

## DAFTAR PUSTAKA

- Adisaputro, G. (2010). Manajemen Pemasaran (Analisis Untuk Perancangan Strategi Pemasaran). *Sekolah Tinggi Ilmu Manajemen YKPN: Yogyakarta*.
- Afrit Wira Buana, Nur Azizah, Rezki Pratami, & Lusyane Margaretha. (2020). Strategi Komunikasi Pemasaran Waroeng Ss Dalam Meningkatkan Brand Awareness Konsumen Melalui Instagram. *Jurnal Riset Komunikasi*.
- Agus Hermawan. (2012). Komunikasi Pemasaran. *Jakarta: Erlangga*.
- Fernandito, A. M., & Ritonga, R. M. (2023). ANALISIS PENGARUH PENERAPAN GAYA HIDUP SEHAT TERHADAP MINAT MENGKONSUMSI MAKANAN SEHAT PADA YELLOW FIT KITCHEN. *Jurnal Sosial Dan Teknologi (SOSTECH), Vol. 3 No.7*.
- Ashari, A., Dharta, F. Y., & Arindawati, W. A. (2023). Strategi Komunikasi Pemasaran Pada Kedai Kopi Kata Kita Bekasi Dalam Meningkatkan Jumlah Pelanggan. *JISIP (Jurnal Ilmu Sosial Dan Pendidikan), 7(1)*. <https://doi.org/10.58258/jisip.v7i1.4231>
- Catherine Marshall, & Gretchen B. Rossman. (2007). *Designing Qualitative Research* (Fifth Edition). SAGE Publications.
- Chris Hart. (2018). Doing a literature review: Releasing the research imagination. *Sage Publications*.
- Christian Fuchs. (2013). *Social Media: A Critical Introduction*. SAGE.
- Daniel Zeng, Hsinchun Chen and Robert Lusch, & Shu-Hsing Li. (2010). *Social Media Analytics and Intelligence* . IEEE Computer Society.
- Dave Chaffey, & Fiona Ellis-Chadwick. (2019). *Digital Marketing. Strategy, Implementation, and Practice* (Seventh Edition).
- David Aaker. (1996). *Building Strong Brands*. The Free Press.
- Dewi Untari, & Dewi Endah Fajariana. (2018). Strategi Pemasaran Melalui Media Sosial Instagram (Studi Deskriptif Pada Akun @Subur\_Batik). *Widya Cipta. Jurnal Sekretari Dan Manajemen, Vol. 2 No. 2*.
- Dian Sarastuti. (2017). Strategi Komunikasi Pemasaran Online Produk Busana Muslim Queenova. *Visi Komunikasi*.
- Eunike Jayanti Widiastuti, & Yudiana Indriastuti. (2022). Strategi Komunikasi Pemasaran Digital @right.store Melalui Pemanfaatan Instagram Sebagai Media Komunikasi Pemasaran. *Jurnal Representamen, Vol. 8 No. 01, 73–83*.
- Golden, M. (2012). *Social Media Strategies for Professionals and Their Firms* (M. Golden, Ed.). Wiley. <https://doi.org/10.1002/9781119200352>
- Gunelius, S. (2011). *30 Minute Social Media Marketing* . United States: McGraw-Hill Companies.
- Haikal Ibnu Hakim, Ohorella, N., & Edy Prihantoro. (2022). Strategi Komunikasi Pemasaran Angkringan Khulo Melalui Media Sosial Instagram. *MUKASI: Jurnal Ilmu Komunikasi, 1(2), 111–122*. <https://doi.org/10.54259/mukasi.v1i2.802>

