

Daftar Pustaka

About Jakarta Fashion Week. Diakses pada Jumat, 16 Oktober 2020 pukul 18.30 WIB, dari <https://www.jakartafashionweek.co.id/about/>

Halsey, T. (2010). *The Freelancer's Guide to Corporate Event Design: dari Technology Fundamentals to Scenic and Environmental Design*. Oxfordshire: Taylor & Francis Group.

Kaplan, A., & Haenlein, M. (2010). *Social Media: Back to The Roots and Back to the Future. Social Media: Back to the Roots and Back to the Future*. doi: Emerald Insight

Karpen, D. (2011). *Likeable Social Media: How to Delight Your Customers, Create an Irresistible Brand, and Be Generally Amazing on Facebook (and Other Social Networks)*. New York: McGraw-Hill Companies.

Kemp, S. (2021, October 20). *SOCIAL MEDIA USERS PASS THE 4 BILLION MARK AS GLOBAL ADOPTION SOARS*. Diakses pada Jumat, 8 Januari 2021 pukul 17.00, dari <https://wearesocial.com/blog/2020/10/social-media-users-pass-the-4-billion-mark-as-global-adoption-soars>

Kent, Michael. L. (2013). *Using Social Media Dialogically: Public Relations Role in Reviving Democracy*. doi: //doi.org/10.1016/j.pubrev.2013.07.024

Nasrullah, R. (2015). *Media Sosial Perspektif Komunikasi, Budaya, dan Sosiologi*. Bandung: Simbiosis Rekatama Media.

Noor, Any. (2013). *Manajemen Event*. Bandung: Alfabeta

Redish, J. (2012). *Letting go of the words writing web content that works*. Waltham: Morgan Kaufmann.

Sumartiningtyas, H. K. (2020, June). Home Sains Oh Begitu Penemuan Yang Mengubah Dunia: Era Media Sosial Facebook Jadi Yang Terpopuler di Indonesia. Diakses pada Jumat, 16 Oktober 2020 pukul 17.00 dari <https://www.kompas.com/sains/read/2020/06/10/163300823/penemuan-yang-mengubah-dunia--era-media-sosial-facebook-jadi-yang?page=all>