

DAFTAR PUSTAKA

- Fauzan, R. (2021, April 22). *Belanja Iklan 2020 Moncer, Nielsen: Ini Proyeksi untuk 2021*. Retrieved from *Bisnis.com*: <https://ekonomi.bisnis.com/read/20210422/12/1384960/belanja-iklan-2020-moncer-nielsen-ini-proyeksi-untuk-2021>
- Moriarty, S., Mitchell, N., & Wells, W. (2012). *Advertising & IMC Principles and Practice*. New Jersey: Pearson Education.
- Shimp, Terrence A.; Andrews, J. Craig. (2018). *Advertising Promotion and Other Aspects of Integrated Marketing Communications* (10 ed.). South-Western: Cengage Learning.
- Rivero Water*. Rivero water. (n.d.). <http://riverowater.co.id/>
- 30-minute social media marketing: Step-by-step techniques to spread the word about your business: Gunelius, Susan: 9780071743815: Amazon.com: Books. (n.d.). <https://www.amazon.com/30-Minute-Social-Media-Marketing-Step/dp/0071743812>
- Social Media Marketing Untuk Meningkatkan brand image. (n.d.-c). <https://repository.ung.ac.id/get/karyailmiah/8803/Social-Media-Marketing-Untuk-Meningkatkan-Brand-Image.pdf>
- Pengaruh social media marketing, Brand Awareness ... (n.d.-b). <https://ejournal.undip.ac.id/index.php/janis/article/download/22571/14869>
- Arkam, N., & Sessu, W. P. T. (n.d.). *Pengelolaan Konten Instagram Sebagai media pemasaran Objek Wisata Alam*. ADMIT: Jurnal Administrasi Terapan. <https://journal.stialanmakassar.ac.id/index.php/admit/article/view/2219>
- Unj. (n.d.-d). <https://journal.unj.ac.id/unj/index.php/communicology/article/download/19109/11661>
- Konsumsi Dan Pelanggan air Minum di Kota Besar dan metropolitan | sutjahjo Jurnal Permukiman. (n.d.-b). <http://jurnalpermukiman.pu.go.id/index.php/JP/article/view/120>
- Akses Air Bersih di Indonesia. (n.d.-b). <https://media.neliti.com/media/publications/228355-none-0be30b67.pdf>