

## DAFTAR PUSTAKA

- Capano, A., Garner, C., Schneider, I., Sheppard, M., Dani, R., Lee, R., Beard, V., & McIntyre, Z. (2016). *Affiliate Marketing Handbook*. *Iab Australia, October*. <https://www.iabaustralia.com.au/research-and-resources/research-resources/item/12-research-and-resource/2192-iab-affiliate-marketing-handbook-2016>
- Cermati.com. (2018). *Kisah Sukses CEO Berrybenka Jason Lamuda: Jualan Dari Garasi Rumah hingga Melawan Tren*. Cermati. <https://www.cermati.com/artikel/kisah-sukses-ceo-berrybenka-jason-lamuda-jualan-dari-garasi-rumah-hingga-melawan-tren>
- Chaffey, D., & Chadwick, F. E. (2022). *Digital Marketing Strategy, Implementation And Practice*.
- Chakti, A. G. (2019). *The Book of Digital Marketing*.
- Charlesworth, A. (2020). Digital Marketing: A Practical Approach. In *Gazdaság és Társadalom* (Vol. 13, Issues 3–4). <https://doi.org/10.21637/gt.2020.3-4.08>
- CNN. (2020). *Airlangga Sebut Omzet UMKM Anjlok 30 Persen Akibat Corona*. <https://www.cnnindonesia.com/ekonomi/20201215133533-92-582332/airlangga-sebut-omzet-umkm-anjlok-30-persen-akibat-corona>
- CNN. (2023). *Program Afiliasi Shopee Dominasi Persaingan e-Commerce di Indonesia*. <https://www.cnnindonesia.com/ekonomi/20230714130137-97-973440/program-afiliasi-shopee-dominasi-persaingan-e-commerce-di-indonesia>
- Creswell, J. W., & Creswell, J. D. (2018). Research Design. In *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches*.
- Evanita, S., Fahmi, Z., & Syawalki, L. (2023). Studi Komunikasi Pemasaran Interaktif berbasis Live Streaming Online dalam menciptakan keterlibatan Konsumen. *Jurnal Komunikatif*, 12(1), 118–129. <https://doi.org/10.33508/jk.v12i1.4747>
- Humaira, F. R. (2022). *Pemanfaatan Internet oleh Pelaku Usaha Digital*. <https://databoks.katadata.co.id/datapublish/2022/07/14/pemanfaatan-internet-oleh-pelaku-usaha-digital>
- Natarina, R. A. E., & Anugrah Bangun, C. R. (2019). The Use of Affiliate Marketing in Improving Pegipegi Sales. *Jurnal The Messenger*, 11(2), 157. <https://doi.org/10.26623/themessenger.v11i2.1210>
- Nisrina, R. G. (2021). User generated content sebagai strategi komunikasi pemasaran digital: studi kasus fenomena #shopeehaul. *Jurnal Komunikasi Profesional*, 5(6), 558–571. <https://doi.org/10.25139/jkp.v5i6.4316>
- Palmatier, R. W., Kumar, V., & Harmeling, C. M. (2018). *Customer Engagement*

*Marketing.*

- Perkins, L. (2015). *The Community Manager's Playbook: How to Build Brand Awareness and Customer Engagement*. Apress Media, LLC.
- Premachandra, Y. B., & Eranda, B. A. N. (2022). *Content Providers ' Engagement With Merchants in Affiliate Marketing : a Study Based on Sri Lankan Travel and Tourism Industry*. VII(2), 1–27.
- Putri, L. D., & Pratiwi, I. H. (2023). *Pertama Kali Diluncurkan pada 2021, TikTok Shop Resmi Ditutup Hari ini Pukul 17.00 WIB*. Kompas.Com. <https://www.kompas.com/tren/read/2023/10/04/081500065/pertama-kali-diluncurkan-pada-2021-tiktok-shop-resmi-ditutup-hari-ini-pukul?page=all>
- Yasinta Dewi Pradina. (2019). The Implementation of Affiliate Marketing on Marketing Communication Strategy of Travel Tour Agencies to Build Awareness in Jakarta. *American Journal of Humanities and Social Sciences Research*, 3, 94–103. [www.ajhssr.com](http://www.ajhssr.com)
- Yildiz, D. M. (2016). *The Power of Digital Affiliate Marketing*. 1–23.
- Yin, R. K. (2018). Case study research and applications: Design and methods. In *Journal of Hospitality & Tourism Research* (Vol. 53, Issue 5). <https://doi.org/10.1177/109634809702100108>

