

DAFTAR PUSTAKA

Buku

Kartajaya, Hermawan. 2010. Brand Operation. Jakarta: ESENSI.

Kotler, Philip & Keller, Kevin Lane. 2008. Manajemen Pemasaran. Jakarta: Indeks

Kotler, Philip, & Armstrong, Gery. (2012). Principles of Marketing: Global Edition.

14th Edition. New Jersey, US: Pearson Education, Inc.

Keller, K. L., Parameswaran, M. G., & Jacob, I. (2015). Strategic Brand management:

Building, measuring, and managing brand equity. Pearson Education India.

Kotler, Philip dan G. Armstrong. (2012). Prinsip-prinsip Pemasaran Edisi 12 Jilid 1.

Jakarta: Erlangga.

Nasrullah, Rulli. (2015). Media Sosial Perspektif Komunikasi, Budaya dan

Sosioteknologi. Bandung: Simbiosis Rekatama Media

Pearce Robinson, *Manajemen Strategi Formulasi, Implementasi dan Pengendalian*

Jilid 1, (Jakarta : Binrupa Aksara, 2000), 231.

Rulli Nasrullah, 2016, Media Sosial Perspektif Komunikasi, Budaya, Sosioteknologi,

Cet.kedua, Simbiosis Rekatama Media, Bandung

Ryan, Damian & Jones, C. (2009), *Understanding Digital Marketing*.

London: Kogan Page.

Septiano. (2017 , Mei 3). Digital Marketing. Retrieved from Red Tree:

Schiffman, Leon G dan Leslie Lazar Kanuk. 2015. *Consumer Behavior Tenth*.

Edition: Pearson Education.

Shimp, Terence A dan J. Craig Andrews. 2013. *Advertising, Promotion, and other aspects of Integrated Marketing Communication Ninth Edition*. USA, South Western: Cengage Learning.

Wibowo, D. H., Arifin, Z. & Sunarti. 2015. "Analisis Strategi pemasaran untuk Meningkatkan Daya Saing UMKM (Studi pada Batik Diajeng Solo)".
Jurnal Administrasi Bisnis, (29): 61.

Kaplan, A dan Haenlein, M. 2010. *Users of the World, The Challenges and Opportunities of Social Media" Business Horizons* 53. Hlm: 59-68.

Jurnal

Reza, Faisal. 2016. Jurnal Kajian Komunikasi (JKK), Vol.1, No.1, pp. 64-74.
(<http://jurnal.unpad.ac.id>).

Sutrisno, Tri. 2017. Strategi Komunikasi Pemasaran Pada Brand Awareness (Studi Deskriptif Kualitatif pada Distro Sunderlike. Universitas Islam Negeri Sunan Kalijaga, Yogyakarta. Jurnal *Advertising*,