- Harinawati, & Ratri Candrasari. (2022). Marketing Communication Branded of Gayo Arabica Coffee (Comparative Study Bregendal and Seladang Coffee Shop). *Proceeding 2nd International Conference on Communication Science (ICCS 2022)*.
- Jensen, K. B. (2015). Semiotics. In *International Encyclopedia of the Social & Behavioral Sciences* (pp. 592–597). Elsevier. <https://doi.org/10.1016/B978-0-08-097086-8.95033-5>
- Creswell, J. W. (2018). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches* (5th ed.). Sage Publications.
- Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of Social Media. *Business Horizons*, 53(1), 59–68. <https://doi.org/10.1016/j.bushor.2009.09.003>
- Kaplan, A. M., & Haenlein, M. (2012a). Social media: back to the roots and back to the future. *Journal of Systems and Information Technology*, 14(2), 101–104. <https://doi.org/10.1108/132872612111232126>
- Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). Pearson Education.
- Moleong, L. J. (2016). *Metodologi Penelitian Kualitatif (Edisi Revisi)*. Bandung : Remaja Rosdakarya., 2016.
- Lone, A., Alnawah, A. K., Hadadi, A. S., Alturkie, F. M., Aldreweesh, Y. A., & Alhedhod, A. T. (2023). Coffee Consumption Behavior in Young Adults: Exploring Motivations, Frequencies, and Reporting Adverse Effects and Withdrawal Symptoms. *Psychology Research and Behavior Management*, 16, 3925–3937. <https://doi.org/10.2147/PRBM.S427867>
- Luming Liu. (2022). Social Media Marketing Strategy - The Case Of Tiktok. *Highlights in Business, Economics and Management*.
- Michael R. Solomon. (2020). *Consumer Behavior: Buying, Having, and Being* (Thirteenth Edition). Pearson.
- Mileva, L. (2018). Pengaruh Social Media Marketing terhadap Keputusan Pembelian (Survei pada Mahasiswa Sarjana Jurusan Ilmu Administrasi Bisnis Angkatan 2014/2015 Fakultas Ilmu Administrasi Universitas Brawijaya yang Membeli Starbucks Menggunakan LINE ). *Repository.Ub.Ac.Id*.
- Moriansyah, L. (2015). Pemasaran Melalui Media Sosial: Antecedents dan Consequences. *Jurnal Penelitian Komunikasi Dan Opini Publik Vol. 19 No.3*, 187–196.
- Muljanto Silajadja, Pamela Magdalena, & Trinandari Prasetyo Nugrahanti. (2023). Pemanfaatan Media Sosial (Digital Marketing) untuk Pemasaran Produk UMKM. *Cakrawala: Jurnal Pengabdian Masyarakat Global*, 2(2), 88–100. <https://doi.org/10.30640/cakrawala.v2i2.1001>
- Naila Khotimatul Husna, Iva Khoiril Mala, & Sutantri. (2024). STRATEGI PEMASARAN KONTEN DALAM MENINGKATKAN INTERAKSI

- KONSUMEN DI MEDIA SOSIAL. *Jurnal Ekonomika: Manajemen, Akuntansi Dan Perbankan Syari'ah*, 12.
- Nimbkar, S., Leena, M. M., Moses, J. A., & Anandharamakrishnan, C. (2022). Medium chain triglycerides (MCT): State-of-the-art on chemistry, synthesis, health benefits and applications in food industry. *Comprehensive Reviews in Food Science and Food Safety*, 21(2), 843–867. <https://doi.org/10.1111/1541-4337.12926>
- Noti, F. B., Widodo, H. P., & Setiamandani, E. D. (2021). Strategi Komunikasi Pemasaran Kae Thai Tea Dalam Meningkatkan Brand Awareness. *Jurnal Komunikasi Nusantara*, 3(1), 33–43. <https://doi.org/10.33366/jkn.v3i1.76>
- Pappu Rajan. (2020). The Effectiveness Of Social Media Content Marketing Towards Brand Health Of A Company: Social Media Analytics. *ResearchGate*.
- Park, C.-I., & Namkung, Y. (2022). The Effects of Instagram Marketing Activities on Customer-Based Brand Equity in the Coffee Industry. *Sustainability*, 14(3), 1657. <https://doi.org/10.3390/su14031657>
- Paulus Wilfridus Gobang, Kuniberth De Forbin Janson Seran, Dominggus Berun, & Dimas Satyawardana. (2024). Krisis Kepercayaan: Refleksi Filsafat Manusia terhadap Kerentanan Emosional dan Penyebaran Hoaks dalam Era Digital. *Jurnal Penelitian Ilmu-Ilmu Sosial*, 1.
- Quesenberry, K. A. (2020). *Social media strategy: Marketing and advertising in the consumer revolution* (Third). Publisher. Rowman & Littlefield.
- Rahman, I. A., & Panuju, R. (2017). STRATEGI KOMUNIKASI PEMASARAN PRODUK FAIR N PINK MELALUI MEDIA SOSIAL INSTAGRAM. *WACANA, Jurnal Ilmiah Ilmu Komunikasi*, 16(2), 214. <https://doi.org/10.32509/wacana.v16i2.26>
- Ramadhan, B. R., & Gartanti, W. T. (2022). Strategi Komunikasi Pemasaran Bengkel Kulit Melalui Instagram. *Jurnal Riset Public Relations*, 47–52. <https://doi.org/10.29313/jrpr.vi.886>
- Rezzi Nanda Barizki, & Yohana Apriani. (2024). STRATEGI KONTEN KREATIF DOTEENS DALAM MENINGKATKAN AUDIENCE ENGAGEMENT MELALUI INSTAGRAM. *KOMUNIKATA57, Vol. 5 No.1*.
- Robert K. Yin. (2009). *Case study research: Design and methods* (Fouth Edition, Vol. 5). SAGE Publications.
- Robert. K. Yin. (2009). *Case study research: Design and methods* (Fourth, Vol. 5).
- SARGIN, S. (2024). Antecedents and Consequences of Consumers Attitudes Towards Artificial Intelligence in Social Media. *Business and Economics Research Journal*. <https://doi.org/10.20409/berj.2024.443>
- Sharma, K. K., Tomar, M., & Tadimarri, A. (2023). Unlocking Sales Potential: How AI Revolutionizes Marketing Strategies. *Journal of Knowledge Learning and Science Technology ISSN: 2959-6386 (Online)*, 2(2), 231–250. <https://doi.org/10.60087/jklst.vol2.n2.p250>

