

## BIBLIOGRAPHY

- Agung. (2017, November 14). *Membangun Kepercayaan di Era Masyarakat Digital*.
- Allen, M. (2017). *The SAGE Encyclopedia of Communication Research Methods*. SAGE Publications, Inc.
- Alqasa, K. M. A., & Afaneh, J. A. A. (2022). A Study on Digital Marketing and Sme Performance During Covid-19: A Case Saudi Smes. *INTERNATIONAL JOURNAL OF EBUSINESS AND EGOVERNMENT STUDIES*, 14(1), 2022. <https://doi.org/10.34109/ijebeg>
- Bachri, B. S. (2012). *MEYAKINKAN VALIDITAS DATA MELALUI TRIANGULASI PADA PENELITIAN KUALITATIF*.
- Beresford Research. (2022). *Generations defined by name, birth year, and ages in 2022*. Beresford Research.
- Boonmalert, W., & Phoothong, B. (2021). A Causal Influence Model of Innovation and Digital Marketing on the Small and Medium Enterprise (SME) Performance in Thailand. In *European Journal of Molecular & Clinical Medicine* (Vol. 08, Issue 03).
- Braun, E. (2017, March 31). *Content Marketing Vs. Social Media Marketing: What's The Difference?* Marketing Solved.
- BUMN. (2020, May 6). *Rumah Kreatif BUMN (RKB)*. Bumn.Go.Id.
- Creswell, J. W., & Creswell, J. D. (2018). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches* (Fifth). SAGE Publications, Inc.
- Denzin, N. K., & Lincoln, Y. S. (2018). *The SAGE Handbook of Qualitative Research* (Fifth). SAGE Publications, Inc.
- Digital Business Academy. (2021). *Social Media Marketing*.
- James, L. (2020). *Identifying the effect of Digital Marketing channels on the growth of SME in South Asia: A Case Study on Faheem Haydar Dealzmag*.
- Kemdikbud. (2021, May 25). *MENDIKBUDRISTEK: KECAKAPAN DIGITAL TIDAK HANYA MAMPU GUNAKAN GAWAI, TETAPI CERDAS DAN BIJAK DALAM MENGGUNAKAN*. Kemdikbud.Go.Id.
- Kemendag. (2022, March 23). *Inacraft 2022, Mendag: Tetaplah Tangguh di Tengah Pandemi*.
- Kemenkeu. (2001). *PERATURAN PEMERINTAH REPUBLIK INDONESIA NOMOR 58 TAHUN 2001 TENTANG PEMBINAAN DAN PENGAWASAN*

*PENYELENGGARAAN PERLINDUNGAN KONSUMEN.*

<https://jdih.kemenkeu.go.id/fulltext/2001/58TAHUN2001PP.htm>

Kemenko Perekonomian. (2021, April 28). *Dukungan Pemerintah Bagi UMKM Agar Pulih di Masa Pandemi.*

Kominfo. (2021, January 24). *Angkatan Kerja Produktif Melimpah.*

KEMENTERIAN KOMUNIKASI DAN INFORMATIKA REPUBLIK INDONESIA.

Kotler, P., Kartajaya, H., & Setiawan, I. (2017). *Marketing 4.0: Moving from Traditional to Digital.* John Wiley & Sons, Inc.

Kotler, P., & Keller, K. L. (2016). *Marketing Management.* Pearson Education Limited .

Kuhn, T. S. (1996). *The Structure of Scientific Revolutions* (Third). The University of Chicago.

Lembaga Pengembangan Perbankan Indonesia, & Bank Indonesia. (2015). *PROFIL BISNIS USAHA MIKRO, KECIL, DAN MENENGAH (UMKM).*

Littlejohn, S. W., Foss, K. A., & Oetzel, J. G. (2017). *THEORIES OF HUMAN COMMUNICATION Eleventh Edition.*

Miles, M. B., Huberman, A. M., & Saldaña, J. (2014). *Qualitative Data Analysis: A Methods Sourcebook* (Third). SAGE Publications, Inc.

Odden, L. (2012). *OPTIMIZE: How to attract and engage more customers by integrating SEO, Social Media, and Content Marketing.*

Oktarina, Y., & Abdullah, Y. (2017). *Komunikasi dalam Perspektif Teori dan Praktik* (Y. W. Sanyoto, Ed.). Deepublish Publisher.

Rahardjo, M. (2018). *Paradigma Interpretif 2018 Mudjia Rahardjo.*

Reed, T. V. (2019). *DIGITIZED LIVES: Culture, Power, and Social Change in The Internet Era* (2nd ed.). Routledge.

Ripaldi, D. (2022, March 6). *Pengguna Internet di Jabar Capai 35,1 Juta, Berkah Bagi Ekonomi Digital.* Liputan6.Com.

Rizqi Arifuddin, M. (2019). *DARI FOTO DAN VIDEO KE TOKO: PERKEMBANGAN INSTAGRAM DALAM PERSPEKTIF KONSTRUKSI SOSIAL.*

Snyder, H. (2019). Literature review as a research methodology: An overview and guidelines. *Journal of Business Research*, 104, 333–339.  
<https://doi.org/10.1016/j.jbusres.2019.07.039>

Sugiarto, E. C. (2021, June 3). *Kecerdasan Digital, Disrupsi dan Indonesia Maju.* KEMENTERIAN SEKRETARIAT NEGARA REPUBLIK INDONESIA.

- Suherman, A. (2020). *Buku Ajar Teori-Teori Komunikasi*. Deepublish Publisher.
- Sukorejo.GO.ID. (2022). *Pengertian UMKM Menurut Undang-Undang, Kriteria, dan Ciri-Ciri UMKM* . Sukorejo.Semarangkota.Go.Id.
- We Are Social. (2022, January 26). *DIGITAL 2022: ANOTHER YEAR OF BUMPER GROWTH*.
- Wijoyo, H., Ariyanto, A., Wongso, F., 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.). Insan Cendekia Mandiri.