

DAFTAR PUSTAKA

- Ashley, C., & Tuten, T. (2015). Creative strategies in social media marketing: An exploratory study of branded social content and consumer engagement. *Psychology & Marketing*, 32(1), 15–27. <https://doi.org/10.1002/mar.20761>
- Belch, G. E., & Belch, M. A. (2017). Advertising and promotion: An integrated marketing communications perspective (11th ed.). McGraw-Hill Education.
- Blakeman, R. (2018). Integrated marketing communication: Creative strategy from idea to implementation (3rd ed.). Rowman & Littlefield.
- Brodie, R. J., Hollebeek, L. D., Juric, B., & Ilic, A. (2011). Customer engagement: Conceptual domain, fundamental propositions, and implications for research. *Journal of Service Research*, 14(3), 252–271. <https://doi.org/10.1177/1094670511411703>
- Durianto, D., Sugiarto, S., & Sitinjak, T. (2014). Strategi menaklukkan pasar melalui riset ekuitas dan perilaku merek. Gramedia Pustaka Utama.
- Fill, C., & Turnbull, S. (2016). Marketing communications: Discovery, creation and conversations (7th ed.). Pearson Education.
- Hassan, S. (2014). Social media and consumer behavior: The mediating role of brand engagement. In International Conference on Communication and Media, Malaysia.
- Hollebeek, L. D. (2011). Demystifying customer brand engagement: Exploring the loyalty nexus. *Journal of Marketing Management*, 27(7–8), 785–807. <https://doi.org/10.1080/0267257X.2010.500132>
- Hollebeek, L. D., Glynn, M. S., & Brodie, R. J. (2014). Consumer brand engagement in social media: Conceptualization, scale development and validation. *Journal of Interactive Marketing*, 28(2), 149–165. <https://doi.org/10.1016/j.intmar.2013.12.002>
- Kotler, P., & Armstrong, G. (2018). Principles of marketing (17th ed.). Pearson Education.
- Kotler, P., & Armstrong, G. (2020). Principles of marketing (18th ed.). Pearson Education.
- Kotler, P., & Keller, K. L. (2015). Marketing management (15th ed.). Pearson Education.
- Kotler, P., & Keller, K. L. (2016). Marketing management (15th ed.). Pearson Education.
- Kriyantono, R. (2014). Teknik praktis riset komunikasi: Disertai contoh praktis riset media, public relations, advertising, komunikasi organisasi, komunikasi pemasaran. Kencana.
- Packker, R. (2011). Social media marketing: The next generation of business engagement. Wiley.
- Patton, M. Q. (2015). Qualitative research & evaluation methods: Integrating theory and practice (4th ed.). SAGE Publications.
- Sugiyono. (2019). Metode penelitian kualitatif, kuantitatif, dan R&D. Alfabeta.
- Tuten, T. L., & Solomon, M. R. (2018). Social media marketing (3rd ed.). SAGE Publications.
- Yadav, M., & Rahman, Z. (2017). Measuring consumer perception of social media marketing activities in e-commerce industry: Scale development & validation. *Telematics and Informatics*, 34(7), 1294–1307.

<https://doi.org/10.1016/j.tele.2017.06.001>

Yin, R. K. (2018). Case study research and applications: Design and methods (6th ed.).
SAGE Publications.



UMN
UNIVERSITAS
MULTIMEDIA
NUSANTARA