

## DAFTAR PUSTAKA

- Ahdiat, A. (2025, March 20). *Proyeksi Pertumbuhan Pengguna E-Commerce di Indonesia 2020-2025*. Databoks.Katadata.Co.Id.
- Creswell, J., & Creswell, J. (2018). *RESEARCH DESIGN Qualitative, Quantitative, and Mixed Methods Approaches*.
- Effendy, O. U. (2020). *ILMU KOMUNIKASI Teori Dan Praktik*.
- Egan, J. (2015). *Marketing Communications -- Egan, John, 1952- author -- 2nd ed, Thousand Oakes, CA, 2014 -- SAGE Publications, Limited*.
- Fairus, L., Setiorini, N., & Matin, U. A. (2021). Promotion Mix Strategy in Promoting a Halal Brand in Indonesia: a Case Study on Sasha Halal Toothpaste. *JURNAL INDO-ISLAMIKA*, 11(1), 59–98.  
<https://doi.org/10.15408/jii.v11i1.20361>
- Fill, C., & Turnbull, S. (2019). *Marketing Communications Marketing Eighth edition*. [www.pearson-books.com](http://www.pearson-books.com)
- Firmansyah, A. (2020). *Buku-Komunikasi-Pemasaran*.
- Hadiwijaya, S. (2023, December 11). *Era Digital: Pengertian, Kelebihan dan Dampak dari Era Digital*. Accurate.Id.
- Halim, I. A. (2018). Strategi Intergrated Social Media Network Game: Penggunaan Advergame dalam Membentuk Customer Brand Engagement. *Jurnal Komunikasi Indonesia*, 4(2). <https://doi.org/10.7454/jki.v4i2.8891>
- Hardiansyah, Z. (2022, September 26). *Pengertian E-Commerce beserta Jenis, Contoh, dan Manfaatnya*. Tekno.Kompas.Com.
- Jefkins, F., Baines, P., & Egan, J. (2016). *PUBLIC RELATIONS Made Simple*.
- Kemp, S. (2025, February 25). *Digital 2025: Indonesia*. Datareportal.Com.
- Khotimah, N., & Permata Sari, R. (2016). *Strategi Intergrated Marketing Communication Bioskop Platinum Cineplex Solo dalam Menarik Minat Penonton*. 11(1).
- Kotler, P., & Armstrong, G. (2018). *principles of marketing kotler and armstrong* (17th ed.). Pearson.
- Kotler, Philip., Keller, K. Lane., Tan, C. Tiong., Ang, S. Hoon., & Leong, S. Meng. (2016). *Marketing Management 15th Edition*. Pearson Education Limited.

- Kriyantono, R. (2021). *Teknik Praktis Riset Komunikasi Kuantitatif & Kualitatif* (2nd ed.). Prenadamedia Group.
- Majid, M. (2025, April 12). *Wearinasia ~ Surganya Para Pecinta Drone dan Perangkat Teknologi Wearable*. Maxmonroe.Com.
- Meta. (2025). *About Meta Pixel*.
- Palmatier, R. W., Kumar, V., & Harmeling, C. M. (2018). *CUSTOMER ENGAGEMENT MARKETING*. Palgrave Macmilla.
- Pambayun, E. L., & Permassanty, T. D. (2021). *An Integrated Marketing Communication Circle in 4.0 Era: Filosofi, Konsep, dan Implementasi*.
- Pelsmacker, P. De, Geunens, M., & Van den Bergh, J. (2021). *MARKETING COMMUNICATIONS A EUROPEAN PERSPECTIVE*.
- Percy, L. (2023). *Strategic Integrated Marketing Communications* (Fourth Edition). Routledge.
- Putri, N. D., & Ardhanariswari, K. A. (2020). *Sinergitas Marketing dan Promotional Mix dalam Konsep Sustainable Tourism sebagai Strategi Komunikasi Pemasaran*.  
<https://doi.org/https://doi.org/10.31315/jik.v18i1.3742>
- Reftari, D. H., Suryana, A., & Setiaman, D. A. (2018). Komunikasi Pemasaran Olahraga Renang. *Jurnal Kajian Komunikasi*, 6(2), 247–260.
- Reza, F. (2016). *jurnal e commerce lazada*.
- Shokz. (2025, January 7). *How Bone Conduction Headphones For Swimming Work*.
- Statista. (2025, July 1). *Internet usage in Southeast Asia - statistics & facts*. Statista Research Department. <https://www.statista.com/topics/9093/internet-usage-in-southeast-asia/#topicOverview>
- Widyastuti, S. (2018). *MANAJEMEN KOMUNIKASI PEMASARAN TERPADU Solusi Menembus Hati Pelanggan*.
- Yin, R. K. (2018). *Case Study Research and Applications. Sixth Edition*.