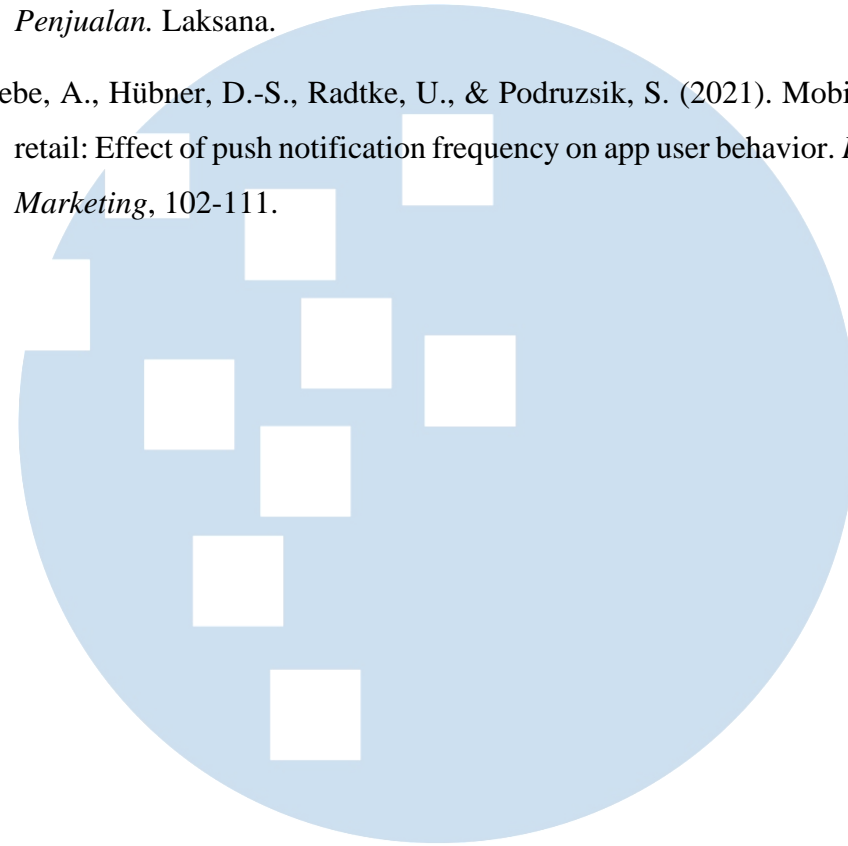


DAFTAR PUSTAKA

- Chaffey, D., & Ellis-Chadwick, F. (2022). *Digital Marketing*. London: Pearson Education Limited.
- Dewi, I. R. (2023, November 1). *Ekonomi Digital RI Tembus Rp 1.300 T Berkat Ecommerce*. Diambil kembali dari CNBC Indonesia: <https://www.cnbcindonesia.com/tech/20231101121144-37-485471/ekonomi-digital-ri-tembus-rp-1300-t-berkat-ecommerce>
- Kawan Lama Group. (2023). *Tentang Kami*. Retrieved from kawanlamagroup: <https://www.kawanlamagroup.com/pages/tentang-kami>
- Kemp, S. (2023, Februari 9). *DIGITAL 2023: INDONESIA*. Diambil kembali dari Data Reportal: <https://datareportal.com/reports/digital-2023-indonesia>
- Kotler, P., & Keller, K. L. (2022). *Marketing Management (Global Edition)*. Pearson.
- Moriarty, S., Mitchell, N., Wells, W. D., & Wood, C. (2019). *Advertising & IMC: Principles and Practice*. London: Pearson Education.
- ruparupa. (2023). *Tentang ruparupa*. Retrieved from ruparupa: <https://www.ruparupa.com/ms/tentang-ruparupa>
- srii003. (2021, Februari 23). *Bisnis E-commerce Semakin Gurih*. Diambil kembali dari Kominfo: <https://www.kominfo.go.id/content/detail/32999/bisnis-e-commerce-semakin-gurih/0/artikel>
- Stephan, A. (2023, November 13). *What Is Website Traffic? Definition & How You Can Track It*. Retrieved from SEO.com: <https://www.seo.com/basics/glossary/website-traffic/>
- Thomas, A. R., Lewison, D. M., Hauser, W. J., & Orr, M. L. (2006). *Direct Marketing in Action: Cutting Edge Strategies for Finding and Keeping the Best Customers*. Praeger Publisher.
- Traver, K. C. (2022). *E-Commerce 2021, Global Edition* (17 ed.). London: Pearson.

Wijaya, D. (2022). *Formula Copywriting: Seni Merangkai Kata untuk Melejitkan Penjualan*. Laksana.

Wohllebe, A., Hübner, D.-S., Radtke, U., & Podrutzik, S. (2021). Mobile apps in retail: Effect of push notification frequency on app user behavior. *Innovative Marketing*, 102-111.



UMMN

UNIVERSITAS
MULTIMEDIA
NUSANTARA