

DAFTAR PUSTAKA

- Ajiboye, T., Harvey, J., & Resnick, S. (2019). Customer daya tarik audiens behaviour on social media platforms: A systematic literature review. *Journal of Customer Behaviour*, 18(3), 239-256.
- Ardhanu, W., & Santoso, D. H. (2026). Social Media Marketing and Visitor Attraction in a Local Culinary Tourism Destination: A Case Study of Omah Kebon. *APLIKATIF: Journal of Research Trends in Social Sciences and Humanities*, 5(1), 101-119.
- Arrigo, E., Liberati, C., & Mariani, P. (2021). Social Media Data and Users' Preferences: A Statistical Analysis to Support Marketing Communication. *Big Data Research*, 24, 100189. <https://doi.org/10.1016/j.bdr.2021.100189>
- Ashari, R. M. H., & Sitorus, O. F. (2020). Pengaruh Content Marketing terhadap Customer Daya tarik audiens Kopi Kenangan. *Jurnal EMT KITA*, 7(1), 38–46. <https://doi.org/10.35870/emt.v7i1.726>
- Barari, M., Ross, M., Thaichon, S., & Surachartkumtonkun, J. (2021). A meta-analysis of customer daya tarik audiens behaviour. *International Journal of Consumer Studies*, 45(4), 457-477.
- Belch, G. E., & Belch, M. A. (2021). *Advertising and promotion: An integrated marketing communications perspective* (12th ed.). McGraw-Hill Education.
- Boediman, S. F., Hendriarto, P., Satmoko, N. D., Sulistiyani, S., & Sani, A. (2021). The Relevance of Using Social Media Applications Strategies to Increase Marketing Potential of Indonesian Maritime Tourism (Analytical Study of Tourism Journals and Online Marketing). *Budapest International Research and Critics Institute-Journal (BIRCI-Journal)*, 4(4), 8791–8799.
- Braun, V., & Clarke, V. (2006). Using thematic analysis in psychology. *Qualitative Research in Psychology*.
- Cao, D., Meadows, M., Wong, D., & Xia, S. (2021). Understanding consumers' social media daya tarik audiens behaviour: An examination of the moderation effect of social media context. *Journal of Business Research*, 122, 835-846.
- Chaffey, D., & Smith, P. R. (2021). *Digital marketing excellence: Planning, optimizing and integrating online marketing* (6th ed.). Routledge.

- Chamboko-Mpotaringa, M., & Tichaawa, T. M. (2020). Tourism Digital Marketing Tools and Views on Future Trends: A Systematic Review of Literature. *African Journal of Hospitality, Tourism and Leisure*, 10(2), 712–726. <https://doi.org/10.46222/ajhtl.19770720-128>
- Chandra Litmanen, H., & Purnama Sari, W. (2021). Analisis Pengaruh Content Marketing terhadap Customer Daya tarik audiens (Studi Pada Instagram @bloomcoffeejkt). *Prologia*, 5(1), 184–190.
- Cho, H., Cannon, J., Lopez, R., & Li, W. (2024). Social media literacy: A conceptual framework. *New media & society*, 26(2), 941-960.
- Coombs, W.T. (2022). Situational Crisis Communication Theory (SCCT). In *The Handbook of Crisis Communication* (eds W.T. Coombs and S.J. Holladay). <https://doi.org/10.1002/9781119678953.ch14>
- Creswell, J. W., & Poth, C. N. (2018). Qualitative Inquiry and Research Design.
- Dilys, M., Sarlauskienė, L., & Smitas, A. (2020). Analysis of the concept of content marketing. *International Journal of Advanced and Applied Sciences*, 9(5), 47–59. <https://doi.org/10.21833/IJAAS.2022.05.006>
- Fahimah, M., & Ningsih, L. A. (2020). Strategi Content Marketing dalam Membangun Customer Daya tarik audiens. *Benchmark*, 3(1), 43–52. <https://doi.org/10.46821/benchmark.v3i1.283>
- Faruk, M., Rahman, M., & Hasan, S. (2021). How digital marketing evolved over time: A bibliometric analysis on scopus database. *Heliyon*, 7(12), e08603. <https://doi.org/10.1016/j.heliyon.2021.e08603>
- Febrian, A., & Ahluwalia, L. (2021). Investigating The Antecedents of Consumer Daya tarik to Luxury Brands on Social Media. *Indonesian Journal of Business and Entrepreneurship*, 7(3), 245–256. <https://doi.org/10.17358/ijbe.7.3.245>
- Febrian, A., Nani, D. A., Lina, L. F., & Husna, N. (2022). The Role of Social Media Activities to Enhance Brand Equity. *Journal of Economics, Business, & Accountancy Ventura*, 25(1), 20.
- Fill, C., & Turnbull, S. (2019). *Marketing communications: Discovery, creation and conversations* (8th ed.). Pearson Education.
- Firdaus Haidar, N. (2021). ANALISIS KONTEN VISUAL POST INSTAGRAM RILIV DALAM MEMBENTUK CUSTOMER DAYA TARIK AUDIENS.

