



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

- Ali, M. A. (2014). *International Journal of Business and Social Science. Impact of Verbal Elements of Packaging of Packaged Milk on Consumer Buying*, 94.
- ALL4PACK. (2016). *PACKAGING. MARKET AND CHALLENGES IN 2016* , p. 2.
- Aryani, K. (2018, December 7). *Pengertian Manajemen*. Retrieved from <https://www.romadecade.org/>: <https://www.romadecade.org/pengertian-manajemen/>
- Asfihan, A. (2019, Oktober 2). *Instagram Adalah : Sejarah, Fungsi dan Keistimewaan Instagram*. Retrieved from <https://adalah.co.id/>: <https://adalah.co.id/instagram/>
- Bajracharya, S. (2018, January 7). *Social Marketing Theory*. Retrieved from <https://www.businessstopia.net/>: <https://www.businessstopia.net/mass-communication/social-marketing-theory>
- Bitar. (2019, December 27). *Pengertian Manajemen Pemasaran*. Retrieved from <https://www.gurupendidikan.co.id/>: https://www.gurupendidikan.co.id/manajemen-pemasaran/#Pengertian_Pemasaran
- Claudia, E. (2019, Juli). *Kemasan: Pengertian, Fungsi, dan Jenis-jenisnya*. Retrieved from jojonomic.com: <https://jojonomic.com/blog/fungsi-kemasan/>
- Databoks. (2018, 9 2). *Berapa Pengguna Instagram dari Indonesia?* Retrieved from <https://databoks.katadata.co.id/>: <https://databoks.katadata.co.id/datapublish/2018/02/09/berapa-pengguna-instagram-dari-indonesia>
- Dhar, M. (2007). *Brand Management 101*. Singapore.
- Dr. Zaroni, C. C. (2017, May 31). *Packaging*. Retrieved from <https://supplychainindonesia.com/>: <https://supplychainindonesia.com/new/packaging/>
- Keller, P. K. (2016). *Marketing*. United States of America.: Pearson Education, Inc.
- Kenton, W. (2018, February 4). *Social Media Marketing (SMM) Defined*. Retrieved from <https://www.investopedia.com/>: <https://www.investopedia.com/terms/s/social-media-marketing-smm.asp>
- Mubarok, I. (2018, Desember 19). *Panduan Lengkap Social Media Marketing 2020*. Retrieved from <https://www.niagahoster.co.id/>: <https://www.niagahoster.co.id/blog/social-media-marketing/>

- Paul S. Richardson, P. C. (2016). *Journal of Marketing Development and Competitiveness. Social Media Marketing Strategy: Theory and Research Propositions*, 33.
- Riadi, M. (2012, November 9). *Pengertian, Fungsi dan Tingkatan Manajemen*. Retrieved from <https://www.kajianpustaka.com/>:
<https://www.kajianpustaka.com/2012/11/pengertian-fungsi-tingkatan-manajemen.html>
- Riadi, M. (2016, October 30). *Pemilihan Desain dan Bahan Kemasan*. Retrieved from <https://www.kajianpustaka.com/>:
<https://www.kajianpustaka.com/2016/10/pemilihan-desain-dan-bahan-kemasan.html>
- Rita. (2017, Maret 8). *SOCIAL MEDIA MARKETING*. Retrieved from <http://bbs.binus.ac.id/>:
<http://bbs.binus.ac.id/international-marketing/2017/03/social-media-marketing/>
- Robbins, S. P., DeCenzo, D. A., Coulter, M., & Anderson, I. (2013). *FUNDAMENTALS OF, Seventh Canadian Edition*. Toronto: by Pearson Education, Inc.,.
- RUSFIAN, A. C. (2011). *Journal of Administrative Science & Organization. The Effect of Packaging Design on Impulsive Buying*, 11.
- Sugi. (2019, August 2). *Pengertian Manajemen Secara Lengkap, Unsur-Unsur Dan Fungsinya*. Retrieved from <https://cpssoft.com/>: <https://cpssoft.com/blog/bisnis/pengertian-manajemen-secara-lengkap/>
- Suma, M. I. (2019, February 6). *Masa Depan Industri Kemasan Berbasis Kertas*. Retrieved from <https://www.quareta.com/>: <https://www.quareta.com/post/masa-depan-industri-kemasan-berbasis-kertas>
- we are social. (2019). *Hootsuite (We are Social): Indonesian Digital Report 2019*. Retrieved from <https://andi.link/>: <https://andi.link/hootsuite-we-are-social-indonesian-digital-report-2019/>
- Wijayanti, T. (2012). *Management Marketing Plan*. Jakarta: PT Elex media Komputindo.
- Willy. (2015, October 30). *Pengertian Marketing Mix dan Cara Penerapannya Dalam Bisnis*. Retrieved from <https://www.meetechno.com/>:
<https://www.meetechno.com/pengertian-marketing-mix/>
- Winarso, B. (2015, September 17). *Apa Itu Instagram, Fitur dan Cara Menggunakannya?* Retrieved from <https://dailysocial.id/>: <https://dailysocial.id/post/apa-itu-instagram>