

DAFTAR PUSTAKA

- 88,1 *Persen Pengguna Internet Belanja dengan E-commerce*. (2021, November 12). Retrieved from cnnindonesia.com:
<https://www.cnnindonesia.com/ekonomi/20211111123945-78-719672/881-persen-pengguna-internet-belanja-dengan-e-commerce>
- Global State of Digital in October 2022*. (2022, Oktober 20). Retrieved from wearesocial.com: <https://wearesocial.com/us/blog/2022/10/the-global-state-of-digital-in-october-2022/>
- Aisyah, S., Ali, Y., Sudarso, A., Sovianti, R., Sitanggang, F. A., Alfathoni, M. A., et al. (2021). *Dasar Dasar Periklanan*. (A. Karim, Ed.) Indonesia: Yayasan Kita Menulis.
- Ansari, N. F., A, A. S., & Yusmanizar. (2022). Pengaruh Elemen Visual dan Jenis Konten Pada Instagram @Tapada_Id Dalam Meningkatkan Brand Awareness dan Minat Beli di CV. Tapada Berkah Bersama. *Journals of Social, Scinece, and Engineering*.
- Ariesandy, P., & Zuliestiana, D. A. (2019). Pengaruh Social Media Marketing Melalui Instagram Terhadap Minat Beli Konsumen Ladyfameshop. *Managemen dan Bisnis*.
- Bayu, D. (2022, Juni 10). *APJII: Pengguna Internet Indonesia Tembus 210 Juta pada 2022*. Retrieved from DataIndonesia.id:
<https://dataindonesia.id/digital/detail/apjii-pengguna-internet-indonesia-tembus-210-juta-pada-2022>
- Casaló, L. V, Flavián, C., & Ibáñez-Sánchez, S. (2020). Influencers on Instagram: Antecedents and consequences of opinion leadership. *Journal of Business Research, 117*, 510–519.
- Charo, N., Sharma, P., Shaikh, S., Haseeb, A., & Sufya, M. Z. (2015). Determining the impact of ewom on brand image and purchase intention through adoption of online opinions. *International Journal of Humanities and Management Sciences, 3*(1), 41–46.
- Creswell, J. W. (2014). *Research Design Qualitative, Quantitaive, and Mix Methods Approaches*. Sage Publications, Inc.
- Dash, S., & Malhotra, N. K. (2016). *The impact of marketing activities on service brand equity*. Indian Institute of Management.
- Darmawan, B., & Putri, K. Y. (2020). Pengaruh Unggahan Media Sosial Instagram Terhadap Minat Beli Minuman Kopi. *Komunikologi*.
- Dewaweb Team. (2022, may 15). *3 Contoh Content Marketing Perusahaan Terbaik untuk BIsnismu*. Retrieved from Dewaweb.com:
<https://www.dewaweb.com/blog/contoh-content-marketing-terbaik/>
- Dihni, V. A. (2022, Juni 03). *Riset: Milenial Paling Gemar Belanja Online Saat Pandemi*. Retrieved from katadata.co.id:
<https://databoks.katadata.co.id/datapublish/2022/06/03/riset-milenial-paling-gemar-belanja-online-saat-pandemi>
- Erkan, I., & Evan, C. (2016). *COMPUTERS IN HUMAN BEHAVIOR* (M. Guitton (ed.)). Quebec.
- Garanti, Z., & Kissi, P. S. (2019). *The effects of social media brand personality on*

- brand loyalty in the Latvian banking industry*. Cyprus International University.
- Ginting, R., Yulistiyono, A., Rauf, A., Manullang, S. O., Kussanti, D. P., Ardiansyah P.S, T. E., et al. (2021). *Etika Komunikasi dalam Media Sosial : Saring Sebelum Sharing*. Cirebon: Insania.
- Godey, B., Manthiou, A., Pederzoli, D., Rokka, J., Aiello, G., Donvito, R., et al. (2016). Social media marketing efforts of luxury brands: Influence on brand equity and consumer behavior. *Journal of Business Research*, 69.
- Halim, F., Kurniullah, A. Z., Butarbutar, M., Efendi, Sudarso, A., Purba, B., et al. (2021). *Manajemen Pemasaran Jasa*. Yayasan Kita menulis.
- Kambali, I., & Masitoh, S. (2019). Pengaruh Sosial Media Marketing Terhadap Keputusan Pembelian Jasa Pengiriman Barang di Kantor Pos Pati 59100. *Jurnal bisnis dan Pemasaran*, 10.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management*. Edinburgh Gate: Pearson Education Limited.
- Kotler, P., Kartajaya, H., & Setiawan, I. (2017). *Marketing 4.0 Moving from Traditional to Digital*.
- Kriyantono, Ph. D, R. (2022). *Teknik Praktis Riset Komunikasi Kuantitatif dan Kualitatif*. Jakarta: Kencana.
- Lahtinen, V., Diertrich, T., & Rudle-Thiele, S. (2020). Long live the marketing mix. Testing the effectiveness of the commercial marketing mix in a social marketing context. *Social Marketing*.
- Lee, Derek, K. ., Lieu, Simon, & Johannes. (2018). *Disorder protected and induced local zero-modes in longer-range Kitaev chains*.
- Lim, & Yazdanifard, R. (2020). How Instagram Can Be Used as a Tool in Social Network Marketing Center for Southern New Hampshire University (SNHU) Programs HELP College of Art and Technology Center for Southern New Hampshire University (SNHU). *Program HELP College of Art and Technology*, September, 1–7.
<https://www.researchgate.net/publication/265377226%0AHow>
- Mahdi, M. I. (2022, Februari 25). *Pengguna Media Sosial di Indonesia capai 191 Juta pada 2022*. Retrieved from DataIndonesia.id:
<https://dataindonesia.id/digital/detail/pengguna-media-sosial-di-indonesia-capai-191-juta-pada-2022>
- Muharam, A. N., Widaningsih, S., & Mustikasari, A. (2021). Pengaruh Sosial Media Marketing Melalui Instagram Terhadap Minat Beli Produk. *Jurnal Manajemen Pemasaran*.
- Newberry, C., & Lynch, K. (2019). The role of diet in the development and management of gastroesophageal reflux disease: why we feel the burnThe role of diet in the development and management of gastroesophageal reflux disease: why we feel the burn. *Journal of Thoracic Disease*.
- Ninan, N., Roy, J. C., & Cheriyan, D. K. (2020). Influence of Social Media Marketing on the Purchase Intention of. *International Journal of Advanced Science and Technology*.
- Nurwicaksono, D., & Ganggi, R. I. (2019). Kualitas Layanan Sirkulasi Terhadap Kepuasan Pemustaka Pasca Sentralisasi di Perpustakaan Universitas Islam

