

DAFTAR PUSTAKA

- Adlan, Habib, and Asmara Indahingwati. "Analisis Model AISAS Terhadap Keputusan Pembelian Dalam Penggunaan SEO (Kajian Empiris Konsumen Di Surabaya)." *Jurnal Ilmu Dan Riset Manajemen (JIRM)* 9, no. 1 (2020).
- Aisyah, Trisnina Luthfi, and Muhammad Alfikri. "Analisis Model Komunikasi Aisas (Attention, Interest, Search, Action Dan Share) Pada Beauty Platform (Studi Kasus: Brand Somethinc Di Female Daily)." *Jurnal Indonesia: Manajemen Informatika Dan Komunikasi* 4, no. 2 (2023): 616–26.
- Aksenta, Almasari, Irmawati Irmawati, Achmad Ridwan, Nur Hayati, Sepriano Sepriano, Herlinah Herlinah, Ayupitha Tiara Silalah, Sio Jurnalis Pipin, Iim Abdurrohimi, and Yoseb Boari. *LITERASI DIGITAL: Pengetahuan & Transformasi Terkini Teknologi Digital Era Industri 4.0 Dan Society 5.0*. PT. Sonpedia Publishing Indonesia, 2023.
- Batara, Hansen, and Daniel Susilo. "The Effect of Rebranding Lays to Customer Loyalty with Brand Image as A Mediation Variable." *LONTAR: Jurnal Ilmu Komunikasi* 10, no. 2 (2022): 113–25.
- Brusilovski, Peter, Alfred Kobsa, and Wolfgang Nejdl. *The Adaptive Web: Methods and Strategies of Web Personalization*. Vol. 4321. Springer Science & Business Media, 2007.
- Chaffey, Dave, and Fiona Ellis-Chadwick. *Digital Marketing*. Pearson uk, 2019.
- Creswell, John W, Michael D Fetters, and Nataliya V Ivankova. "Designing a Mixed Methods Study in Primary Care." *The Annals of Family Medicine* 2, no. 1 (2004): 7–12.
- Creswell, John W, William E Hanson, Vicki L Clark Plano, and Alejandro Morales. "Qualitative Research Designs: Selection and Implementation." *The Counseling Psychologist* 35, no. 2 (2007): 236–64.
- Creswell, John W, and Cheryl N Poth. *Qualitative Inquiry and Research Design: Choosing among Five Approaches*. Sage publications, 2016.
- Fadli, Zul, Frans Sudirjo, Rahmat Rahmat, Allicia Deana Santosa, Johni S Pasaribu, Dhika Wahyu Octaviani, Haris Sandi Yudha, Rusydi Fauzan, Anna Triwijayati, and Arief Yanto Rukmana. "Manajemen Pemasaran Digital," 2023.
- Fauzi, M Asif Nur, Nining Ailiyah, Nur Sucahyo, and Toto Suryadi. *TRANSFORMASI PEMASARAN: Dari Teori Ke Praktek*. CV. Ruang Tentor, 2024.
- Frank, Phillip, and Donald Baack. "Connection? Conspiracy Theories and Influencer Marketing: An Analysis Using Core Marketing Spokesperson Characteristics." *The Midwest Quarterly* 66, no. 1 (2024): 102–V.
- Haenlein, Michael, Ming-Hui Huang, and Andreas Kaplan. "Guest Editorial: Business Ethics in the Era of Artificial Intelligence." *Journal of Business Ethics* 178, no. 4 (2022): 867–69.
- Huberman, Michael, and Matthew B Miles. *The Qualitative Researcher's Companion*. sage, 2002.
- Iskandar, Joni, Mukhammad Najib, and Ahmad Mukhlis Yusuf. "Analisis Pengaruh Model Aisas (Attention, Interest, Search, Action & Share) Terhadap Tingkat Literasi Keuangan Syariah (Studi Kasus Followers Instagram