- Jurnal Barik*, 2(2), 121–134. <https://ejournal.unesa.ac.id/index.php/JDKV/>
- Forbes. (2017). *Why customer daya tarik audiens is the key to your marketing strategy*.
- GoodStats. (2025). *Indonesia Digital Report 2025: Social Media Use*. Diakses melalui <https://goodstats.id/publication/indonesia-digital-report-2025-social-media-use-9yFMD>
- Guest, G., Bunce, A., & Johnson, L. (2006). How many interviews are enough? *Field Methods*.
- Heli Expo Asia (n.d.) The Future of Air Mobility Starts Here. Diakses online melalui <https://www.heliexpoasia.co.id/>
- Heryana, A. (n.d.). *Informan dan Pemilihan Informan dalam Penelitian Kualitatif*. Program Studi Kesehatan Masyarakat, Universitas Esa Unggul. Diakses dari <https://www.researchgate.net/publication/329351816>
- Hollebeek, L. D. (2014). Exploring customer daya tarik: Definition and themes. *Journal of Strategic Marketing*, 22(7), 555–573.
- Hollebeek, L. D., Clark, M. K., & Macky, K. (2019). Digital content marketing's role in fostering consumer daya tarik audiens, trust, and value: Framework, fundamental propositions, and implications. *Journal of Interactive Marketing*, 45, 27–41.
- Ibáñez-Sánchez, S., Flavián, M., Casaló, L. V., & Belanche, D. (2020). Influencers and brands successful collaborations: A mutual reinforcement to promote products and services on social media. *Journal of Marketing Communications*, 28(5), 469–486. <https://doi.org/10.1080/13527266.2021.1929410>
- Inti Media. (2025). APJII Records Indonesia's Internet Penetration Reaches 80.66 Percent in 2025. Diakses online melalui <https://intimedia.id/read/apjii-records-indonesias-internet-penetration-reaches-8066-percent-in-2025?>
- Khanom, M. T. (2020). Using social media marketing in the digital era: A necessity or a choice. *International Journal of Research in Business and Social Science* (2147- 4478), 12(3), 88–98. <https://doi.org/10.20525/ijrbs.v12i3.2507>
- Khoirunnisa, W., & Marlien, R. A. (2022). The Effect Of Daya tarik, Brand Image, And Brand Awareness On Customer Loyalty. *Fokus Ekonomi: Jurnal Ilmiah Ekonomi*, 17(2), 349-371.

