

## DAFTAR PUSTAKA

- Agustina, S. (2020, June 17). *Media Sosial, Tak Sekadar Jaringan Pertemanan*. Retrieved from Kompas.id: <https://www.kompas.id/baca/riset/2020/06/17/media-sosial-tak-sekadar-jaringan-pertemanan>
- Aji, P. M., Nadhila, V., & Sanny, L. (2020). Effect of social media marketing on Instagram towards purchase intention: Evidence from Indonesia's ready-to-drink tea industry. *International Journal of Data and Network Science*, 10 - 12.
- Badan Pusat Statistik, M. S. (2023, February 8). *Pertumbuhan Ekonomi Indonesia Dalam 10 Tahun Terakhir*. Retrieved from GoodStats: <https://data.goodstats.id/statistic/melasyhrn/pertumbuhan-ekonomi-indonesia-dalam-10-tahun-terakhir-fivcI>
- Chaffey, D., & Chadwick, F. E. (2022). How often should content be updated. In F. E.-C. Dave Chaffey, *Digital Marketing: Strategy, Implementation, and Practice* (p. 481). Harlow: Pearson.
- Cotton, D. (2016). Nominal Group Technique. In D. Cotton, *The Smart Solution Book* (p. 47). Edinburgh: Pearson.
- Cotton, D. (2016). Photographic Associations. In D. Cotton, *The Smart Solution Book* (p. 77). Edinburgh: Pearson.
- Cotton, D. (2016). Reverse Brainstorming. In D. Cotton, *The Smart Solution Book* (p. 32). Edunburgh: Pearson.
- Edwards, J. (2018). *Copywriting Secrets: How Everyone Can Use the Power of Words to Get More Clicks, Sales, and Profits, No Matter What You Sell or Who You Sell It To!* United States of America: Author Academy Elite.
- 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>

- George E. Belch, M. A. (2021). *Advertising and Promotion: An Integrated Marketing Communications Perspective*. New York: McGraw-Hill Education.
- Miller, D. (2020). How to Find the Right Influencers for Your Business. In D. Miller, *Social Media Marketing, 3 Books in 1: Excellent tricks to grow your business, Instagram Marketing...* (pp. 183-185).
- Moriarty, S., Mitchell, N., & Wells, W. (2012). *Advertising & IMC Principles and Practice*. New Jersey: Pearson Education.
- Patmawati, D., & Miswanto, M. (2022). The Effect of Social Media Influencers on Purchase. *International Journal of Entrepreneurship and Business*, 175 - 176.
- Quesenberry, K. A. (2019). Social Media Content Calendar. In K. A. Quesenberry, *Social Media Strategy: Marketing, Advertising, and Public Relations in the Consumer Revolution* (pp. 265-267). London: Rowman & Littlefield.
- Setiadi, T. (2023). *Fotografi Periklanan Produk dan Jasa*. Semarang: Yayasan Prima Agus Teknik.
- Shimp, Terrence A.; Andrews, J. Craig. (2018). *Advertising Promotion and Other Aspects of Integrated Marketing Communications* (10 ed.). South-Western: Cengage Learning.
- Simangunsong, E., & Handoko, R. (2020). The Role of Social Media in Indonesia for Business Transformation Strategy. *International Research Journal of Business Studies*, 3-4.
- Snapcart. (2023, Oktober 2). *Indonesia's Coffee Consumption Trends in 2023*. Retrieved from snapcart.global: <https://snapcart.global/indonesias-coffee-consumption-trends-in-2023/>

- Stern, T. V. (2017). Project Execution. In T. V. Stern, *Lean and Agile Project Management* (p. 8). Boca Raton: CRC Press.
- Stern, T. V. (2017). Roles and Responsibilities. In T. V. Stern, *Lean and Agile Project Management* (p. 12). Boca Raton: CRC Press.
- Suherman. (2023, June 19). *Inovasi Teknologi Dibidang Pemasaran, Dorong Peluang dan Pertumbuhan Ekonomi*. Retrieved from IAINPAREPARE: <https://www.iainpare.ac.id/en/blog/opinion-5/inovasi-teknologi-dibidang-pemasaran-dorong-peluang-dan-pertumbuhan-ekonomi-2165>
- Sundawa, Y. A., & Trigartanti, W. (2018). Fenomena Content Creator di Era Digital. *Prosiding Hubungan Masyarakat unisba*, 1-2.
- Swami, Y. K. (2023). Why Every Business Needs a Digital Marketing . *International Journal for Multidisciplinary Research (IJFMR)*, 1-3.
- Toffin. (2020, 11 12). *Toffin Indonesia Merilis Riset “2020 Brewing in Indonesia”*. Retrieved from Toffin Insight: <https://insight.toffin.id/toffin-stories/toffin-indonesia-merilis-riset-2020-brewing-in-indonesia/>
- Wahid, F. (2021, July 1). *Negara Berkembang Semakin Berdaya dengan Kemajuan Teknologi Informasi*. Retrieved from Universitas Islam Indonesia: <https://www.uii.ac.id/negara-berkembang-semakin-berdaya-dengan-kemajuan-teknologi-informasi/>
- WeAreSocial. (2023). *Jan 2023 Internet Users Over Time Indonesia*. Retrieved from we are social: <https://wearesocial.com/id/blog/2023/01/digital-2023/>
- Wood, J. T. (2020). *Interpersonal Communication: Everyday Encounters* (9th ed.). Boston: Cengage Learning.

U N I V E R S I T A S  
M U L T I M E D I A  
N U S A N T A R A