- Perbankan Syariah.)” *Islamic Banking: Jurnal Pemikiran Dan Pengembangan Perbankan Syariah* 5, no. 2 (2020): 33–52.
- Kingsnorth, Simon. *Digital Marketing Strategy: An Integrated Approach to Online Marketing*. Kogan Page Publishers, 2022.
- Lieb, Rebecca. *Content-the Atomic Particle of Marketing: The Definitive Guide to Content Marketing Strategy*. Kogan Page Publishers, 2017.
- Marlinda, Roza, Putri Dafriani, and Veolina Irman. “Hubungan Pola Makan Dan Aktivitas Fisik Dengan Penyakit Jantung Koroner.” *Jurnal Kesehatan Medika Sainika* 11, no. 2 (2020): 253–57.
- Miles, Matthew B, and A Michael Huberman. “Drawing Valid Meaning from Qualitative Data: Toward a Shared Craft.” *Educational Researcher* 13, no. 5 (1984): 20–30.
- Miles, Matthew B, and A Michael Huberman. “Analisis Data Kualitatif.” Jakarta: UI press, 1992.
- Moleong, Lexi J, and PRRB Edisi. “Metodelogi Penelitian.” *Bandung: Penerbit Remaja Rosdakarya* 3, no. 01 (2004).
- Noor, Juliansyah. “Metodelogi Penelitian.” *Jakarta: Kencana Prenada Media Group*, 2011.
- Panuju, Redi. *Komunikasi Pemasaran: Pemasaran Sebagai Gejala Komunikasi Komunikasi Sebagai Strategi Pemasaran*. Prenada Media, 2019.
- Prasetyo, Herdi, and Indira Rachmawati. “Analisis Aisas (Attention, Interest, Search, Action, Share) Pada Pengguna Asus Zenfone Di Indonesia.” *EProceedings of Management* 3, no. 3 (2016).
- Rinnanik, Eka Pariyanti, Syaiful Bakhri, Susi Sulastri Buchori, Tri Mardiono Dede, and Miswan Gumanti Sugiono. *Ilmu Manajemen Di Era 4.0*. Penerbit Adab, 2021.
- Rohrich, Rod J, Erez Dayan, and Amy S Xue. “Social Media in Plastic Surgery: The Future Is Now?” *Plastic and Reconstructive Surgery*. LWW, 2019.
- Roy, Raden Chandy Royantie Rahayu Istina, H Akbar Tanjung, Asriah Syam, Narulita Syarweny, and Retno Sundari. *Pengantar Manajemen*. PT. Sonpedia Publishing Indonesia, 2024.
- Saadah, Naura Nafisha, Arief Budiman, and Ismail Yusuf. “Analisis Pemasaran Digital Menggunakan Model Aisas Pada Produk Semakin Peka.” *Jurnal Ilmiah Manajemen, Ekonomi, & Akuntansi (MEA)* 7, no. 2 (2023): 1153–64.
- Satria, Galang Eka, Neng Fitri, Topan Dewa Gugat, Vickrie Ardy, Leni Sugiyanti, Siti Nur Arbianti Zachroh, and Arief Fraba Nuryadin. “Penerapan Teknologi Informasi Akuntansi Dalam Meningkatkan Efisiensi Operasional UMKM Warung Padasuka.” *SENADA: Semangat Nasional Dalam Mengabdikan* 4, no. 1 (2023): 28–39.
- Shimp, Terence A, and J Craig Andrews. “Integrated Marketing Communications.” *Ohio: South-Western, Cengage Learning*, 2013.
- Shuen, Amy. *Web 2.0: A Strategy Guide: Business Thinking and Strategies behind Successful Web 2.0 Implementations*. “O’Reilly Media, Inc.,” 2008.
- Sibagariang, Eva Ellya, and Yuli Christina Lumban Gaol. “Hubungan Pola Makan Dan Aktivitas Fisik Dengan Kejadian Diabetes Melitus Pada Saat Pandemi Covid-19.” *Jurnal Kedokteran STM (Sains Dan Teknologi Medik)* 5, no. 1 (2022): 43–49.

- Sugiyanti, Leni, Ratna Sari Dewi, and Indah Sukmawati Wijaya. "Strategi Pengembangan Produk Inovatif Bagi UMKM Bima Cafe." *Masarin* 1, no. 3 (2023): 111–23.
- Suharyanto, M M, S E Bisma Arianto, Andri Maulana, Yudha Kusuma Herlambang, Moh Aslich Alana, Risi Dwi Prasetyo, and Hanif Dwi Saputra. *Manajemen Pemasaran: Solusi Untuk Mencapai Keunggulan Kompetitif*. MEGA PRESS NUSANTARA, 2023.
- Suprayitno, Degdo, Nadia Dwi Irmadiani, Musran Munizu, Muchayatin Muchayatin, Indah Mawarni, Saktisyahputra Saktisyahputra, Joko Riyanto, Gde Indra Surya Diputra, Ribut Musprihadi, and Vina Islami. *Manajemen Pemasaran: Teori Dan Strategi*. PT. Green Pustaka Indonesia, 2024.
- Tarihoran, Jessie Elita, Muarifah Ika Mardiani, Novelia Dwi Putri, R S Novareila, A Sofia, and I F A Prawira. "Pentingnya Sosial Media Sebagai Strategi Marketing Start-Up Di Indonesia." *J. Ilm. Kreat* 9, no. 1 (2021): 72–78.
- Lashwaty, N. D., & Widiati, I. S. (2022). Analisis Penggunaan Media Sosial Sebagai Strategi Pemasaran Di Kalangan Wirausahawan Muda. 15(1), 1–11.