

DAFTAR PUSTAKA

DAFTAR PUSTAKA

Assarut, A & Wongkitrungrueng, A. (2020). Live streaming commerce from the sellers' perspective: implications for online relationship marketing. *Journal of Marketing Management*. ISSN: 0267-257X

Bly, R. (2005). *The Copywriter's Handbook: A Step-by-Step Guide to Writing Copy that Sells* 3rd Edition. New York: Henry Holt & Company.

Halvorson, K & Rach, M. (2012). *Content Strategy for The Web* 2nd Edition. California: Brekly

Hermawan, D. (2018). *Content Creator dalam Kacamata Industri Kreatif : Peran Personal Branding dalam Media Sosial*. 4.

Hootsuite (we are social): Indonesian digital report 2024. Dosen Praktisi Konsultan Pembicara Fasilitator Digital Marketing Internet marketing SEO Technopreneur dan Bisnis Digital. (n.d.). <https://andi.link/hootsuite-we-are-social-indonesian-digital-report-2023/>

Kotler, P. (2017). *Marketing 4.0: Moving from Traditional to Digital*. New Jersey: John Wiley & Sons, Inc.

Kotler, P., Keller, K.L. (2009). *Marketing Management* (13th ed.). Pearson Prentice Hall.

Lieb, R. (2011). *Content Marketing: Think Like Publisher*. Indianapolis: QUE.

Turban, E & Judy, S. (2016). *Social Commerce: Marketing, Technology, and Management*. Switzerland: Springer International Publishing

Putri, N. K. (2024, February 27). *We Are Social: 59 persen pengguna internet Indonesia hobi belanja online*. Tech in Asia Indonesia - Menghubungkan EKOSISTEM startup Indonesia. <https://id.techinasia.com/indonesia-hobi-belanja-online>

Redcomm Indonesia. (2024, August 2). *Cara Menerapkan storytelling dalam pembuatan content marketing*. <https://redcomm.co.id/knowledges/cara-menerapkan-storytelling-dalam-pembuatan-content-marketing>

Street,T. (2014, Maret 13). Inbound Marketing Agency. Retrieved December 7, 2021, from <http://www.inboundmarketingagents.com/inboundmarketing-agents-blog/bid/338803/5-Characteristics-of-a-GoodContent-Creator>

Suhyar, S. V., & Pratminingsih, S. A. (2023). Skintific Skincare Products PengaruhLive Streaming dan Trust terhadap Impulsive Buying dalam Pembelian Produk Skincare Skintific. *Management Studies and Entrepreneurship Journal*, 4(2), 1427–1438

UMMN

UNIVERSITAS
MULTIMEDIA
NUSANTARA