

DAFTAR PUSTAKA

- Anggraeni, Puput Dewi; Sabrina, Tantri Adithia. (2021). Analisis Customer Engagement terhadap Kafe di Kota Tegal. *Journal of Tourism and Economic*. <https://doi.org/10.36594/jtec.v4i1.106>
- Aurinawati, D., & Rostika, R. (2018). Analisis Pengaruh Sosial Media Marketing Terhadap Customer Response. *Studi Kasus Homestay Ndalem Nakula Di Daerah Istimewa Yogyakarta*.
- Brodie, R. J. (2011). Customer Engagement in A Virtual Brand Community. *An Explanatory Analysis*.
- Carlson, Jamie, dkk. (2019). Customer Engagement with Brands in Social Media Platforms: Configurations, Equifinality and Sharing. *European Journal of Marketing*. <https://doi.org/10.1108/EJM-10-2017-0741>
- Dwi, B. A. (2012). Instagram Handbook Tips Fotografi Ponsel. *Jakarta: Media Kita*.
- Evans, D., Mckee, J., & Bratton, S. (2010). Social Media Marketing: The Next Generation of Business Engagement. *Wiley Publishing*.
- Lee Fu-Yu, Tien Wang. (2020). Examining Customer Engagement and Brand Intimacy in Social Media. *Journal of Retailing and Customer Services*. <https://doi.org/10/1016/j.jretconser.2020.102035>
- Gunawan, D. D., & Huarng, K. H. (2015). Viral effects of social network and media on consumers' purchase intention. *Journal of Business Research*, 68(11), 2237–2241. <https://doi.org/10.1016/J.JBUSRES.2015.06.004>
- Hasya, R. (2022). *Seberapa Besar "The Power of Netizen Indonesia" di Instagram? - GoodStats*. Goodstats.Id. <https://goodstats.id/article/seberapa-besar-the-power-of-netizen-indonesia-di-instagram-ktfX4>
- Hollebeek, L. D., Glynn, M. S., & Brodie Roderick, J. (2014). Consumer Brand Engagement in Social Media: Conceptualization, Scale Development and Validation. *Journal of Interactive Marketing*, 28(2), 149–165.
- Institute, M. S. (2010). Understanding Customer Experience and Behavior. *Research Priorities*.
- Kotler, & Keller. (2012). Manajemen Pemasaran. *Jakarta: Erlangga*.
- Lewis, B. K. (2010). Social Media and Strategic Communication. *International Journal of Public Relation Society of America*.
- Measured, S. (2014). Instagram Study. *Simply Measured Q3*.
- Mahdi, Rinuastusi Handayani, Akhmad Saufi. (2021). Influence of Trust Customer Enngagement and Intention to Reuse Ferry Transportations Modes Lembar – Padangbai. *International Journal of Multicultural and Multireligious Understanding*. <https://dx.doi.org/10.18415/ijmmu.v8i12.3156>
- Miles, M. B., & Huberman, A. M. (1984). Qualitative Data Analysis a Sourcebook of New Method. *London: SAGE Publication*.
- Mulyana, D. (2010). Metodologi Penelitian Kualitatif. *Bandung: PT. Remaja Rosdakarya*.
- Moleong, L. J. (2005). Metodologi Penelitian Kualitatif. *Bandung: Remaja Rosdakarya*.
- Prasetya, Yudhi. (2021). Social Media Marketing, Electronic Word of Mouth dan Customer Engagement. *Journal of Management Student*. <https://doi.org/10.21107/kompetensi.14i1.7153>
- Pratiyono, Agung, dkk. (2021). The Influence of Social Media Marketing Customer Engagement and Digital Advertising on Brand Trust (Gojek Users as Research

- Objects). *International Journal of Creative Business and Management*.
<https://doi.org/10.31098/ijcbm.vli2.4193>
- Puntoadi, D. (2011). *Menciptakan Penjualan Melalui Sosial Media*. Jakarta: PT. Elex Media Komputindo.
- Putra, Nicks Candra, dkk. (2020). Customer Engagement Impacts Towards Purchase Intention In The Online Travel Agent Industry. Center for Business Studies (CEBIS). <https://doi.org/10.26593/jab.v16i2.3983.103-113>
- Putri, V. K. M. (2021). *Pengertian New Media dan Manfaatnya* - Kompas.com. Kompas.Com.
<https://amp.kompas.com/skola/read/2021/12/07/093000269/pengertian-new-media-dan-manfaatnya>
- Rabbani, A. P. (2020). Analisa Interaksi User di Media Sosial Mengenai Industri Fintech Menggunakan Social Network Analysis (Studi Kasus: GOPAY, OVO, dan LinkAja) JMM Online. Vol.4 <http://doi.org/10.52160/ejmm.v4i3.352>
- Rizaty, M. A. (2022). *Pengguna Instagram Indonesia Terbesar Keempat di Dunia*. We Are Social. <https://dataindonesia.id/Digital/detail/pengguna-instagram-indonesia-terbesar-keempat-di-dunia>
- Ryan, D. (2009). Understanding Digit Marketing: Marketing Strategies for Engaging The Digital Generation. *Journal of Direct Data and Digital Marketing Practice*.
- Safitri Rohadian, M taufik Amir, SE, MM, Ph. D. Upaya Membangun Customer Engagement Melalui Media Sosial Instagram. *Journal Of Entrepreneurship, Management, And Industry (JEMI)*. Vol. 2, No. 2 (2019)
<https://dx.doi.org/10.36782/jemi.v2i4.1925>
- Sashi, C. M. (2012). Customer Engagement Buyer-Seller Relationship and Social Media. *Manage. Decis*.
- Strauss, J., & Frost, R. (2011). *E-Marketing (6th ed)*. New Jearsey Pearson.
- Sugiyono. (2005). *Metode Penelitian Kualitatif*. Bandung: CV Alfabeta.
- Tripathi, M. N. (2009). Customer Engagement Key to Successfull Brand Building. *The XIMB Journal of Management*, 6(1).
- Utami, Brizky Amalia, Kurnia. (2021). Komunikas Bisnis Melalui Sosial Media Trust guna Meningkatkan Customer Engagement pada Pixy Cosmetic. *Jurnal Riset Manajemen Komunikasi*. Vol. 1, No. 1. <https://doi.org/10.29313/jrmk..vli1.116>