

## DAFTAR PUSTAKA

- Adiwaluyo, E. (2022, September 27). *Usung Konsep Bin Store, Lucky Bundle Tawarkan Pengalaman Belanja Unik*. Marketers.Com. <https://www.marketeers.com/usung-konsep-bin-store-lucky-bundle-tawarkan-pengalaman-belanja-unik/>
- Adler, D. (2023, October 24). *What Is Chaotic And Unhinged Marketing? Why Is It On The Rise?* Netinfluencer.Com. <https://www.netinfluencer.com/what-is-chaotic-and-unhinged-marketing/>
- Aliya, H. (2022, October 28). *Content Plan: Pengertian, Cara Membuatnya, dan Template Gratis*. Glints.Com. <https://glints.com/id/lowongan/content-plan-adalah/#:~:text=sampai%20tuntas%2C%20ya!-,Apa%20Itu%20Content%20Plan%3F,diterbitkannya%2C%20dirumuskan%20dalam%20rencana%20ini.>
- Batubara, J. (2017). Paradigma Penelitian Kualitatif dan Filsafat Ilmu Pengetahuan dalam Konseling. *JURNAL FOKUS KONSELING*, 3(2), 95. <https://doi.org/10.26638/jfk.387.2099>
- Cassy. (2022, September 9). *Mengenal Emotional Marketing, Strategi Promosi yang Menyentuh*. Entrepreneurcamp.Id. <https://entrepreneurcamp.id/emotional-marketing/>
- Chaffey, D., & Chadwick, F. E.-. (2019). *Digital Marketing Strategy, Implementation, and Practice* (7th Editions). Pearson. <https://libgen.rs/book/index.php?md5=B63C19C77D19FA6543C137B0FDE872F4>
- Clark, H. M. (2023, August 11). *Unhinged Marketing: How Gen Z is shaping the future of marketing*. Medium.Com. <https://medium.com/@haileymclark/unhinged-marketing-how-gen-z-is-shaping-the-future-of-marketing-1136c27dfa97#:~:text=Defining%20Unhinged%20Marketing&text=Unhinged%20Marketing%20uses%20trending%20content,satirical%20version%20of%20traditional%20marketing.https://medium.com/@haileymclark/unhinged-marketing-how-gen-z-is-shaping-the-future-of-marketing-1136c27dfa97#:~:text=Defining%20Unhinged%20Marketing&text=Unhinged%20Marketing%20uses%20trending%20content,satirical%20version%20of%20traditional%20marketing.>
- Clow, K., & Baack, D. (2022). *Integrated Advertising, Promotion, and Marketing Communications, Global Edition (z-lib.org)* (ninth edition). <https://libgen.rs/book/index.php?md5=421FCA5B2608047508676FF388E68B84>

- Creswell, J. W. (2018). *Qualitative, Quantitative, and Mixed Methods Approaches* (Fifth Editions). SAGE Publications, Inc. <https://libgen.rs/book/index.php?md5=37532218B9BC9487D6AA42A8591BC055>
- Creswell, J. W. (2023). *Research Design Qualitative, Quantitative, and Mixed Methods Approaches* (Sixth Edition). SAGE Publications, Inc. <https://libgen.rs/book/index.php?md5=91789350E2B9AC1F9127F1FE876A1D84>
- Damayanti, N. (2021, August 2). *Mengenal Social Media Monitoring yang Penting untuk Bisnis Anda*. Toffeedev.Com. <https://toffeedev.com/blog/ads/social-media-monitoring/>
- Das, R. (2021, July 17). *Social Media For Retail: All You Need To Know [+Infographic]*. Statusbrew.Com. <https://statusbrew.com/insights/social-media-for-retail/#infographic-on-mastering-social-media-for-retail>
- Dermawansyah, M., & Rizqi, R. M. (2021). Analisis Strategi Komunikasi Pemasaran Melalui Digital Marketing Pada Home Industri Kopi Cahaya Robusta Sumbawa. *Jurnal Manajemen Ekonomi Dan Bisnis*, vol 4(no 1). <http://jurnal.uts.ac.id/index.php/jmb/article/view/1047>
- Drager, M. (2023, September 16). *Unhinged Marketing: Break Boundaries and Win*. Salesloopbrand.Com. <https://www.salesloopbrand.com/how-to-sell-more/unhinged-marketing-break-boundaries-and-win>
- Fahmi, M., Arif, M., Farisi, S., & Purnama, N. I. (2019). Peran Brand Image dalam Memediasi Pengaruh Social Media Marketing terhadap Repeat Purchase pada Fast-Food Restaurant di Kota Medan. *Jurnal Samudra Ekonomi Dan Bisnis*, 11(1), 53–68. <https://doi.org/10.33059/jseb.v11i1.1722>
- Fitrianna, H., & Aurinawati, D. (2020). Pengaruh Digital Marketing Pada Peningkatan Brand Awareness Dan Brand Image Terhadap Keputusan Pembelian Produk Cokelat Monggo di Yogyakarta. *Jurnal Inovasi Bisnis Dan Manajemen Indonesia*, vol 3(no 3). <https://doi.org/https://doi.org/10.31842/jurnalinobis.v3i3.147>
- Flick, U. (2022). *The SAGE Handbook of Qualitative Research Design* (1st Edition). SAGE Publications Ltd. <https://libgen.rs/book/index.php?md5=B6434D7A763FB79B62E043E4A3D7A62A>
- Haryono, C. G. (2020). *Ragam Metode Penelitian Kualitatif Komunikasi* (D. E. Resyiani, Ed.). CV Jejak. [https://www.google.co.id/books/edition/Ragam\\_Metode\\_Penelitian\\_Kualitati](https://www.google.co.id/books/edition/Ragam_Metode_Penelitian_Kualitati)

