

DAFTAR PUSTAKA

- Belch, G. & Belch, M. (2008). Advertising and Promotion. Australia:McGraw-Hill.
- Chaffey, D., & Ellis-Chadwick, F. (2016). Digital Marketing: Strategy, Implementation and Practice (6th Edition). Harlow: Pearson.
- Firmansyah, A. (2020). Komunikasi pemasaran. Pasuruan: Qiara Media
- Hernawati. (2009). Optimalisasi seo (search engine optimizer) sebagai upaya meningkatkan unsur visibility dalam webometric. Seminar Nasional Matematika dan Pendidikan Matematika 2009. ISSN 978-979-16353-3-2
- Hidayat, N. K., & Tobing, R. (2012). Enhancing netizen as a digital marketing activity toward strategic branding: A case study of “XYZ” brand. The Winners, 13(1), 58. <https://doi.org/10.21512/tw.v13i1.668>
- Hoostuite. (2021). Digital 2021 report: April updates. Retrieved from <https://www.hootsuite.com/resources/digital-trends-q2-update>
- iPrice Insight. (2021). Peta e-commerce indonesia. Retrieved from <https://iprice.co.id/insights/mapofecommerce/>
- Kingsnorth, S. (2016). Digital Marketing Strategy: an integrated approach to online marketing. London: Kogan Page Limited.
- Kotler, P., & Armstrong, G. (2016). Prinsip Prinsip Pemasaran (13th ed.). Jakarta: Erlangga.
- Kotler, P. & Keller, K.L. (2012), Manajemen Pemasaran Jilid I Edisi ke 12. Jakarta: Erlangga.
- Muntazah, A. Pengaruh kebutuhan khalayak terhadap hasil kreatif produksi ini talkshow NET. Jurnal Akrab Juara, [S.l.], V. 5, n. 2, p. 233-243, may 2020. ISSN 2620-9861
- Ryan, D. (2014). Understanding Digital Marketing. London: Kogan Page Limited