

DAFTAR PUSTAKA

- Agus, Hermawan. 2012. Komunikasi Pemasaran. Jakarta: Erlangga.
- Atmoko Dwi, Bambang. 2012. Instagram Handbook Tips Fotografi Ponsel. Jakarta: Media Kita.
- Basu Swastha dan Irawan. 2006. Manajemen Pemasaran Modern, Liberty,. Yogyakarta.
- Belch, George E., Belch, Michael A. 2009. Advertising and Promotion : An Integrated Marketing Communication Perspective. 8th Edition. New York: McGraw-Hill.
- Carroll, Angela. 2009. Brand Communications in Fashion Categories Using Celebrity Endorserment. Journal of Brand Management, Vol.105 No. 4/5,. pp288-296.
- Chaffey, D & & Smith, PR. 2008. E-marketing : Excellence, UK: ButterworthHeinemann.
- Chang, H.H. & Chen, S.W. 2008. The Impact of Online Store Environment Cues on Purchase Intention, Trust and Perceived Risk as A Mediator. Online Information Review, 32 (6), hal 818-841.
- Egan, John. 2015. Marketing Communication, Second Edition. London: SAGE Publications Ltd.
- Ghazali, Miliza. (2016). Buat Duit Dengan Facebook dan Instagram : Panduan Menjana Pendapatan dengan Facebook dan Instagram, Malaysia: Publishing House.

- Gurnelius, Susan. 2011. 30-minute Sosial Media Marketing, McGraw-Hill Companies, United States.
- Jabarprov.go.id. 2017. Pasar Indusri Skin Care di Indonesia Capai 70 Persen. jabarprov.go.id/index.php/news/22895/2017/05/09/Pasar-Industri-Skin-Care-di-Indonesia-Capai-70-Persen
- Kemenprin.go.id. 2017. Indonesia Lahan Suburh Industri Kosmetik. kemenperin.go.id/artikel/5897/Indonesia-Lahan-Subur-Industri-Kosmetik
- Kemenprin.go.id. 2017. Kian Kinclong, Industri Kosmetik Nasional Tumbuh 20 Persen. kemenperin.go.id/artikel/18954/Kian-Kinclong,-Industri-Kosmetik-Nasional-Tumbuh-20-Persen
- Kotler, Philip, dan Kevin Lane Keller. 2009. Manajemen Pemasaran Jilid 2, edisi Ketiga Belas, Terjemahan Bob Sabran, MM. Jakarta: Penerbit Erlangga.
- Kriyantono, Rachmat. 2009. Teknik Praktis Riset Komunikasi. Malang: Prenada Media Group.
- Puntoadi*, Danis, 2011. Menciptakan Penjualan Melalui Social Media, PT Elex. Komputindo, Jakarta.
- Schiffman, L.G., dan L. L. Kanuk. 2006. Consumer Behavior, New Jersey: Perason prestice Hall
- Shimp, Terence A. 2010. Advertising Promotion and Other Aspects of Interated Marketing Communication 8 edition. Canada: Nelson Education, Ltd.
- Sugiyono. 2010. Metode Penelitian Pendidikan Pendekatan Kuantitatif, kualitatif, dan R&D. Bandung: Alfabeta.