

DAFTAR PUSTAKA

- Atmoko Dwi, B. (2012). *Instagram Handbook Tips Fotografi Ponsel*. Media Kita.
- Brikman, Y. (2015). *Hello, Startup: A Programmer's Guide to Building Products, Technologies, and Teams*. O'Reilly Media.
- Bühler, P., Schlaich, P., & Sinner, D. (2017). *Infografik*. 43–60. https://doi.org/10.1007/978-3-662-53850-0_5
- Bungin, B. (2013). *Metode Penelitian Kualitatif*. Raja Grafindo Persada.
- Cant, M. C., & Du Toit, M. (2012). Identifying The Factors That Influence Retail Customer Loyalty And Capitalising Them. *International Business & Economics Research Journal (IBER)*, 11(11), 1223. <https://doi.org/10.19030/iber.v11i11.7370>
- de Ruyter, K., & Bloemer, J. (1999). Customer loyalty in extended service settings. *International Journal of Service Industry Management*, 10(3). <https://doi.org/10.1108/09564239910276917>
- Kotler, P., & Keller, K. L. (2009). *Marketing Manajemnt* (13th Editi). Erlangga.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management*. Pearson.
- Kurniasih, W. (n.d.). *Gramedia.com*.
- Meyrowitz, J. (1995). *Taking McLuhan and " Medium Theory " Seriously : Technological Change and the Evolution bf Educatiffn*. 73–110.
- Meyrowitz, J. (2015). *Morphing McLuhan: Medium Theory for a New Millenium*. February.
- Mileva, L., & DH, A. F. (2018). *PENGARUH SOCIAL MEDIA MARKETING TERHADAP KEPUTUSAN PEMBELIAN (Survei Online pada Mahasiswa Sarjana Jurusan Ilmu Administrasi Bisnis Angkatan 2014/2015 Fakultas Ilmu Administrasi Universitas Brawijaya yang Membeli Starbucks Menggunakan LINE)*. Vol. 58 No. 1 (2018): MEI.
- Moleong, L. J. (2005). *Metodologi Penelitian Kualitatif*. PT Remaja Rosdakarya.
- Moleong, L. J. (2011). *Metodologi Penelitian Kualitatif*. PT Remaja Rosdakarya.
- Moleong, L. J. (2017). *Metodologi Penelitian Kualitatif*. PT Remaja Rosdakarya.
- Muslim, M. (2018). Varian-Varian Paradigma, Pendekatan, Metode, Dan Jenis Penelitian Dalam Ilmu Komunikasi. *Media Bahasa, Sastra, Dan Budaya Wahana*, 1(10), 77–85. <https://doi.org/10.33751/wahana.v1i10.654>
- Nasrullah, R. (2015). *Media Sosial Persfektif Komunikasi, Budaya, dan*

- Sosioteknologi* (Jakarta). Simbiosis Rekatama Media.
- Oliver, R. L. (1999). Whence Consumer Loyalty? *Journal of Marketing*, 63(Special Issue), 33–44.
- Primatyassari, N. (2022). *Mengenal apa itu Instagram Reels dan tips optimasi yang efektif 2022*.
- Pulizzi, J., & Barret, N. (2009). *Get Content Get Customers: Turn Prospects into Buyers with Content Marketing*. McGraw-Hill.
- Salmiah, Fajrillah, Acai Sudirman, Muhammad Noor Hasan Siregar, Janner Simarmata, Abdul Rahman Suleman, Lenny Menara Saragih, Abdurrozzaq Hasibuan, A. S., & Ahmad Fauzul Hakim Hasibuan, J. (2020). *Online Marketing* (A. Rikki (ed.)). Yayasan Kita Menulis.
- Satori, D., & Komariah, A. (2017). *Metodologi Penelitian Kualitatif*. alfabeta.
- Setiadi, A. (2014). Pemanfaatan media sosial untuk efektifitas komunikasi. *Jurnal Ilmiah Matrik*, 16(1).
- Soendari, T. (2010). Metode Penelitian Deskriptif. *Universitas Pendidikan Indonesia*, 25.
https://www.academia.edu/26183294/Penelitian_Deskriptif_ppt_Compatibility_Mode_?bulkDownload=thisPaper-topRelated-sameAuthor-citingThis-citedByThis-secondOrderCitations&from=cover_page
- Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif dan R&D* (25th ed.). alfabeta.
- Trisliatanto, D. A. (2020). *Metodologi Penelitian* (Giovanni (ed.)). Penerbit ANDI.
- Yovita. (2022). *6 Jenis Startup yang Berkembang Pesat di Indonesia, Apa Saja?*
- Zins, A. H. (2001). Relative attitudes and commitment in customer loyalty models. *International Journal of Service Industry Management*, 12(3), 269–294.
<https://doi.org/10.1108/EUM0000000005521>