

DAFTAR PUSTAKA

Buku

- Athique, Adrian. (2013). *Digital media and society an introduction*. Cambridge: Polity Press.
- Breakenridge, Deirdre K. (2012). *Social Media and Public Relations: Eight New Practices for the PR Professional*. Harlow: Pearson FT Press
- Effendi, Onong. (2009). *Komunikasi Teori dan Praktek*. Bandung: PT Remaja Rosda Karya.
- England, Elaine & Finney, Andy. (2011). *Interactive media: What's that? Who's Involved?. Ed. 4*. United Kingdom: ATSF.
- Handley, Ann. (2014). *Everybody Writes: Your Go-To Guide to Creating Ridiculously Good Content*. Canada: John Wiley & Sons, Inc.
- Kasali, R. (2004). *Manajemen Public Relations: Konsep dan Aplikasinya di Indonesia*. Jakarta: PT Pustaka Utama Grafiti.
- Luttrell, Regina. (2015). *Social Media: How to Engage, Share and Connect*. London: Rowman & Littlefield Publishers.
- Nasrullah, Rulli. (2015). *Media Sosial: Prosedur, Tren, dan Etika*. Bandung: Simbiosis Rekatama Media.
- Ruslan, Rosady. (2010). *Manajemen Public Relations & Media Komunikasi*. Jakarta: PT Raja Grafindo Persada.
- Seitel, Fraster P. (2017). *The Practice of Public Relations. Ed 13*. Harlow: Pearson.

Jurnal

- Montalvo, R. E. (2011). *Social Media Management. International Journal of Management & Information Systems (IJMIS)*, 15(3), 91-96.
<https://doi.org/10.19030/ijmis.v15i3.4645>
- Saxena, A., & Khanna, U. (2013). *Advertising on Social Network Sites: A Structural Equation Modelling Approach. Vision*, 17(1), 17–25.
<https://doi.org/10.1177/0972262912469560>

Website

Ardiansyah, L. M. (08 Maret 2020). *Social Media Officer: Bermain Media Sosial dengan Tidak Main-main*. Diambil dari Docotel: <https://datetimego.com/10-months-ago-from-today>

Arkadia Digital Media. (2020). *Arkadia Company Profile*. Jakarta: Arkadiacorp.

Hootsuite. (2020). *We Are Social Indonesia Digital Report 2020*. Indonesia: Hootsuite.

Proctor, E. (09 Juni 2010). *5 Easy Steps to a Winning Social Media Plan*. Diambil dari Socialmediaexaminer: <https://www.socialmediaexaminer.com/5-easy-steps-to-a-winning-social-media-plan/>

Hallan, A. (2020). *Difference Between Copywriting and Content Writing*. Diambil dari Credible Content: <https://credible-content.com/difference-between-copywriting-and-content-writing/>

Penelitian

Ermaya Widyastuti. (2012). *Pengelolaan Media Sosial dalam Mendukung Kampanye Pemasaran Mizone: Studi Deskriptif Pengelolaan Media Sosial untuk Kampanye Pemasaran Program Mizone City Project 2012*. Yogyakarta: Skripsi Jurusan Ilmu Komunikasi Fisipol UGM.