

## DAFTAR PUSTAKA

- Altamira, M. B., Aqtus Permana Putri, K. D., & Rafi Tata Samudra, R. M. (2023). In Proceedings. *The Role of Creative Content in Digital Marketing Strategies in Educational Institution Social Media (Case Study: Instagram of Vocational Education Program, Universitas Indonesia)*, 83(No. 1), page 62. <https://www.mdpi.com/2504-3900/83/1/62>
- Ekaputri, H. E., Nurfadilah, F. A., Rafsanzani, F., & Santy, R. D. (2021). The Effect of Creative Content to Increase Brand Awareness: Information Technology-Based Marketing Strategies. *International Journal of Research and Applied Technology*, 1(2), 410-423. <https://ojs.unikom.ac.id/index.php/injuratech/article/view/6771>
- Fauzan, R. (2021, April 22). *Belanja Iklan 2020 Moncer, Nielsen: Ini Proyeksi untuk 2021*. <https://ekonomi.bisnis.com/read/20210422/12/1384960/belanja-iklan-2020-moncer-nielsen-ini-proyeksi-untuk-2021>
- Humaidi, M. A., Rico, & Junaidy. (2022). Sean Institute. *MARKETING COMMUNICATION STRATEGY IN INCREASING SALES PROPERTY IN PESONA PURNAMA HANDIL BAKTI RESIDENTIAL COMPLEX*, 11(No.02). <file:///Users/feliciaarifin/Downloads/Template+Ekonomi+M.+Agus+Humaidi.pdf>
- Isnawan, B. P., & Riofita, H. (2024). Jurnal Pendidikan Tambusai. *Pemanfaatan Sosial Media Marketing Untuk Meningkatkan Brand Awareness*, 8(Nomor 3). <file:///Users/feliciaarifin/Downloads/599.+artikel+bibin+43139-43144.pdf>
- Kieu, T. A., & Mogaji, E. (2018, December 3-5). Anzmac 2018. *Marketing communication strategies of off-plan homes. Authorea Preprints*. [https://gala.gre.ac.uk/id/eprint/22825/7/22825%20MOGAJI\\_Marketing\\_Communication\\_Strategies\\_2018.pdf](https://gala.gre.ac.uk/id/eprint/22825/7/22825%20MOGAJI_Marketing_Communication_Strategies_2018.pdf)

- N, R. J., Wahyu Wardhana, Haryanto, R., & Pebriyanto, A. (2020). Jurnal Impact: Implementation and Action. *PENERAPAN DIGITAL MARKETING SEBAGAI STRATEGI PEMASARAN UMKM*, 2(Nomor 2).  
file:///Users/feliciaarifin/Downloads/39+-+50+Penerapan+Digital+marketing+Sebagai+Strategi+Pemasaran+UMKM.pdf
- Oktaviani, F., & Rustandi, D. (2018). Profesi Humas. *Implementasi Digital Marketing dalam Membangun Brand Awareness*, 3(No.1), 1-20.  
file:///Users/feliciaarifin/Downloads/15878-46477-1-PB.pdf
- Pandiangan, P., & Oka Martini, I. A. (2020, September-Desember). Jurnal Ilmiah Manajemen Bisnis dan Inovasi Universitas Sam Ratulangi (JMBI UNSRAT). *DIGITAL MARKETING STRATEGY OF PROPERTY AGENTS IN THE NEW NORMAL ERA*, 7(No.3).
- Panjaitan, D. G. S., & Lailiyah, N. (n.d.). Interaksi Online. *Kampanye Komunikasi Pemasaran Dalam Meningkatkan Brand Awareness Kedai Pleburan Semarang Sebagai Creative & Copywriter*, 13(No.2), 552-566.  
file:///Users/feliciaarifin/Downloads/50216-116914-1-SM.pdf
- Rahma, H., & Hariyana, N. (2023, Juli-September). Jurnal Pengabdian kepada Masyarakat Nusantara (JPkMN). *Penggunaan Digital Marketing terhadap Peningkatan Brand Awareness PT Produk Zilla Akademi Indonesia.*, 4(No. 3). <https://repository.upnjatim.ac.id/22102/1/20012010354%20-jurnal.pdf>
- Rehman, S. U., Gulzar, R., & Aslam, W. (2022, April-June). Creative Commons Attribution 4.0 license. *Developing the Integrated Marketing Communication (IMC) through Social Media (SM): The Modern Marketing Communication Approach*, 1(23).  
<https://journals.sagepub.com/doi/pdf/10.1177/21582440221099936>
- Syafii, M., & Budiyanto, N. E. (2022, Maret). Jurnal Informatika dan Rekayasa Perangkat Lunak. *Penerapan Digital Marketing dengan Analisis STP (Segmenting, Targeting, Positioning)*, 4(No.1), 66-71.  
<https://pdfs.semanticscholar.org/bed0/b0612dfac74e8917fe8c452c106f1ee437e5.pdf/1000>

- Wiley, J., & Ltd, S. (Eds.). (2010). Integrated Marketing Communication. *Wiley International Encyclopedia of Marketing*, edited by Jagdish N. Sheth and Naresh K. Malhotra. <https://onlinelibrary.wiley.com/doi/full/10.1002/9781444316568.wiem04001>
- Zahra, P. A.-., & Sukmalengkawati, A. (2022). Jurnal Ilmiah MEA (Manajemen, Ekonomi, dan Akuntansi). *Pengaruh Digital Marketing Terhadap Minat Beli Konsumen*, 6(No.3). <https://journal.stiemb.ac.id/index.php/mea/article/view/2573>
- Zuhdi, M. H., & Yuliani, N. (2024). IKRAITH-EKONOMIKA. *Optimalisasi Pemasaran Digital Melalui Media Sosial dalam Meningkatkan Brand Awareness pada Bengkel Sepeda Tenda Biru Bandung*, 7(No. 3), 103-117. <file:///Users/feliciaarifin/Downloads/4256-Article%20Text-7008-1-10-20241027.pdf>

