

DAFTAR PUSTAKA

- Chaffey, D., & Ellis-Chadwick, F. (2019). Digital marketing. Pearson Higher Education.
- Chaffey, D., & Ellis-Chadwick, F. (2016). Digital Marketing Strategy, Implementation and Practice. Harlow: Pearson Education Limited.
- Chayati, C., Upe, R., & Thaha, A. (2023). Analisis Optimasi Digital Marketing Dalam Meningkatkan Jumlah Konsumen Tour dan Travel di Masa Pandemi (Studi Kasus Pada PT Hijrah Madani Istiqomah Tour), 4(1), 44–56. <https://doi.org/10.60023/rj9r1p40>
- CNN Indonesia. (2024, January 31). Survei APJII: Pengguna Internet Indonesia Tembus 221 Juta Orang. teknologi. <https://www.cnnindonesia.com/teknologi/20240131152906-213-1056781/survei-apjii-pengguna-internet-indonesia-tembus-221-juta-orang>
- Dasic, D., Vučić, V., Turčinović, Ž., & Tošić, M. (2023). Digital marketing - marketing opportunities and the power of digital consumers. <https://doi.org/10.59267/ekopolj23041187d>
- Erwin, F., Suryadi, D., & Ramadhani, N. (2023). The Influence of Social Media and Influencers on Generation Z's Buying Behavior in Indonesia. [Teori disebut dalam teks, namun tidak ditemukan di daftar pustaka asli—harap verifikasi].
- Ezzat, R. S. (2023). History and Development of Advertising through Media Technology. Journal of Art, Design and Music, 2(1). <https://doi.org/10.55554/2785-9649.1011>
- Febriansyah, R., Albab, U., & Choiriyati, S. (2024). Digital Marketing Strategy PT. Dewangga Travindo (Hajj and Umrah Agent). El-Mal, 5(3), 1718–1726. <https://doi.org/10.47467/elmal.v5i3.789>
- Febriansyah, R., Albab, U., Abizar, A., & Choiriyati, S. C. (2023). Digital Marketing Strategy PT Dewangga Travindo (Hajj and Umrah Agent). <https://doi.org/10.47467/elmal.v5i3.5105>
- Febriyanti, C. A.-R., Bahri, E. S., Taufiqurrahman, S., & Hafiz, A. (2024). Media Sosial sebagai Alat Informasi dan Komunikasi dalam Manajemen Haji dan Umroh: Studi Kepustakaan. Râyah Al-Islâm: Jurnal Ilmu Islam, 8(3), 927–939. <https://doi.org/10.37274/rais.v8i3.1029>
- GoodStats. (2025, April 17). Jumlah Jemaah Umrah Indonesia Tembus 648 Ribu Pada 2025. <https://goodstats.id/article/jumlah-jemaah-umrah-indonesia-tembus-648-ribu-per-april-2025-terus-meningkat-sejak-2022-myGHb>
- Khan, A. (2020). An Introduction to Advertising. Journalism and Mass Communication, 7(4), 1–3. <https://adrjournalshouse.com/index.php/Journalism-MassComm/article/view/1210>

- Kristiane, D., & Nadia, N. (2025). Analisis kedudukan hukum umrah mandiri dalam kerangka regulasi indonesia. *Comparativa*, 5(2), 151–182. <https://doi.org/10.24239/comparativa.v5i2.198>
- Morokhova, V., Batyrbekova, Z., Bondarenko, O., Ustik, T., Saiensus, M., & Travin, V. (2023). Digitalization Strategies for Marketing Communications to Build Relationship Marketing: Modern Solutions in Brand Management. *WSEAS Transactions on Environment and Development*. <https://doi.org/10.37394/232015.2023.19.112>
- Nath, S. K. (2024). Exploring the Evolution and Impact of Digital Marketing in the Modern World: A Comprehensive Literature Review. *Middle East Research Journal of Economics and Management*, 4(06), 183–185. <https://doi.org/10.36348/merjem.2024.v04i06.001>
- Percy, L., & Rosenbaum-Elliott, R. (2021). Selecting the Target Audience. Oxford University Press. <https://doi.org/10.1093/hebz/9780198835615.003.0009>
- Poorani, G., & Banumathi, M. (2025). Deciphering Sustainable Product Preferences: Insights from Indian Consumer Behavior. *Nature Environment and Pollution Technology*, 24(S1), 363–373. <https://doi.org/10.46488/nept.2024.v24is1.028>
- Rungta, I. (2024). The Evolution of Advertising: From Traditional Media to Data - Driven Personalization, Automation, and Socially Responsible Campaigns in the Digital Age. *International Journal of Science and Research*, 13(9), 1374–1375. <https://doi.org/10.21275/sr24923120445>
- Saripudin, M. H., & Juned, M. (2024). Boosting Indonesia's Economy Through Hajj and Umrah: Opportunities and Diplomatic Avenues. *Jurnal Hubungan Internasional*, 13(1), 85–95. <https://doi.org/10.18196/jhi.v13i1.20688>
- Sharma, R., Pareek, Dr. A., & Nigam, Dr. A. (2024). Revolutionizing hospitality: Exploring the digital frontier's influence on customer satisfaction in selected cities of Madhya Pradesh. *International Journal of Research in Management*. <https://doi.org/10.33545/26648792.2024.v6.i1c.143>
- Sukmono, F. G., Lestari, N. D., Rahman, S. H. A., & Ahmad, M. B. (2024). Digital Transformation Strategy in Advertising: A Study Bibliometric Analysis. *Komunikator*, 16(2), 220–234. <https://doi.org/10.18196/jkm.24563>
- Syahidah, A. N., Rusmana, I., Wahyuni, S. W., Nurfaidzi, A. F., Zahra, K. D., & Abdurrahman, A. (2024). Prospek Travel Bisnis Haji dan Umrah: Entrepreneur Di Era Digital. *Mecca: Journal of Hajj and Umrah Studies*. <https://www.jurnalfai-uikabogor.org/index.php/mecca/article/view/3046>
- Vlahović, O., Radenović, Z., Perović, D., Vujačić, V., & Davidović, K. (2024). Digital Transformation in Tourism: The Role of E-Booking Systems. *Croatian Regional Development Journal*. <https://doi.org/10.2478/crdj-2024-0012>

- Wahyu, M., Solihat, I., Simatupang, J., Yacob, S., & Ningrum, E. (2023). Mapping Research In Digital Marketing: 2007 -2022 Period In Indonesia Context. *Quality-Access to Success*, 24(196).
<https://doi.org/10.47750/qas/24.196.19>
- Zhang, Y. (2024). Analysis of Corporate Green Marketing Strategy Based on PESTLE Model: A Case Study of Starbucks. *Frontiers in Business, Economics and Management*, 17(2), 422–426.
<https://doi.org/10.54097/2rbnwe57>
- Zhou, Z. (2023). Digital Transformation of Advertising: Trends, Strategies, and Evolving User Preferences in Online Advertising. *Highlights in Business, Economics and Management*, 23, 1224–1229.
<https://doi.org/10.54097/3088d623>

