

## DAFTAR PUSTAKA

- Ashley, C., & Tuten, T. (2015). Creative strategies in social media marketing: An exploratory study of branded social content and consumer engagement. *Psychology & marketing*, 32(1), 15-27.
- Bechmann, A., & Lomborg, S. (2013). Mapping actor roles in social media: Different perspectives on value creation in theories of user participation. *New media & society*, 15(5), 765-781.
- Bernays, E. L. (2013). *Public relations*. University of Oklahoma Press.
- Boom Esports. (2024). About Us [Online]. Diakses pada 12 Mei 2024 pukul 14.55 WIB melalui <https://boomesports.gg/about-us/>
- Brown, B. (2016). *Cinematography Theory & Practice* (3<sup>rd</sup> ed.). Routledge.
- Carr, C. T., & Hayes, R. A. (2015). Social media: Defining, developing, and divining. *Atlantic journal of communication*, 23(1), 46-65.
- Castronovo, C., & Huang, L. (2012). Social media in an alternative marketing communication model. *Journal of marketing development and competitiveness*, 6(1), 117-134.
- Charest, F., Bouffard, J., & Zajmovic, E. (2016). Public relations and social media: Deliberate or creative strategic planning. *Public Relations Review*, 42(4), 530-538.
- Feeney, M. K., & Porumbescu, G. (2021). The limits of social media for public administration research and practice. *Public administration review*, 81(4), 787-792.
- Breakenridge, D. (2012). *Social Media and Public Relations: Eight New Practices for the PR Professional*. FT Press.
- Gray, K. (2016). *The Story Engine: An Entrepreneur's Guide to Content Strategy and Brand Storytelling Without Spending All Day Writing*. New York, USA: Vanessa Mendozzi.

- Gunawan, A., Hidayatullah, A., & Hidayat, A. (2021). Pengembangan e-sport dan industri gaming menggunakan analisis SWOT. *Jurnal Syntax Transformation*, 2(04), 409-421.
- Safko, L. (2012). *The Social Media Bible: Tactics, Tools, and Strategies for Business Success*. Wiley.
- Gunelius, S. (2011). *30-Minutes Social Media Marketing*. McGraw-Hills Company.
- Hoechlin, N. (2018). *The Ultimate Copywriting Guide for Beginners to Advanced*. JNR Publishing.
- Jesslyn., & Agustiningsih, G. (2021). Application of Copywriting Elements in Social Media Advertising Drinking Products Now in Creating Consumer Interest. *Jurnal Komunikasi dan Bisnis*, 9(1), 55-67.
- Johnston, J., & Rowney, K. (2020). *Media Strategies: Managing content, platforms and relationships*. Routledge.
- Kalsumi, N. (2022). *Peran Social Media Specialist dalam Branding Program di Mentari TV*. Undergraduate Thesis, Insitut Pertanian Bogor.
- Kanuri, V. K., Chen, Y., & Sridhar, S. (2018). Scheduling content on social media: Theory, evidence, and application. *Journal of Marketing*, 82(6), 89-108.
- Kartsivadze, T. (2022). Copywriting In Social Media. *International Journal of Innovative Technologies in Economy*, 4, 40.
- Kementerian Pariwisata dan Ekonomi Kreatif Republik Indonesia. Tim Esport Terbaik Indonesia, Langganan Juara Dunia [Online]. Diakses pada 12 Mei 2024 pukul 15.30 WIB melalui <https://kemenparekraf.go.id/ragam-ekonomi-kreatif/tim-esport-terbaik-indonesia-langganan-juara-dunia>
- Liquipedia. (2024). BOOM Esports [Online]. Diakses pada 7 Juni 2024 pukul 10.14 WIB melalui [https://liquipedia.net/dota2/BOOM\\_Esports#History](https://liquipedia.net/dota2/BOOM_Esports#History)
- Maisiri, E., Mupaikwa, E., & Ngwenya, S. (2015). Strategic planning for social media in libraries: the case of Zimbabwe. In *Social Media Strategies for Dynamic Library Service Development* (pp. 250-262). IGI Global.