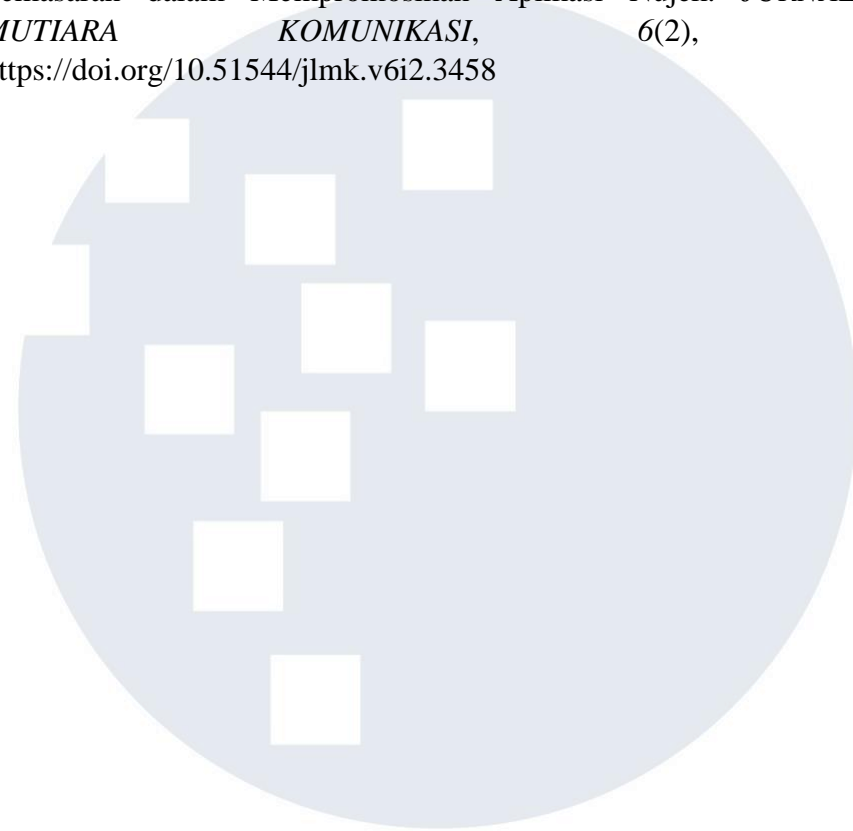
f\_Komun/7RwREAAAQBAJ?hl=en&gbpv=1&dq=Riset%2BKualitatif%2B komunikasi&printsec=frontcover

