

## DAFTAR PUSTAKA

- Amirullah. (2013). Analisis Multivariat dalam Penelitian Sosial. Rajawali Pers.
- Atmoko, A. (2012). Exploring Instagram as a Creative Tool: A Study of User Experiences. *Procedia - Social and Behavioral Sciences*
- Botan, C. H., & Hazleton, V. (2009). *Public Relations Theory II*. New Jersey: Routledge.
- Breckenridge, J. (2008). *Public Relations Campaigns and Techniques: Building Bridges into the 21st Century*. Pearson Education.
- Bungin, B. (2005). *Metodologi Penelitian Kualitatif*. Prenadamedia Group.
- Cooper, D. R., & Schindler, P. S. (2020). *Business Research Methods*. McGraw-Hill Education.
- Cutlip, S. M., Center, A. H., & Broom, G. M. (2009). *Effective Public Relations (10th ed.)*. Pearson.
- Evans, D. (2008). *Social Media Marketing: An Hour a Day*. Wiley.
- Evans, D. (2010). *Social Media Marketing: The Next Generation of Business Engagement*. John Wiley & Sons.
- Hawkins, D. I. (2001). *Consumer Behavior: Building Marketing Strategy*. New York: McGraw-Hill.
- Keller, K. L. (2013). *Strategic Brand Management: Building, Measuring, and Managing Brand Equity*. New Jersey: Pearson Prentice Hall.
- Keller, K. L. (2016). *Marketing Management*. New Jersey: Pearson Prentice Hall.
- Kuncoro, M. (2010). *Metode Riset untuk Bisnis dan Ekonomi: Bagaimana Meneliti dan Menulis Tesis? Erlangga*.
- Kotler, P. (2005). *Manajemen Pemasaran*. Jakarta: Penerbit Erlangga.
- Kotler, P. (2009). *Marketing Management*. Prentice Hall.
- Kotler, P., & Armstrong, G. (2008). *Principles of Marketing*. New Jersey: Pearson Prentice Hall.
- Kotler, P., & Keller, K. L. (2012). *Marketing Management*. New Jersey: Pearson Prentice Hall.
- Lesmana, A. (2012). Pengaruh Brand Awareness dan Brand Image terhadap Brand Satisfaction dan Trust: Studi pada Konsumen Honda Motor di Jakarta Selatan. *Jurnal Manajemen Pemasaran*

- Linashcke, M. (2011). Instagram: An Emerging Platform for Visual Social Networking. *International Journal of Social Media and Interactive Learning Environments*, 1(1), 61-76.
- Nasrullah. (2015). Penggunaan Instagram dalam Komunikasi Pemasaran Media Sosial. *Jurnal Komunikasi: Malaysian Journal of Communication*
- Priansa, D. (2017). *Komunikasi Pemasaran: Strategi & Implementasi*. Bandung: Simbiosis Rekatama Media.
- Shimp, T. A. (2010). *Advertising, Promotion, and Other Aspects of Integrated Marketing Communications*. Cengage Learning.
- Siregar, S. (2013). *Penelitian Kuantitatif: Deskriptif dan Eksperimen*. Bumi Aksara.
- Sujarweni, V. W. (2016). *Metode Penelitian: Kuantitatif, Kualitatif, dan R&D*. Penerbit Andi.
- Sugiyono. (2012). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Alfabeta.
- Suharsimi Arikunto. (2013). *Prosedur Penelitian: Suatu Pendekatan Praktik*. Rineka Cipta.
- Tjiptono, F. (2008). *Strategi Pemasaran*. Yogyakarta: Andi Offset.
- Wells, W. (2009). *Advertising: Principles and Practice*. New Jersey: Pearson Prentice Hall.