- Maitri, W.S., Suherlan, S., Prakosos, R.D.Y., Subagja, A.D., Ausat, A.M.A. (2023). Recent Trends in Social Media Marketing Strategy. *Jurnal Minfo Polgan*, 12(2), 842-850. <https://doi.org/10.33395/jmp.v12i2.12517>
- Maulana, R., Maulana, M. S., Winnarto, M. N., Iqbal, M., & Lailiah, B. (2022). Pelatihan menjadi talenta digital dengan copywriting. *Jurnal Penelitian dan Pengabdian Masyarakat Jotika*, 2(1), 12-15.
- Eva Y. (2020). *Suatu pengantar metode & riset desain komunikasi visual DKV*. Deepublish.
- Wilcox, D. L., Cameron, G. T., & Reber, B. H. (2014). *Public Relations: Strategies and Tactics*. Pearson.
- Mejtoft, T., Hedlund, J., Söderström, U., Norberg, O. (2021) *Designing call to action: Users' perception of different characteristics* In: 34th Bled eConference: Digital Support from Crisis to Progressive Change: conference proceedings (pp. 405-416). University of Maribor University Press <https://doi.org/10.18690/978-961-286-485-9.30>
- Memeti, D., Burbulea, R., & Gangan, S. (2023). Digital marketing in the light of promoting and strengthening the image on the market. In *Competitiveness and sustainable development* (pp. 224-228).
- Meodia, A. (2024). Boom Esports Harumkan Indonesia dengan Juarai 2024 PMPL SEA Spring [Online]. Diakses pada 12 Mei 2024 pukul 15.40 WIB melalui  
<https://www.antaranews.com/berita/4016454/boom-esports-harumkan-indonesia-dengan-juarai-2024-pmpl-sea-spring#>
- Mitrović, K., Jakšić, A., & Spajić, J. (2020). The analysis of graphic design platforms used in social media marketing. In *International Symposium on Graphic Engineering and Design*(pp. 651-657).
- Mona, N., & Pramulia, R.R.F. (2023). Peran Copywriter dalam Membangun Brand Awareness Sarimi Puass di Instagram. *Jurnal Sosial Humaniora Terapan*, 5(1), 109-120. <https://doi.org/10.7454/jsht.v5i1.1019>

- Moriuchi, E. (2021). Content Calendar. In *Cross-Cultural Social Media Marketing: Bridging Across Cultural Differences*(pp. 117-122). Emerald Publishing Limited.
- Naddiya, F. (2021). Peran Social Media Specialist dalam Meningkatkan Promosi dan Citra Syariah di Akun Instagram @Modalku melalui Digital Marketing. *AT-TABSYIR: Jurnal Komunikasi Penyiaran Islam*, 8(2), 255-270.
- Pasaribu, J.S. (2023). Social Media and Its Role in Improving Business Performance. *Greenation International Journal of Economics and Accounting*, 1(2), 246-254. <https://doi.org/10.38035/gjjea.v1i2>
- Poels, K., & Dewitte, S. (2019). The role of emotions in advertising: A call to action. *Journal of Advertising*, 48(1), 81-90.
- Putri, A., & Sari, W.P. (2024). Lebih dari Sekadar Click dan Likes: Kontribusi Social Media Specialist dalam Menciptakan Engagement. *Prologia*, 8(2), 275-283.
- Putri, A. P., Hetami, A. A., Fourqoniah, F., Andriana, A. N., Ardiyani, M., Muniroh, T. U., ... & Indah, S. R. (2022). Pelatihan Digital Marketing untuk Mencapai Optimalisasi Strategi Pemasaran pada UMKM. *Jurnal Pengabdian Kepada Masyarakat Nusantara*, 3(2.1 Desember), 828-839.
- Quesenberry, K. A. (2020). *Social media strategy: Marketing, advertising, and public relations in the consumer revolution*. Rowman & Littlefield Publishers.
- Rakhmadhona, N.S. (2022). NSR Skit Marketing Communication Strategy Planning In Building Awareness Through Social Media Marketing. *Jurnal Ilmu Manajemen Profitability*, 6(2), 145-172.
- Rickards, T., & Moger, S. (2017). *Handbook for creative team leaders*. Routledge.
- Sari, A. P. (2022). *Laporan Akhir Studi Magang Pencatatan Akuntansi Dan Penyusunan Laporan Keuangan Secara Manual PT Qatar Power Investment* (Doctoral dissertation, STIE YKPN).
- Seregina, A. (2018). Engaging the audience through videography as performance. *Journal of Marketing Management*, 34(5-6), 518-535.

- Siau, K., Lui, R., & Mahmood, S. (2020). The role of a social media editor: what to expect and tips for success. *United European Gastroenterology Journal*, 8(10), 1253-1257.
- Steiner, S. K. (2012). *Introduction: Strategic planning for social media in libraries*. Retrieved from [www.facetpublishing.co.uk/downloads/file/steiner\\_ch1.pdf](http://www.facetpublishing.co.uk/downloads/file/steiner_ch1.pdf)
- Turnip, B. R., & Hukom, A. (2023). Pengaruh Perkembangan Industri Esports Terhadap Pertumbuhan Ekonomi Indonesia. *CEMERLANG: Jurnal Manajemen dan Ekonomi Bisnis*, 3(2), 131-139.
- Tuten, T. L., & Solomon, M. R. (2018). *Social Media Marketing* (3<sup>rd</sup> ed.). SAGE Publications.
- Wahyudi, F., & Kencana, W.H. (2024). Instagram Content Strategy for Esports Events @mpl.id.official in Increasing Esports Tourism. *Journal of Humanities Social Sciences and Business (JHSSB)*, 3(2), 414-430.