- Helianthusonfri, J. (2022, July 30). *Alasan Kenapa Sebuah Bisnis Membutuhkan Social Media Marketing*. Kompas.Com. <https://buku.kompas.com/read/1896/alasan-kenapa-sebuah-bisnis-membutuhkan-social-media-marketing>
- Khairunnisa, P. K., & Juliadi, R. (2023). Social media marketing strategy to increase brand awareness of local fashion brands. *Jurnal Manajemen Komunikasi*, 8(1), 21–38. <https://doi.org/10.24198/jmk.v8i1.43548>
- Kotler, P., Kartajaya, H., & Setiawan, I. (2017). *Marketing 4.0\_Moving from Traditional to Digital-Wiley (2016)* (1st Edition). Wiley. <https://libgen.rs/book/index.php?md5=6146CAB1BEDFC3DB72CADE18566C5C5D>
- Kotler, P., & Keller, K. L. (2016). *Marketing management* (fifth edition). Pearson Education Limited.
- Listianingrum, R., Fitriana Poerana, A., & Arindawati, W. A. (2021). *Strategi Komunikasi Melalui Media Instagram Dalam Memberikan Informasi Kepada Mahasiswa*. 4(1), 11. <https://www.journal.moestopo.ac.id/index.php/pustakom/article/view/1309/693>
- Lucky Bundle. (2022, December 23). *Treasure Hunt Harga Turun Tiap Hari? Cuma di Lucky Bundle*. Luckybundle.Co. <https://www.luckybundle.co/blog/treasure-hunt-harga-turun-tiap-hari-cuma-di-lucky-bundle>
- Lucky Bundle. (2023a, June 6). *Cara Hemat Uang dan Keuntungan Gabung Member Lucky Bundle*. Luckybundle.Co. <https://www.luckybundle.co/blog/cara-hemat-uang-dan-keuntungan-gabung-member-lucky-bundle#:~:text=Lucky%20Bundle%20adalah%20Bin%20Store,murah%20di%20banding%20di%20toko%20lainnya>.
- Lucky Bundle. (2023b, June 6). *Jenis Barang Murah di Lucky Bundle*. Luckybundle.Co. <https://www.luckybundle.co/blog/jenis-barang-murah-di-lucky-bundle#:~:text=harga%20yang%20murah,-,Lucky%20Bundle%20adalah%20Bin%20Store%20yang%20bisa%20jadi%20tempat%20terbaik,rumah%20tangga%20dengan%20harga%20diskon>
- Mahmud, F. A. (2022, October 13). *Impression: Pengertian, Kegunaan, dan Cara Meningkatkan*. Cmlabs.Co. <https://cmlabs.co/id-id/seo-terms/impression-adalah>

- Mekarisce, A. A. (2020). Teknik Pemeriksaan Keabsahan Data pada Penelitian Kualitatif di Bidang Kesehatan Masyarakat. *Jurnal Ilmiah Kesehatan Masyarakat*, Vol. 12(No 3), 145–151. <https://doi.org/https://doi.org/10.52022/jikm.v12i3.102>
- Miles, M. B., Huberman, A. M., & Saldana, J. (2014). *Qualitative data analysis a methods sourcebook* (3rd Edition). SAGE Publications, Inc. <https://libgen.rs/book/index.php?md5=BBC70A8BA60ED05FF15CA46693ADE8EC>
- Mona, N., & Pramulia, R. R. F. (2022). Peran Copywriter Dalam Membangun Brand Awareness Sarimi Puass Di Instagram. *Jurnal Sosial Humaniora Terapan*, 5(1). <https://doi.org/10.7454/jsht.v5i1.1019>
- Newberry, C. (2022, March 2). *Social Media Marketing for Retail Brands: 5 Essential Tips*. Hootsuite.Com. <https://hootsuite.com/social-media-marketing-for-retail-brands/>
- Oktriwina, O. S. (2023, January 18). *Marketing 2020 dalam Angka: Statistik Konten Digital Meroket!* Glints.Com. <https://glints.com/id/lowongan/statistik-marketing-2020/>
- Pandrianto, N., & Genep Sukendro, G. (2018). Analisis Strategi Pesan Content Marketing Untuk Mempertahankan Brand Engagement. *Jurnal Komunikasi*, Vol. 10(No. 2), 167–176. <https://doi.org/https://doi.org/10.24912/jk.v10i2.2619>
- Prasetya, M., & Susilo, D. (2022). The Effect Of Content Marketing On Purchase Intention Through Customer Engagement As Variable Mediation. *Jurnal Komunikasi Profesional*, Vol 6(No 5), 423–434. <http://ejournal.unitomo.ac.id/index.php/jkp>
- Primasari, I. F. N. D., & Supena, A. (2021). Meningkatkan Kemampuan Membaca Siswa Disleksia Dengan Metode Multisensori Di Sekolah Dasar. *Jurnal Basicedu*, 5(4), 1799–1808. <https://doi.org/10.31004/basicedu.v5i4.1055>
- Putri, V. K. M., & Gischa, S. (2021, October 15). *Contoh Perkembangan Teknologi yang Sering Digunakan Sehari-hari*. Kompas.Com. <https://www.kompas.com/skola/read/2021/10/15/163032469/contoh-perkembangan-teknologi-yang-sering-digunakan-sehari-hari>
- Rachmansyah, M., & Supratman, L. P. (2020). Peran Media Instagram Dalam Memasarkan Produk Fashion Dollies The Role Of Instagram In Marketing Fashion Product Dollies. *Jurnal Studi Komunikasi Dan Media*, Vol. 24(No. 1), 73–90. <https://jurnal.kominfo.go.id/index.php/jskm/article/view/2865>

