

DAFTAR PUSTAKA

- Jefferson, S., & Tanton, S. (2015). *Valuable Content Marketing: How to Make Quality Content Your Key to Success*. Kogan Page.
- Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). Pearson.
- Lumecolors (2024). Lume.co.id: *lumecolors – be confident be YOU*.
<https://lume.co.id/makeup>
- Liputan6.com. (2021, February 2). *Ragam Produk Lumecolors yang Cocok untuk Semua Jenis Kulit*. Liputan6.com; Liputan6.
<https://www.liputan6.com/lifestyle/read/4470225/ragam-produk-lumecolors-yang-cocok-untuk-semua-jenis-kulit>
- Pulizzi, J. (2014). *Epic content marketing : how to tell a different story, break through the clutter, & win more customers by marketing less*. New York McGraw Hill Professional.
- Maulana, Aqwan, K., & Fatmawati., F. (2018). Analisis Produksi Program Berita Indonesia Morning Show di News and Entertainment Television. *Profetik: Jurnal Komunikasi*, 11(2), 58. <https://doi.org/10.14421/pjk.v11i2.1423>
- Nasih, M., Susanto, O. M., Fanshury, A. R., & Hermawan, S.(2020). Influencer dan Strategi Penjualan: Studi Netnografi Pada Pengguna Jasa Selebgram Sebagai Media Promosi. *Benefit: Jurnal Manajemen dan Bisnis*, 5 (2), 135-144.
- Putri, A. S. (2022, July 21). *Diary Fimela: Pernah Rugi Rp3 Miliar hingga Bisnis Bangkrut, Christina Lie Bangkit Luncurkan Lumecolors Hadirkan Complexion Wajah Terbaru*. Fimela.com; Fimela.
<https://www.fimela.com/beauty/read/5019901/diary-fimela-pernah-rugi-rp-3-miliar-hingga-bisnis-bangkrut-christina-lie-bangkit-luncurkan-lumecolors-hadirkan-complexion-wajah-terbaru?page=3>

Tuten, T. L., & Solomon, M. R. (2021). *Social Media Marketing* (4th ed.). SAGE.
We Are Social. (2024, February 21). Hootsuite (We are Social): Data Digital
Indonesia 2024. <https://andi.link/hootsuite-we-are-social-data-digital-indonesia-2024/>

