

DAFTAR PUSTAKA

- Abrar, M. (2024). *Teknik pengumpulan data penelitian kualitatif: suatu pengantar*. Jakarta: Unja Publisher.
- Agustini, P. M. (2021). *Strategi penyusunan branding desa wisata*. Jakarta: Universitas Bakrie Press.
- Arikunto, S. (2020). *Prosedur penelitian: Suatu pendekatan praktik*. Jakarta: Rineka Cipta.
- Balmer, J. M. T., & Podnar, K. (2021). Corporate brand orientation: Identity, internal images, and corporate identification matters. *Journal of Business Research*, 134, 729-737. DOI: <https://doi.org/10.1016/j.jbusres.2021.06.016>
- Budihardja, L., & Sitinjak, T. (2022). Pengaruh Identitas Merek, Citra Merek, dan Kepercayaan Merek Terhadap Loyalitas pada Konsumen Sepatu Nike di Jakarta. *Jurnal Manajemen*, 11(2), 1-8. DOI: <https://doi.org/10.46806/jm.v11i2.870>
- Clow, K. E., & Baack, D. (2022). *Integrated Advertising, Promotion, and Marketing Communication* (Ed. 9th). Pearson Education.
- Creswell, J. W., & Creswell, J. D. (2023). *Research design: Qualitative, Quantitative, dan Mixed Method Approaches* (6th ed.). California: SAGE
- Espuela, N. D., et al. (2023). Social networks and customer loyalty: A systematic literature review. *Frontiers in Psychology*, 14, 1214325. <https://doi.org/10.3389/fpsyg.2023.1214325>
- Febriana, F., & Aji, G. G. (2023). Pengaruh Penggunaan Media Sosial Instagram @Kacamata_Tulungagung Terhadap Pemenuhan Kebutuhan Informasi. *Commercium*. 6(3). 230-240.
- Fitrianti, A., & Taufikurrohman, A. (2023). Social Media Management of the MIK SEMAR Facebook Group as an Information Media for the People of Semarang City. *Kanal: Jurnal Ilmu Komunikasi*, 12(1), 30-39. DOI: 10.21070/kanal.v12i1.1740
- Gandariani, T. (2023). The portrait of public relations strategic planning. *Jurnal Kajian dan Terapan Media, Bahasa, Komunikasi*, 4(2), 90–102.
- Guess, A. M., et al. (2023). How do social media feed algorithms affect attitudes and behavior in an election campaign?. *Science*, 381(6656), 398-404. DOI: [10.1126/science.abp9364](https://doi.org/10.1126/science.abp9364)
- Hakuhodo Inc. (2024). *Corporate Philosophy*. Hakuhodo Global. Retrieved on 2025, July 3 from <https://www.hakuhodo-global.com/about/philosophy/index.html>

