

DAFTAR PUSTAKA

- Anjani, Sari, and Irwansyah. 2020. "Peranan Influencer Dalam Mengkomunikasikan Pesan Di Media Sosial Instagram." *Polyglot: Jurnal Ilmiah* 16 (2): 203. <https://doi.org/10.19166/pji.v16i2.1929>.
- Jackson. 2021. "Analisis Key Opinion Leaders Di Media Sosial Dalam Membentuk Opini Khalayak." *Journal of Clinical Oncology* 5 (1): 90–97.
- Kádeková, Zdenka, and Mária Holienčinová. 2018. "Influencer Marketing as a Modern Phenomenon Creating a New Frontier of Virtual Opportunities." *Communication Today* 9 (2): 90–104.
- Kaplan, A. M. (2010). "Users of the world, unite! The challenges and opportunities of Social Media." *Business Horizons*, 53(1), 59-68.
- Kotler. K., (2016). *Manajemen Pemasaran (Edisi Ketiga Belas, Jilid 2)*. Jakarta: Penerbit Kharisma.
- Neti, S. (2011). Social Media and It's Role in Marketing. *International Journal of Enterprise Computing and Business Systems*, Vol. I Issue 2.
- Philip Kotler dan Kevin Lane Keller, *Handbook Of Research Of Effective Advertising Strategies In The Social Media Age*, (Cambridge: IGI Global, 2016), hlm. 338.
- Rognerud, J .(2008). Social media marketing beginner's guide, <http://www.marketingpilgrim.com/2008/04/social-media-marketing-beginners-guide>)
- Van Dijck, J. (2013). *The Culture of Connectivity: A Critical History of Social Media*. Oxford, UK: Oxford University Press.