

## DAFTAR PUSTAKA

- Chaffey, D., & Smith, P. R. (2017). *Digital marketing excellence: Planning, Optimizing, and Integrating Online Marketing*. Abingdon: Routledge.
- Chaffey, Dave. 2015. "SOSTAC Marketing Planning Model Guide." [Online] Smart Insights.
- Darmastuti, Shanti., Mansur Juned., Syarif Ali., & Jati Satrio. (2021). *Pelatihan Pembuatan Konten Media Sosial Dalam Strategi Marketing Bagi Karang Taruna Desa Panyirapan, Serang*.
- Fauzan, R. (2021, April 22). *Belanja Iklan 2020 Moncer, Nielsen: Ini Proyeksi untuk 2021*. Retrieved from <https://ekonomi.bisnis.com/read/20210422/12/1384960/belanja-iklan-2020-moncer-nielsen-ini-proyeksi-untuk-2021>
- Kotler, Philip And Gary Armstrong. (2018). *Principle Of Marketing*, 17e Global Edition, Pearson Education Limited, New York.
- Moriarty, S., Mitchell, N., & Wells, W. (2012). *Advertising & IMC Principles and Practice*. New Jersey: Pearson Education.
- Sani, Ridwan Abdullah. (2019). *Strategi Belajar Mengajar*. Depok: Rajawali Pers.
- Shimp, Terrence A.; Andrews, J. Craig. (2018). *Advertising Promotion and Other Aspects of Integrated Marketing Communications* (10 ed.). South-Western: Cengage Learning.
- Sundawa, Yusti Amelia, and Wulan Trigartanti. 2018. "Fenomena Content Creator Di Era Digital Content Creator Phenomenon In Digital Era." *Prosiding Hubungan Masyarakat* 4(2):438–43.