- Nahdlatul Ulama Jepara Pada Mahasiswa Angkatan 2015. *Jurnal Ilmu Perpustakaan*, 260-271.
- Priansa, D. J. (2017). *Komunikasi Pemasaran: Terpadu Pada Era Media Sosial*. Bandung: Pustaka Setia.
- Putri, A. S. (2020, Oktober Kamis). *5 Manfaat Internet*. Retrieved Juni Selasa, 2023, from Kompas.com: <https://www.kompas.com/skola/read/2020/10/08/224859069/5-manfaat-internet?page=all>
- Rabianti, D., Rachmawati, I., & Telkom, U. (2021). *Influence of Social Media Marketing Activity Towards Purchase Intention In Morgy Coffee*. 8(6), 8083–8089.
- Ramadhanty, P., & Malau, R. M. (2020). Pengaruh Social Media Marketing Content Instagram @KEDAIKOPIKULO Terhadap Sikap Konsumen. *JURNAL ILMU KOMUNIKASI*.
- Salmiah, Sudirman, A., Siregar, M. N., J. S., Suleman, A. R., Saragih, L. M., et al. (2020). *Online Marketing*. Yayasan Kita Menulis.
- Stephanie, C., & Yusuf, O. (2021, Februari 24). *Riset Ungkap Lebih dari Separuh Penduduk Indonesia "Melek" Media Sosial*. Retrieved from Kompas.com: <https://tekno.kompas.com/read/2021/02/24/08050027/riset-ungkap-lebih-dari-separuh-penduduk-indonesia-melek-media-sosial>
- Sokolova, K., & Kefi, H. (2020). Instagram and YouTube bloggers promote it, why should I buy? How credibility and parasocial interaction influence purchase intentions. *Journal of Retailing and Consumer Services*, 53, 101742.
- Stanton, W., Etzel, M., & Walker, B. (2019). *Fundamentos de marketing*, Edición: 11. México, DF: Mc Graw-Hill, Biblioteca.
- Sugiyono. (2016). *METODE PENELITIAN KUANTITATIF, KUALITATIF DAN R&D*. Alfabeta.
- Sugiyono. (2018). *Metode Penelitian Bisnis*. Alfabeta.
- Supardi. (2017). *Statistik penelitian pendidikan : Perhitungan, penyajian, penjelasan, penafsiran, dan penarikan kesimpulan*. Rajawali Pers.
- T. R. (2020). *The Power Of Digital marketing*. 21: Tiga Ebook.
- Team Link UMKM. (2023, Mei Rabu). *Manfaat Content Marketing Bagi Bisnis Pemula*.
- Tungka, D., Lionardo, M. M., Thio, S., & Iskandar, V. (2020). Pengaruh Sosial Media Marketing Marketing Pada Instagram Terhadap Minat Beli Chatime Indonesia. *Jurnal Hospitality dan Manajemen Jasa*, 77-87.
- Yang, Y., Xu, X., Hanjalic, A., Shen, H. T., & Wang, B. (2017). Adversarial cross-modal retrieval. *Proceedings of the 25th ACM International Conference on Multimedia*, 154–162.
- yuliardi, R., & Nuraeni, Z. (2017). *Statistika Penelitian Plus Tutorial SPSS*. Innosain.
- Zhao, G., Liu, S., Lopez, C., Lu, H., Elgueta, S., & Chen, H. (2019). Blockchain technology in agri-food value chain management: A synthesis of applications, challenges and future research directions. *Computers in Industry*, 83-99.