

DAFTAR PUSTAKA

- Agarwal, P., Ahallawat, K., & Putra, A. H. P. K. (2023). Role of Advertising Agencies in Marketing Effectiveness: An Exploratory Study. *Journal of Informatics Education and Research*, 3(2), 28–33.
<https://doi.org/10.52783/jier.v3i2.54>
- Anjum, B., Irum, A., & Dr. Naheed. (2015). Impact of Television Advertisement on Consumer Buying Behavior: The Moderating Role of Religiosity in the context of Pakistan. *International Interdisciplinary Journal of Scholarly Research (IIJSR)* , 1(3), 36–48.
- Bowdery, R. (2008). *Basics Advertising 01: Copywriting*. AVA Publishing.
- Dave, C., & Ellis, C. (2019). *Digital Marketing: Strategy, Implementation and Practice*.
- De Vito, J. (2007). *The Interpersonal Communication Book* (16th ed.).
- Media, B. (2024). *Company Profile Brand Media Indonesia*.
- Meltwater. (2025a). *2025 Global Digital Report*.
- Meltwater. (2025b). *Digital 2025 Global Overview Report*.
- Statista. (n.d.). *Advertising - Indonesia*.
<Https://Www.Statista.Com/Outlook/Amo/Advertising/Indonesia>.
- Tuten, & Solomon. (2017). *Social Media Strategy*.
- Vithayathil, J., Dadgar, M., & Osiri, J. K. (2020). Social media use and consumer shopping preferences. *International Journal of Information Management*, 54, 102117. <https://doi.org/10.1016/j.ijinfomgt.2020.102117>
- Xu, T. (2020). The Impact of Social Media on Business Marketing and Consumer Shopping. *International Journal of Literature and Arts*, 8(5), 272.
<https://doi.org/10.11648/j.ijla.20200805.12>