- Koob, C. (2021). Determinants of content marketing effectiveness: Conceptual framework and empirical findings from a managerial perspective. *PLoS ONE*, 16(4 April), 1–25. <https://doi.org/10.1371/journal.pone.0249457>
- Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). Pearson Education Limited.
- Kotler, P., & Keller, K. L. (2022). *Marketing management* (16th ed.). Pearson Education Limited.
- Krippendorff, K. (2018). *Content Analysis: An Introduction to Its Methodology* (4th ed.).
- León-Alberca, T., Renés-Arellano, P., & Aguaded, I. (2024). Digital marketing and technology trends: Systematic literature review on Instagram. In *International Conference on Communication and Applied Technologies* (pp. 309-318). Springer, Singapore.
- Lincoln, Y. S., & Guba, E. G. (1985). *Naturalistic Inquiry*.
- Lopes, A. R., Porto, I., & Casais, B. (2022). Digital Content Marketing: Conceptual Review And Recommendations For Parctitioners. *Academy of Strategic Management Journal*, 21(2), 1–17.
- Lou, C., & Xie, Q. (2021). Something social, something entertaining? How digital content marketing augments consumer experience and brand loyalty. *International Journal of Advertising*, 40(3), 376–402. <https://doi.org/10.1080/02650487.2020.1788311>
- Malterud, K. (2016) Sample Size in Qualitative Interview Studies Guided by Information Power. *Qualitative Health Research*, 26, 1753-1760.
- Marhietta, A., & Alexandrina, E. (2024). STRATEGI CONTENT MARKETING KIENKA MELALUI INSTAGRAM STORY UNTUK MEMPERTAHANKAN DAYA TARIK: Studi Pada@ kienka.id. *TheJournalish: Social and Government*, 5(1), 119-128.
- Miles, M. B., & Huberman, A. M. (1994). *Qualitative Data Analysis: An Expanded Sourcebook*.
- Nabil, M., Sugandi, S., & Ghufon, G. (2021). Penggunaan Fitur Instagram Stories Sebagai Media Komunikasi Pemasaran Online (Studi Pada Akun Instagram @Griizelle.Id). *EJournal Ilmu Komunikasi*, 9(3), 16–30.

- Najib, M.A., Wahid Hasyim, & Saeful Anam. (2026). VALIDITAS DAN REALIBILITAS DALAM PENELITIAN KUALITATIF. *Jurnal Pendidikan Sosial Dan Humaniora*, 5(2), 1507–1518. Retrieved from <https://publisherqu.com/index.php/pediaqu/article/view/3985>
- Nofitasari, D., & Sardanto, R. (2021). Optimasi Strategi Content Marketing sebagai Upaya Meningkatkan Customer Daya tarik audiens pada Akun Sablon Shift. *Jurnal Simki Economic*, 6(2), 475–485. <https://doi.org/10.29407/jse.v6i2.399>
- Nurchahyo, Y. B., Ramadhan, G. R., Supriadi, A., Ardiani, G. T., & LK, D. H. (2023). Pendekatan Non Parametik: Apakah Industri Penerbangan Indonesia Sudah Efisien?. *WELFARE Jurnal Ilmu Ekonomi*, 4(1), 42-53.
- Nurman, M. A. (2022). Pengaruh penggunaan daya tarik pesan terhadap customer engagement followers pada caption akun instagram netflix Indonesia. *Jurnal Komunikasi*, 16(2), 210-223.
- Ouvrein, G., Pabian, S., Giles, D., Hudders, L., & De Backer, C. (2021). The web of influencers. A marketing-audience classification of (potential) social media influencers. *Journal of Marketing Management*, 37(13-14), 1313-1342.
- Pandrianto, N., & Sukendro, G. G. (2020). Analisis Strategi Pesan Content Marketing Untuk Mempertahankan Daya tarik. *Jurnal Komunikasi*, 10(2), 167. <https://doi.org/10.24912/jk.v10i2.2619>
- Pereira, D., Silva, J., & Casais, B. (2020). Consumer Daya tarik Fostered by Cause-Related Marketing in Emotional and Functional Brands. *Journal of Nonprofit and Public Sector Marketing*, 36(5), 685–712. <https://doi.org/10.1080/10495142.2024.2329258>
- PR Indonesia. (2019). *Content is the king, daya tarik audiens is the queen*.
- Ratih, N. K. P. A., Putra, K. D. C., & Wajdi, M. (2025). Optimizing instagram for strategic communication: A study on engagement, branding, and digital audience connection. *Journal of Commerce, Management, and Tourism Studies*, 4(2), 249-363.
- Riskos, K., Hatzithomas, L., Dekoulou, P., & Tsourvakas, G. (2020). The influence of entertainment, utility and pass time on consumer daya tarik for news media brands: a mediation model. *Journal of Media Business Studies*, 19(1), 1–28. <https://doi.org/10.1080/16522354.2021.1887439>

