

DAFTAR PUSTAKA

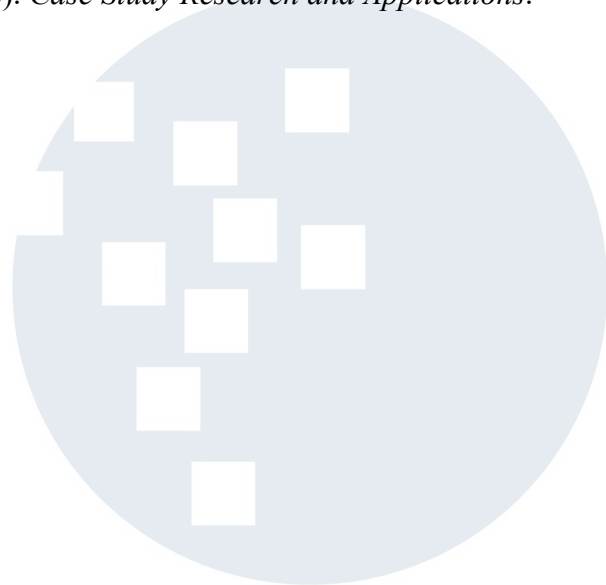
- Abdussamad, Z. (2021). *Metode Penelitian Kualitatif*.
- Appelroth, E. (2015). *MARKETING PLAN FOR A RESTAURANT*.
- Artanto, H., Nurdiansyah, F., & Widyagama Malang, U. (2017). Penerapan SEO (Search Engine Optimization) Untuk Meningkatkan Penjualan Produk. *Journal of Information Technology and Computer Science (JOINTECS)*, 1(2). <http://info.cern.ch/>
- Bayhaqi, I. (2020). PERANCANGAN KEY PERFORMANCE INDICATORS SEBAGAI SISTEM PENILAIAN KINERJA DI PT. INTI ISAWIT SUBUR. *Journal of Industrial View*, 02(2), 1–11.
- Burhanuddin, R., Mulyati, Diwyarhi, N. D. M. S. D., Muhammad Umar Hadawiah Yane Puspito Sari Sukrin Intisari Haryanti Muhammad Hery Santoso Wayan Ardani Salehan, D. A., & Silalahi, M. (2022). *KOMUNIKASI PEMASARAN*. www.globaleksekitifteknologi.co.id
- Chaffey, D., & Chadwick, F. E. (2019). *Digital Marketing Strategy, Implementation and Practice*. www.pearson.com/uk
- Chaffey, D., & Chadwick, F. E. (2022). *Digital Marketing Strategy, Implementation and Practice*.
- Creswell, J., & Poth, C. (2018). *Qualitative Inquiry & Research Design*.
- Febri Annisa, Mochammad Reza Fadli, Novia Suherman, & Ida Farida Adi Prawira. (2024). Analisis Pengaruh Strategi Pemasaran melalui TikTok terhadap Minat Beli Konsumen: Studi Literatur. *Jurnal Bisnis Mahasiswa*, 4(1), 14–24. <https://doi.org/10.60036/jbm.v4i1.art2>
- Gordini, N., & Scientific, E. (2015). Content Marketing Metrics: Theoretical Aspects and Empirical Evidence CONTENT MARKETING: CONCEPTUALIZING AND MEASURING. EVIDENCE FROM A SAMPLE OF ITALIAN FIRMS. In *Journal* (Vol. 14, Issue 34). <https://www.researchgate.net/publication/281782698>
- Harris, P., Pol, H., & van der Veen, G. (2020). Customer Journey. In *The Routledge Companion to Strategic Marketing* (pp. 67–90). Routledge. <https://doi.org/10.4324/9781351038669-7>
- Hikmawati, F. (2020). *Metodologi Penelitian*.
- Hilal Ramadhan, I., Priatama, R., Akalili, A., & Kulau, F. (2021). Analisis Teknik Digital Marketing pada Aplikasi Tiktok (Studi Kasus Akun Tiktok @jogjafoodhunterofficial) Analysis of Digital Marketing Techniques in

- Tiktok Application (Case Study of @jogjafoodhunterofficial). *Online) Socia: Jurnal Ilmu-Ilmu Sosial*, 18(1), 49–60.
- Jonathan, W., Setia Utami, B., & Kristen Satya Wacana Salatiga, U. (2016). *Perancangan Brand Image Untuk Restoran Warung Kongkow Tamini Di Jakarta Artikel Ilmiah Peneliti : Program Studi Desain Komunikasi Visual Fakultas Teknologi Informasi*.
- Khan, F., & Siddiqui, K. (2014). *THE IMPORTANCE OF DIGITAL MARKETING. AN EXPLORATORY STUDY TO FIND THE PERCEPTION AND EFFECTIVENESS OF DIGITAL MARKETING AMONGST THE MARKETING PROFESSIONALS IN PAKISTAN*.
- Kotler, P., & Armstrong, G. (2018). Principles Of Marketing. In *A: Vol. 17th Editon*.
- Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th Edition). Pearson Education.
- Luo, Y., & Hoffman, F. M. (2022). Benchmark Analysis. In *Land Carbon Cycle Modeling* (pp. 157–162). CRC Press. <https://doi.org/10.1201/9780429155659-24>
- Neno, M. S. (2021). *Analysis of the Use of Digital Marketing at The Kahang Jaya Liliba Restaurant during the Pandemic Covid-19*.
- Nunez, A. (2020). Advantage of Google Reviews. In *Podium*.
- Sastika, W., Suryawardani, B., & H. Hanifa, F. (2016). Analysis of Website Quality, Brand Awareness on Trust and its Impact on Customer Loyalty. *Proceedings of the 2016 Global Conference on Business, Management and Entrepreneurship*. <https://doi.org/10.2991/gcbme-16.2016.87>
- Sholawati, R. L., & Tiarawati, M. (2022). PENGARUH SOCIAL MEDIA MARKETING DAN BRAND AWARENESS TERHADAP NIAT BELI PRODUK DI RESTORAN FAST FOOD. In *Jurnal Ilmu Manajemen* (Vol. 10).
- Taiminen, H. M., & Karjaluoto, H. (2015). *THE USAGE OF DIGITAL MARKETING CHANNELS IN SMEs*.
- Tjiptono, F. (2017). *Pemasaran: Esensi dan Aplikasi*. <https://andipublisher.com/produk/detail/pemasaran-esensi-dan->
- Tracy, S. J. (2014). Qualitative Research Methods: Collecting Evidence, Crafting Analysis, Communicating Impact. *Revija Za Sociologiju*, 43(1). <https://doi.org/10.5613/rzs.43.1.6>
- Visser, M., Sikkenga, B., & Berry, M. (2019). *Digital Marketing Fundamentals From Strategy to ROI*.

Wibisono, H., Wijaya, K. E., Program, F. A., Perhotelan, M., Manajemen, S., Bisnis, F., & Ekonomi, D. (2021). *PENGARUH ONLINE REVIEW DAN ONLINE RATING TERHADAP MINAT BELI PADA KONSUMEN PERGIKULINER DI SURABAYA.*

Wirtz, J., & Lovelock, C. H. (2016). *Services Marketing: People, Technology, Strategy.*

Yin, R. K. (2018). *Case Study Research and Applications.*



UMN

UNIVERSITAS
MULTIMEDIA
NUSANTARA