

## DAFTAR PUSTAKA

- Kotler, P. &. (2016). *Marketing Management (15th Edition)*.
- Annur, C. M. (2024, Maret 1). *Katadata Media Network*. Retrieved from databoks:  
<https://databoks.katadata.co.id/datapublish/2024/03/01/ini-media-sosial-paling-banyak-digunakan-di-indonesia-awal-2024>
- Katadata Media Network. (2024, Maret 1). *Katadata Media Network*. Retrieved from databoks:  
<https://databoks.katadata.co.id/datapublish/2024/03/01/ini-media-sosial-paling-banyak-digunakan-di-indonesia-awal-2024>
- Barker, M. &. (2013). *Social Media Marketing: A Strategic Approach*.
- Gunelius, S. (2011). *30-Minute Social Media Marketing*. United States: McGraw-Hill Companies.
- Wijaya, C. S. (2021). Pengaruh Efektivitas Social Media Marketing Tiktok Terhadap Minat Beli Produk Dear Me Beauty.
- Margaretha, A. H. (2015, Feb 3). Pengembangan Kreativitas Mahasiswa dengan Menggunakan Metode Brainstorming dalam Mata Kuliah Kewirausahaan. *Jurnal Manajemen Maranatha*, 13.
- Barker, B. B. (2016). *Social Media Marketing A Strategic Approach Second edition*.
- Saddha Yohandi, Y. Y. (2022, Juni 29). Pengaruh Social Media Marketing Terhadap Minat Beli Di Fortunate Coffee Cemara Asri Deli Serdang. *SOSMANIORA (Jurnal Ilmu Sosial dan Humaniora)*.
- Gaspar, C. (2024, Januari 30). *Content Brief*. Retrieved from MarketMuse:  
<https://blog.marketmuse.com/what-is-a-content-brief/>
- Jamison, K. (2023, Juni 4). *What Is A Content Brief (And Why Is It Important)?* Retrieved from Content Harmony: <https://www.contentharmony.com/blog/what-is-a-content-brief/>
- Dr. Geofakta Razali, R. H. (n.d.). *KOMUNIKASI PEMASARANMEDIA SOSIAL UNTUK BISNIS*. (M. A. Fanan, Ed.) Insight Mediatama.
- Universitas Bakrie*. (n.d.). Retrieved from <https://bakrie.ac.id/articles/644-tertarik-jadi-social-media-specialist-intip-tugasnya-dulu-yuk.html>
- (n.d.). Retrieved from KOMPAS GRAMEDIA: <https://www.kompasgramedia.com/>

