

## DAFTAR PUSTAKA

- Annur, C. M. (2021, September 29). *Indonesia Jadi Pasar Kedua Terbesar TikTok di Dunia pada 2020*. From Databoks: <https://databoks.katadata.co.id/datapublish/2021/09/29/indonesia-jadi-pasar-kedua-terbesar-tiktok-di-dunia-pada-2020#:~:text=Melansir%20dari%20Statista%2C%20ada%2022,aktif%20bulan%20TikTok%20pada%202020>
- Anwar, I. C. (2021, Maret 9). *Pendidikan*. From Tirto.id: <https://tirto.id/apa-saja-dampak-positif-negatif-teknologi-informasi-dan-komunikasi-gaTD>
- Gunelius, S. (2011). *30-Minute Social Media Marketing*. United States: McGraw-Hill.
- Kemp, S. (2021, Februari 11). *Digital 2021 Indonesia*. From Datareportal: <https://datareportal.com/reports/digital-2021-indonesia>
- Kotler, P., & Keller, K. L. (2016). *Marketing Management 15th Global Edition*. London: Pearson Education Limited.
- Larson, C. U. (2010). *Persuasion Reception and Responsibility Twelfth Edition*. Wadsworth: Cengage Learning.
- Maslen, A. (2009). *100 Great Copywriting Ideas*. Singapore: Marshall Cavendish.
- Riyanto, G. P. (2021, Februari 23). *Internet*. From Kompas.com: <https://tekno.kompas.com/read/2021/02/23/16100057/jumlah-pengguna-internet-indonesia-2021-tembus-202-juta>
- Rizaty, M. A. (2021, Agustus 3). *Inilah Negara Pengguna Instagram Terbanyak, Indonesia Urutan Berapa?* From Databoks: <https://databoks.katadata.co.id/datapublish/2021/08/03/inilah-negara-pengguna-instagram-terbanyak-indonesia-urutan-berapa>
- Ruslan, R. (2013). *Kiat dan Strategi Kampanye Public Relations*. Jakarta: Rajagrafindo Perkasa.
- Shaw, M. (2012). *Copywriting (Successfull Writing for Design, Advertising, and Marketing Second Edition)*. United Kingdom: Laurence King Publishing.
- Walter, E., & Gioglio, J. (2014). *The Power of Visual Storytelling: How to use Visuals, Videos, and Social Media to Market Your Brand*. United States: McGraw-Hill Education.