

DAFTAR PUSTAKA

- Arthur, C., (2006). In: What is the 1% rule? In the Guardian. Guardian News and Media, UK
- Bolton, R.N., Parasuraman, A., Hoefnagels, A., Migchels, N., Kabadayi, S. & Gruber, T., Komarova Loureiro, Y., (2013). Understanding generation Y and their use of social media: a review and research agenda. *J. Serv. Manag.* 24,245–267
- Brodie, R. J., Hollebeek, L. D., Jurić, B., & Ilić, A. (2011). Customer Engagement: Conceptual Domain, Fundamental Propositions, and Implications for Research. *Journal of Service Research*, 14(3), hlm. 252-271.
- Cook, Sarah. (2011). *Customer Care Excelent : How to Create an Effective Customer Focus*. London : Kogan Page.
- Creswell, J. W. (2016). *Research Design: Pendekatan Kualitatif, Kuantitatif dan Mixed*. Yogyakarta: Pustaka Pelajar.
- Evans, D., & Mcknee, J. (2010). *Sosial Media Marketing: The Next Generation of Business Engagement*. Canada: Wiley Publishing, Inc.
- Field, Jhon, (2010). *Modal Sosial, Kreasi Wacana*: Bantul.
- Fransiska & Paramita. (2020). Live Shopping dalam Industri Komunikasi Digital melalui Instagram <https://doi.org/10.24912/pr.v4i1.6435>
- Hasan, M. Iqbal. (2002). *Pokok-Pokok Materi Metodologi Penelitian dan Aplikasinya*. Jakarta: Ghalia Indonesia.
- Hochman, N., & Schwartz, R. (2012). Visualizing Instagram: Tracing Cultural Visual Rhythms. *AAAI Technical Report WS-12-03*, 6–9.
- Jackson, D. (2019). *Instagram vs Facebook: Which is Best for Your Brand's Strategy?* Jakarta : Erlangga
- Johnson, A. P. (2019). *Essential Learning Theories*. Rowman & Littlefield Johnson, A. P. (2019). *Essential Learning Theories*. Rowman & Littlefield.
- Kelly, et al, (2010). Avoidance of advertising in social networking sites: the teenage perspective. *J. Interact. Advert.* 10 (2), 16–27.
- Kotler, Philip dan Gary Armstrong. 2012. *Prinsip-prinsip Pemasaran*. Edii13. Jilid 1.
- Luttrell, R. (2014). *Media Social How to Engage, Share, and Connect*. Lanham: Rowman & Littlefield.
- McCoy. J (2017). *Practical Content Strategy & Marketing: The Content Startegy &*

- Marketing Course Guidebook. New York. Julia McCoy.
- Moleong, Lexy J. (2004). Metodologi Penelitian Kualitatif. Bandung: PT. Remaja Rosdakarya.
- Moleong, Lexy J. (2015). Metode Penelitian Kualitatif. Bandung: Remaja Rosdakarya
- NapoleonCat. (2023). Instagram Users in Indonesia. Diambil 15 Agustus 2023, dari <https://napoleoncat.com/stats/instagram-users-in-indonesia/2023/02/>
- Nasrullah, R. (2021). Manajemen Komunikasi Digital: Perencanaan, Aktivitas dan Evaluasi. Jakarta: Kencana.
- Santoso, A.P., & Baihaqi, I. (2017). Pengaruh Konten Post Instagram terhadap Online Engagement: Studi Kasus pada Lima Merk Pakaian Wanita. *Jurnal Sains dan Seni ITS*, 6(1), 50-54
- Simarmata, Janner. 2010. Rekayasa Perangkat Lunak. Yogyakarta. Andi Publisher
- Strauss, Judy dan Frost, Raymond. (2012). E-Marketing edisi internasional ke 6. London: Pearson
- Sugiyono. (2015). Metode Penelitian Kombinasi (Mixed Methods). Bandung: Alfabeta
- Sugiyono. (2016). Metode Penelitian Kualitatif dan R&D. Bandung: Alfabeta
- Sugiyono. (2018). Metode Penelitian Kombinasi (Mixed Methods). Bandung: Alfabeta CV.
- Wasono Adi, & Handini Prabawati. (2019). Pemanfaatan Media Sosial Instagram Koalisi Pemuda Hijau Indonesia (KOPHI) sebagai Media Publikasi Kegiatan. *Communicology: Jurnal Ilmu Komunikasi*, 7(2), 160–176.