

DAFTAR PUSTAKA

- A. S. Rafly Nugraha Perdana, M., & Suryosukmono, G. (2024). Pengaruh Kecerdasan Emosional, Pekerjaan Yang Bermakna, Pada Organizational Citizenship Behavior (OCB) Kinerja Karyawan Yang Dimediasi. *Cakrawala Repositori IMWI*, 7(1). <https://doi.org/10.52851/cakrawala.v7i1.543>
- About Us - MNC.CO.ID. (n.d.). <https://www.Mnc.Co.Id/En/Who-We-Are/About>. Retrieved April 11, 2025, from <https://www.mnc.co.id/en/who-we-are/about>
- Deviacita, Q. A., & Kussusanti, S. (2023). STRATEGI KOMUNIKASI PERSUASI ONLINE DALAM RELATIONSHIP MARKETING. *EKSPRESI DAN PERSEPSI : JURNAL ILMU KOMUNIKASI*, 6(2), 380–395. <https://doi.org/10.33822/jep.v6i2.4904>
- Digital 2024: 5 billion social media users - We Are Social Indonesia. (n.d.). Retrieved June 23, 2025, from <https://wearesocial.com/id/blog/2024/01/digital-2024-5-billion-social-media-users/>
- Dissanayake, R., & Gunawardane, N. (2018). Brand Activation: A Review on Conceptual and Practice Perspectives. *Asian Social Science*, 14(8). <https://doi.org/10.5539/ass.v14n8p37>
- Estaswara, H. (2020). Tiga Dekade Perkembangan Integrated Marketing Communications (IMC): Sebuah Literatur Review. *Gunahumas*, 1(2). <https://doi.org/10.17509/ghm.v1i2.23042>
- Hartono, N. A., Dida, S., & Hafiar, H. (2017). PELAKSANAAN KEGIATAN SPECIAL EVENT JAKARTA GOES PINK OLEH LOVEPINK INDONESIA. *Jurnal Komunikasi*, 10(2). <https://doi.org/10.21107/ilkom.v10i2.2519>
- Kotler, P., & Keller, K. L. (2016). MarkKotler, P., & Keller, K. L. (2016). Marketing Management. Global Edition (Vol. 15E). In *Global Edition* (Vol. 15E, Issue 4).
- Kusuma Habibie, D., & Administrasi Publik Universitas Gadjah Mada Jl Sardjito, M. (2018). DWI FUNGSI MEDIA MASSA. In *Jurnal Ilmu Komunikasi* (Vol. 7, Issue 2).
- Lailynisa Fadilla Iswadi, Jamiati KN, & Daniel Handoko. (2023). Pengaruh Brand Activation Terhadap Brand Image Whitelab. *TUTURAN: Jurnal Ilmu Komunikasi, Sosial Dan Humaniora*, 1(4). <https://doi.org/10.47861/tuturan.v1i4.509>

- Rani, A. (2020). *Advertisement: A Significant Form of Mass Media*.
<https://doi.org/https://doi.org/10.26703/JCT.v15i1-9>
- Rėklaitis, K., & Pilelienė, L. (2019). Principle Differences between B2B and B2C Marketing Communication Processes. *Management of Organizations: Systematic Research*, 81(1), 73–86. <https://doi.org/10.1515/mosr-2019-0005>
- Setiawan, D. (2018). Dampak Perkembangan Teknologi Informasi dan Komunikasi Terhadap Budaya. *JURNAL SIMBOLIKA: Research and Learning in Communication Study*, 4(1).
<https://doi.org/10.31289/simbolika.v4i1.1474>
- Tentang Kami - iNews Portal*. (n.d.). <https://www.inews.id/Page/Tentang-Kami>. Retrieved April 11, 2025, from <https://www.inews.id/page/tentang-kami>
- Widyatama, R. (2020). Jangkauan Siaran Televisi Swasta di Indonesia. *Communicare : Journal of Communication Studies*, 7(2).
<https://doi.org/10.37535/101007220206>

UMN
UNIVERSITAS
MULTIMEDIA
NUSANTARA