

DAFTAR PUSTAKA

- Angelica, N. (2021, November 24). *Transaksi e-Commerce di Jawa Barat Tertinggi se-Indonesia*. <https://www.jurnaljabar.id/Bewara/Transaksi-e-Commerce-Di-Jawa-Barat-Tertinggi-Se-Indonesia-B2cDU9dps>.
- Ariyanto, A., Wongso, F., Wijoyo, H., Indrawan, I., Musnaini, Akbar, M. F., Anggraini, N., Suherman, Suryanti, & Devi, W. S. G. R. (2021). *Strategi Pemasaran UMKM di Masa Pandemi* (H. Wijoyo, D. Sunarsi, & I. Indrawan, Eds.; Cetakan ke). Insan Cendikia Mandiri.
- Banjarnahor, A. R., Purba, B., Sudarso, A., Sahir, S. H., & Munthe, R. N. (2021). *Manajemen Komunikasi Pemasaran* (A. Karim, Ed.; Edisi ke-1). Yayasan Kita Menulis.
- Bank Indonesia. (2022). *Laporan Perekonomian Provinsi Jawa Barat: Menjaga Stabilitas dan Momentum Pemulihan Ekonomi di Tengah Ketidakpastian Global*. <https://www.bi.go.id/id/publikasi/laporan/lpp/Documents/Laporan%20Perekonomian%20Provinsi%20Jawa%20Barat%20Mei%202022.pdf>
- Belch, G. E., Belch, M. B., Kerr, G., Powell, I., & Waller, D. (2020). Advertising: An Integrated Marketing Communication Perspective 4e. In *McGraw-Hill*. McGraw-Hill Education.
- Brady, I., Cannella, G., Cheek, J., Fine, M., Flick, U., Koro-Ljungberg, M., MacLure, M., Morse, J., Nafukho, F., Saukko, P., Tedlock, B., & Torrance, H. (2018). *The SAGE Handbook of Qualitative Research* (Fifth Edit). SAGE Publications.
- Cai, J., Wohn, D. Y. W., Mittal, A., & Sureshbabu, D. (2018). Utilitarian and Hedonic Motivations for Live Streaming Shopping. *ACM International Conference on Interactive Experiences for TV and Online Video*, 81–88.
- Chaffey, D., & Smith, P. (2017). *Digital Marketing Excellence Planning, Optimizing and Integrating Online Marketing* (Fifth Edit). Routledge.
- Chau, N. T., Deng, H., & Tay, R. (2020). Critical determinants for mobile commerce adoption in Vietnamese small and medium-sized enterprises. *Journal of Marketing Management*, 36(5–6), 456–487. <https://doi.org/10.1080/0267257X.2020.1719187>

