

DAFTAR PUSTAKA

- Andrews, J. C., & Shimp, T. A. (2018). *Advertising, promotion, and other aspects of integrated marketing communications*.
- Aruman, E. (2014). *Pemasaran Tradisional Vs Modern*.
<https://mix.co.id/marcomm/news-trend/pemasaran-tradisional-vs-modern/>
- Baack, D. E., & Clow, K. E. (2017). *Integrated Advertising, Promotion, and Marketing Communications*.
- Binus University Graduate Program. (2022). *APA ITU STRATEGIC MARKETING COMMUNICATION DAN CONTOH PENERAPANNYA?*
<https://graduate.binus.ac.id/2022/06/04/apa-itu-strategic-marketing-communication-dan-contoh-penerapannya/#:~:text=Marketing%20communication%20berguna%20untuk%20menumbuhkan,pada%20produk%20yang%20mereka%20jual.>
- Blakeman, R. (2018). *INTEGRATED MARKETING COMMUNICATION CREATIVE STRATEGY FROM IDEA TO IMPLEMENTATION*.
www.rowman.com
- cashlez. (2023). *Apa Bedanya? Marketing Tradisional Vs Marketing Modern*.
https://www.cashlez.com/blog/apa-bedanya-marketing-tradisional-vs-marketing-modern_962.html
- Chris Fill, & Sarah Turnbull. (2016). *Marketing Communications discovery, creation and conversations*.
- DiMarco, J. (2017). *Communications writing and design : the integrated manual for marketing, advertising, and public relations*.

E, D., Baack, E, K., & Clow. (2017). *Integrated advertising, promotion, and marketing communications*.

Egan John. (2014). *Marketing Communications*. Sage Publication.

Ferdian, A., & Mega Nanda, A. (2022). *Bengkel BMW dengan Standar Global Pertama di Indonesia*.

Fill, C. (2023). *Marketing Communications*. www.pearson-books.com

Geuens, M., Van Den Bergh, J., & De Pelsmacker, P. (2013). *Marketing Communications A European Perspective*.

www.pearsoned.co.uk/depelsmacker

Honda. (2022). *Honda Perkenalkan Kampanye “Happy To Serve You” Untuk Tingkatkan Kepuasan Pelanggan Lewat Layanan Purnajual*. <https://www.honda-indonesia.com/news/honda-perkenalkan-kampanye-happy-to-serve-you-untuk-tingkatkan-kepuasan-pelanggan-lewat-layanan-purnajual>

JPNN. (2022). *Suzuki Gelar Kampanye Servis Gratis Untuk Ambulans*. <https://www.jpnn.com/news/suzuki-gelar-kampanye-servis-gratis-untuk-ambulans>

Karya Prima Ultima. (n.d.). Retrieved December 29, 2023, from <https://www.ultima-werke.com/>

KumparanOTO. (2020). *Unik, Kampanye BMW Kirim Seri 3 Touring yang Dijual Online Berbungkus Kardus*. <https://kumparan.com/kumparanoto/unik-kampanye-bmw-kirim-seri-3-touring-yang-dijual-online-berbungkus-kardus-1tOVGSrIX3q/2>

Merdeka. (2022). *Mengenal BMW Ultima, Body Repair dan Paint Level Tertinggi BMW Group di Indonesia*.

<https://www.merdeka.com/otomotif/mengenal-bmw-ultima-body-repair-dan-paint-level-tertinggi-bmw-group-di-indonesia.html>

- Muhtar. (2023). *Ini 7 Media Sosial Paling Banyak Digunakan di Indonesia*. <https://uici.ac.id/ini-7-media-sosial-paling-banyak-digunakan-di-indonesia/>
- O'Brien, J., & Gallagher, D. (2021). *Truth Be Told: How Authentic Marketing and Communications Wins in the Purposeful Age*.
- Percy, L. (2018). *Strategic Integrated Marketing Communications*.
- Pickton, D., & Broderick, A. (2001). *Integrated Marketing Communications*. www.pearsoned.co.uk
- Putri Mulia Karunia, V. (2023). *Pemasaran Tradisional: Pengertian dan Contohnya*.
<https://www.kompas.com/skola/read/2023/02/06/100000469/pemasaran-tradisional--pengertian-dan-contohnya#:~:text=Dilansir%20dari%20buku%20Digital%20Marketing,Memaka,i%20pamflet%20untuk%20mempromosikan%20produk>
- Rizomyliotis, I., & Konstantoulaki, K. (2017). *BUSINESS-TO-BUSINESS MARKETING COMMUNICATIONS Value and Efficiency Considerations in Recessionary Times*.
- Rowles, D. (2017). *Second Edition Mobile Marketing*.
- Rowles, Daniel. (2014). *Mobile marketing : how mobile technology is revolutionizing marketing, communications, and advertising*.
- Saxena Arora, A., Wu, J., & Proulx, W. (2015). *International Marketing and Management Research*.
<https://doi.org/10.1057/9781137492265.0001>
- Semenenko, V. (2013). *Developing effective marketing brochure*.
- Shimp, T. A., & Andrews, J. C. (2013). *Advertising, Promotion, and other aspects of Integrated Marketing Communications*.
www.cengage.com/highered
- Shin, K.-Y. (2013). *SPRINGER BRIEFS IN BUSINESS The Executor of*

*Integrated Marketing Communications Strategy: Marcom
Manager's Working Model.*

<http://www.springer.com/series/8860>

TIM HUMAS. (2023). *Manfaat Instagram untuk Bisnis.*

<https://an-nur.ac.id/manfaat-instagram-untuk-bisnis/>

Yonatan, A. Z. (2023). *Menilik Pengguna Media Sosial Indonesia
2017-2026.*

<https://data.goodstats.id/statistic/agneszeanyayonatan/menilik->

UMMN

UNIVERSITAS
MULTIMEDIA
NUSANTARA