

DAFTAR PUSTAKA

Buku

- Heaugens, P. P. M. A. R. (2001). 4. Strategic Issues Management (1): An Outside-In Perspective. In *Strategic Issues Management: Implications for Corporate Performance: Strategisch Issues Management: Implicaties Voor de Prestaties Van Ondernemingen* (Vol. 7, p. 95). essay, ERIM.
- Kotler, P. (2021). Chapter 14: Personal Selling & Direct Marketing. In K. L. Keller (Ed.), *Marketing Management, Global Edition, 16th Edition* (16th ed., pp. 330–344). essay, Pearson Higher Ed.
- Mahoney, L. M., & Tang, T. (2017). *Strategic social media: From marketing to social change*. Wiley Blackwell.
- Persuasive communication: Making The Voice of Business Heard: How to design and implement more efficient strategies, techniques and tools of communication*. (2010). . ILO.
- Tap, A., & Housden, M. (2014). Chapter 1: What is direct and Digital Marketing? In I. Whitten (Ed.), *Principles of Direct, Database and Digital Marketing*. essay, Pearson Education.

Website

- Get the latest industry insights with populix*. Populix. (n.d.).
<https://info.populix.co/report/the-social-commerce-in-indonesia/>
- GoodStats Data. (n.d.). *Menilik Pengguna media sosial Indonesia 2017-2026*.
<https://data.goodstats.id/statistic/agneszeFanyayonatan/menilik-pengguna-media-sosial-indonesia-2017-2026-xUAlp#:~:text=Melansir%20Data%20Reportal%2C%20di%20tahun,buah%20atau%20akun%20media%20sosial.>
- Hootsuite (we are social): Indonesian digital report 2023*. Dosen Praktisi Konsultan PembicaraFasilitator Digital Marketing Internet marketing SEO Technopreneur dan Bisnis Digital. (n.d.). <https://andi.link/hootsuite-we-are-social-indonesian-digital-report-2023/>
- Kominfo, P. (n.d.). *APA ITU Industri 4.0 Dan Bagaimana Indonesia menyongsongnya*. Website Resmi Kementerian Komunikasi dan Informatika RI. https://www.kominfo.go.id/content/detail/16505/apa-itu-industri-40-dan-bagaimana-indonesia-menyongsongnya/0/sorotan_media

Mahdi, M. I., & Bayu, D. (2022, February 25). *Pengguna Media sosial di indonesia capai 191 Juta Pada 2022*. Data Indonesia: Data Indonesia for Better Decision. Valid, Accurate, Relevant.
<https://dataindonesia.id/internet/detail/pengguna-media-sosial-di-indonesia-capai-191-juta-pada-2022>

Ri y a n to W U J A R S O N , S . e . , A K . , M . M . - I b i K . (n.d.).
<http://repository.ibik.ac.id/1470/1/DIGITAL%20MARKETING.pdf>

