

DAFTAR PUSTAKA

- Casey, M. (2015). *The Content Strategy Toolkit: Methods, Guidelines, and Templates for Getting Content Right*. United States of America: New Riders.
- Frierson, M. (2018). *Film and Video Editing Theory: How Editing Creates Meaning*. New York: Routledge.
- Handley, A. (2022). *Everybody Writes: Your New and Improved Go-To Guide to Creating Ridiculously Good Content 2nd Edition*. United States of America: Wiley.
- Jodi Radosh, k. J. (2016). *Shoot, Edit, Share: Video Production for Mass Media, Marketing, Advertising, and Public Relations*. New York: Routledge.
- Kingsnorth, S. (2016). *Digital Marketing Strategy: An Integrated Approach to Online Marketing* (9 ed.). Philadelphia: Kogan Page.
- Mawot, J. (2018). *Video Marketing Strategy: Harness the Power of Online Video to Drive Brand Growth*. London: Kogan Page Publishers.
- McDonald, J. (2018). *Social Media Marketing Workbook: How To Use Social Media For Business*. JM Internet Group.
- Naddiya, F. A. (2021). Peran Social Media Specialist dalam Meningkatkan Promosi dan Citra Syariah di Akun Instagram @Modalku melalui Digital Marketing. *At Tabsyir Jurnal Komunikasi Penyiaran Islam IAIN Kudus*, 267.
- Philip Kotler, K. K. (2016). *Marketing Management (15th ed.)*. United States of America: Pearson Education.
- Puspadini, M. (2024, December 16). *Pinjol Resmi Ganti Nama Jadi Pindar, Ini Harapan OJK*. Diambil kembali dari CNBC Indonesia: <https://www.cnbcindonesia.com/market/20241216170719-17-596431/pinjol-resmi-ganti-nama-jadi-pindar-ini-harapan-ojk>
- Social, W. A. (2025, February 4). *Digital 2025 - We Are Social Indonesia*. Diambil kembali dari <https://wearesocial.com/id/blog/2025/02/digital-2025/>