

DAFTAR PUSTAKA

- Abdullah, A. R., Muhammad, M. Z., & Nasir, A. (2021). The Role of Soft Skills on Business Graduates Employability. *Jurnal Manajemen Bisnis*. 7(2) 83-94.
- Ashley, C., & Tuten, T. (2015). Creative strategies in social media marketing: An exploratory study of branded social content and consumer engagement. *Psychology & Marketing*, 32(1), 15–27. <https://doi.org/10.1002/mar.20761>
- Anwar, R. K., Khadijah, U. L. S., & Rizal, E. (2023). Instagram and Digital Media Literacy among Teenagers in Bandung. *Communicatus: Jurnal Ilmu Komunikasi*, 7(2), 123–142.
- Asvina, Kurniawan, M. A., Panjaitan, D., & Nisa, K. (2025). Analyzing The Role of Content in Building Brand Image The Digital Era: a Systematic Literature Review. *Journal of Business and Behavioural Entrepreneurship*, 9(1), 47–68.
- Bhati, Harsh. (2022). The Importance of Soft Skills in the Workplace. SSRG International Journal of Humanities and Social Science. Volume 9 Issue 2, 21-33. <https://www.internationaljournalssrg.org/IJHSS/2022/Volume9-Issue2/IJHSS-V9I2P104.pdf?>
- Hidayah Sri Pamungkas, Imam Gozali. (2025). Impulsive Buying Among Tiktok Users (*Study on Gen Z*). Digital Innovation : International Journal of Management, 2(3).
- Kotler, P., Kartajaya, H., & Setiawan, I. (2017). *Marketing 4.0: Moving from Traditional to Digital*. Wiley.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). Pearson.
- Keller, K. L. (2016).** *Strategic Brand Management* (4th ed.). Pearson.
- Ntau, A. M. A. H. Sarindat, J. 2025. ANALISIS FAKTOR YANG MEMPENGARUHI MINAT BACA GENERASI Z PADA ERA DIGITAL. *Vol. 7 No. 2 (2025): JULI - DESEMBER 2025*. <https://doi.org/10.24843/JIWSP.2025.v07.i02.p06>
- Pojokseni. (2017). Ingin Jadi Penulis Terkenal? Terbitkan Buku Cepat, Mudah dan Murah di Guepedia. <https://www.pojokseni.com/2017/09/ingin-jadi-penulis-terkenal-terbitkan.html?>

- Puspita, G. A., Irwansyah, I. (2018). Pergeseran Budaya Baca dan Perkembangan Industri Penerbitan Buku di Indonesia: Studi Kasus Pembaca E-Book Melalui Aplikasi iPusnas, 2(10).
- Statista. (n.d.). *E-book market revenue in Indonesia* [Data set]. Statista. <https://www.statista.com/outlook/amo/media/books/ebooks/indonesia?>
- Sari, S. N., Anandari, F., & Veri, J. (2025). Consumer Behavior in the Era of TikTok Shop and Instagram Commerce: A Meta-Review of Determinants of Impulse Buying. *Jurnal Multidisiplin Sahombu*, 5(05).
- Silalahi, H. Guna, S. 2024. Enhancing Brand Awareness through Content Marketing Strategy Analysis in the Digital Landscape. [Vol. 3 No. 1 \(2024\): September: Economics, Management and Business Technology. https://doi.org/10.35335/jembut.v3i1.222](https://doi.org/10.35335/jembut.v3i1.222)
- Sefani, H. F., Wuysang, J. M., Fernando, J., & Supiyandi, A. (2025). Analisis soft-selling brand fashion lokal pada konten TikTok @tenuedeattire. *Jurnal Netnografi Komunikasi*. <https://netnografiikom.org/index.php/netnografi/article/view/72>
- Tafesse, W., & Wien, A. (2018). Implementing social media marketing strategically: An empirical assessment. *Journal of Marketing Management*, 34(9–10), 732–749. <https://www.tandfonline.com/doi/full/10.1080/0267257X.2018.1482365>
- Wijayanto, G., Jushermi, J., Pramadewi, A., & Rama, R. (2022). Soft selling marketing communication strategy through Instagram social media to achieve millennials market share. *Eduvest – Journal of Universal Studies*, 2(10), 2206–2217. <https://eduvest.greenvest.co.id/index.php/edv/article/view/632>

UNIVERSITAS
MULTIMEDIA
NUSANTARA