

DAFTAR PUSTAKA

- Amalia, T. W., & Satvikadewi, A. A. I. P. (2020). Personal Branding Content Creator Arif Muhammad (Analisis Visual pada Akun Youtube @Arif Muhammad). *Representamen*, 6(1).
- Glenon, K. N. (2021). *Pengelolaan Media Sosial Tiktok Tvri Sebagai Media Publikasi*. Institut Pertanian Bogor.
- Kanarbi, D. (2020). Ereport. Retrieved June 28, 2022, from ereport.ipb.ac.id website: <https://ereport.ipb.ac.id/id/eprint/3762/1/J3A117204-01-Dhiyaa Daffani A.K- Cover.pdf>
- Kotler, & Keller. (2012). *Marketing Management*. Person Education.
- Lyons, Y. (2018). Why You Need a Content Strategy AND a Content Plan. Retrieved June 28, 2022, from rightsourcemarketing website: <https://www.rightsourcemarketing.com/content-creation/why-you-need-a-content-strategy-and-a-content-plan>
- Mahdi, M. I. (2022). Data indonesia.id. Retrieved from dataindonesia.id. Retrieved June 28, 2022, from dataindonesia.id website: <https://dataindonesia.id/digital/detail/pengguna-media-sosial-di-indonesia-capai-191-juta-pada-2022>
- Pharma, C. (2022). About colab pharma. Retrieved June 29, 2022, from colab pharma website: <http://colabpharma.id>
- Rachmawati, F. (2018). *Penerapan Digital Marketing Sebagai Strategi Komunikasi Pemasaran Terpadu Produk Usaha Kecil Dan Menengah (UKM) Pahlawan Ekonomi Surabaya*. Universitas Islam Negeri Sunan Ampel Surabaya.
- Rahmawan, D., Mahameruaji, J. N., & Anisa, R. (2019). Pengembangan konten positif sebagai bagian dari gerakan literasi digital. *Jurnal Kajian Komunikasi*, 7(1).
- Susilo, D., & Putranto, T. D. (2021). Content analysis of instagram posts related to the performance of the national search and rescue agency in early. *Jurnal Komunikasi Profesional*, 5(1).