

DAFTAR PUSTAKA

Jurnal

Kotler, P., & Amstrong, G. (2010). Pemasaran. Jakarta: Erlangga.

Appel, G., Grewal, L., Hadi, R., & Stephen, A. T. (2020). The future of social media in marketing. *Journal of the Academy of Marketing science*, 48(1), 79-95.

Sistaningrum, W. (2002). Manajemen penjualan produk. Yogyakarta: kanisius.

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