

DAFTAR PUSTAKA

- Ardiansyah, M. (2022). *Pengaruh Return On Asset, current ratio dan debt to equity ratio terhadap harga saham pada perusahaan PT. Unilever Indonesia Tbk periode 2012-2021* [Diploma thesis, Institut Agama Islam Negeri Madura].
<http://etheses.iainmadura.ac.id/4093/>
- Arif, M. (2021). Pengaruh Social Media Marketing, Electronic Word Of Mouth (EWOM) Dan lifestyle Terhadap Keputusan Pembelian Online. *Seminar Nasional Teknologi Edukasi Sosial Dan Humaniora*, 1(1), 111–122.
<https://doi.org/10.53695/sintesa.v1i1.298>
- Coach, B., Putri, Badan Narkotika Nasional Provinsi DIY, Vardiansyah, & Majid. (n.d.). Peran Content Creator dalam Produksi Motion Graphic di lembaga Pemerintah Non Kementerian BNNP DIY. In Laporan Tugas Akhir [Thesis].
<https://repository.stikomyogyakarta.ac.id/226/2/BAB%20II%20perpus.pdf>
- Hanjaya, N. B. S., Budihardjo, N. B. S., & Hellyani, N. C. A. (2023). PENGARUH SOCIAL MEDIA MARKETING TERHADAP KEPUTUSAN PEMBELIAN KONSUMEN PADA UMKM. *JURNAL RISET MANAJEMEN DAN EKONOMI (JRIME)*, 1(3), 92–101. <https://doi.org/10.54066/jrime-itb.v1i3.290>
- Santoso, D., & Riyanto, K. (2023). Pengaruh Brand Image, Content Creator, dan Social Media Terhadap Keputusan Pembelian. *ARBITRASE Journal of Economics and Accounting*, 4(1), 13–17. <https://doi.org/10.47065/arbitrase.v4i1.1092>
- Sumendap, J. G., Azfianti, N. A. S., Erfrosina, E. A., & Herlin, V. A. (2023, December). OLIVER MOSAIC MAGAZINE. *Oliver Agency* , 1–54.
- Tuten, T., & Mintu-Wimsatt, A. (2018). ADVANCING OUR UNDERSTANDING OF THE THEORY AND PRACTICE OF SOCIAL MEDIA MARKETING: INTRODUCTION TO THE SPECIAL ISSUE. *The Journal of Marketing Theory and Practice*, 26(1–2), 1–3. <https://doi.org/10.1080/10696679.2018.1393277>
- Weed, K. (2019, February 13). In-housing: What Unilever has learned from U-Studio. *Campaign Asia*. <https://www.campaignasia.com/article/in-housing-what-unilever-has-learned-from-u-studio/449833>