- Clow, K. E., & Back, D. (2022). *Integrated Advertising, Promotion & Marketing Communications* (Ninth Edit). Pearson.
- Creswell, J. W., & Creswell, J. D. (2018). Research Design: Qualitative, Quantitative, and Mixed Methods Approaches. In *Sage* (Fifth, Vol. 53, Issue 9). SAGE Publications.
- Data AI. (2023, February 10). *Top Apps Usage*. Data.Ai.
- Disbudpar Bandung. (2022). *Batik Hasan*.
[https://www.Disbudpar.Bandung.Go.Id/C_destinasi/Destinasi_detail/9](https://www.disbudpar.bandung.go.id/C_destinasi/Destinasi_detail/9).
- Febriyantoro, M. T., & Arisandi, D. (2018). Pemanfaatan Digital Marketing Bagi Usaha Mikro, Kecil Dan Menengah Pada Era Masyarakat Ekonomi Asean. *JMD: Jurnal Riset Manajemen & Bisnis Dewantara*, 1(2), 61–76.
<https://doi.org/10.26533/jmd.v1i2.175>
- Fill, C., & Turnbull, S. (2016a). *Marketing Communication Discovery, Creation and Conversation* (Seventh Ed). Pearson.
- Fill, C., & Turnbull, S. (2016b). *Marketing Communications: discovery, creation, and conversations* (7th ed.). Pearson Education Limited.
- Gilmore, A., & Carson, D. (2018). SME marketing: efficiency in practice. *Small Enterprise Research*, 25(3), 213–226.
<https://doi.org/10.1080/13215906.2018.1521740>
- Griffin, E., Ledbetter, A., & Sparks, G. (2018). *A First Look at Communication Theory* (Tenth Edit). McGraw-Hill Education.
- Handini, V. A., & Choiriyati, W. (2020). Digitalisasi UMKM sebagai Hasil Inovasi dalam Komunikasi Pemasaran Sahabat UMKM Selama Pandemi COVID-19. *Jurnal Riset Komunikasi*, 2(2), 150–167. <http://jurnal.untirta.ac.id/index.php/JRKom>
- Hennink, M., Hutter, I., & Bailey, A. (2020). Qualitative Research Methods 2E. In *SAGE* (2nd ed.). SAGE.
- Kangean, S., & Rusdi, F. (2020). Analisis Strategi Komunikasi Pemasaran dalam Persaingan E-Commrece di Indonesia. *Prologia*, 4(2), 280–287.
- Kementerian Badan Usaha Milik Negara. (2021). *Kementerian BUMN bersama FHCI Gelar Inaugursi CEO CFO Muda Rumah BUMN*. [https://Bumn.Go.Id/Media/Press-Conference/Kementerian-Bumn-Bersama-Fhci-Gelar-Inaugursi-Ceo-Cfo-Muda-Rumah-Bumn-68](https://bumn.go.id/Media/Press-Conference/Kementerian-Bumn-Bersama-Fhci-Gelar-Inaugursi-Ceo-Cfo-Muda-Rumah-Bumn-68).

- Kementrian Koperasi dan UKM Republik Indonesia. (2021, June 12). *RI Kejar 30 Juta UMKM Go Digital Hingga 2024*. <https://kemenkopukm.go.id/read/ri-kejar-30-juta-umkm-go-digital-hingga-2024>
- Kütz, M. (2016). *Introduction to E-Commerce: Combining Business and Information Technology* (First Edit). bookboon.com.
- Lazada. (2022). *Batik Hasan Lazada*. Lazada.
- Leavy, P. (2017). Research Design: Quantitative, Qualitative, Mixed Methods, Arts-Based, and Community-Based Participatory Research Approaches. In *The Guilford Press*. The Guilford Press.
- Media Indonesia. (2022, September 8). *E-Commerce Pilihan Konsumen dalam Promosi, Barang Kebutuhan, Fitur Hiburan*. Mediaindonesia.Com.
- Miles, M. B., Huberman, A. M., & Saldana, J. (2014). Qualitative Data Analysis: A Methods Sourcebook. In *SAGE* (3rd Editio). SAGE Publications.
- Milton Kotler, Tiger Cao, Sam Wang, & Collen Qiao. (2020). *Marketing Strategy in the Digital Age: Applying Kotlers Strategies to Digital Marketing*. World Scientific Publishing.
- Mortimer, K., & Laurie, S. (2019). Partner or supplier: An examination of client/agency relationships in an IMC context. *Journal of Marketing Communications*, 25(1), 28–40. <https://doi.org/10.1080/13527266.2017.1391861>
- Noviana, I. P. T., & Darma, G. S. (2020). Exploring Digital Marketing Strategies During the New Normal Era in Enhancing the Use of Digital Payment. *Jurnal Mantik*, 4(3), 2257–2262.
- Rizaty, M. A. (2020). *10 Provinsi dengan Jumlah Usaha E-Commerce Terbanyak (2020)*. <https://Databoks.Katadata.Co.Id/Datapublish/2021/12/17/Jumlah-e-Commerce-Di-Jawa-Barat-Terbanyak-Nasional>.
- Robbani, M. M. (2022, June 6). *Peran Rumah BUMN Bagi UMKM*. <https://www.ukmindonesia.id/baca-deskripsi-posts/peran-rumah-bumn-bagi-umkm>.
- Rohmah, N. N. (2019). Efektifitas Digitalisasi Marketing Para Pelaku Usaha Mikro Kecil dan Menengah (UMKM) di Lombok (Analisis Media Equation Theory). *Al-*

