

Daftar Pustaka

- A. Mayfield, "What is Social Media," 2008. [Online]. Available: http://www.icrossing.co.uk/fileadmin/uploads/eBooks/What_is_Social_Media_Crossing_ebook.Pdf
- Ardianto. *Metodologi Penelitian Untuk Public Relations*. 2012. Jakarta Cutlip, Scoot M., Allen H. Center, dan Glen M. Broom. 2010. *Effective Public Relations*, Edisi Kesembilan. Jakarta: Kencana.
- B. Carter, "What is The Definition of Customer Engagament?," 22 April 2015. [Online]. Available: <http://blog.accessdevelopment.com/what-is-the-definition-of-customer-engagement>
- B. Shen and K. Bissel, "Social Media, Social Me: A Content Analysis of Beauty Companies' Use of Facebook in Marketing and Branding," Jornal of Promotion Management, pp. 629-651, 2013.
- C. Brogan, *Social media 101: Tactics and Tips to Develop Your Business Online*, John Wiley & Sons, 2010.
- D. M. Boyd and N. B. Ellison, "Social Network Sites: Definition, History, and Scholarship," Journal of Computer-Mediated Communication, pp. 210-230, 2007.
- D. S. Moore and J. C. McElroy, "The Influence of Personality on Facebook Usage, Wallpostings, and Regret," Computer in Human Behavior, pp. 267-274, 2012.
- E. Bonson and M. Ratkai, "A Set of Metrics to Assess Stakeholder Engagement and Social Legitimacy on A Corporate Facebook Page," Online Information Review, pp. 787-803, 2013.
- F. Sabate, J. Berbegal-Mirabent, A. Cañabate and P. R. Lebherz, "Factors Influencing Popularity of Branded Content in Facebook Fan Pages," European Management Journal, pp. 1001-1011, 2014.

- K. S. Ryan and J. Zabin, "Gleansight: Social Media Marketing," Gleanster LCC, pp. 1-21, 2010.
- L. d. Vries, S. Gensler and P. S. Leeflang, "Popularity of Brand Posts on Brand FanPages: An Investigation of the Effects of Social Media," Journal of Interactive Marketing, pp. 83-91, 2012.
- Ratna, Nyoman Kutha. 2010. *Metodologi Penelitian: Kajian Budaya dan Ilmu Sosial Humaniora Pada Umumnya*. Pustaka Pelajar: Yogyakarta
- R. L. F. Coelho, D. S. d. Oliveira and M. I. S. d. Almeida, "Does Social Media Matter for Post Typology? Impact of Post Content on Facebook and Instagram Metrics," Online Information Review, pp. 458-471, 2016.
- R. Mohammed, R. J. Fisher, B. J. Jaworski and G. Paddison, *Building Advantage in A Networked Economy*, McGraw-Hill, 2003.
- S. Dossier, "Social media usage worldwide," Agustus 2014. [Online]. Available: <https://www.statista.com/study/12393/social-networksstatista-dossier/>.
- S. Gunelius, *30-Minute Social Media Marketing: Step-by-step Techniques to Spread the Word About Your Business: Social Media Marketing in 30 Minutes a Day*, McGraw Hill Profesional, 2010.
- S. McGurk, "What is Social Media Engagement and Why it Matters for your Business," 6 11 2014. [Online]. Available: <http://blog.fusionfarm.com/what-is-social-media-engagement-and-why-it-matters-for-your-business>.
- S. Moro, P. Rita and B. Vala, "Predicting Social Media Performance Metrics and Evaluation of The Impact on Brand Building: A Data Mining Approach," Journal of Business Research, pp. 3341-3351, 2016.
- S. Walpole and M. C. Mc.Kenna, *The Literacy Coach's Handbook: A Guide to Research-based Practice*, Guildford Press, 2012.
- S. Kemp, "Digital in 2016," We Are Social, Singapore, 2016.
- Sugiyono. 2012. *Metode Penelitian Kuantitatif Kualitatif dan R&D*. Bandung: Alfabeta.
- P. Kotler and K. L. Keller, *Marketing management*, Harlow: Pearson Education, 2012.

- W. G. Mangold and D. J. Faulds, "Harvard Business Review," 15 Juli 2009.
[Online]. Available: <https://hbr.org/product/social-media-the-new-hybrid-element-of-the-promotion/BH338-PDF-ENG>. [Accessed 20 10 2016].
- Y. F. Lin and Y. P. Chiu, "Influence of Facebook Brand-page Posts on Online engagement," Online Information Review, pp. 505-519, 2015.