

DAFTAR PUSTAKA

- Barker, M. B. (2016). *Social Media Marketing: A Strategic Approach*. Boston: Cengage Learning.
- Bly, R. W. (2020). *The copywriter's handbook: A step-by-step guide to writing copy that sells*. Holt Paperbacks.
- Chaffey, D. &. (2017). *Digital marketing excellence: Planning, optimizing and integrating online marketing*. London & New York: Routledge.
- Chris, F. (2010). *Marketing Communications: Interactivity, Communities and Content*. Pearson.
- Frierson, M. (2018). *Film and Video Editing Theorys| How Editing Creates Meaning*. New York: Routledge.
- kingsnorth, S. (2022). *Digital Marketing Strategy: An Integrated Approach to Online Marketing*. London, United Kingdom: Kogan Page.
- Kovach, B. &. (2021). *he Elements of Journalism: What Newspeople Should Know and the Public Should Expect*. New York: Crown.
- media indonesia. (2022, Jun 15). *Surya Paloh: NasDem Partai Merdeka, Menentukan Arah Tujuan Politik*. Retrieved from mediaindonesia: <https://mediaindonesia.com/statics/tentang-kami>
- Newman. (2023, Jun 14). *Laporan Digital News Report 2023*. Retrieved from Reuters Institute for the Study of Journalism: <https://reutersinstitute.politics.ox.ac.uk/digital-news-report/2023/dnr-executive-summary>

UMN
UNIVERSITAS
MULTIMEDIA
NUSANTARA

- Solomon, T. L. (2022). *Social Media Marketing*. London: SAGE Publications.
- Swaminathan, V. (., Sorescu, A. (., Steenkamp, J. (-B., O'Guinn, T. (., & Schmitt, B. ((2020). Branding in a hyperconnected world: Refocusing theories and rethinking boundaries. . *Journal of Marketing*, 24-26.
- within, C. c. (2013). *Tom Kelly & David Kelly*. New York: Crown Business,.
- Zara, o. C. (2019). "*Writing for the Screen: Creative and Critical Approaches*" . Palgrave Macmillan: London.
- Lipschultz, J. H. (2020). *Social Media Communication*. New York: Routledge.
- mediagroupnetwork. (2024). Diambil kembali dari mediagroupnetwork: <https://mediagroupnetwork.com/>
- Pew Research Center. (2023). *News consumption on social media*. Diambil kembali dari pewresearch: <https://www.pewresearch.org/journalism/fact-sheet/social-media-and-news-fact-sheet/>
- Waldeback, Z. (2019). *Writing for the Screen: Creative and Critical Approaches*. London: Palgrave Macmillan.
- Zimmerman dan Deborah. (2019). *Social Media Marketing All-in-One For Dummies. For Dummies*. Hoboken, canada: John Wiley & Sons.
- Website Media Indonesia: <https://mediaindonesia.com/>

UMMN
UNIVERSITAS
MULTIMEDIA
NUSANTARA