

DAFTAR PUSTAKA

- Astro Indonesia. (2024). Tentang Astro: Layanan Belanja Online 24 Jam di Indonesia. Diakses dari <https://www.astro.id>*
- Astro Indonesia. (2024). Kebijakan dan Ketentuan Penggunaan Layanan Astro. Diakses dari <https://www.astro.id/terms>*
- Astro Indonesia. (2024). Strategi Digital Marketing Astro dalam Meningkatkan Engagement di Media Sosial. Diakses dari [\[https://blog.astro.id\]](https://blog.astro.id) (<https://blog.astro.id>)*
- American Writers and Artists Institute (AWAI). (n.d.). What is Copywriting? Diakses dari [\[https://www.awai.com\]](https://www.awai.com) (<https://www.awai.com>)*
- Chaffey, D., & Smith, P. R. (2022). Digital Marketing Excellence: Planning, Optimizing and Integrating Online Marketing. Routledge.*
- Evans, D. (2020). Social Media Marketing: Strategies for Engaging in Facebook, Twitter & Other Social Media. Pearson.*
- Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of Social Media. Business Horizons, 53(1), 59-68.*
- Kotler, P., & Keller, K. L. (2016). Marketing Management (15th ed.). Pearson Education.*
- Pulizzi, J. (2014). Epic Content Marketing: How to Tell a Different Story, Break Through the Clutter, and Win More Customers by Marketing Less. McGraw-Hill Education.*
- Ryan, D. (2017). Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation (4th ed.). Kogan Page Publishers.*

Saroengallo, A. (2008). Menjadi Aktor dan Aktris Profesional. Jakarta: Pustaka Citra.

Scott, D. M. (2020). The New Rules of Marketing and PR: How to Use Content Marketing, Podcasting, Social Media, AI, Live Video, and Newsjacking to Reach Buyers Directly (7th ed.). Wiley.

Solomon, M. R. (2019). Consumer Behavior: Buying, Having, and Being (13th ed.). Pearson.

Solis, B. (2011). Engage!: The Complete Guide for Brands and Businesses to Build, Cultivate, and Measure Success in the New Web. Wiley.

Statista. (2023). Data Statistik Penggunaan Media Sosial di Indonesia. Diakses dari <https://www.statista.com>

Zarrella, D. (2010). The Social Media Marketing Book. O'Reilly Media.

