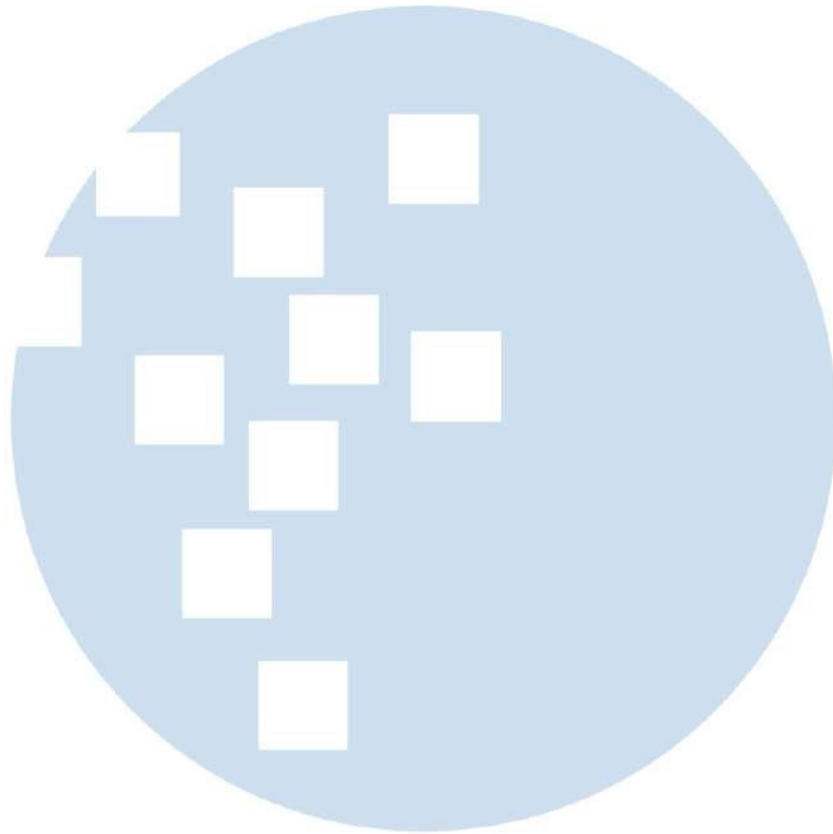


## DAFTAR PUSTAKA

- Chaffey, D. (2022, November 17). The RACE Framework: A practical digital marketing strategy framework. Smart Insights.  
<https://www.smartinsights.com/digital-marketing-strategy/race-a-practical-framework-to-improve-your-digital-marketing/>.
- Chairunisa. (2022, November 11). *Perbedaan Visi dan Misi: Pengertian, Contoh dan Fungsinya*. Retrieved from Dailysocial.id: <https://dailysocial.id/post/perbedaan-visi-dan-misi-pengertian-contoh-dan-fungsinya>.
- Dianputri, P., & Rosmiati, S.Pd., M.Hum, A. (2020). STRATEGI KREATIF PERIKLANAN “PINED WEARHOUSE PERIGEE” MELALUI MEDIA SOSIAL INSTAGRAM. *CITRAWIRA : Journal of Advertising and VisualCommunication*, 1(1), 44–65.  
<https://doi.org/10.33153/citrawira.v1i1>
- Digikidz.id. (2023, Oktober 15). <https://digikidz.id/>.
- Keller, Kevin Lane, and Vanitha Swaminathan. 2020. *Strategic Brand Management: Building, Measuring and Managing Brand Equity, Brand Image (Vol. 5)*. Pearson Ed. New Jersey.
- Kotler, P., Kartajaya, H., & Setiawan, I. (2017). *Marketing 4.0 : Moving from Traditional to Digital*. New Jersey: John Wiley & Sons, Inc.
- Mustikawati, F. E. (2019). Fungsi Aplikasi Kahoot sebagai Media Pembelajaran Bahasa Indonesia. *Prosiding Seminar Nasional Bulan Bahasa (Semiba)*, 99–104.
- Nisa', L. (2020). Pemanfaatan Teknologi Dalam Pendidikan Anak Usia Dini. *ThufuLA: Jurnal Inovasi Pendidikan Guru Raudhatul Athfal*, 8(1), 001.  
<https://doi.org/10.21043/thufula.v8i1.6283>
- Rizkinawasara, L. (2020, Januari 28). *Revolusi Industri 4.0*. Retrieved from Kominfo: <https://aptika.kominfo.go.id/2020/01/revolusi-industri-4-0/>.
- Shahroom, A. a., & Hussin, N. (2018). Industrial Revolution 4.0 and Education. *International Journal of Academic Research in Business and Social Sciences*, 8(9), 314-319. <https://doi.org/10.6007/ijarbss/v8-i9/4593>.
- Sulaksono, J. (2020). Peranan Digital Marketing Bagi Usaha Mikro, Kecil, Dan Menengah (Umkm) Desa Tales Kabupaten Kediri. *Generation Journal*, 4(1), 41–47. <https://doi.org/10.29407/gj.v4i1.13906>.
- Yana, M. (2021). DAMPAK PENGGUNAAN GADGET PADA ANAK USIA DINI ( STUDI KASUS DI TK ELEKRINA KERTAPATI PALEMBANG).



UMN

UNIVERSITAS  
MULTIMEDIA  
NUSANTARA