

DAFTAR PUSTAKA

- Amin, A. S., & Priansah, P. (2019). Marketing Communication Strategy To Improve Tourism Potential. *Budapest International Research and Critics Institute (BIRCI-Journal): Humanities and Social Sciences*, 2(4). <https://www.bircu-journal.com/index.php/birci/article/view/575>
- Angelini, G. D. (2024). Marketing Communication Strategy in Maintaining Customer Loyalty. *Join: Journal of Social Science*, 1(2), 107–117. <https://doi.org/10.59613/xarvjv55>
- Armstrong, G., & Kotler, P. (2022). *Principles of Marketing* (18th Editi). Harlow : Pearson Education Limited.
- Aynie, R. Q., Hurriyati, R., & Dirgantari, P. D. (2021). Strategi pemasaran electronic word of mouth pada e- commerce dalam menghadapi era digital 4 . 0 di indonesia Electronic word of mouth marketing strategy on e-commerce in facing the digital era. *Inovasi*, 17(1), 136–143. <http://journal.feb.unmul.ac.id/index.php/INOVASI/article/view/8483>
- Belch, G. E., & Belch, M. A. (2020). *Advertising and Promotion : An Integrated Marketing Communications Perspective* (12 Th). McGraw-Hill Education.
- Cvetkov Čikošev, T. (2019). The Development and Implementation of the Integrated Marketing Communications Concept. *Economic Analysis*, 52(1), 36–47. <https://doi.org/10.28934/ea.19.52.12.pp36-47>
- Darma, D. A., Abdussamad, Z. K., & Rahman, E. (2022). Pengaruh Strategi Inovasi Produk Dan Pemasaran Media Sosial Terhadap Keunggulan Bersaing Pada UMK Kuliner Di Kota Gorontalo. *JAMBURA: Jurnal Ilmiah ...*, 5(1), 238–250. <https://ejurnal.ung.ac.id/index.php/JIMB/article/view/14767>
- Duncan, T. (2008). *Integrated Marketing Communications* (European). McGraw Hill.
- Giantika, G. G. (2020). Strategi Komunikasi Pemasaran Online Produk Muslim Zoya Melalui Instagram @Zoyalovers (Studi Deskriptif Kualitatif Akun Instagram @Zoyalovers). *Jurnal Komunikasi*, 11(1).
- Haris, A., Samosir, H. E., & Lubis, S. H. (2022). Marketing Communications as Strategy Expanding Market Share In Era 4.0. *International Journal of Social Science and Business*, 7(1), 188–198. <https://doi.org/10.23887/ijssb.v7i1.53535>
- Harningsih, H., & Anggriani, D. P. (2023). Komunikasi Pemasaran Smesco Pasca Pandemi Covid-19 (Studi Deskriptif Kualitatif) Peluang dan Tantangan Pelaku UMKM Binaan Smesco. *Cakrawala - Jurnal Humaniora*, 23(2), 62–68. <https://doi.org/10.31294/jc.v23i2.18410>
- Keller, K. L. (2021). *Strategic Brand Management: Building, Measuring, and Managing Brand Equity*, (Global Edi). Pearson Education Limited.
- Kim, S. (Sam), Kim, J., Choi, Y., Shin, J., & Morrison, A. M. (2022). Can communication messages affect promotion of international air travel in preparation for the post COVID-19 pandemic era? *Journal of Hospitality and Tourism Management*, 51(March), 252–267. <https://doi.org/10.1016/j.jhtm.2022.03.019>

- Kotler, P., Amstrong, G. M., Cunningham, P. H., & Trifts, V. (2021). *Principles of Marketing*. Pearson.
- Kotler, P., & Keller, K. L. (2020). *Marketing Management* (15Th ed.). Pearson Education Inc.
- Matviiets, O., & Kipen, V. (2021). The features of direct marketing and personal selling as a form of marketing communications. *JEL Classification*, 6(2). <https://media.neliti.com/media/publications/548112-the-features-of-direct-marketing-and-per-88efd9fd.pdf>
- Mentari, A. (2023). *5 Cafe di Cinere Depok untuk Tempat Nongkrong Asik*. 30 Juli. <https://www.kompas.com/food/read/2023/07/30/111300175/5-cafe-di-cinere-depok-untuk-tempat-nongkrong-asik>
- Mentari, & Kristiutami, Y. P. (2022). Strategi Pemasaran Di Café Colada Antapani Pasca Pandemi Covid 19. *Service Management Triangle: Jurnal Manajemen Jasa*, 4(2), 69–76.
- Mulitawati, I. M., & Retnasary, M. (2020). Strategi Komunikasi Pemasaran Dalam Membangun Brand Image Melalui Sosial Media Instagram (Studi Kasus Deskriptif Komunikasi Pemasaran Prodak Polycrol Forte Melalui Akun Instagram @Ahlinyaobatmaag). *Komunikologi*, 4(1).
- Phillip, K., & Keller, K. L. (2018). *Marketing Manajemen* (15th ed.). Pearson education Inc.
- Rohmah, N. N. (2020). Media Sosial Sebagai Media Alternatif Manfaat dan Pemuas Kebutuhan Informasi Masa Pandemi Global Covid 19 (Kajian Analisis Teori Uses And Gratification). *Al-I'lam: Jurnal Komunikasi Dan Penyiaran Islam*, 4(1), 1–16. <https://journal.ummat.ac.id/index.php/jail/article/view/2957/1905>
- Sary, K. A., Achmad, G. N., Yuni, Leilani, A., & Warohma, S. S. (2023). Marketing Communications Strategy In The Process Of Commercialization Of Innovative Products Start-Up Company "Mobilmantan.id". *International Journal Of Humanities Education And Social Sciences (IJHESS)*, 4(2).
- Sugirtha, M. R. (2022). The Turnaround of Café Coffee Day a Case Study. *SSRN Electronic Journal*, 1–24. <https://doi.org/10.2139/ssrn.4262623>
- Sugiyono. (2018). *Metode Penelitian Kualitatif* (Sofia yustiyani Suryandari (ed.); 3rd ed.). Alfabeta.
- Wijaya, W. T., & Dewi, I. C. (2023). Digital Marketing Communication Strategy dalam Meningkatkan Brand Awareness Kimo Resort Pulau Banyak Aceh Singkil. *JIMEA: Jurnal Ilmiah MEA (Manajemen, Ekonomi Dan Akuntansi)*, 7(3), 1793–1812.
- Yin, R. K. (2019). *Case Study Reseach* (Sixth Edit). SAGE Publication.