

DAFTAR PUSTAKA

- Fadhila, N. (2020, February 04). Apa Sih Job Description Marketing Communication, Ini Dia! Retrieved from <https://yooreka.id/levelup/apa-sih-job-description-marketing-communication-ini-dia/>
- Fauzia, M. (2021, November 27). Account Executive: Definisi, Jenjang Karier, dan Gaji Halaman all. Retrieved from <https://money.kompas.com/read/2021/11/27/154958926/account-executive-definisi-jenjang-karier-dan-gaji?page=all>
- Fiona (2021) *Laporan Kerja Magang Aktivitas Divisi Marketing Communication PT Merah Putih Media*. Retrieved from <https://kc.umh.ac.id/16684/>
- Flew, T. (2008). *New Media : an introduction*. New York: Oxford University Pers.
- Ismail, I. (2021, May 21). Virtual Event Sebagai Salah Satu Strategi Marketing, Kenapa Tidak? Retrieved from <https://accurate.id/marketing-manajemen/virtual-event/>
- Kotler, Philip & Keller, (2012): *Marketing Management New Jersey*: Pearson Prentice Hall, Inc.
- Kotler, Philip & Armstrong, (2014): *Principle Of Marketing*, 15th edition. New Jersey: Pearson Prentice Hall.
- Rahmanto, E. (2014, October 07). Media Partnership: Kunci Keberhasilan Event Anda. Retrieved from <https://www.seputarevent.com/single-post/2014/10/07/media-partnership-kunci-keberhasilan-event-anda#:~:text=Media partnership adalah kerjasama yang,kredibilitas event anda dimata publik.>
- Supriyatna, I. (2020, August 25). Media Cetak Mulai Ditinggalkan, Masyarakat Beralih ke Media Online. Retrieved from <https://www.suara.com/bisnis/2020/08/25/181636/media-cetak-mulai-ditinggalkan-masyarakat-beralih-ke-media-online>
- Tjiptono & Chandra, G. (2012). *Pemasaran Strategik*. Edisi Kedua. Yogyakarta Yogyakarta: ANDI