- I'lam: Jurnal Komunikasi Dan Penyiaran Islam*, 3(1), 1.
<https://doi.org/10.31764/jail.v3i1.1363>
- Ruliana, P., & Lestari, P. (2019). *Teori Komunikasi* (Cetakan ke). Raja Grafindo Persada.
- Rumah BUMN. (2022). *Hasan Batik*. <https://Rumah-Bumn.Id/Ukm/596917>.
- Saleh, M. Y., & Said, M. (2019). Konsep Dan Strategi Pemasaran. In *CV Sah Media Makassar*.
- Sariwati, Y., Rahmawati, D., Oktaviani, F., & Amran, A. (2019). PENGEMBANGAN USAHA MIKRO KECIL DAN MENENGAH (UMKM) CALIEF MELALUI IMPLEMENTASI KOMUNIKASI PEMASARAN. *Jurnal Pengabdian Kepada Masyarakat*, 2(Februari), 218–224.
<http://ejournal.bsi.ac.id/ejournal/index.php/abdimas>
- Schlegelmilch, B. B. (2016). *Global Marketing Strategy: An Executive Digest*. Springer.
<https://doi.org/10.1007/978-3-319-26279-6>
- Sidiq, U., & Choiri, M. (2019). *METODE PENELITIAN KUALITATIF DI BIDANG PENDIDIKAN* (A. Mujahidin, Ed.; Edisi Pertama). CV Nata Karya.
<http://repository.iainponorogo.ac.id/484/1/METODE%20PENELITIAN%20KUALITATIF%20DI%20BIDANG%20PENDIDIKAN.pdf>
- Sin, K. Y., Osman, A., Salahuddin, S. N., Abdullah, S., Lim, Y. J., & Sim, C. L. (2016). Relative Advantage and Competitive Pressure towards Implementation of E-commerce: Overview of Small and Medium Enterprises (SMEs). *Procedia Economics and Finance*, 35(October 2015), 434–443. [https://doi.org/10.1016/s2212-5671\(16\)00054-x](https://doi.org/10.1016/s2212-5671(16)00054-x)
- Smith, P. R., & Zook, Z. (2020). *Marketing Communication: Integrating Online and Offline Costumer Engagement and Digital Technologies* (Seventh Ed). Kogan Page.
- Soetjipto, N. (2020). Ketahanan UMKM Jawa Timur Melintasi Pandemi COVID-19. In *K-Media*.
- Sugiyono, & Lestari, P. (2021). *Metode Penelitian Komunikasi: Kuantitatif, Kualitatif, Analisis Teks, Cara Menulis Artikel Untuk Jurnal Nasional dan Internasional* (Sunarto, Ed.). ALFABETA, cv.
- Tokopedia. (2021). *HASAN Batik Bandung*. Tokopedia.
<https://www.tokopedia.com/hasanbatikbdg>

- Tomczak, T., Reinecke, S., & Kuss, A. (2018). Strategic marketing: Market-oriented corporate and business unit planning. In *Strategic Marketing: Market-Oriented Corporate and Business Unit Planning* (Seventh Ed). Springer Gabler. <https://doi.org/10.1007/978-3-658-18417-9>
- Trulline, P. (2021). Pemasaran produk UMKM melalui media sosial dan e-commerce. *Jurnal Manajemen Komunikasi*, 5(2), 259–279. <https://pdfs.semanticscholar.org/edce/ecb3ca028882ed030a0fc1ed439bcbd6add4.pdf>
- Turban, E., Outland, J., King, D., Lee, J. K., Liang, T.-P., & Turban, D. C. (2018). *Electronic Commerce 2018: A Managerial and Social Networks Perspective* (Ninth Edit). Springer International Publishing AG 2018.
- Umami, Z., & Darma, G. S. (2021). Digital Marketing: Engaging Consumers With Smart Digital Marketing Content. *Jurnal Manajemen Dan Kewirausahaan*, 23(2), 94–103. <https://doi.org/10.9744/jmk.23.2.94-103>
- West, R., & Turner, L. H. (2010). *Introducing Communication Theory Analysis and Application* (Fourth Edi). McGraw-Hill.