

## DAFTAR PUSTAKA

### BUKU

- Anggito, Albi dan Setiawan, Johan. 2018. Metodologi Penelitian Kualitatif. Sukabumi: CV Jejak.
- A., Shimp, T. (2014). Komunikasi Pemasaran Terpadu dalam periklanan dan promosi. Jakarta: Salemba Empat.
- Arikunto. (2013). Prosedur Penelitian: Suatu Pendekatan Praktik. Jakarta: Rineka.
- Chaffey, D., & Bosomworth, D. (2013). *Digital Strategy: Planning Template*. Smartinsights.
- Chaffey, D., & Ellis-Chadwick, F. (2012). *Digital marketing: strategy, implementation, and practice (Vol. 5)*. Harlow: Pearson.
- Clow, K. E. (2016). *Integrated advertising, promotion, and marketing communications*. Pearson Education India.
- Fitrah, M., & Luthfiah. (2017). Metodologi Penelitian: Penelitian Kualitatif, Tindakan Kelas & Studi Kasus. CV Jejak.
- Gunelius, S. (2011). *30-Minute Social Media Marketing Step-by-Step Techniques to Spread the Word About Your Business Fast and Free*. United States: Mc Graw Hill.
- Kingsnorth, S. (2016). *Digital Marketing Strategy an Integrated Approach to Online Marketing*. United Kingdom: Kogan Page.
- Kotler, P., & Keller, K. L. (2012). *Marketing Management* 14E. New Jersey: Pearson Education, Inc.
- Kotler, P., Kartajaya, H., & Setiawan, I. (2019). Marketing 4.0 Bergerak dari Tradisional ke Digital. Jakarta: PT Gramedia Pustaka Utama.

Landsverk, Kjell Halvor. 2014. *The Instagram Handbook: 2014 ed.* St. John Street, London, United Kingdom: Prime Head Limited.

Macarthy, A. (2015). *500 Social Media Marketing Tips: Essential Advice, Hints, and Strategy for Business: Facebook, Twitter, Pinterst, Google+, Youtube, Instagram, LinkedIn, and More!* United Kingdom: Createspace Independent.

McPheat, Sean. (2011). *Content Marketing. The Internet Marketing Academy & Ventus Publishing Aps.*

Miles, J. (2019). *Instagram Power Build Your Brand and Reach More Customer with Visual Influence.* United States: McGraw-Hill.

Moleong, Lexy J. (2013). *Metodologi Penelitian Kualitatif, Edisi Revisi.* Bandung: PT. Remaja Rosdakarya.

Paine, K., D. (2011). *Measure What Matters: Online Tools for Understanding Customers, Social Media, Engagement, and Relationships.* New Jersey: John Willey & Sons Inc.

Strauss, J., & Frost, R. *E-Marketing (6<sup>th</sup> Ed.).* New Jersey: Pearson.

Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D.* Bandung: Alfabeta.

Wijaya, B. S. (2019a). *Riset Komunikasi Merek.* UB Press.

## **JURNAL**

Chan-Olmsted, S., Cho, M., Lee, S. (2013). *User Perceptions of Social Media: A Comparative Study of Perceivef Characteristics and User Profiles by Social Media. Online Journal of Communication and Media Technologies.*

Hollebeek. (2011). *Exploring Customer Brand Engagement: Definition and Themes. Journal of Strategic Marketing, Vol. 23 (1).*

Kaplan, A. M., & Haenlein, M. (2010). *Users of the world, unite! The challenges and opportunities of Social Media. Business Horizons, 53 (1), 59–68.*

- Larissa, I. (2020). *Analisa Pengaruh Content Marketing Terhadap Repeat Purchase dengan Customer Value dan Customer Engagement sebagai Variabel Intervening pada Traveloka di Surabaya. Jurnal Strategi Pemasaran*, 7(1), 12.
- Maryolein, S., Hapsari, N. D., & Oktaviani, R. C. (2019). *Instagram Sebagai Media Publikasi Dalam Membangun Brand Awareness Jakarta Aquarium. Avant Garde*, 7(1), 19-41.
- Muntazah, A., Novalia, N., & Emeilia, R. I. (2020). *Strategi Komunikasi Pemasaran Digital Untuk Meningkatkan Brand Loyalty Pada Perusahaan Travel Di Masa Pandemi Covid-19 (Studi Kasus pada CV. Khairil Tour & Travel). Jurnal Akrab Juara*, 5(4), 211-221.
- Pandrianto, N., & Sukendro, G. G. (2018). *Analisis Strategi Pesan Content Marketing Untuk Mempertahankan Brand Engagement. Jurnal Komunikasi*, 10(2), 167-176.
- Puspitasari, F., & Gusfa, H. (2017). *Strategi Promosi Online Shop melalui Sosial Media dalam Membangun Brand Engagement.* Jurnal Ilmiah Ilmu Komunikasi, 7(2), 115-130.
- Rahardjo, M. (2017). *Studi kasus dalam penelitian kualitatif: konsep dan prosedurnya.*
- Setiawan, M. R., & Rachamawti, I. (2019). *Strategi Digital Content Marketing Eiger Melalui Media Sosial Instagram. Prosiding Manajemen Komunikasi*, 625-632.
- Yanis, N. S. M., Hidayat, R., & Lutfie, H. (2019). *Pengaruh Content Marketing Instagram Terhadap Customer Engagement (studi Kasus Pada Elzatta Bandung Tahun 2019). eProceedings of Applied Science*, 5(3).

### **Internet**

- Chaffey, D. (2021, 12 April). *The Content Marketing Matrix*. Diakses pada 5 April 2022, dari <https://www.smartinsights.com/content->

management/content-marketing-strategy/the-content-marketing-matrix-new-infographic/.

Demand Metric. *Content Marketing Infographic*. (2013). Diakses pada 10 Maret 2022, dari <https://www.demandmetric.com/content/content-marketing-infographic>.

Kemp, S. (2021, 11 Februari). *Digital Indonesia*. Diakses pada 10 Msret 2022, dari <https://datareportal.com/reports/digital-2021-indonesia>.

Phlanx.com. *Instagram Engagement Calculator*. Diakses pada 20 Mei 2022, dari <https://phlanx.com/engagement-calculator-manager>.