

6. DAFTAR PUSTAKA

- Aichner, T., Grünfelder, M., Maurer, O., & Jegeni, D. (2021). Twenty-Five Years of Social Media: A Review of Social Media Applications and Definitions from 1994 to 2019. *Cyberpsychology, Behavior, and Social Networking*, 24(4), 215–222. <https://doi.org/10.1089/cyber.2020.0134>
- Atulkar, A., Rajak, B., Atulkar, M., Ahirwal, M. K., & Kose, M. (2022). A Brief History and Systematic Review on Editing Techniques for Film Making. In *The Asian Conference on Media, Communication and Film 2022: Official Conference Proceedings* (pp. 121-132).
- Bordwell, D., Thompson, K., & Smith, J. (2017). *Film Art: An Introduction* (11th ed.). McGraw-Hill Education.
- Carr, C. T., & Hayes, R. A. (2015). Social media: Defining, developing, and divining. Illinois, IL: University of Illinois. Retrieved from https://web.archive.org/web/20190713114940id_/http://my.ilstu.edu:80/~ctcarr/research/CarrHayes_2015.pdf
- Sheldon, D. (2013). *How the Internet Has Revolutionized Video Marketing*. Retrieved from <https://digitalcommons.liberty.edu/cgi/viewcontent.cgi?article=1415&context=honors>
- Fiantika, F. R., Wasil, M., Jumiyati, S. R. I., Honesti, L., Wahyuni, S. R. I., Mouw, E., ... & Ambarwati, K. (2022). Metodologi penelitian kualitatif. *Metodologi Penelitian Kualitatif*. In *Rake Sarasin (Issue March)*. Surabaya: PT. Pustaka Pelajar
- Furstenau, M. (2018). Film Editing, Digital Montage, and the “Ontology” of Cinema. *Cinémas*, 28(2), 29-49.
- Huotari, L., Ulkuniemi, P., Saraniemi, S., & Mäläskä, M. (2015). Analysis of content creation in social media by B2B companies. *Journal of Business & Industrial Marketing*, 30(6). <http://dx.doi.org/10.1108/JBIM-05-2013-0118>

- Liu-Thompkins, Y. (2019). A decade of online advertising research: What we learned and what we need to know. *Journal of advertising*, 48(1), 1-13.
- Pessala, I. (2016). User experiences and efficiency of Instagram Advertising. Retrieved from https://www.theseus.fi/bitstream/handle/10024/116805/Pessala_Irene.pdf
- Thompson, R., & Bowen, C. J. (2009). *Grammar of the Edit* (Vol. 13). Taylor & Francis.
- Xiang, W., Perumal, V., & Neo, T. K. (2023). A Critical Review on the Use of Montage Technique in Film and Television. In *Proceedings of the 2nd International Conference on Creative Multimedia 2022 (ICCM 2022)* (pp. 235-242).
- Zhou, R. (2021). Analysis of Short Video Marketing Strategy and Industry Trend and Suggestions to Uploaders. *Proceedings of the 2021 3rd International Conference on Economic Management and Cultural Industry (ICEMCI 2021)*, 1934–1937. <https://doi.org/10.2991/assehr.k.211209.315>