and Cultural Evolution. United States : Information Science Reference.
- Shimp, Terence A. dan Craig Andrews. 2013. Advertising Promotion and Other Aspects of Intergrated Marketing Communication 9th ed.. USA : South-Western Cengage Learning.
- Tuten, Tracy L. 2008. Advertising 2.0 : Social Media Marketing in a Web 2.0 World. USA : Preager Publishers.
- Wilcox, Dennis L., dkk. 2015. Public Realtions : Strategies and Tactics 11th ed. England : Pearson Education Limited.
- Yin, Robert K. 2009. Case Study Research : Design and Methods. California : SAGE Publication Inc.
- Yin, Robert K. 2012. Application of Case Study Research ed. 3. California : SAGE Publication Inc.

Internet :

- Dunlop, Sally., Freeman, Becky., dan Jones, Sandra. 2016. "Marketing to Youth in the Digital Age: The Promotion of Unhealthy Products and Health Promoting Behaviours on Social Media" Vol 4, No 3 . Diakses pada 6 Maret 2018. <http://www.cogitatiopress.com/mediaandcommunication/article/view/522>
- Hedynata, Marceline L., dan Wirawan E. D. R. 2016. "STRATEGI PROMOSI DALAM MENINGKATKAN PENJUALAN LUSCIOUS CHOCOLATE POTATO SNACK". PERFORMA : Jurnal Manajemen dan Start-Up Bisnis Volume 1, Nomor 1. Diakses pada 4 Maret 2018. <http://journal.uc.ac.id/index.php/performa/article/view/108>
- Lukitaningsih, A. 2013. IKLAN YANG EFEKTIF SEBAGAI STRATEGI KOMUNIKASI PEMASARAN. Yogyakarta : Universitas Sarjanawiyata Tamansiswa. Diakses pada 5 Maret 2018. <https://media.neliti.com/media/publications/23468-ID-iklan-yang-efektif-sebagai-strategi-komunikasi-pemasaran.pdf>
- Pujiyanto. 2003. "STRATEGI PEMASARAN PRODUK MELALUI MEDIA PERIKLANAN". NIRMANA Vol. 5, No. 1. Diakses pada 7 maret 2018. <http://nirmana.petra.ac.id/index.php/dkv/article/viewFile/16097/16089>
- Rahman, Arif Iik, dan Redi Panuju. 2017. "STRATEGI KOMUNIKASI PEMASARAN PRODUK FAIR N PINK MELALUI MEDIA SOSIAL INSTAGRAM". Surabaya : Universitas Dr. Soetomo. Diakses pada 5 Maret 2018. <http://journal.moestopo.ac.id/index.php/wacana/article/view/26/pdf>
- Rismayanti, Puji. 2017. "STRATEGI KOMUNIKASI PEMASARAN DALAM MENINGKATKAN PENJUALAN (Studi Deskriptif Kualitatif Aktivitas Promosi Pada Akun Instagram @kedai\_digital). Skripsi. Yogyakarta : Universitas Islam Negeri Sunan Kalijaga Yogyakarta. Diakses pada 5 Maret 2018. [http://digilib.uin-suka.ac.id/28534/1/13730036\\_BAB-I\\_IV-atau-V\\_DAFTAR-PUSTAKA.pdf](http://digilib.uin-suka.ac.id/28534/1/13730036_BAB-I_IV-atau-V_DAFTAR-PUSTAKA.pdf)
- Sampitri, D. Eka., 2011. PENGARUH TERPAAN IKLAN TELEVISI DAN PERSEPSI MEREK TERHADAP MINAT BELI (Studi Pada Produk Blackberry Di kalangan Mahasiswa FISIP UPN Yogyakarta). Yogyakarta : Universitas Pembangunan Nasional "Veteran". Diakses pada 6 Maret 2018. <http://repository.upnyk.ac.id/1550/1/Skripsi.pdf>

- Sundah, A. R. 2012. Studi Observasi Konten Iklan Berdasarkan Durasi dan Jam Tayang Prime Time. Diakses pada 6 Maret 2018. <http://e-journal.uajy.ac.id/980/3/2EM15860.pdf>
- Ting, Hiram, Ming W., Run, E., dan Choo, Sally. 2015. "Beliefs about the Use of Instagram: An Exploratory Study". Diakses pada 6 Maret 2018. [https://www.researchgate.net/profile/Hiram\\_Ting/publication/272026006\\_Beliefs\\_about\\_the\\_Use\\_of\\_Instagram\\_An\\_Exploratory\\_Study/links/54d9749c0cf24647581e492e.pdf](https://www.researchgate.net/profile/Hiram_Ting/publication/272026006_Beliefs_about_the_Use_of_Instagram_An_Exploratory_Study/links/54d9749c0cf24647581e492e.pdf)
- Triwijanarko, Ramadhan. 2017. "Insight dari 45 Juta Pengguna Aktif Instagram di Indonesia". Marketeers. Diakses pada 9 November 2018. <http://marketeers.com/45-juta-orang-indonesia-punya-instagram/>
- Vinerean, Simon., Cetina, Iuliana., Dumitrescu, Luigi., Tichindelean, Mihai . 2013. "The Effects of Social Media Marketing on Online Consumer Behavior. Vol 8, No 14 . Diakses pada 6 Maret 2018. <http://www.ccsenet.org/journal/index.php/ijbm/article/view/25378>
- Wulansari, Kinanati B., Pradekso, T., Setiabudi, D., dan Purbaningrum, Dwi. 2015. Tujuan penelitian adalah untuk mengetahui pengaruh terpaan iklan promosi penjualan melalui media sosial (Facebook, Twitter, dan Instagram) dan Reference Group terhadap minat belanja secara online. *Interaksi Online* Vol 4, No 13 (2016). Diakses pada 6 Maret 2018. <http://id.portalgaruda.org/?ref=browse&mod=viewarticle&article=364161>
- [www.instagram.com](http://www.instagram.com) diakses pada 5 Maret 2018.
- [www.wearesocial.com](http://www.wearesocial.com) diakses pada 31 Juli 2018.
- [https://business.instagram.com/advertising?locale=en\\_GB](https://business.instagram.com/advertising?locale=en_GB) diakses pada 17 Mei 2018.
- <https://business.instagram.com/getting-started/#why-instagram> diakses pada 17 Mei 2018.
- <https://databoks.katadata.co.id/datapublish/2017/08/29/pengguna-ponsel-indonesia-mencapai-142-dari-populasi> diakses pada 31 Juli 2018.

