

## DAFTAR PUSTAKA

- Belch, G. E., & Belch, M. A. (2018). *Advertising and Promotion: an Integrated Marketing Communications Perspective 11th Edition*. New York: McGraw-Hill Education.
- Chaffey, D., & Ellis-Chadwick, F. (2016). *Digital Marketing 6th Edition*. Edinburgh Gate: Pearson Education Limited.
- Fill, C. (2013). *Marketing Communications: Brands, Experiences, and Participation 6th Edition*. Italy: Pearson Education Ltd.
- Hakuhodo Network Global. (n.d.). *About*. Retrieved from hakuhodo-gobal.com: <https://www.hakuhodo-global.com/about/history/index.html>
- Hakuhodo Network Indonesia. (2020). *Organization Structure*. Jakarta.
- i-dac Indonesia. (2020). *Genki Moko Moko Monthly Report - November 2020*. Jakarta.
- i-dac Indonesia. (2020). *GoWell Annual Recommendation 2021*. Jakarta.
- Kelley, L. D., Jugenheimer, D. W., & Sheehan, K. B. (2015). *Advertising Media Planning: A Brand Management Approach 4th Edition*. New York : Routledge Taylor & Franis Group.
- Kemp, S. (2019, January 31). *Digital 2019: Indonesia*. Retrieved from datareportal.com: <https://datareportal.com/reports/digital-2019-indonesia>
- Kemp, S. (2020, February 18). *Digital 2020: indonesia*. Retrieved from datareportal.com: <https://datareportal.com/reports/digital-2020-indonesia>
- Kriyantono, R. (2013). *Manajemen Periklanan: Teori dan Praktek*. Malang: Universitas Brawijaya Press (UB Press).
- Lindawati, S., Hendri, M., & Hutahaean, J. (2020). *Pemasaran Digital*. Medan: Yayasan Kita Menulis.
- Moriarty, S., Mitchell, N., & Wells, W. (2015). *Advertising & IMC: Principles and Practice 10th Edition*. Harlow: Pearson Education Limited.
- Peter, J. P., & Olson, J. C. (2020). *Consumer Behavior & Marketing Strategy 9th edition*. New York: McGraw-Hill/Irwin.
- Rusdi, L. H. (2018). *Strategi Keuangan Perusahaan*. Jakarta: PT Elex Media Komputindo.
- TECHINASIA. (n.d.). *Companies*. Retrieved from TECHINASIA: <https://www.techinasia.com/companies/i-dac-indonesia>