

DAFTAR PUSTAKA

- Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital Marketing: Strategy, Implementation, and Practice*. Pearson.
- Deuze & Prenger. (2019). *Making media: Production, practices, and professions*. Amsterdam University Press.
- Dolata, M., & Schwabe, G. (2017). From process to practice: Towards a practice-based model of digital innovation. *Digital Innovation*.
- Evi Zahara. (2018). Peranan Komunikasi Organisasi Bagi Pimpinan Organisasi. *Warta Edisi 56 Universitas Dharmawangsa*, 5(6), 1829–7463.
- Hajli, N., & Sims, J. (2017). Social commerce: The impact of social media and online engagement on consumer behavior. *Technological Forecasting and Social Change*, 115, 78-89.
- Hollebeek, L. D., & Macky, K. (2019). Digital content marketing's role in enhancing consumer-brand relationships: A framework and research agenda. *Journal of Business Research*, 95, 33-42.
- Kartsivadze, T. (2022). COPYWRITING IN SOCIAL MEDIA. *International Journal of Innovative Technologies in Economy*, (4(40)). https://doi.org/10.31435/rsglobal_ijite/30122022/7924
- Li, C., & Du, J. (2017). A Review of Communication Models in Organizational Contexts. *Journal of Communication and Media Research*, 9(1), 1-15.
- Makarim, F. L., & Putri, I. P. (2025). Strategi Content Plan Dalam Peningkatan Engagement Media Sosial Instagram@solotechnopark_official. *eProceedings of Management*, 12(2).
- Mangold, W. C., & Faulds, D. J. (2009). Social media: The new hybrid element of the promotion mix. *Business Horizons*, 52(4), 357-365.
- Munanjar, A., Haikal, A., & Kusnadi, E. (2023). Peran Penulis Naskah Dalam Produksi Program News Magazine Tiktok Wow Di Net Tv. *Jurnal Media Penyiaran*, 2(2), 121–125. <https://doi.org/10.31294/jmp.v2i2.1721>
- Munawar, A., & Rokhmat, R. (2024). Pengaruh Content Creator, Kualitas Produk, dan Citra Merek Terhadap Keputusan Pembelian Produk Fashion pada Online Marketplace. *EKOMA : Jurnal Ekonomi, Manajemen, Akuntansi*, 3(6), 1567–1580. <https://doi.org/10.56799/ekoma.v3i6.4663>
- Pamungkas, D. S., Saputra, A. B., & Laksana, A. (2023). Strategi komunikasi digital melalui media sosial untuk membangun kepercayaan konsumen. *Konsensus: Jurnal Ilmu Sosial Teknologi*, 2(10), 1–15.

- Parlindungan, D. R., & Rengkuan, K. J. (2022). Manajemen Krisis Manajemen Krisis Public Relations PT Jakarta Propertindo dalam Menangani Revitalisasi Taman Ismail Marzuki Jakarta. *KALBISOCIO Jurnal Bisnis Dan Komunikasi*, 9(2), 21–26. <https://doi.org/10.53008/kalbisocio.v9i2.364>
- Pulizzi, J. (2017). *Killing Marketing: How Innovative Businesses Are Turning Marketing Cost into Profit*. McGraw-Hill Education.
- Richard Hamonangan, F., & Ancella A. Hermawan. (2020). ANALYSIS OF THE IMPLEMENTATION OF GOOD CORPORATE GOVERNANCE BASED ON ASEAN CORPORATE GOVERNANCE SCORECARD: CASE STUDY PT JAKARTA PROPERTINDO (PERSERODA). *Dinasti International Journal of Education Management And Social Science*, 1(4), 580–601.
- Rosalia, D. (2025). Strategi komunikasi digital dalam pemasaran berbasis media sosial terhadap minat beli konsumen. *Jurnal EMT Kita*, 9(2), 488–499.
- Ryan, D., & Jones, C. (2016). *The Content Marketing Handbook: How to Create, Distribute, and Measure Content that Drives Results*. Kogan Page.
- Syafutri, F., Handayani, E., Vebiyanti, A., & Suyatna Riki gana. (2024). Efektivitas Media Sosial Instagram Sebagai Media Promosi Pada UMKM Durian Woke (Studi Kasus Konten Digital Cafe Durian Woke Taktakan). *Jurnal Nuansa: Publikasi Ilmu Manajemen Dan Ekonomi Syariah*, 2(1), 17–25.
- Tafesse, W., & Wien, A. (2018). A framework for categorizing social media posts: A content analysis of Fortune 500 companies' Facebook pages. *International Journal of Research in Marketing*, 35(1), 16-38.
- Wang, Y., Hong, Y., & Pavlou, P. A. (2016). The dual role of transparency in online marketplace design: Market mechanisms and their impact on consumer decision making. *Journal of Interactive Marketing*, 36, 121-133.
- Wibowo, S. M., & Junaedi, F. (2023). Content pillar and content planning management on the Twitter account of the sports development Institute - Muhammadiyah Central Board. *Symposium of Literature, Culture, and Communication (SYLECTION)* 2022, 3(1), 98. <https://doi.org/10.12928/sylection.v3i1.13946>