

DAFTAR PUSTAKA

- Camus, J. (2020). *The Power of Visual Storytelling: How to Use Visuals, Videos, and Social Media to Market Your Brand*.
- Gunelius, S. (2011). *Content Marketing for Dummies*.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management (15th Edition)*.
- Morreale, S. P., Spitzberg, B. H., & Barge, J. K. (2013). *Human Communication: Motivation, Knowledge, and Skills*. Cengage Learning.
- Ryan, D., & Jones, C. (2016). *Digital Marketing: Strategy, Implementation, and Practice (6th Edition)*.

