



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

- Anizir dan Wahyuni, Restu. 2017. "Pengaruh Social Media Marketing terhadap Brand Image Perguruan Tinggi Swasta di Kota Serang". *Seminar Nasional Riset Terapan 2017*, h. 224-229.
- Brown, Rob. (2009). *Public Relations and the Social Web How to Use Social Media and Web 2.0 in Communications*. London, UK: Kogan Page.
- Bryman, Allan. (2016). *Social Research Methods (International Edition)*. Oxford, UK: Oxford.
- Bungin, Burhan. 2014. *Metodologi Penelitian Kuantitatif: Komunikasi, Ekonomi, dan Kebijakan Publik serta Ilmu-ilmu Sosial Lainnya Edisi Kedua*. Jakarta: Kencana.
- Cornelissen, Joep. 2014. *Corporate Communication A Guide to Theory & Practice 4th Edition*. London, UK: Sage Publication.
- Creswell, John W. 2014. *Research Design Qualitative, Quantitative, & Mixed Methods Approaches Fourth Edition*. California: Sage Publication.
- Digonnet, Vincent. 2017. *Why digital transformation will make agency land stronger*. Campaign Asia. Diakses pada 18 April 2018. <https://www.campaignasia.com/article/why-digital-transformation-will-make-agency-land-stronger/435091>
- Duncan, Tom. 2008. *Principles of Advertising and IMC Second Edition*. New York: McGraw-Hill Education.
- Ghozali, Imam. 2018. *Aplikasi Analisis Multivariate dengan Program IBM SPSS 25 Edisi 9*. Semarang: Universitas Diponegoro.
- Griffin, Em., Ledbetter, Andrew., dan Sparks, Glenn. 2015. *A First Look at Communication Theory Ninth Edition*. New York: McGraw-Hill Education.
- Hartanto, Hendry & Silalahi, Engelbertha. 2013. "Efektivitas Penggunaan Media Sosial untuk Meningkatkan Brand Awareness, Functional Brand Image, dan Hedonic Brand Image dari Produk-Produk Samsung Galaxy". *Jurnal Manajemen*, Vol. 10, No. 2, h. 187-203.
- Hughes, Caitlin. 2017. *6 Reasons Why Instagram Marketing is Important for Your Brands*. Iconosquare. Diakses pada 18 April 2018. <https://blog.iconosquare.com/why-instagram-marketing-is-important/>
- Jokinen, Tomi. 2016. *Branding in Social Media and the Impact of Social Media on Brand Image*. Undergraduate Thesis. Seinäjoki: Seinäjoki University of Applied Science.
- Karr, Douglass. 2014. *How to Map Your Content to Unpredictable Customer Journeys*. Oslo: Meltwater.
- Keller, Kevin Lane. 2013. *Strategic Brand Management: Building, Measuring, and Managing Brand Equity*. UK: Pearson Education.
- Kemp, Simon. 2018. *Digital in 2018: World's Internet Users Pass the 4 Billion Mark*. We Are Social. Diakses pada 18 April 2018. <https://wearesocial.com/blog/2018/01/global-digital-report-2018>

- Kriyantono, Rachmat. 2009. *Teknis Praktis Riset Komunikasi Disertai Contoh Praktis Riset Media, PR, Advertising, Komunikasi Organisasi, Komunikasi Pemasaran*. Jakarta: Kencana.
- Kusuma, Fifi. 2015. *Pengaruh Social Media terhadap Brand Image Berrybenka di Kalangan Wanita Dewasa Wilayah Jabodetabek (Studi Kasus pada Social Media Instagram Berrybenka)*. Tangerang: Universitas Multimedia Nusantara.
- M, Duc Le. 2013. *Content Marketing*. Undergraduate Thesis. Helsinki: Haaga-Helia University of Applied Science.
- Malhotra, Naresh K. 2010. *Marketing Research An Applied Approach Sixth Edition*. New Jersey: Pearson Education.
- McPheat, Sean. 2011. *Content Marketing*. UK: The Internet Marketing Academy.
- McQuail, Denis. 2010. *McQuail's Mass Communication Theory 6th Edition*. London: Sage Publication.
- Mintz, Laurel. 2017. *How Successful Brands Use Instagram for Marketing*. Inc. Diakses pada 18 April 2018. <https://www.inc.com/laurel-mintz/do-it-for-the-brand-how-successful-companies-are-u.html>
- Nations, Daniel. 2016. *What is Social Media Marketing? And How Social Media Marketing Can Help You*. Lifewire. Diakses pada 18 April 2018. <https://www.lifewire.com/what-is-social-media-marketing-3486622>
- Nisfiannoor, Muhammad. 2013. *Pendekatan Statistika Modern Aplikasi dengan Software SPSS dan EViews*. Jakarta: Universitas Trisakti.
- Onggo, Bob Julius. (2004). *Cyber Public Relations*. Jakarta: PT Media Elex Komputindo.
- Phillips, David & Young, Philip. 2009. *Online Public Relations A Practical Guide to Developing an Online Strategy in the World of Social Media*. London, UK: Kogan Page.
- Rizal, Veby Zilfania dan Lubis, Evawati Elysa. 2014. "Pengaruh Social Media Marketing Twitter terhadap Terbentuknya Brand Image Restoran Burger Gaboh Pekanbaru". *Jurnal Online Mahasiswa*, Vol. 1, No. 2, h. 1-15.
- Rowley, Jennifer. 2008. "Understanding Digital Content Marketing". *Journal of Marketing Management*, Vol. 24, h. 518-540.
- Russmann, Uta. 2017. *Instagram and Brand Image*. Communication Director. Diakses pada 18 April 2018. <https://www.communication-director.com/issues/instagram-and-brand-image#.WuAD02WkzEZ>
- Sasetyo, Septa A., Nawawi, H., dan Rondonuwu, R. 2012. "Pengaruh Daya Tarik Iklan terhadap Pembentukan Citra Merek Pepsodent". *eJurnal Mahasiswa Universitas Padjadjaran*, Vol. 1, No. 1, h. 1-19.
- Silaen, Priscilla Immaculata. 2015. *Promosi Pariwisata melalui Content Marketing (Pengaruh Content Marketing Jalan-Jalan Men terhadap Sikap Wisatawan Muda pada Destinasi dalam Negeri)*. Undergraduate Thesis. Yogyakarta: Universitas Gadjah Mada.
- Sugiyono. 2010. *Statistika untuk Penelitian*. Bandung: Alfabeta.
- Syifa, Hana. 2017. *Pengaruh Content Marketing Instagram terhadap Customer Engagement (Studi pada Akun Instagram Heavenly Blush)*. Jakarta: Universitas Bakrie.

Wijaya, Bambang Sukma. 2013. "Dimensions of Brand Image: A Conceptual Review from the Perspective Brand Communication". *European Journal of Business and Management*, Vol. 5, No. 31, h. 55-65.

Wijaya, Bambang Sukma & Putri, Dianingtyas M. 2013. "Is Social Media Impactful for University's Brand Image?". *Jurnal Manajemen Teknologi*, Vol. 12, No. 13, h. 278-297.