- Roy, S. K., Gruner, R. L., & Guo, J. (2022). Exploring customer experience, commitment, and daya tarik audiens behaviours. *Journal of Strategic Marketing*, 30(1), 45-68.
- Sakti, T. A., & Deslia, I. F. (2024). Analisis isi konten marketing akun instagram@mop. Beauty dalam meningkatkan daya tarik audiens *followers*. *Syntax Idea*, 6(9), 4023-4036.
- Sandelowski, M. (2000). Whatever happened to qualitative description? Research in Nursing & Health.
- Saraswati, D. A., & Hastasari, C. (2020). Strategi Digital Content Marketing pada Akun Media Sosial Instagram Mojok. co dalam Mempertahankan Daya tarik. *Jurnal Biokultur*, 9(2), 152-171.
- Schaefer, T., & Beltagui, A. (2021). Examining the effect of digital daya tarik audiens on brand experience. *Journal of Business Research*, 124, 89–101.
- Schreiner, M., Fischer, T., & Riedl, R. (2021). Impact of content characteristics and emotion on behavioral daya tarik audiens in social media: literature review and research agenda. *Electronic Commerce Research*, 21(2).
- Septiarini, E., & Karamang, E. (2023). Pengaruh Instagram Konten Marketing terhadap Purchase Intention Membership Fitness Center yang Dimediasi Daya tarik. *Journal of Trends Economics and Accounting Research*, 4(2), 338-345.
- Shibuya, Y., Hamm, A., & Cerratto Pargman, T. (2020). Mapping HCI research methods for studying social media interaction: A systematic literature review. *Computers in Human Behavior*, 129(June 2021), 107131. <https://doi.org/10.1016/j.chb.2021.107131>
- Shimp, T. A., & Andrews, J. C. (2019). *Advertising, promotion, and other aspects of integrated marketing communications* (10th ed.). Cengage Learning.
- Sobreira, D., Santos de Oliveira, D., & García-Peñalvo, F. J. (2020, October). The use of Instagram as a digital marketing tool by the Brazilian Library Councils in times of Covid-19. In *Eighth International Conference on Technological Ecosystems for Enhancing Multiculturality* (pp. 582-587).
- Statista. (2020). *Number of Instagram users in Indonesia from 2017 to 2020*.
- Sugeng, A. S. P., & Chusjairi, J. A. (2022). Digital Marketing Through Instagram Ads: A Case Study of “Instabooost Life” Instagram. *International Journal of*

- Entrepreneurship, Business and Creative Economy*, 2(2), 47.
- Sya'idah, E. H., & Jauhari, T. (2020). Pengaruh Content Marketing Terhadap Customer Daya tarik audiens Pada Testoeftl.Id. *Jurnal Ecoment Global*, 7(2), 153–161. <https://doi.org/10.35908/jeg.v7i2.2193>
- Syahwanda, A. P., Arifianti, R., & Safa, C. (2020). *PENGEMBANGAN CONTENT MARKETING PADA INSTAGRAM (SOSIAL MEDIA INSTAGRAM BRAND FASHION NAMATERRA)*. <https://doi.org/10.24198/responsive.v8i2.61937>
- Vinerean, S., & Opreana, A. (2021). Measuring customer daya tarik audiens in social media marketing: A higher-order model. *Journal of Theoretical and Applied Electronic Commerce Research*, 16(7), 2633-2654.
- We Are Social, & Hootsuite. (2020). *Digital 2020: Indonesia*. DataReportal.
- Wibawa, R. C., Pratiwi, C. P., & Larasati, H. (2021, December). The role of nano influencers through Instagram as an effective digital marketing strategy. In *Conference Towards ASEAN Chairmanship 2023 (TAC 23 2021)* (pp. 233-238). Atlantis Press.
- Yin, R. K. (2014). *Case Study Research: Design and Methods* (5th ed.).
- Zimba, O., & Gasparyan, A. Y. (2021). Social media platforms: A primer for researchers. *Reumatologia*, 59(2), 68–72. <https://doi.org/10.5114/reum.2021.102707>