

DAFTAR PUSTAKA

- Aaker, & Aaker, D. A. (1991). *Managing Brand Equity: Capitalizing on The Value of A Brand Name*. New York: Free Press.
- Brogan, C. (2011). *Social Media 101: Tactics and Tips to Develop Your Business Online*. New York: John Wiley & Sons.
- Budy, V. (2021, July 12). *Penetrasi Internet Indonesia Urutan ke-15 di Asia pada 2021*. Retrieved from [databoks.katadata.co.id: https://databoks.katadata.co.id/datapublish/2021/07/12/penetrasi-internet-indonesia-urutan-ke-15-di-asia-pada-2021](https://databoks.katadata.co.id/databoks.katadata.co.id/datapublish/2021/07/12/penetrasi-internet-indonesia-urutan-ke-15-di-asia-pada-2021)
- Chaffey, D., & Ellis-Chadwick, F. (2012). *Digital Marketing: Strategy, Implementation and Practice (6th Edition)*. New York: Pearson.
- Coviello, N., Milley, R., & Marcolin, B. (2001). Understanding IT-enabled Interactivity in Contemporary marketing. *Journal of Interactive Marketing*.
- David, F. R. (2011). *Strategic Management, Buku 1. Edisi 12*. Jakarta: Salemba Empat.
- Feradhita. (2021, Juni 30). *Mengenal Peran Penting Key Opinion Leader dalam Pemasaran*. Retrieved from [logique.co.id: https://www.logique.co.id/blog/2021/06/30/key-opinion-leader/](https://www.logique.co.id/blog/2021/06/30/key-opinion-leader/)
- Garjito, D. (2020, Agustus 22). *Pengertian Influencer, Jenis-Jenis Influencer yang Belum Banyak Diketahui*. Retrieved from [suara.com: https://amp.suara.com/news/2020/08/22/142445/pengertian-influencer-jenis-jenis-influencer-yang-belum-banyak-diketahui](https://amp.suara.com/news/2020/08/22/142445/pengertian-influencer-jenis-jenis-influencer-yang-belum-banyak-diketahui)
- Gary, Y. (2001). *Leadership in Organizations, 5th Edition*. New Jersey: Prentice Hall.
- Geysler, W. (2021, Agustus 18). *The State of Influencer Marketing 2021: Benchmark Report*. Retrieved from [Influencer MarketingHub: https://influencermarketinghub.com/influencer-marketing-benchmark-report-2021/amp/](https://influencermarketinghub.com/influencer-marketing-benchmark-report-2021/amp/)
- George, R. T. (1993). *Prinsip-Prinsip Manajemen, Terj. J. Smith*. Jakarta: Bumi Aksara.
- Handoko, T. H. (2012). *Manajemen Personalia dan Sumber Daya Manusia*. Yogyakarta: BPFE.
- Heidrick, & Struggles. (2009). *The Adoption of Digital Marketing in Financial Services Under Crisis*.
- Kotler, P., & Keller, K. L. (13). *Manajemen Pemasaran. Jilid 1. Edisi ke 13*. Jakarta: Erlangga.

- Kotler, P., & Keller, K. L. (2016). *Marketing Management, 15th Edition*. 2016: Pearson.
- Lewis, B. K. (2010). Social Media and Strategic Communications: Attitudes and Perceptions Among College Student. *International Journal of Public Relation Society of America*.
- Rangkuti, F. (2004). *Manajemen Persediaan Aplikasi di Bidang Bisnis*. Jakarta: Erlangga.
- Tesalonica. (2020, Oktober 19). *Jumlah Influencer Indonesia Meningkat di Tengah Pandemi*. Retrieved from tek.id: <https://www.tek.id/amp/culture/jumlah-influencer-indonesia-meningkat-di-tengah-pandemi-b1ZVp9jeZ>