

DAFTAR PUSTAKA

- Adit, A. (2022, August 9). *Banyak Konsumen Lebih Pilih E-Commerce untuk Belanja Fashion*.
<https://databoks.katadata.co.id/infografik/2022/09/08/banyak-konsumen-lebih-pilih-e-commerce-untuk-belanja-fashion>
- Ahdiat, A. (2022, September 7). Mayoritas Warga RI Cari Informasi di Media Sosial. *Databoks*.
<https://databoks.katadata.co.id/infografik/2022/09/07/mayoritas-warga-ri-cari-informasi-di-media>
- Budiman, A., & Yanis, F. (2022). *Efforts to Increase Brand Awareness of Compass Shoes through Digital Marketing Activities*.
- Chaffey, D., & Chadwick, F. E. (2019). *Digital marketing Strategy, Implementation and Practice* (7th ed.). Pearson Education Limited.
- Charlesworth, A. (2018). *Digital Marketing A Practical Approach* (3rd ed.). Routledge.
- Diamond, S. (2019). *Digital Marketing*. John Wiley & Sons, Inc.
- Falkow, S. (2018). *Influencer Marketing: Building Brand Awareness and sales through Influencer*.
- Grant, K. (2018). *Direct Guide to Direct Marketing*. Entrepreneur Press.
- Gray, N., & Fox, M. (2018). *Social Media Marketing* (2nd ed.).
- Leung, F., & Gu, F. (2022). Influencer Marketing Effectiveness. *Marketing*.
https://www.ln.edu.hk/mkt/staff_info/victor/Influencer%20Marketing%20Effectiveness.pdf
- Levin, A. (2020). *Influencer Marketing for Brands*. Springer Science .
https://opac.atmaluhur.ac.id/uploaded_files/temporary/DigitalCollection/MzE3YzllYWY1YmQyZmQ2ZDhjOGUwYTJhYTdjMzYwZmIwYjVIYjA1ZQ==.pdf
- Monica, P. D., & Darma, G. S. (2022). *Digital Marketing Strategy for Balinese Handicrafts Facing the Metaverse Era*.
- Myrrha, N. (2020). FASHION SEBAGAI KOMUNIKASI: ANALISA SEMIOTIKA ROLAND BARTHES PADA FASHION AGUS HARIMURTI YUDHOYONO. *Ilmiah Bahasa Dan Sastra*, 4.
- Pramadyanto, M. R. (2022). *Pemanfaatan Digital Marketing Dalam Memabangun Brand Awareness Brand Fashion Street Wear URBAIN INC*.
- Rauf Abdul. (2021). *Digital Marketing Konsep dan Strategi* (Sudarmanto Eko, Ed.; 1st ed.). Grup Publikasi Yayasan Insan Shodiqin Gunung Jati Anggota IKAPI. http://www.karyailmiah.trisakti.ac.id/uploads/kilmiah/dosen/2_E-BOOK_DIGITAL_MARKETING.pdf
- Sukmasetya, P., Haryanto, T., & Sadewi, F. A. (2020). *Pemanfaatan Digital Marketing sebagai Media Pemasaran Global untuk Meningkatkan Penjualan Produksi pada Home Industry*. <https://doi.org/10.4324/9781315175737>
- Szarecki, A., & Copernicus, N. (2021). *Affective politics and online culture: Reserved's digital marketing campaign in post-hegemonic perspective*.

- Verhoest, K. (2024). *Collaborating for Digital Transformation* (G. Hammerschmid, Ed.). Edward Elgar Publishing Limited.
- Wibowo, P. S. (2021). Strategi Komunikasi Pemasaran Sharp Indonesia di Era Pandemi Covid-19 dan Kenormalan Baru. *Komunikasi Profesional*.
<https://ejournal.unitomo.ac.id/index.php/jkp/article/view/3003>
- Yarlina, V. P., Huda, S., & Kuswandi, I. P. R. (2021). *Pengembangan dan Pemasaran Produk Pangan Lokal Secara Digital di Era Pandemi Covid-19*.
- Yin, R. K. (2018). *Case Study Research and Applications Design and Methods sixth edition*. (6th ed.). Sage.



UMMN

UNIVERSITAS
MULTIMEDIA
NUSANTARA