

DAFTAR PUSTAKA

- <https://techno.okezone.com/amp/2014/05/13/57/984293/di-indonesia-i-smartphone-i-sudah-menjadi-kebutuhan-utama> (bab 1)
- Levy, Pierre. (2010). *New Media Teori dan Aplikasi*, Jakarta: Erlangga. Bab 1
- Arifin, Anwar. 2003. *Ilmu komunikasi : suatu pengantar ringkas*. Jakarta. PT. Rajagrafindo persada. Bab 1
- APJII (2023). “jumlah pengguna internet indonesia tembus 221 juta orang” Bab 1
- Hooley, G. J., Saunders, J. A., & Piercy, N. F. (2004). “*Marketing Strategy and Competitive Positioning*.” Bab 3
- Booms, B. H., & Bitner, M. J. (1981). "Marketing Strategies and Organization Structures for Service Firms".
- Kotler, P., & Armstrong, G. (2018). *Principles of Marketing* (17th ed.). Pearson Education.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). Pearson Education.
- Osterwalder, A., & Pigneur, Y. (2010). *Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers*. Wiley.
- Porter, M. E. (1980). *Competitive Strategy: Techniques for Analyzing Industries and Competitors*. Free Press.
- Rangkuti, F. (2019). *Analisis SWOT: Teknik Membedah Kasus Bisnis*. Jakarta: Gramedia Pustaka Utama.
- Booms, B.H., & Bitner, M.J. (1981). *Marketing Strategies and Organizational Structures for Service Firms*.
- Kotler, P., & Keller, K.L. (2016). *Marketing Management* (15th ed.). Pearson.