

## DAFTAR PUSTAKA

### Buku

- Baltes G. and Leibing I. 2008. *Guerrilla Marketing for Information Services*. *New Library World*. 109 Vol. 1 No.2, 45-58.
- Bungin, Burhan. (2011). *Penelitian Kualitatif*. Jakarta: Kencana.
- Caemmerer, B. 2009. *The Planning and Implementation of Integrated Marketing Communications*. *Marketing Intelligence & Planning* , Vol. 27 No. 4, pp. 524-538.
- Dharmmesta, Basu Swastha dan Hani T. Handoko, 2012. *Manajemen Pemasaran: Analisis Perilaku Konsumen*. Edisi Pertama Cetakan Kelima. Yogyakarta: BPFE-Yogyakarta.
- Dye, R. 2012. *The Buzz on Buzz*. Harvard Business School
- Eisend, M. 2011. *How Humour in Advertising Works: A Meta-analytic Test of Alternative Models*. *Marketing Letters* Vol. 22 No.2, pp. 115-132.
- Faisal, S. (2011). *Format-format Penelitian Sosial*. Jakarta: PT Raja Grafindo Persada.
- Kotler, P., dan Keller, Kevin, L. 2009. *Manajemen Pemasaran*. Edisi Ketiga Belas Jilid 2. Terjemahan oleh Adi Maulana dan Wibi Hardani. Jakarta: Erlangga.
- Levinson, Jay Conrad. 2016. *Guerrilla Marketing: Strategi Mudah dan Murah untuk Meningkatkan Keuntungan Bisnis Anda*. Terjemah oleh Bintariningtyas. Jakarta: PT Pengembang Lintas Pengetahuan.
- Nufer, G. 2013. *Guerrilla Marketing-Innovative or Parasitic Marketing?. Modern Economy*. Vol. 4 No.9A, pp.1-6.
- Pemasaran viral (Viral Marketing)*. Marketing Xtra Magazine, 21 Mei 2008.  
Pustaka Utama.
- Strauss, Judy, dan Raymond Frost. (2012). *E-Marketing Edisi Internasional ke-6*. London: Pearson.
- Silalahi, Ulber. (2010). *Metode Penelitian Sosial*. Jakarta: Refika Aditama.
- Sugiyono. (2013). *Metodologi Penelitian Kuantitatif, Kualitatif Dan R&D*. Bandung: Alfabeta.

- Suryabrata. (2011). *Metodologi Penelitian*. Jakarta: Raja Grafindo Persada.
- Zarella, Dan.2011. *The Social Media Marketing Book*. Jakara: PT Serambi Ilmu Semesta.

### **Jurnal**

- Awad, N.F. and Ragowsky, A. (2008), “*Establishing trust in electronic commerce through online word of mouth: an examination across genders*” *Journal of Management Information Systems*, Vol.24 No. 4, pp. 101-121.
- Ay, C., Aytakin, P. and Nardali, S. (2010), “*Guerrilla marketing communication tools and ethical problems in guerilla advertising*”, *American Journal of Economics and Business Administration*, Vol. 2 No. 3, pp. 280-286.
- Ferguson, R. 2008. *Word of Mouth and Viral Marketing: Taking the Temperature of the Hottest Trends in Marketing*. *Journal of Consumer Marketing*, Vol. 25 No.3, pp. 179-182.
- Hutter, K., and Hoffmann, S. 2011. *Asian Journal of Marketing*, 5: pp. 3954. “*Guerrilla Marketing: The Nature of the Concept and Propositions for Further Research*”.
- Levy, S., dan Gendel-Guterman, H. 2012.”*Does advertising matter to store brand purchase intention? A conceptual framework.*” *Journal of Product & Brand Management* , 21, 2, 89–97.
- Mazodier, M., & Quester, P. 2014. “*The role of sponsorship fit for changing brand affect: a latent growth modeling approach*”. *International Journal of Research in Marketing*, 31(1).
- Pratama , Ady Putra. 2015. *Guerilla Marketing: Pengaruh Guerilla Advertising terhadap awareness dan image produk bagi perusahaan*. *Jurnal Aplikasi Manajemen* Vol 14(1).
- Tam, Dinh Duc and Ngoc Khuong. 2015. *The Effects of Guerrilla Marketing on Gen Y’s Purchase Intention: A Study in Ho Chi Minh City Vietnam*. *International Journal of Trade, Economics, and Finance* Vol. 6 No. 4, pp. 191-198.

## Website

- Welukar, R., and Harichandan, D. 2011. Advertising. Mumbai: University of Mumbai. <http://www.oxforddictionaries.com/words/what-s-new>
- (<https://bikinkonten.com/jurnalisme/sosial-media/mengapa-kita-tidak-bisa-lepas-dari-media-sosial/9/10/18> diakses pada tanggal 13 Februari 2019).
- (<https://infodigimarket.com/digital-marketing-dan-social-media-marketing/> diakses pada tanggal 13 Februari 2019).
- <https://remote-lib.ui.ac.id:2062/doi/pdfplus/10.1108/APJML-10-2017-0257>
- <https://repository.widyatama.ac.id/xmlui/bitstream/handle/123456789/8910/Bab%202.pdf?sequence=10>
- (<https://infodigimarket.com/digital-marketing-dan-social-media-marketing/> diakses pada 14 Februari 2019).
- ( <https://www.nayaproject.id/lima-strategi-digital-marketing-2018/> diakses pada 14 Februari 2019).
- (<https://infodigimarket.com/digital-marketing-dan-social-media-marketing/> diakses pada 14 Februari 2019).