

DAFTAR PUSTAKA

- Annur, C. M. (2024, March 1). *Ini Media Sosial Paling Banyak Digunakan di Indonesia Awal 2024*. Teknologi & Telekomunikasi. <https://databoks.katadata.co.id/datapublish/2024/03/01/ini-media-sosial-paling-banyak-digunakan-di-indonesia-awal-2024>
- Bartlett, L. (2015). *Copywriting: Everything You Need to Know about Copywriting from Beginner to Expert*. CreateSpace Independent Publishing Platform.
- Candra, K. Y. A., & Yasa, N. N. K. Y. (2023). *EVENT MARKETING, E-WOM, CITRA MEREK TERHADAP NIAT BELI: Konsep dan Aplikasi* (M. A. Wardana, Ed.). Intelektual Manifes Media.
- Chaffey, D., & Smith, P. R. (2013). *Emarketing Excellence: Planning and Optimizing Your Digital Marketing* (4th ed.). Routledge.
- Eagle, L., Czarnecka, B., Dahl, S., & Lloyd, J. (2020). *Marketing Communications* (2nd ed.). Routledge. <https://doi.org/https://doi.org/10.4324/9781003089292>
- Fill, C., & Turnbull, S. (2019). *Marketing Communications: Touchpoints, Sharing and Disruption* (8th ed.). Pearson.
- Finaka, Andean W., Nurhanisah, Yuli. (2023). *Orang Indonesia Makin Melek Internet*. Retrieved June 8, 2024, from <https://indonesiabaik.id/infografis/orang-indonesia-makin-melek-internet>
- Huotari, P., Ulkuniemi, P., Saraniemi, S., & Malaska, P. (2015). *Analysis of Content Creation in Social Media by B2B Companies*. Jurnal Firlandia: Oulu Business School, University of Oulu.
- Mazumder, N., Shuvo, K. A., Fahim, T., & Islam, K. A. (2023). *Master Of Content Creation*. BookRix.
- Rauf, A., Manullang, S. O., Diba, F., Akbar, I., Muniarty, P., Firmansyah, H., ... Riorini, S. V. (2021). *Digital Marketing: Konsep dan Strategi*. Cirebon: Insania.

Silviani, I., & Darus, P. (2021). *Strategi Komunikasi Pemasaran Menggunakan Teknik IMC*. Surabaya: Scopindo.

Summarecon. (n.d.). *About Company*. Retrieved June 8, 2024, from <https://summarecon.com/>

Sundawa, Yusti A. & Trigartanti, W. (2018). *Fenomena Content Creator di Era Digital Content Creator Phenomenon In Digital Era*.

Tanveer, M., & Pachori, R. B. (2019). *Machine Intelligence and Signal Analysis*. Advances in Intelligent Systems and Computing. Springer.

Tulasi, Dominikus. (2012). *MARKETING COMMUNICATION DAN BRAND AWARENESS*. Humaniora. Binus University.

UMMN

UNIVERSITAS
MULTIMEDIA
NUSANTARA