

DAFTAR PUSTAKA

- Aldrich Novrian, & Rizki, M. F. (2021). INTEGRATED MARKETING COMMUNICATION KEDAI SODARE KOPI DALAM MENINGKATKAN BRAND AWARENESS. *Medium*, 9(1), 81–91. [https://doi.org/10.25299/medium.2021.vol9\(1\).7444](https://doi.org/10.25299/medium.2021.vol9(1).7444)
- Armstrong, G., & Kotler, P. (2017). Principles of Marketing. *Pearson Education*, 17.
- Chaffey, D., & Rogers, M. (2019). Digital Marketing: Strategy, Implementation, and Practice (7th ed.). *Pearson Education*.
- Cialdini, R. B. (2007). Influence: The Psychology of Persuasion (Revised ed.). *Harper Business*.
- Clow, K. E., & Baack, D. E. (2018). Integrated Advertising, Promotion, and Marketing Communications. *Pearson Education*.
- Ferdihamsyah, D. N. (2022). *Strategi Sosial Media Marketing Toko Kopi Tuku dalam membangun Brand Awareness di Masa Pemberlakuan PPKM Darurat (Studi Kasus pada Instagram Kopi Tuku)*. Universitas Multimedia Nusantara.
- Kapferer, J. N. (2012). The New Strategic Brand Management: Creating and Sustaining Brand Equity Long Term. *Kogan Page*.
- Keller, K. L. (2016). Strategic Brand Management: Building, Measuring, and Managing Brand Equity (4th ed.). *Pearson Education*.
- Kitchen, P. J., & Schultz, D. E. (2010). Integrated Marketing Communications: A Global Perspective. *Wiley*.
- Kotler, P., & Keller, K. L. (2016). Marketing Management (15th ed.). *Pearson Education*.
- Meredith, J. R., & Mantel, S. J. (2017). Project Management: A Strategic Managerial Approach. *Wiley*.
- Obayashi. (2021). *Perkenalan Kantor Perwakilan di Luar Negeri: Asia dan Wilayah Lainnya*. Obayashi.
- Peppers, D., & Rogers, M. (2016). Managing Customer Relationships: A Strategic Framework. *Wiley*.
- PT Sanwamas Metal Industry. (2020). *Sanwamas*. PT Sanwamas Metal Industry.

- Pulizzi, J. (2014). *pic Content Marketing: How to Tell a Different Story, Break through the Clutter, and Win More Customers by Marketing Less*. *McGraw-Hill Education*.
- Rodamas Group. (2023). *Rodamas*. Rodamas Group.
- Shimp, T. A. (2010). *dvertising, Promotion, and Other Aspects of Integrated Marketing Communications* (9th ed.). *Cengage Learning*.
- Strong, E. K. (2024). *The Psychology of Selling and Advertising*. *McGraw-Hill*.
- Sundar, S. S., & Limperos, A. M. (2013). Uses and Grats 2.0: New Gratifications for New Media. *Journal of Broadcasting & Electronic Media*, 57(4), 504–525. <https://doi.org/10.1080/08838151.2013.845827>
- Tuten, T. L., & Solomon, M. R. (2017). *Social Media Marketing* (3rd ed.). *Pearson Education*.

