

DAFTAR PUSTAKA

- Aaker, D. A. (1995). *Building Strong Brands*. New York: The Free Press.
- Agency, D. (2016). *What is Online Engagement?* Retrieved from <http://duffy.agency/insight/what-is-online-engagement/>
- Aji P. M., Nadhila V., & Sanny L. (2020). Effect of social media marketing on Instagram towards purchase intention: Evidence from Indonesia's ready-to-drink tea industry. *International Journal of Data and Network Science*, 91-104.
- Anderson, D. R., Sweeney, D. J., Williams, T. A., Camm, J. D., & Cochran, J. J. (2014). *Statistics for Business and Economics*. Minnesota: West Publishing Co.
- Ashley, C., & Tuten, T. (2014). Creative Strategies in Social Media Marketing: An Exploratory Study of Branded Social Content and Consumer Engagement. *Psychology & Marketing*.
- Bertoni, S. (2012). How Sanford made Instagram instant success. *Forbes*.
- Bonson, E., & Ratkai, M. (2013). A Set of Metrics to Assess Stakeholder Engagement and Social Legitimacy on A Corporate Facebook Page. *Online Information Review*, 787-803.
- Brogan, C. (2010). *Social media 101: Tactics and Tips to Develop Your Business Online*. John Wiley & Sons.
- Carter, B. (2015, 4 22). *What is The Definition of Customer Engagament?* Retrieved from <http://blog.accessdevelopment.com/what-is-the-definition-of-customer-engagement>
- Chaffey, D., Chadwick, F. E., Johnston, K., & Mayer, R. (2006). *Internet Marketing*. Essex: Pearson Education Limited.
- Chernatony, L., & McDonald, M. (1998). *Creating Powerful Brands*. Oxford: Butterworth Heinemann.

- Durianto, D., Budiman, L. J., & Sugiarto. (2004). *Brand Equity Ten : Strategi Memimpin Pasar*. Jakarta: Gramedia Pustaka Utama.
- Eliasar, P. R., & Sukaatmadja, I. P. (2007). Pengaruh Brand Awareness Terhadap Purchase Intention Dimediasi oleh Perceived Quality dan Brand Loyalty. *E-Jurnal Manajemen Unud*, 6(12).
- Falls. (2012, 4 25). *Defining Engagement*. Retrieved from social media explorer. Retrieved from Retrieved from social media explorer: <https://www.socialmediaexplorer.com/content-sections/news-and-noise/defining-engagement/>
- Fedushko, S. K. (2019). *Hashtag as A Way of Archiving and Distributing Information on the Internet*.
- Ghoodjani, A. (2016). Why should I use a Kruskal Wallis Test?
- Gunelius, S. (2010). *30-Minute Social Media Marketing: Step-by-step Techniques to Spread the Word About Your Business: Social Media Marketing in 30 Minutes a Day*. McGraw Hill Profesional.
- Gustafson, T., & Chabot, B. (2007). *Brand Awareness*. Cornell Maple Bulletin.
- Huang, Y.-T., & Su, S.-F. (2018). Motives for Instagram Use and Topics of Interest Among Young Adults. *Future Internet*.
- Jayasingh, S. (2019). Consumer brand engagement in social networking sites and its effect on brand loyalty. *Cogent Business & Management*, 6(1).
- Keller, K. L. (2008). *Strategic brand management: building, measuring, and managing brand equity*. New Jersey: Prentice-Hall.
- Klie, L. (2015). Firms should embrace Instagram. *CRM Trends and News Analytics*.
- Kotler, P. & Armstrong, G. (2015). *Principles of Marketing*. London: Pearson Education.

- Kotler, P. & Keller, K. L. (2009). *Management Pemasaran*. (13, Ed.) Jakarta: Penerbit Erlangga.
- Kotler, P., & Keller, K. L. (2012). *Marketing management*. Harlow: Pearson Education.
- Krepapa, A., Regkougou, S., & Beratis, I. N. (2016). *Engagement with Luxury Brands on Instagram: An Exploratory Content Analysis*.
- Ling, K., Beenen, G., Ludford, P., Wang, X., Chang, K., Cosley, D., Kraut, R. . (2005). Using Social Psychology to Motivate Contributions to Online Communities. *Journal of Computer-Mediated Communication*.
- McCarthy, E. J., & Perreault, W. D. (1993). *Dasar-Dasar Pemasaran*. Jakarta: Penerbit Erlangga.
- McGurk, S. (2014, 6 11). *What is Social Media Engagament and Why it Matters for your Business*. Retrieved from *Fusionfarm*. Retrieved from <http://blog.fusionfarm.com/what-is-social-media-engagement-and-why-it-matters-for-your-business>
- Miles. (2014). *Instagram Power*. USA: McGraw-Hill Education Books.
- Moore, D. S., & McElroy, J. C. (2012). The Influence of Personality on Facebook Usage, Wallpostings, and Regret. *Computer in Human Behavior*, 267-274.
- Nasrullah, R. (2016). *Media Sosial Perspektif Komunikasi, Budaya, dan Sosioteknologi*. Bandung: Simbiosis Rekatama Media.
- Neher, K. (2013). *Visual Social Media Marketing #VSMM*. Ohio: Boot Camp Publishing.
- Newzoo. (2007, Juni 1). *The Indonesian Gamer*.
- Sabate, F., Berbegal-Mirabent, J., Cañabate, A., & Lebherz, P. R. (2014). Factors Influencing Popularity of Branded Content in Facebook Fan Pages. *European Management Journal*, 1001-1011.

- Simamora, B. (2001). *Remarketing for Business Recovery*. Jakarta: PT Gramedia Pustaka Utama.
- Susanto, A. B. (2004). *Power Branding: Membangun Merek Unggul dan Organisasi Pendukungnya*. Jakarta: PT. Mizan Publika.
- Tran, M. (2016). *An Instagram is Worth a Thousand Words. The Utilization of Instagram as a Key Social Media Marketing Strategy*. Haaga-Helia University of Applied Sciences.
- Van Dijck, J., & Poell, T. (2013). Understanding Social Media Logic. *Media and Communication*, 2-14.
- Vassallo, A. J. (2018). *Junk Food Marketing on Instagram: Content Analysis*. JMIR PUBLIC HEALTH AND SURVEILLANCE.
- Weilbacher, W. M. (1995). *Brand Marketing*. Chicago: NTC Business Books.
- Wood, C. (2015). *Instagram: How to Use Instagram for Business And Pleasure - 23 Super Effective Ways To Turn Your Instagram Followers Into Raving Fans*. Amazon Digital Services, Inc.
- Zimmerman, S. (2013). *Instagram basics for your business*. Amazon Digital Services, Inc.