

DAFTAR PUSTAKA

- Barker, M., & Jane, M. (2021). *Social media marketing: A strategic approach*. Cengage Learning.
- Barker, M., Barker, D. I., Bormann, N. F., & Neher, K. E. (2017). *Social media marketing: A strategic approach* (2nd ed.). Cengage Learning.
- Belch, G. E., & Belch, M. A. (2018). *Advertising and promotion: An integrated marketing communications perspective* (11th ed.). McGraw-Hill Education.
- Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital marketing* (7th ed.). Pearson Education Limited.
- Choudhury, M. M., & Harrigan, P. (2020). CRM to social CRM: The integration of new technologies into customer relationship management. *Journal of Strategic Marketing*, 28(2), 149–165. <https://doi.org/10.1080/0965254X.2018.1488762>
- Covey, S. R. (2019). *The 7 habits of highly effective people: 30th anniversary edition*. Simon & Schuster.
- Cutlip, S. M., Center, A. H., & Broom, G. M. (2006). *Effective public relations* (9th ed.). Pearson.
- Gregory, A. (2020). *Planning and managing public relations campaigns* (5th ed.). Kogan Page.
- Global Management Consulting Market Report. (2024). *Market forecasts and trends 2024–2030*. Retrieved from <https://www.statista.com>
- Hybels, S., & Weaver, R. L. (2018). *Communicating effectively* (12th ed.). McGraw-Hill Education.
- Keller, K. L. (2019). *Strategic brand management: Building, measuring, and managing brand equity* (5th ed.). Pearson Education.
- Knowles, M. S., Holton, E. F., & Swanson, R. A. (2020). *The adult learner: The definitive classic in adult education and human resource development* (9th ed.). Routledge.

- Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). Pearson Education.
- Kotler, P., & Keller, K. L. (2021). *Marketing management* (16th ed.). Pearson.
- Luttrell, R., & Wallace, A. (2021). *Social media and strategic communications: A guide to practices and principles*. Rowman & Littlefield.
- Luttrell, R., & Wallace, M. (2021). *Social media and strategic communications: Theoretical and professional foundations* (2nd ed.). Rowman & Littlefield.
- Ryan, D. (2019). *Understanding digital marketing: Marketing strategies for engaging the digital generation* (4th ed.). Kogan Page.
- Scott, D. M. (2020). *The new rules of marketing and PR* (7th ed.). Wiley.
- Shannon, C. E., & Weaver, W. (1949). *The mathematical theory of communication*. University of Illinois Press.
- Smith, R. D. (2017). *Strategic planning for public relations* (5th ed.). Routledge.
- Smith, R. D. (2020). *Strategic planning for public relations* (5th ed.). Routledge.
- Spector, B. A. (2021). *Implementing organizational change: Theory into practice* (4th ed.). Pearson.
- Sugiyono. (2019). *Metode penelitian kuantitatif, kualitatif, dan R&D*. Alfabeta.
- Tuten, T. L., & Solomon, M. R. (2018). *Social media marketing* (3rd ed.). SAGE Publications.
- West, R., & Turner, L. H. (2018). *Introducing communication theory: Analysis and application* (5th ed.). McGraw-Hill Education.
- Wright, D. K., & Hinson, M. D. (2018). An updated look at the impact of social media on public relations practice. *Public Relations Journal*, 12(2), 1–30.

MULTIMEDIA
NUSANTARA