

DAFTAR PUSTAKA

- Chaffey, D., & Chadwick, F. E. (2016). *Digital Marketing Strategy, Implementation, And Practice*. United Kingdom: Pearson Education Limited. Moriarty, S., Mitchell, N., & Wells, W. (2012). *Advertising & IMC Principles and Practice*. New Jersey: Pearson Education.
- nursabila soraya. Digital Marketing Modul.
- Data, G. (2024, May 29). *185,3 Juta Pengguna Internet Tercatat di Indonesia pada 2024*. GoodStats Data. <https://data.goodstats.id/statistic/1853-juta-pengguna-internet-tercatat-di-indonesia-pada-2024-JFNo>
- Riyanto, A. D. (2025, February 28). *Hootsuite (We are Social): Data Digital Indonesia 2024*. Dosen, Praktisi, Konsultan, Pembicara/Fasilitator Digital Marketing, Internet Marketing, SEO, Technopreneur Dan Bisnis Digital. <https://andi.link/hootsuite-we-are-social-data-digital-indonesia-2024/>
- Chaffey, D., & Smith, P. (2022). *Digital Marketing Excellence: Planning, Optimizing and Integrating Online Marketing* (6th ed.). Routledge. <https://doi.org/10.4324/9781003009498>
- Tentang GETI Incubator - GETI. (2022, July 25). GeTI. <https://geti.id/geti-incubator/>
- Hidayah, H., Sumarno, Ritonga, N. A., & Yani, A. . (2022). PELATIHAN CONTEN CREATOR SUKSES PSB (PENERIMAAN SISWA/I BARU) MENGGUNAKAN ADOBE PHOTOSHOP DI YAYASAN HIDAYATULLAH BATAM. *JURNAL AL MUHARRIK KARIMUN*, 2(1), 13–17. Retrieved from <https://e-journal.stitmumtaz.ac.id/index.php/almuharrik/article/view/52>
- Bahri, A., Damayanti, C. M., Sirait, Y. H., & Alfarisy, F. (2022). Aplikasi TikTok sebagai media pembelajaran bahasa Inggris di Indonesia. *Jurnal Indonesia Sosial Sains*, 3(1), 120–130. <https://doi.org/10.36418/jiss.v3i1.525>
- Green, A. (2009). *Creativity in public relations*. Kogan Page Limited.
- Septiarini, E., Susyani, N., & Manggiasih, T. (2022). Analisis Pengaruh Digital Marketing Terhadap Brand Awareness pada E-Commerce. *Jurnal Ekonomi Efektif*, 4(3), 302–311. <https://doi.org/10.32493/JEE.v4i3.20117>
- Vivek, S. D., Beatty, S. E., & Morgan, R. M. (2012). *Customer engagement: Exploring customer relationships beyond purchase*. *Journal of Marketing Theory and Practice*, 20(2), 122–146.