

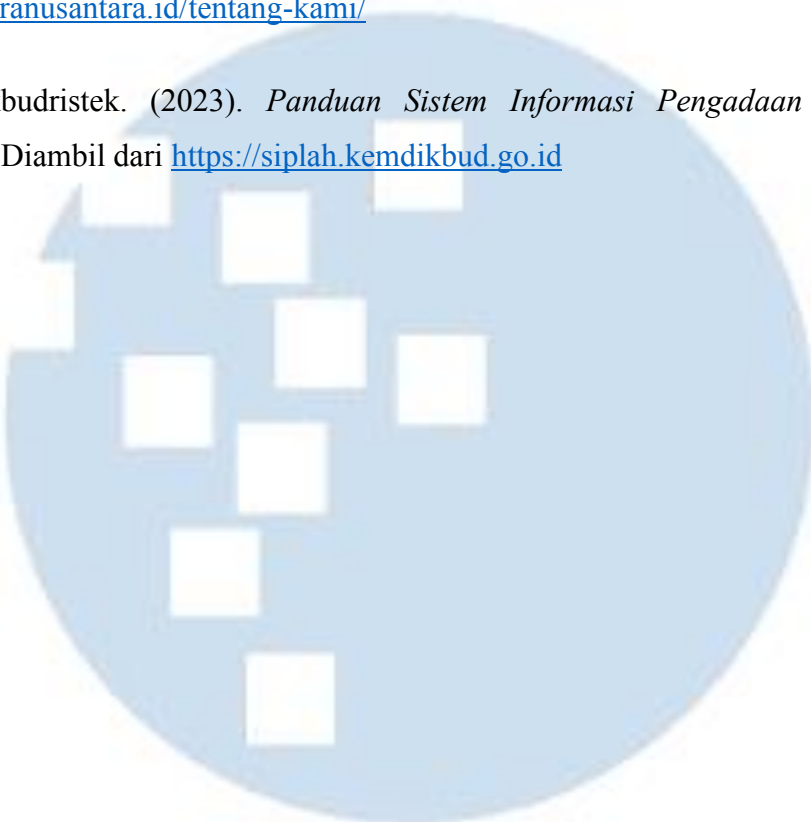
DAFTAR PUSTAKA

- Charlesworth, A. (2014). *An Introduction to Social Media Marketing (1st ed.)*. Routledge.
- Kotler, P., & Keller, K. L. (2016). *Marketing management (15th ed.)*.
- Laudon, K. C. (2020). *Management information systems: Managing the digital firm (16th ed.)*.
- Levy, M., & Weitz, B. A. (2012). *Retailing management (9th ed.)*. McGraw-Hill Education.
- Ryan, D. (2017). *Understanding digital marketing: Marketing strategies for engaging the digital generation (4th ed.)*. .
- Tuten, T. L., & Solomon, M. R. (2018). *Social media marketing (3rd ed.)*.
- Schroeder, R. (2018). *Digital media and visual culture: The role of video editing in digital storytelling*. Routledge.
- Kurniawan, E. P., Karsam, & Laksono, Y. T. (2024). Pengambilan Gambar dan Editing dalam Produksi Film Pendek Bergenre Drama Tentang Makna dan Filosofi Aksara Jawa. Multimedia STIKOM, 1–5. <https://media.neliti.com/media/publications/448297-none-69062eb1.pdf>
- Kurniawan, A., Sari, R. P., & Pratama, A. R. (2024). *Teknik Produksi Media Digital*. Yogyakarta: Gadjah Mada University Press.
- Nugroho, R. (2021). *Strategi Komunikasi Digital di Era Content Creator*. Jakarta: Prenadamedia Group.

- Prayoga, D. E. (2015). *Easy Copywriting: Contek Abis, Sampai Laris!* Sukabumi: Delta Saputra.
- Tobing, W. T., & Santoso, L. (2024). Peran Sosial Media Marketing Dalam Meningkatkan Marketing. *Jurnal Ilmiah Manajemen Ekonomi dan Bisnis (JIMEB)*.
- Tracy L. Tuten, M. R. (2020). *Social Media Marketing*. SAGE Publications, Incorporated.
- Untari, D., & Fajariana, D. E. (2018). Strategi Pemasaran Melalui Media Sosial Instagram .
- Kompas.com. (2021, October 7). Apa Itu Copywriting: Definisi, Tugas, Jenis, dan Contohnya Halaman all - Kompas.com. Kompas Money. https://money.kompas.com/read/2021/10/07/082846126/apa-itu-copywriting-definisi-tugas-jenis-dan-contohnya?page=all#google_vignette
- Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital Marketing: Strategy, Implementation, and Practice* (7th ed.). Pearson Education.
- Putri, S. N., & Mahardika, D. A. (2021). Peran content creator dalam membentuk opini publik di media sosial. *Jurnal Ilmu Komunikasi Digital*, 5(2), 101–110.
- HubSpot. (2022). *Social Media Reporting: A Complete Guide*. <https://blog.hubspot.com/marketing/social-media-reporting>
- Kompas.com. (2022, Juni 15). Content creator: Profesi kekinian yang digandrungi anak muda. <https://www.kompas.com/tren/read/2022/06/15/120000265/content-creator-profesi-kekinian-yang-digandrungi-anak-muda>
- LKPP. (2022). *Pedoman umum pengadaan barang/jasa pemerintah*. Diambil dari <https://www.lkpp.go.id>

PT. Mitra Nusantara. (2024). *Profil perusahaan dan layanan*.
<https://mitranusantara.id/tentang-kami/>

Kemendikbudristek. (2023). *Panduan Sistem Informasi Pengadaan Sekolah (SIPLah)*. Diambil dari <https://siplah.kemdikbud.go.id>



UMN

UNIVERSITAS
MULTIMEDIA
NUSANTARA