

DAFTAR PUSTAKA

- Amstrong, G, & d. (2017). *Marketing an Introduction* . New Jersey : Pearson Education.
- Asad, I. (2014). *Instant Profits with Instagram*. Dania: Issa Assad.
- Chaffey, D. (2019). *Digital Marketing (7th Edition)*. *Pearson International Content. Retrieved from.*
<https://bookshelf.vitalsource.com/books/9781292241586>
- Charlesworth. (2015). *An Introduction to Social Media Marketing*. New York: Routledge.
- Diamond, S. (2019). *Digital Marketing for Dummies*. New Jersey: John Wiley & Sons.
- Gunawardanee, N. (2018). *Brand Activation: A Review on Conceptual and Practice Perspectives*. Asian Social Science.
- Kay, R. (1999). *Coastal Planing and Management*. London : Penerbit E & FN Spon Press.
- Kingsnorth, S. (2019). *Digital Marketing Strategy*. London: Kogan Page.
- Kotler, P. (2016). *Marketing Management* . London: Pearson Education.
- Quesenberry, K. A. (2019). *Social Media Strategy: Marketing, Advertising, and Public Relations in The Consumer Revolution Second Edition*. London: Rowman & Littlefield.
- Santoso, A. P. (2017). “Pengaruh konten post Instagram terhadap Online Engagement.Studi Kasus Pada Lima Merek Pakaian Wanita”.
Skripsi.Institusi Teknologi Sepuluh November. Vivek, Shiri. Sharon E. Beatty & Robert.

Tsitsi, E. a. (2013). The Adoption of Social Media Marketing in South Africans
Banks. *European Business Review*. 25:4, 36.

