

## DAFTAR PUSTAKA

- Badan Pusat Statistik. (2024). *Kunjungan wisatawan mancanegara pada April 2024 mencapai 1,07 juta kunjungan, naik 23,23 persen Year-on-Year (Y-on-Y)*. Bps.Go.Id. <https://www.bps.go.id/id/pressrelease/2024/05/02/2350/kunjungan-wisatawan-mancanegara-pada-april-2024-mencapai-1-07-juta-kunjungan--naik-23-23-persen-year-on-year--y-on-y-.html>
- Edosomwan, S., Prakasan, S. K., Kouame, D., Watson, J., & Seymour, T. (2011). The history of social media and its impact on business. *Journal of Applied Management and Entrepreneurship*, 16(3), 79–87.
- Jeffery, M. (2010). *Data-driven marketing: the 15 metrics everyone in marketing should know*. John Wiley & Sons.
- Kotler, P., & Keller, K. L. (2016). *Manajemen Pemasaran*. Erlangga.
- Miller, D. (2017). *Building a StoryBrand: Clarify Your Message So Customers Will Listen, 2017*. Thomas Nelson.
- Rabbani, N. R., Susila, I., & Saputro, E. P. (2024). Analysis Of The Role Of Social Media In Marketing Communication Strategies And Their Impact On Consumer Loyalty. *Eduvest-Journal of Universal Studies*, 4(11), 9891–9908. <https://doi.org/10.59188/eduvest.v4i11.41805>
- Raghil, M., & Riofita, H. (2024). Dampak Media Sosial Terhadap Keputusan Pembelian Konsumen di E-Commerce. *Journal Economic Excellence Ibnu Sina*, 2(4), 202–211.
- Riyanto, A. D. (2024). *Hootsuite (We are Social): Data Digital Indonesia 2024*. Andi.Link. <https://andi.link/hootsuite-we-are-social-data-digital-indonesia-2024/>
- Yan, K., Ratchatakulpat, T., & Taiwan, A. (2025). The Influence of Online Marketing Mix on Brand Loyalty with Consumer Involvement as Mediator: A Smartphone Industry in China. *Journal of Logistics, Informatics and Service Science*, 12(2), 167–184. <https://doi.org/10.33168/JLISS.2025.0211>