

DAFTAR PUSTAKA

Buku

Yulian, F. (2024). *Copywriting Starter Pack: Belajar Menulis Konten Jualan dari Dasar sampai Jago!* Gradien Mediatama.

Jurnal

- Albert, D. (2023). What do you mean by organizational structure? Acknowledging and harmonizing differences and commonalities in three prominent perspectives. *Journal of Organization Design*, 13(1), 1–11. <https://doi.org/10.1007/s41469-023-00152-y>
- Arthur, P., & Koomson, S. (2023). Is student internship still beneficial today? The views of multi-parties in Ghana. *PSU Research Review*, 8(3), 609–632. <https://doi.org/10.1108/prr-01-2022-0003>
- Cartwright, S., Davies, I., & Archer-Brown, C. (2020). Managing relationships on social media in business-to-business organisations. *Journal of Business Research*, 125, 120–134. <https://doi.org/10.1016/j.jbusres.2020.11.028>
- Cartwright, S., Liu, H., & Raddats, C. (2021). Strategic use of social media within business-to-business (B2B) marketing: A systematic literature review. *Industrial Marketing Management*, 97, 35–58. <https://doi.org/10.1016/j.indmarman.2021.06.005>
- Deng, Q., Wang, Y., Rod, M., & Ji, S. (2021). Speak to head and heart: The effects of linguistic features on B2B brand engagement on social media. *Industrial Marketing Management*, 99, 1–15. <https://doi.org/10.1016/j.indmarman.2021.09.005>
- Dubbelink, S. I., Herrando, C., & Constantinides, E. (2021). Social Media Marketing as a Branding Strategy in Extraordinary Times: Lessons from the COVID-19 Pandemic. *Sustainability*, 13(18), 10310. <https://doi.org/10.3390/su131810310>

Dwivedi, Y. K., Ismagilova, E., Rana, N. P., & Raman, R. (2021). Social Media Adoption, Usage and Impact in Business-To-Business (B2B) Context: A State-Of-The-Art Literature Review. *Information Systems Frontiers*, 25(3), 971–993. <https://doi.org/10.1007/s10796-021-10106-y>

Koob, C. (2021). Determinants of content marketing effectiveness: Conceptual framework and empirical findings from a managerial perspective. *PLoS ONE*, 16(4), e0249457. <https://doi.org/10.1371/journal.pone.0249457>

Website

Digital 2024 - We are Social Indonesia. (2025, February 4). We Are Social Indonesia. <https://wearesocial.com/id/blog/2024/01/digital-2024/>

Global Perfume Market Size, Trends, Share, Forecast 2033. (2024, October 18). Custom Market Insights.

<https://www.custommarketinsights.com/report/perfume-market/>

Maharum Group – supplier bibit parfum terlengkap. (n.d.).

<https://maharum.group/>

Markethac - Top 10 Parfum Lokal Terbaik: Ada yang Omsetnya Rp27 Miliar!

(2024, November 16). Markethac. [https://markethac.id/report-](https://markethac.id/report-news/news/top-10-parfum-lokal-terbaik-ada-yang-omsetnya-rp27-miliar)

[news/news/top-10-parfum-lokal-terbaik-ada-yang-omsetnya-rp27-miliar](https://markethac.id/report-news/news/top-10-parfum-lokal-terbaik-ada-yang-omsetnya-rp27-miliar)

Stahl, S. (2024, October). *B2B Content Marketing Benchmarks, Budgets, and Trends: Outlook for 2024 [Research]*.

<https://contentmarketinginstitute.com/b2b-research/b2b-content-marketing-trends-research>

Waluyo, D., (2024, July 14) *Indonesia.go.id - Potensi Besar Parfum Lokal*

Indonesia: Inovasi Jenama Lokal dan Dominasi Pasar Global. (n.d.).

<https://indonesia.go.id/kategori/editorial/8379/potensi-besar-parfum-lokal-indonesia-inovasi-jenama-lokal-dan-dominasi-pasar-global?lang=1>