

DAFTAR PUSTAKA

- Armstrong, G. T., & Armstrong, G. (2021). *Principles of Marketing*, Global Edition (18th ed.). Pearson International Content.
- Binekasri, R. (1970, January 1). Akuisisi Tokopedia oleh TikTok Rampung, Ini Tanggapan Analis. CNBC Indonesia. <https://www.cnbcindonesia.com/market/20240201095605-17-510757/akuisisi-tokopedia-oleh-tiktok-rampung-ini-tanggapan-analis>
- Diamond, S. (2023). *Digital Marketing All-In-One for Dummies*. John Wiley & Sons.
- Dodson, I. (2016). *The art of digital marketing: the definitive guide to creating strategic, targeted, and measurable online campaigns*. John Wiley & Sons.
- Hadi, S. P., Alwie, D. R., & Fitria, Y. (2024). Keberhasilan Content Creator Ditentukan oleh Kreativitas Konten dan Skill Mengedit Video. *journal.univpancasila.ac.id*. <https://doi.org/10.35814/coverage.v15i1.5883>
- Indonesia: 2025 analysis of payments and ecommerce trends. (n.d.). The Paypers. <https://thepayers.com/expert-opinion/indonesia-2025-analysis-of-payments-and-ecommerce-trends--1273421>
- Jaya, D. A., Ogi, I. W., & Palandeng, I. D. (2023). Pengaruh Digital Marketing, Kualitas Produk Dan Harga Terhadap Keputusan Pembelian Di Etsuko Kitchen Manado. *Jurnal Emba: Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, 11(4), 1425-1434.
- Komalasari, D., Pebrianggara, A., & Oetarjo, M. (2021). *Buku Ajar Digital Marketing*. Umsida Press, 1-83.
- Lou, C., & Xie, Q. (2020). Something social, something entertaining? How digital content marketing augments consumer experience and brand loyalty. *International Journal of Advertising*, 40(3), 376–402. <https://doi.org/10.1080/02650487.2020.1788311>
- Mahoney, L. M., & Tang, T. (2024). *Strategic Social Media* (2nd ed.). Wiley Professional Development (P&T). <https://umnlibrary.vitalsource.com/books/9781119890386>
- Peppers, D., & Rogers, M. (2016). *Managing customer experience and relationships: A strategic framework*. John Wiley & Sons
- Philip, K., Hermawan, K., & Iwan, S. (2017). *Marketing 4.0: Moving from traditional to digital*.
- Prior, D. D., Buttle, F., & Maklan, S. (2024). *Customer relationship management: Concepts, applications and technologies*. Taylor & Francis.
- Riyanto, A. D. (2025, February 28). Hootsuite (We are Social): Data Digital Indonesia 2025. Dosen, Praktisi, Konsultan, Pembicara/Fasilitator Digital Marketing, Internet Marketing, SEO, Technopreneur Dan Bisnis Digital. <https://andi.link/hootsuite-we-are-social-data-digital-indonesia-2025/>

- Setiawan, E. A., & Fadhilah, M. (2023). Strategis Promosi Digital Marketing Pada Distributor Keramik Di Yogyakarta. *Jurnal Teknologi Dan Manajemen Industri Terapan*, 2(4), 287-292.
- Solikhati, A. N., Febriyanti, D., Fibrianto, D., Amaleo, S., & Hawa, S. D. (2023). Penerapan E-commerce dan Digital Marketing untuk Meningkatkan Daya Saing Usaha UMKM WINSHOP. *JAMU: Jurnal Abdi Masyarakat UMUS*, 4(01), 61-66.
- Zega, D. a. B., Safii, M., & Roekhan, R. (2022). PERILAKU INFORMASI CONTENT CREATOR JEJARING SOSIAL BERBASIS VIDEO. *BACA JURNAL DOKUMENTASI DAN INFORMASI*, 43(2), 125. <https://doi.org/10.14203/j.baca.v43i2.886>