- Rahmalia, N. (2023, October 3). *4 Perbedaan Social Media Listening dan Social Media Monitoring*. Glitns.Com. <https://glitns.com/id/lowongan/social-media-listening-monitoring/>
- Ramadayanti, F. (2019). Peran Brand Awareness Terhadap Keputusan Pembelian Produk. *JSMB (Jurnal Studi Manajemen Dan Bisnis)*, 6(2). <http://journal.trunojoyo.ac.id/jsmb78>
- Safitri, D. (2022). *Pemanfaatan Copywriting untuk Meningkatkan Brand Awareness Usaha Mikro Kecil dan Menengah (UMKM)*. <https://proceeding.winco.cilacapkab.go.id/index.php/winco>
- Sari, S., Syamsuddin, & Syahrul. (2021). Analisis Brand Awareness Dan Pengaruhnya Terhadap Buying Decision Mobil Toyota Calya Di Makassar. *Journal of Business Administration (JBA)*, 1(1). [www.wartakita.id](http://www.wartakita.id)
- Saskia, C. (2023, February 14). 15 Medsos Favorit Orang Indonesia, Nomor 1 Bukan Instagram. *Kompas.Com*. <https://tekno.kompas.com/read/2023/02/14/10300097/15-medsos-favorit-orang-indonesia-nomor-1-bukan-instagram>
- Septiani, A., & Fariza, M. (2023). *Strategi Komunikasi Bisnis Pemasaran Melalui Media Sosial Instagram “Molen Abah Ndut” Dalam Membentuk Brand Awareness*. 01(01). <https://jurnalwitana.com/index.php/jw/article/view/2>
- Shimp, T. A., & Andrews, J. C. (2013). *Advertising, Promotion, and other aspects of Integrated Marketing Communications* (ninth edition). South-Western, Cengage Learning. [www.cengage.com/highered](http://www.cengage.com/highered)
- Tresnawati, Y., & Prasetyo, D. K. (2018). Pemetaan Konten Promosi Digital Bisnis Kuliner kika’s Catering di Media Sosial. *PROfesi Humas*, 3(1), 102–119. <https://doi.org/https://doi.org/10.24198/prh.v3i1.15333>
- Tuten, T. L., & Solomon, M. R. (2018). *Social Media Marketing* (M. Waters, Ed.; 3rd ed.). SAGE Publications Ltd.
- Wang, P., & McCarthy, B. (2021). What do people “like” on Facebook? Content marketing strategies used by retail bank brands in Australia and Singapore. *Australasian Marketing Journal*, 29(2), 155–176. <https://doi.org/10.1016/j.ausmj.2020.04.008>
- Widi, S. (2023, February 3). Pengguna Media Sosial di Indonesia Sebanyak 167 Juta pada 2023. *DataIndonesia.Id*. <https://dataindonesia.id/internet/detail/pengguna-media-sosial-di-indonesia-sebanyak-167-juta-pada-2023>
- Yin, R. K. (2018). *Case Study Research and Applications: Design and Methods* (Sixth Edition). SAGE Publications, Inc.

Zulaikha, I. 'Ainaya, Nuryanti, N., & Istiyanto, S. B. (2022). Komunikasi Pemasaran dalam Mempromosikan Aplikasi Nujek. *JURNAL LENSA MUTIARA KOMUNIKASI*, 6(2), 249–259.  
<https://doi.org/10.51544/jlmk.v6i2.3458>



UMMN

UNIVERSITAS  
MULTIMEDIA  
NUSANTARA