

DAFTAR PUSTAKA

- As'ad, H. A. R., & Alhadid, A. Y. (2014). The impact of social media marketing on brand equity: An empirical study on mobile service providers in Jordan. *Review of Integrative Business and Economics Research*, 3(1), 315-318.
- Berger, P., & Luckmann, T. (2016). The social construction of reality. In *Social theory re-wired* (pp. 110-122). Routledge.
- Brodie, R. J. (2017). Enhancing theory development in the domain of relationship marketing: How to avoid the danger of getting stuck in the middle. *Journal of Services Marketing*, 31(1), 20-23.
- Griffin, E. A., Ledbetter, A., & Sparks, G. (2019). *A First At Communication Theory*. McGraw-Hill Education.
- Jenkins, H. (2019). *Participatory culture: interviews*. John Wiley & Sons.
- Kotler, P., & Keller, K. L. (2014). *Philip Kotler*. Astromax Entertainment.
- Littlejohn, S. W., Foss, K. A., & Oetzel, J. G. (2021). *Theories of Human Communication* (Twelfth).
- McCombs, M. E., Shaw, D. L., & Weaver, D. H. (2018). New directions in agenda-setting theory and research. In *Advances in foundational mass communication theories* (pp. 131-152). Routledge.
- Saputra, D. H., Sutiksno, D. U., Kusuma, A. H. P., & Romindo, W. D., Purnomo, A., & Simarmata, J. (2020). *Digital Marketing: Komunikasi Bisnis Menjadi Lebih Mudah*.
- Severin, W. J., & Tankard, J. W. (2021). *İletişim Teorileri*.
- Taan, H., & Radji, D. L. (2019). How Does The Relationship Between Lifestyle With Consumer Decisions In Buying Motorbikes?. *Jambura Science of Management*, 1(2), 38-47.