

## DAFTAR PUSTAKA

- Annur, C. M. (2024, January 3). Ini Media Sosial Paling Banyak Digunakan di Indonesia Awal 2024. *Katadata*.  
<https://databoks.katadata.co.id/datapublish/2024/03/01/ini-media-sosial-paling-banyak-digunakan-di-indonesia-awal-2024>
- Yonatan A.Z. (2023, Juni 21). Menilik Pengguna Media Sosial Indonesia 2017-2026.  
<https://data.goodstats.id/statistic/menilik-pengguna-media-sosial-indonesia-2017-2026-xUAlp>
- Viliaus J., Matusin I.O., PENGARUH SOCIAL MEDIA MARKETING, BRAND AWARENESS, BRAND ENGAGEMENT TERHADAP PURCHASE INTENTION, Vol. 3 No. 1 April 2023, hal: 1765-1774  
<https://www.e-journal.trisakti.ac.id/index.php/jet/article/download/16157/9372>