

DAFTAR PUSTAKA

- Maharani, R. A., & Usiono, U. (2024). Peran Media Digital dalam Meningkatkan Keterlibatan dan Partisipasi Publik: Transformasi Komunikasi di Era Informasi dan Sosial. *Journal Sains Student Research*, 2(6), 506-513. <https://doi.org/10.61722/jssr.v2i6.3008>
- Sudarsono, (2020). *Manajemen Pemasaran Ekonomi Kreatif*. Jurnal *Ekonomi Kreatif*. Kota Jawa Timur: CV. PUSTAKA ABADI.
- Siregar, A. (2023). Marketing Communication Strategies to Improve Business Performance. Jurnal Komunikasi Pemasaran.
- Gramedia, (2021, Juni, 05). *Manajemen Pemasaran: Pengertian, Fungsi, Tujuan, Tugas, dan Konsep*. Gramedia. <https://www.gramedia.com/literasi/manajemen-pemasaran/>
https://kc.umh.ac.id/id/eprint/37210/3/BAB_II.pdf
<https://www.brainacademy.id/blog/kampus-universitas-multimedia-nusantara-umh>
<https://www.umh.ac.id/profil/>
- We Are Social, & Meltwater. (2024). *Digital 2024: Indonesia - The essential guide to the latest connected behaviours [Laporan]*. https://wearesocial.com/id/wpcontent/uploads/sites/19/2024/02/Digital_2024_Indonesia.pdf
- Ju, X. (2024). A social media competitive intelligence framework for brand topic identification and customer engagement prediction. *Plos one*, 19(11), e0313191. <https://doi.org/10.1371/journal.pone.0313191>
- Beyari, H., & Hashem, T. (2025). The Role of Artificial Intelligence in Personalizing Social Media Marketing Strategies for Enhanced Customer Experience. *Behavioral Sciences*, 15(5), 700. <https://doi.org/10.3390/bs15050700>
- Kotler, P. (2011). *Reinvention marketing: The art and science of marketing in the 21st century*. PT Gramedia Pustaka Utama.

- Ju, X. (2024). A social media competitive intelligence framework for brand topic identification and customer engagement prediction. *Plos one*, 19(11), e0313191. <https://doi.org/10.1371/journal.pone.0313191>
- Florentino, F. O. S., & Tjakrawala, F. K. (2021). Pengaruh Socmed Usage, Cultural Intelligence Terhadap Kinerja UMKM Dengan Mediator Entrepreneurial Orientation. *Jurnal Paradigma Akuntansi*, 3(4), 1766-1776.
- Mastarida, F. (2022). Dampak Penggunaan Sosial Media Terhadap Kinerja Bisnis. *Ekonomi, Keuangan, Investasi Dan Syariah (EKUITAS)*, 3(3), 468-473.
- Choiri, A. R., & Ariescy, R. R. (2024). Analisis Pengaruh Media Sosial dalam Meningkatkan Engagement Pelanggan pada Perusahaan Trustmedis. *Jurnal Masharif Al-Syariah: Jurnal Ekonomi dan Perbankan Syariah*, 9(5).
- <https://pmc.ncbi.nlm.nih.gov/articles/PMC4935723/pdf/fphar-07-00188.pdf>
- <https://www.lifeskills.id/blog/training-deliberate-practice-di-jakarta-strategi-mencetak-karyawan-ahli-dan-unggul-dalam-waktu-singkat>