- Huda, A., et al. (2025). Voices from the Virtual Space: EFL Learners' Perspectives on Business English Advertisement Text in Social Media. *Linguistics and Education Journal*. 5(1), 24-39. DOI: [10.26877/lej.v5i1.24652](https://doi.org/10.26877/lej.v5i1.24652)
- Iba, Z., & Wardhana, A. (2024). *Metode penelitian*. Jawa Tengah: CV. Eureka Media Aksara.
- Idenya Flux. (n.d.). *Baru Tahu, Ternyata Begini Sejarah Advertising Agency di Indonesia*. Retrieved on 2025, April 15 from <https://idenyaflux.co.id/news/baru-tahu,-ternyata-begini-sejarah-advertising-agency-di-indonesia.html>
- Iglesias, O., et al. (2020). Corporate brand identity co-creation in business-to-business contexts. *Industrial Marketing Management*, 85, 32–43. <https://doi.org/10.1016/j.indmarman.2019.09.008>
- Iglesias, O., et al. (2022). *The Routledge Companion to Corporate Branding*. Routledge.
- Julia. (2024). Agency digital marketing di Indonesia hadapi era baru persaingan dan inovasi. *Lensagram.com*. Retrieved on 2025, April 15 from <https://lensagram.com/agency-digital-marketing-di-indonesia-hadapi-era-baru-persaingan-dan-inovasi/>
- Keller, K. L., & Swaminathan, V. (2020). *Strategic brand management: building, measuring, and managing brand equity* (5th ed.). London: Pearson Education.
- Kotler, P., & Armstrong, G. (2021). *Principles of marketing* (17th ed.). London: Pearson Education.
- Krissanya, N., & Widyaningsih, Y. A. (2023). Implementasi corporate brand identity matrix dalam membangun identitas merek perusahaan. *Jurnal Riset Manajemen Sains Indonesia*, 14(1), 1-8. <https://doi.org/10.21009/JRMSI>
- Kriyantono, R. (2020). *Teknik Praktis Riset Komunikasi Kuantitatif dan Kualitatif*. Jakarta: Prenada Media.
- Kumar, A. (2023). Observation Methods. *Library Philosophy and Practice University of Delhi*. 13(6). 1-14.
- Lim, W. M., & Rasul, T. (2022). Customer engagement and Social Media: Revisiting the past to inform the future. *Journal of Business Research*, 148, 325–342. <https://doi.org/10.1016/j.jbusres.2022.04.068>
- Mardika, H. A. (2022, December 19). Industri periklanan: “Nyawa” bagi ekonomi kreatif di Indonesia. *Universitas Airlangga*. Retrieved on 2025, April 17 from <https://unair.ac.id/industri-periklanan-nyawa-bagi-ekonomi-kreatif-di-indonesia/>

- Nardo, R., et al. (2024). *Branding strategy di era digital*. Eureka Media Aksara.
- Nashrullah, M., et al. (2023). *Metodologi Penelitian Pendidikan (Prosedur Penelitian, Subyek Penelitian, dan Pengembangan Teknik Pengumpulan Data)*. Sidoarjo: UMSIDA PRESS.
- Sawlani, D. K. (2021). *Digital marketing: Brand image*. Scopindo Media Pustaka.
- Sugiyono. (2023). *Metode penelitian kuantitatif, kualitatif, dan R&D*. Bandung: ALFABETA.
- Triamanda, V. (2022, November 17). Belanja iklan digital RI diproyeksi capai Rp39,7 triliun pada 2023. *IDX Channel*. Retrieved on 2025, April 17 from <https://www.idxchannel.com/economics/belanja-iklan-digital-ri-diproyeksi-capai-rp397-triliun-pada-2023>
- Universitas Airlangga. (2023, July 3). Manfaat dan Dampak Social Media Bagi Masyarakat. *Universitas Airlangga Official Website*. Retrieved on 2025, August 29 from https://unair.ac.id/post_fetcher/fakultas-vokasi-manfaat-dan-dampak-social-media-bagi-masyarakat/
- Uwazuruike, A., et al. (2025, January 24). Creative industries. *UK Parliament – Commons Library*. Retrieved on 2025, April 15 from <https://commonslibrary.parliament.uk/research-briefings/cdp-2025-0017/>
- We Are Social & Meltwater. (2025). Digital 2025 Indonesia. *We Are Social*. Retrieved on 2025, April 10 from <https://wearesocial.com/id/blog/2025/02/digital-2025/>
- Wijayanti, P., & Wasisto, J. (2024). Evaluasi pemanfaatan Instagram @perpustakaanprovjateng sebagai media promosi Perpustakaan Provinsi Jawa Tengah. *Jurnal ANUVA*, 8(1), 55–66. <https://doi.org/10.14710/ihis.v%25vi%25i.18857>
- Winata, K. S. K., & Adiwaty, M. R. (2024). Kapferer's Brand Identity Prism Analysis on Brand Stord to Increase Brand Awareness. *East Asian Journal of Multidisciplinary Research*, 3(7), 3079–3088. <https://doi.org/10.55927/eajmr.v3i7.10041>
- Yunus, U. (2022). *Digital branding: Teori dan praktik*. Bandung: Simbiosis Rekatama Media.