

## DAFTAR PUSTAKA

- Anik, A. L., & Eka, C. (2018). Pengaruh Kesadaran Merek Dan Citra Merek Terhadap Loyalitas Pelanggan Teh Pucuk Harum Wilayah Surabaya Utara. *Jurnal Manajemen, Ide, Inspirasi (MINDS)*, 5(2), 192.
- Camarena, A. (2023, January 27). *Content Planning: How to Create a Plan That Brings Results*. Semrush. Retrieved March 30, 2024, from <https://www.semrush.com/blog/content-planning/>
- Dayson, A. (2024, April 12). *The Ultimate Guide to Digital Marketing for the Automotive Industry*. Institute of Data. Retrieved May 16, 2024, from <https://www.institutedata.com/us/blog/digital-marketing-for-the-automotive-industry/>
- Edwina, D. (2020). BAB II KAJIAN PUSTAKA, KERANGKA PEMIKIRAN DAN HIPOTESIS. Elibrary Unikom. Retrieved June 23, 2024, from [https://elibrary.unikom.ac.id/id/eprint/3602/7/UNIKOM\\_%20DANICAELMA\\_BAB%20II.pdf](https://elibrary.unikom.ac.id/id/eprint/3602/7/UNIKOM_%20DANICAELMA_BAB%20II.pdf)
- Eurokars Group. (n.d.). *Corporate profile*. Eurokars Group. Retrieved March 10, 2024, from <https://www.eurokarsgroup.com/the-group/#Corporate-Profile>
- GAIKINDO. (2023). *Penjualan Mobil Januari 2023 Tembus 94.087 Unit – GAIKINDO*. Gaikindo. Retrieved March 10, 2024, from <https://www.gaikindo.or.id/penjualan-mobil-januari-2023-tembus-94-087-unit/>

- Hardwick, J., & Oh, S. (2021, June 29). *Content Creation: The Complete Guide for Beginners*. Ahrefs. Retrieved March 30, 2024, from <https://ahrefs.com/blog/content-creation/>
- Harris, S. (2023, March 6). *Content Monitoring: How to Get Started with Visualping*. Visualping. Retrieved March 31, 2024, from <https://visualping.io/blog/what-is-content-monitoring/>
- Hartanto, B. (2017). *WHAT IS EDITING*. BINUS UNIVERSITY. Retrieved March 31, 2024, from <https://binus.ac.id/malang/2017/09/what-is-editing/>
- Kementerian Koordinator Bidang Perekonomian Republik Indonesia. (2017, November 9). *Peningkatan Inovasi dan Daya Saing Industri untuk Mengakselerasi Making Indonesia 4.0*. Siaran Pers. Retrieved March 10, 2024, from <https://www.ekon.go.id/publikasi/detail/3508/peningkatan-inovasi-dan-daya-saing-industri-untuk-mengakselerasi-making-indonesia-40>
- Kementerian Koordinator Bidang Perekonomian Republik Indonesia. (2023, December 2). *Dorong Kinerja Sektor Industri Otomotif, Menko Airlangga Tegaskan Indonesia Siap Menjadi Produsen Electric Vehicle bagi Pasar Global*. Kementerian Koordinator Bidang Perekonomian. Retrieved March 10, 2024, from <https://www.ekon.go.id/publikasi/detail/5527/dorong-kinerja-sektor-industri-otomotif-menko-airlangga-tegaskan-indonesia-siap-menjadi-produsen-electric-vehicle-bagi-pasar-global>

- Kementerian Perindustrian Republik Indonesia. (2021, Februari 19). *Menperin: Industri Otomotif Jadi Sektor Andalan Ekonomi Nasional*. Siaran Pers.  
<https://www.kemenperin.go.id/artikel/22297/Menperin:-Industri-Otomotif-Jadi-Sektor-Andalan-Ekonomi-Nasional>
- Kumparan. (2023, September 14). *Pengertian Industri Otomotif dan Macam-Macam Bisnisnya*. Berita Update. Retrieved March 10, 2024, from <https://kumparan.com/berita-update/pengertian-industri-otomotif-dan-macam-macam-bisnisnya-21Bean1kVf7/3>
- Meta Business Suite: Manage Facebook and Instagram In One Place*. (n.d.). Facebook. Retrieved March 30, 2024, from <https://www.facebook.com/business/tools/meta-business-suite>
- Morissan. (2018). *Teori Komunikasi: Individu Hingga Massa* (Jakarta Cetakan ke 4 ed.). PrenadaMedia Group.
- Ntloko, K. (2023, September 22). *Why You Need a Marketing Communication Strategy*. Meltwater. Retrieved May 16, 2024, from <https://www.meltwater.com/en/blog/why-you-need-a-marketing-communication-strategy>
- OTO. (2017, November 9). *Ini Model Baru Bentley untuk 2019*. Berita. Retrieved March 28, 2024, from <https://www.oto.com/berita-mobil/ini-model-baru-bentley-untuk-2019>
- OtO Indonesia. (2020). *Apa itu ATPM*. Berita OtO Indonesia. Retrieved March 10, 2024, from <https://www.oto.web.id/2016/03/apa-itu-atpm.html>

Siahaan, H. D., & Yulianti, A. L. (2016). Pengaruh Tingkat Brand Awareness Terhadap Keputusan Pembelian Produk Victoria's Secret. *Studi Pada Konsumen Victoria's Secret di PVJ Bandung*, 3(1), 499.

University of Lincoln. (2022, September 28). *What are marketing communications?* University of Lincoln. Retrieved May 16, 2024, from <https://online.lincoln.ac.uk/what-are-marketing-communications/>

