

## DAFTAR PUSTAKA

- Ardiansah, I., & Maharani, A. (2020). *Optimalisasi Instagram Sebagai Media Marketing: Potret Penggunaan Instagram sebagai Media Pemasaran Online pada Industri UKM* (A. Kamsyach, Ed.; 1st ed.). CV CENDEKIA PRESS.
- Ariyana, R. Y., Erma Susanti, & Prita Haryani. (2022). Rancangan Storyboard Aplikasi Pengenalan Isen-Isen Batik Berbasis Multimedia Interaktif. *INSOLOGI: Jurnal Sains Dan Teknologi*, 1(3), 321–331. <https://doi.org/10.55123/insologi.v1i3.375>
- Hernández, E. (2017). *Leading Creative Team: Management Career Paths For Designers, Developers, and Copywriters*. Apress.
- Irliani, H., & Diniati, A. (2021). *ANALISIS MANAJEMEN EVENT TELKOM UNIVERSITY VIRTUAL RUN 2020*. 8(5).
- Ishak, Z., Alexander, O., Al-Sanjary, O. I., & Yusuf, E. (2020). Potential Students Preferences Towards University Website Interface Design: The Methodology. *2020 16th IEEE International Colloquium on Signal Processing & Its Applications (CSPA)*, 115–119. <https://doi.org/10.1109/CSPA48992.2020.9068724>
- Kertajaya, H., & Setiawan, I. (2014). *Wow Marketing*. PT Gramedia Pustaka Utama.
- Komsiah, S., Magetanapuang, J. D., Ulfa, C. K., Rachmaningsih, D. M., Eka Sitadewi, M., & Tristan, W. (2022). Perencanaan Konten Media Sosial Dalam Event Road Tour Legacy Of Java X Sidji Batik Coffee Series. *IKRA-ITH HUMANIORA : Jurnal Sosial Dan Humaniora*, 6(3), 152–159. <https://doi.org/10.37817/ikraith-humaniora.v6i3.2631>
- Kotler, P. T., & Keller, K. L. (2014). *Marketing Management* (14th ed.). Pearson.

Madeleine Andrea Julietta, Iwan Koswara, & Yuliani Dewi Risanti Sunarya. (2023). STRATEGI EVENT MARKETING ALLO BANK DALAM MENINGKATKAN PENGGUNA ALLO BANK (STUDI KASUS PADA EVENT ALLO BANK FESTIVAL). *Jurnal Ilmiah Sistem Informasi Dan Ilmu Komputer*, 3(2), 32–46. <https://doi.org/10.55606/juisik.v3i2.471>

Maslen, A. (2015). *Persuasive Copywriting : Using Psychology to Influence, Engage and Sell*. Kogan Page.

Satik, G., & Aral, R. (n.d.). The Title of the Article: Writing Techniques Used in Language Teaching: Narrative Writing and Creative Writing. *Modern Journal of Language Teaching Methods*, 9(1).

We Are Social. (2024). *DIGITAL 2024 INDONESIA*.

