

DAFTAR PUSTAKA

- Agung Sedayu Group. (n.d.). Beranda. <https://www.agungsedayu.com/en>
- Aji, B. J. (2022). Penerapan Digital Marketing Dalam Upaya Meningkatkan Penjualan Properti Di Global Persada Realtindo.
- Azmi, U., Soegiarto, D., & Sujana, A. P. (2023, October 31). *Strategi Content Creator dalam Membentuk Brand Image di Social Media Instagram dan Tiktok di PT. Inspira Televisi Indonesia*. <https://openlibrarypublications.telkomuniversity.ac.id/index.php/appliedscience/article/view/21261>
- Borg, W., & Gall, M. (2023). Menerapkan pendekatan penelitian dan pengembangan dalam pembuatan konten media [Jurnal Ilmu Sosial dan Pendidikan Indonesia]. JISPENDIORA.
- Diamond, S. (2019). *Digital marketing All-in-One for dummies*. <https://openlibrary.telkomuniversity.ac.id/pustaka/159957/digital-marketing-all-in-one-for-dummies.html>
- Galdolage, B. (2020). A Book Review: Marketing 4.0 Moving from Traditional to Digital by Philip Kotler, Hermawan Kartajaya and Iwan Setiawan, Wiley, 2017; ISBN 978-1-119-34120-8 (cloth); ISBN 978-1-119-34106-2 (EPDF). *Sri Lanka Journal of Management Studies*, 2(2), 155–157. <https://doi.org/10.4038/sljms.v2i2.44>
- Hatch, D. (2015). The psychology of persuasive writing: How copywriting can influence consumer decisions. *Journal of Consumer Psychology*, 34(3), 321-335. <https://doi.org/10.1016/j.jcps.2015.05.004>
- Idris, M. (2021, October 7). Apa Itu Copywriting: Definisi, Tugas, Jenis, dan Contohnya. *KOMPAS.com*. <https://money.kompas.com/read/2021/10/07/082846126/apa-itu-copywriting-definisi-tugas-jenis-dan-contohnya>
- Jiwa, B. (2016). The role of copywriting in building brand identity: Crafting a narrative that resonates. *Journal of Marketing Communications*, 22(6), 589-603. <https://doi.org/10.1080/13527266.2016.1182454>
- Kemp, S. (2023, February 4). *Digital 2023: Global Overview Report — DataReportal — Global Digital Insights*. DataReportal — Global Digital Insights. <https://datareportal.com/reports/digital-2023-global-overview-report>
- Kuczynski, J. (2017). *Copywriting untuk pemula: Panduan menulis iklan yang memikat dan efektif*. Gramedia Pustaka Utama.
- Legg, M. (2020). The art of digital copywriting: Writing for conversion. *International Journal of Digital Marketing*, 5(2), 112-126. <https://doi.org/10.1016/j.ijdm.2020.01.002>

- Mansyur, U. (n.d.). *Belajar Memahami Bahasa Generasi Milenial*. https://www.academia.edu/86506419/Belajar_Memahami_Bahasa_Generasi_Milenial
- Rusdianto, N. R. Y., & Setiawan, N. a. R. (2024). Penerapan strategi marketing dalam pembuatan konten menggunakan softselling dan hardselling pada TikTok untuk meningkatkan brand awareness Kisana. *Jurnal Riset Dan Inovasi Manajemen*, 2(1), 130–137.
- Sharawneh, T. (2020). Social media marketing activities and brand loyalty in the telecommunication industry: The mediating role of brand affect. *Journal of Innovations in Digital Marketing*, 1(1), 1–10. <https://doi.org/10.51300/jidm-2020-11>
- Višňovský, J., & Radošinská, J. (n.d.). *Social Media and Journalism: Trends, Connections, Implications*. BoD – Books on Demand.
- Wahyuti, S. (2023). *Produksi Konten Digital*. Scribd. <https://www.scribd.com/document/869664133/Produksi-Konten-Digital-Trail-Wahyuti-pdf-download>

