



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

- Aaker, David. 2008. *Manajemen Ekuitas Merek*. Jakarta: Mitra Utama.
- Andrews, Craig, Terence A Shimp. 2013. *Advertising, Promotion, and other aspects of Integrated Marketing Communications*. USA: Cengage Learning.
- Ardianto, Elvinaro. 2011. *Metodologi Penelitian untuk Public Relations Kuantitatif dan Kualitatif*. Bandung: Simbiosis Rekatama Media.
- Armstrong, Gary, Philip T Kotler. 2017. *Principles of Marketing*. United States: Pearson.
- Babbie, Earl. 2012. *The Basics of Social Research*. Canada: Wadsworth.
- Breakenridge, Deirdre. 2012. *Social Media and Public Relations*. USA: Pearson.
- Investor Daily. (2018, May 18). *Industri Kosmetik Nasional Tumbuh 20%*. Retrieved from <http://www.kemenperin.go.id/artikel/18957/Industri-Kosmetik-Nasional-Tumbuh-20>.
- Kata Data. (2018, May 17). *Berapa Pengguna Instagram dari Indonesia?*. Retrieved from <https://databoks.katadata.co.id/datapublish/2018/02/09/berapa-pengguna-instagram-dari-indonesia>.

- Keller, Kevin, Philip T. Kotler. 2016. *Marketing Management*. United States: Pearson.
- Kennedy, Grant. 2015. *Social Media; Master Social Media Marketing Facebook, Twitter, Youtube & Instagram*. US: CreateSpace Independent.
- Lipschultz, Jeremy Harris. 2015. *Social Media Communication; Concepts, Practices, Data, Law, and Ethics*. New York: Routledge.
- Mahoney, L. Meghan, Tang Tang. 2017. *Strategic Social Media; from Marketing to Social Change*. UK: Wiley.
- Miniwatts Marketing Group. (2018, May 17). *ASIA; Asia Marketing Research, Internet Usage, Population Statistics and Facebook Subscribers*. Retrieved from <https://internetworldstats.com/asia.htm#id>
- Safko, Lon. 2010. *The Social Media Bible: Tactics, Tools & Strategies for Business Success*. UK: Wiley.
- Salim, Agus. 2001. *Teori dan Paradigma Penelitian Sosial: Buku Sumber Untuk Penelitian Kualitatif*. Yogyakarta: Tiara Wacana.
- Yin, Robert K. 2009. *Case Study Research Design and Methods*. UK: SAGE.
- Yin, Robert K. 2016. *Qualitative Research from Start to Finish*. New York: The Guilford Press.
- Zook, Ze, Paul R. Smith. 2011. *Marketing Communications; Integrating Offline and Online with Social Media*. United Kingdom: Kogan Page Publishers.