

## DAFTAR PUSTAKA

- Amri, A., Pratama, R., & Sari, M. (2022). *Digitalisasi industri grafika: Peluang dan tantangan di era 4.0*. Jurnal Industri Kreatif, 7(1), 12–25.
- Baltes, L. P. (2015). Content marketing—The fundamental tool of digital marketing. *Bulletin of the Transilvania University of Brașov. Series V: Economic Sciences*, 8(2), 111–118.
- Certification. (n.d.). *Sertifikasi ISO Gramedia Printing*. Retrieved from <https://gramediaprinting.com>
- Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital marketing* (7th ed.). Pearson Education Limited.
- Forrester. (2019). *The B2B buyer journey has changed*. Forrester Research.
- Hutagaol, E. (2022, Agustus 10). Gramedia cetak jutaan buku PAUD dan SD untuk 3T. *Kompas.com*. <https://edukasi.kompas.com/read/2022/08/10/070000871>
- Kotler, P., & Keller, K. L. (2018). *Marketing management* (15th ed.). Pearson.
- Lala, R., Priyanto, S. H., & Harjanto, A. (2021). Transformasi industri percetakan di era digital: Analisis strategi dan tantangan. *Jurnal Manajemen dan Teknologi*, 10(2), 78–89.
- Lieb, R., & Owyang, J. (2017). *The content marketing playbook*. Altimeter Group.
- MyCustomer.com. (2015). *Why social media is critical for B2B marketing*. <https://www.mycustomer.com>
- N.A. (2015). Produksi Al-Qur'an berkualitas oleh Gramedia Printing. *Majalah Cetak Nasional*.
- Noni, S. (2024, Maret 10). Peluang industri kemasan dan percetakan kian besar. *Petrominer*. <https://petrominer.com/peluang-industri-kemasan-dan-percetakan-kian-besar/>
- Park, C. W., MacInnis, D. J., & Eisingerich, A. B. (2016). *Brand admiration: Building a business people love*. Wiley.
- Rowley, J. (2015). The role of content in marketing. *International Journal of Marketing Research*, 57(6), 715–739. <https://doi.org/10.2501/IJMR-2015-070>
- Walter, E., & Gioglio, J. (2015). *The power of visual storytelling: How to use visuals, videos, and social media to market your brand*. McGraw-Hill.
- We Are Social. (2022). *Digital 2022: Indonesia*. <https://wearesocial.com/id/>