



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

- Harris, T. L., & Whalen, P. T. (2006). *The Marketers Guide to Public Relations in 21st Century*. Ohio: Thomson.
- Iqbal, M. (2021, April 22). *Bukan Shopee, Ini Juara Marketplace RI di Kuartal I/2021*. Retrieved from [cnbcindonesia.com: https://www.cnbcindonesia.com/tech/20210421232912-37-239796/bukan-shopee-ini-juara-marketplace-ri-di-kuartal-i-2021](https://www.cnbcindonesia.com/tech/20210421232912-37-239796/bukan-shopee-ini-juara-marketplace-ri-di-kuartal-i-2021)
- Julianne, J. (2021). *Aktivitas Divisi Partnership Shopee Live PT Shopee International Indonesia*. Internship thesis, Universitas Multimedia Nusantara.
- Kotler, P., Keller, K. L., Brady, M., Goodman, M., & Hansen, T. (2016). *Marketing Management 3rd edition*. Harlow: Pearson Education Limited.
- Rizkia, C. (2020, July 15). *Mid Year Sale, Shopee Live Bikin Pelanggan Jadi Jutaan*. Retrieved from [technologue.id: https://technologue.id/mid-year-sale-shopee-live-bikin-pelanggan-jadi-jutawan/](https://technologue.id/mid-year-sale-shopee-live-bikin-pelanggan-jadi-jutawan/)
- Romindo, R., Muttaqin, M., Saputra, D. H., Purba, D. W., Iswahyudi, M., Banjarmahor, A., . . . Effendy, F. (2019). *E-Commerce: Implementasi, Strategi dan Inovasinya*. Jakarta: Yayasan Kita Menulis.
- Saleh, N. (2019, June 28). *Shopee Hadirkan Shopee Live, Jualan Online Melalui Live Streaming*. Retrieved from [tempo.co: https://tekno.tempo.co/read/1212854/shopee-hadirkan-shopee-live-jualan-online-melalui-live-streaming/full&view=ok](https://tekno.tempo.co/read/1212854/shopee-hadirkan-shopee-live-jualan-online-melalui-live-streaming/full&view=ok)
- Sea Group. (2015). *Products: Sea Group*. Retrieved from [Sea.com: https://www.sea.com/products/shopee](https://www.sea.com/products/shopee)
- Shopee. (2018). *Keuntungan Fitur dan Program Promosi Shopee LIVE*. Retrieved from [seller.shopee.co.id: https://seller.shopee.co.id/edu/article/6899](https://seller.shopee.co.id/edu/article/6899)
- Shopee Indonesia. (2015). *About Us: Shopee*. Retrieved from [careers.shopee.co.id: https://careers.shopee.co.id/about/](https://careers.shopee.co.id/about/)
- Venus, A. (2018). *Manajemen Kampanye Panduan Teoretis dan Praktis Dalam*. Bandung: Simbiosis Rekatama Media.