

DAFTAR PUSTAKA

- About us.* (n.d.). <https://www.goute.co.id/content/4-about-us>
- Annur, C. M. (2023, July 2). Pertumbuhan Melambat, Jumlah Pengguna Media Sosial Global Capai 4,76 Miliar hingga Awal 2023. *Katadata*. <https://databoks.katadata.co.id/datapublish/2023/02/07/pertumbuhan-melambat-jumlah-pengguna-media-sosial-global-capai-476-miliar-hingga-awal-2023>
- Bonavie. (2023, June 8). *Bonavie - Confidence in you*. Confidence in You. <https://bonavie.co.id/>
- Chaffey, D. (2002). *Social Media Marketing: Interactions and Customer Engagement*. *Digital Marketing Academy*. https://digilib.stiestekom.ac.id/assets/dokumen/ebook/feb_27aff686c21a3ec16bdc9e2e8d785bf6b8d8e4e8_1655821975.pdf
- Creswell, J. W. (2013). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches (4th ed.)*. SAGE Publications. https://www.ucg.ac.me/skladiste/blog_609332/objava_105202/fajlovi/Creswell.pdf
- DECA Group | Career. (n.d.). DECA Group | Career. <https://decagroup.jobseeker.software/>
- EverMom. (2024, January 8). <https://evermom.co.id/>
- Everpure - Nyata hasilnya. (n.d.). Everpure - Nyata Hasilnya. <https://www.everpure.co.id/>
- Everwhite - THE BEST THING STARTS FROM YOU. (n.d.). <https://everwhite.co.id/>
- Fogg, B. J. (2009). *Behavior Model for Persuasive Design*. Stanford University. https://www.demenzemedicinagenerale.net/images/mens-sana/Captology_Fogg_Behavior_Model.pdf

Hootsuite (*We are Social*): *Indonesian Digital Report 2023* | 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/>

Lewis, B. K. (2010). *Social Media and Strategic Communication: Attitudes and Perceptions among College Students*. *Journal of Communication Studies*. <http://www.dl.edi-info.ir/Social%20Media%20and%20Strategic,Communication%20Attitudes%20and%20Perceptions%20Among%20College%20Students.pdf>

Ogilvy, D. (1983). *Ogilvy on Advertising*. Random House. https://www.academia.edu/34876497/Ogilvy_on_Advertising

Reeves, R. (1961). *Reality in Advertising*. Knopf. <https://jonduke.wordpress.com/wp-content/uploads/2018/10/reality-in-advertising.pdf>

Rose, R., & Pulizzi, J. (2017). *Killing Marketing: How Innovative Businesses Are Turning Marketing Cost into Profit*. McGraw-Hill Education. <https://g.co/kgs/Xk79a1r>

Syahidah, H., & Syahidah, H. (2023, July 6). *Bagaimana Laju Industri Kecantikan Saat ini? - Lodi Indonesia*. *Lodi Indonesia - Logistik tanpa ribet*. <https://lodi.id/2023/07/06/bagaimana-laju-industri-kecantikan-saat-ini/>

Trueve. (n.d.). *Trueve.co.id*. <https://shop.trueve.co.id/>

Whitelab - *not your ordinary skincare*. (n.d.). <https://www.whitelab.co.id/>

WhiteStory – *Skincare for everyone*. (n.d.). <https://whitestory.co.id/>