

DAFTAR PUSTAKA

Buku

- Abdillah, L. A. (2022). *Peranan media sosial modern*. Bening Media Publishing.
- Chaffey, D., & Smith, P. (2022). *Digital marketing excellence: Planning, optimizing and integrating online marketing* (6th ed.). Routledge.
- Harinie, L. T., Santoso, F. I., Dumgair, P. P., Octaviani, R. D., Bestari, D. K. P., Wijaya, N. P. N. P., Bahri, K. N., Chalil, R. D., Firdaus, Sari, J. D. P., Yuswono, I., Novianto, U., Widiarti, D., & Istiqomah, Y. (2024). *Pemasaran digital*. CV. Intelektual Manifes Media.
- Kania, N. (2020 C.E.). *Digital marketing: Marketing strategic in digital era*. Education Limited.

Jurnal dan Disertasi

- Rahman, M. H. (2023). *Laporan magang kegiatan content creation dalam digital marketing pada PT Wilo Pumps Indonesia Jakarta* (Doctoral dissertation, Politeknik APP Jakarta).
- Sahila, W. F., & Nurhadi, N. (2024). Strategi digital marketing untuk meningkatkan brand awareness melalui peran content creator di PT Otak Kanan. *KARYA: Jurnal Pengabdian Kepada Masyarakat*, 4(1), 45–48.

Website

- Grand View Research. (2023). *Educational tourism market size, share & trends analysis report by type (Primary, Secondary, Higher Education), by region, and segment forecasts, 2023–2030*. Retrieved from <https://www.grandviewresearch.com>

U N I V E R S I T A S
M U L T I M E D I A
N U S A N T A R A