

## DAFTAR PUSTAKA

- Ardonato, A. (2017). *Mobile and Social Media Journalism*. California: CQ Press/SAGE
- Anggoro, Linggar. (2005). *Teori dan profesi kehumasan*. Jakarta: Bumi Aksara.
- Beritagar, (2019, 02 12). Pembaca Berita Daring Meningkat, tapi Belum Merata. <https://www.google.co.id/amp/s/beritagar.id/artikel-amp/berita/pembaca-berita-daring-meningkat-tapi-belum-merata>
- Bisnis.com, (2021, 06, 15). Ditopang Infrastruktur, Tangerang Favorit Bagi Pencari Rumah. <https://ekonomi.bisnis.com/read/20210615/47/1405483/ditopang-infrastruktur-tangerang-favorit-bagi-para-pencari-rumah>
- Darmastuti, Rini. (2012). *Media Relations – Konsep, Strategi, dan Aplikasi*. Yogyakarta: Andi Offset.
- Elitemarketer.id. (n.d). Mempromosikan Brand di Instagram: Cara Bisnis Anda Muncul di Halaman Explore. Retrieved from Elitemarketer.id: <https://elitemarketer.id/social-media/mempromosikan-brand-di-instagramcara-bisnis-anda-muncul-di-tab-explore/>
- Gagnon, V. B. (2015). *Social Media at BBC News*. New York: Routledge.
- Iriantara, Y. (2011). *Media Relations Konsep, Pendekatan dan Praktik*. Bandung: Simbiosis Rekatama Media.
- Jefkins, F. 2000. *Public Relations*, Jakarta, Erlangga.
- Kemenkominfo. (2018). Kiat Bikin Infografis Keren. Retrieved from Kementerian Komunikasi dan Informatika Republik Indonesia.
- Kompas.com. (2018, 05 28). 7 Tips Membuat "Caption" Foto Menarik. Retrieved 12 31, 2020, from kompas.com: <https://lifestyle.kompas.com/read/2018/05/28/073600320/7-tips-membuatcaption-foto-menarik?page=all>
- Kompas.com. (2020, 08 05). Jenis-jenis Berita. Retrieved from Kompas.com: <https://www.kompas.com/skola/read/2020/08/05/140759669/jenis-jenisberita?page=all>

Kotler, Philip, Kevin Lane Keller. (2010). Marketing Management, 14th Edition. United States of America: Pearson.

Luttrell, Regina. (2015). Social Media: How to Engage, Share and Connect. London: Rowman & Littlefield Publishers

MerahPutih.com. (n.d.). MerahPutih. Retrieved from MerahPutih: <https://merahputih.com/>

Milhinhos, P. R. (2015). The Impact of Content Marketing on Attitudes and Purchase Intentions of Online Shoppers: The Case of Videos & Tutorial and User-Generated Content. Rio de Janeiro. Retrieved from [https://bibliotecadigital.fgv.br/dspace/bitstream/handle/10438/16054/THE SIS%20Patricia%20Milhinhos.pdf?sequence=1&isAllowed=y](https://bibliotecadigital.fgv.br/dspace/bitstream/handle/10438/16054/THE%20SIS%20Patricia%20Milhinhos.pdf?sequence=1&isAllowed=y)

Nurul. (2017). Perkembangan Teknologi Komunikasi. RajaGrafindo Persada, Jakarta

Side.id. (2018). Tentang Side.id. Retrieved from Side.id: [www.Side.id.com/tentang](http://www.Side.id.com/tentang)

Simarmata, J. (2010). Rekayasa Web. Yogyakarta: C.V ANDI OFFSET

Soemirat, S. dan Ardianto, E. (2005). Dasar-dasar Public Relations. Bandung: PT. Remaja Rosda karya.

Quesenberry, K. (2019). Social Media Strategy Marketing, Advertising, and Public Relations in the Consumer Revolution. United Kingdom: Rowman & Littlefield.