

DAFTAR PUSTAKA

- Banna, R. B., Limbong, M., & Sunaryo, T. (2021). Pengaruh Bimbingan Belajar Secara Online atas Prestasi belajar matematika siswa di kelas XII SMK Kristen Tagari di Kota Rantepao. *Jurnal Pendidikan Tambusai*, 5(1), 1380–1388. <https://jptam.org/index.php/jptam/article/view/1109>
- Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital Marketing* (7th ed.). Pearson UK.
- De Vito, J. (2022). *The Interpersonal Communication Book* (16th ed.). Pearson Education.
- Moriarty, S., Mitchell, N., & Wells, W. D. (2014). *Advertising & IMC: Principles and practice*. Pearson Higher Education.
- Putriana, C., & Noor, N. L. (2021). Pengaruh Pembelajaran Daring terhadap Motivasi dan Prestasi Belajar Matematika Siswa. *MATH LOCUS: Jurnal Riset dan Inovasi Pendidikan Matematika*, 2(1), 1–6. <https://doi.org/10.31002/mathlocus.v2i1.1642>
- Sinotif. (2025). *Belajar Efektif dari Rumah, Semudah yang Kamu Mau*. <https://sinotif.com>
- Turmuzi, M., & Lu'luilmaknun, U. (2023). The impact of online learning mathematics learning process in Indonesia: A meta-analysis. *Journal of Technology and Science Education*, 13(3), 694–717. <https://doi.org/10.3926/jotse.2138>
- Tuten, T. L., & Solomon, M. R. (2014). *Social media marketing*. SAGE.
- Ulfah, S., Khoirunnisa, K., & Bekoe, C. (2021). Online Tutoring in Pandemic: An Investigation on Students' Mathematics Anxiety and Learning Motivation. *PYTHAGORAS: Jurnal Pendidikan Matematika*, 16(1), 127–140. <https://doi.org/10.21831/pg.v16i1.42044>
- We Are Social, & Meltwater. (2025). *Digital 2025: Indonesia*. <https://www.datareportal.com/reports/digital-2025-indonesia>
- Wood, J. T. (2013). *Komunikasi Interpersonal: Interaksi Keseharian* (6th ed.). Salemba Humanika.

U N I V E R S I T A S
M U L T I M E D I A
N U S A N T A R A