- Sugiyono. (2013). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D* (1st ed.). Alfabeta.
- Supratman, L. P., & Rachmansyah, M. (2020). Peran Media Instagram dalam Memasarkan Produk Fashion Dollies. *Jurnal Studi Komunikasi Dan Media*, 24(1), 73. <https://doi.org/10.31445/jskm.2020.2865>
- Susanto, S., & Sari, A. (2020). STRATEGI KOMUNIKASI PEMASARAN JAM TANGAN MATOA DALAM MENINGKATKAN BRAND AWARENESS. *SOURCE : Jurnal Ilmu Komunikasi*, 6(1), 108. <https://doi.org/10.35308/source.v6i1.1540>
- Sutrisno. (2024). Pengaruh Social media marketing dan customer brand engagement dalam Menjaga Loyalitas Pelanggan. *Ilmu Ekonomi Manajemen Dan Akuntansi*, 5(1), 223–233. <https://doi.org/10.37012/ileka.v5i1.2180>
- Taufiqurrahman, T., Ratih Hasanah Sudrajat, & Haris Annisari Indah Nur Rochimah. (2023). Analisis Konten Produk Collagen Drink Brand Noera Pada Akun Tiktok @Noerabeauty Dalam Memperkuat Brand Awareness. *Management Studies and Entrepreneurship Journal (MSEJ)* , Vol. 4 No. 2.
- Tracy L. Tuten, & Michael R. Solomon. (2014). *Social Media Marketing*. SAGE Publications.
- Trends in Coffee Consumption and its Effects on Public Health: A Review*. (2017). BMC Public Health .
- Tuten, T. L. (2008). *Advertising 2.0: Social Media Marketing in a Web 2.0 World*. Praeger Publishers, United States.
- Weinberg, T. (2011). The New Community Rules: Marketing on the Social Web. *Development and Learning in Organizations: An International Journal*, 25(3). <https://doi.org/10.1108/dlo.2011.08125cae.002>
- West, R., & Lynn H. Turner. (2008). *Pengantar Teori Komunikasi Analisis dan Aplikasi* (3rd ed.). Jakarta: Salemba Humanika.
- Yusran Yunus, & Mahpuddin. (2020). PEMANFAATAN MEDIA SOSIAL INSTAGRAM DALAM MEMBANGUN HUBUNGAN DENGAN PENDENGAR MS RADIO. *KINESIK*, Vol. 7 No. 3.

UNIVERSITAS  
MULTIMEDIA  
NUSANTARA