

DAFTAR PUSTAKA

- Annur, C. M. (2023, September 20). *Pengguna Internet di Indonesia Tembus 213 Juta Orang hingga Awal 2023*. databooks.
- Antara. (2023, September 12). *UMKM Pasuruan rasakan kemudahan solusi digital IndiBiz*. Antara. <https://www.antaranews.com/berita/3723678/umkm-pasuruan-rasakan-kemudahan-solusi-digital-indibiz>
- Askara. (2024, Februari 24). *Dukung Tumbuhnya UMKM di Indonesia, Telkom Hadirkan Indibiz Solusi Internet Broadband dan Digital*. Askara. <https://www.askara.co/read/2024/02/24/43374/dukung-tumbuhnya-umkm-di-indonesia-telkom-hadirkan-indibiz-solusi-internet-broadband-dan-digital>
- Cahyani, L & Hidayat, R. (2018). Factors Analysis of Service Quality at Clinic Telkom University. *Atlantis Press*. 65. <https://doi.org/10.2991/icebef-18.2019.120>.
- Chen, K.J, Lin, J.S, Choi, J.H, Hahm, & J.M. (2015). Would you be my friend? An examination of global marketers' brand personification strategies in social media. *Journal of Interactive Advertising*, 15, 97–110.
- Erlinda, & Putra, I. S. (2023). Inovasi dan Strategi Pemasaran Produk IndiBiz di PT.Telkom Indonesia. *Prosiding Seminar Nasional Teknologi Komputer dan Sains*, 1(1), 299–306.
- Harrison, E. N. B., & Kwon, W. S. (2023). Brands talking on events? Brand personification in real-time marketing tweets to drive consumer engagement. *Journal of Product and Brand Management*, 32(8), 1319–1337. <https://doi.org/10.1108/JPBM-10-2022-4180>.
- Hidayat, R. Cahyani, L. Hurriyati, R. & Widjajanta, B. (2022). The Role of Brand Experience in Willingness to Pay: An Online Transportation Case. *Atlantis Press*. 20. <https://doi.org/10.2991/aebmr.k.220701.063>.

- Hidayat, R. Mustikasari, A. Cahyani, L. (2019). Peningkatan Pendapatan dan Daya Saing UMKM melalui Penguatan Brand dan Pemasaran Digital Siap Pakai pada Kecamatan Cikancung. *Charity Jurnal Pengabdian Masyarakat*. 2(1). <https://doi.org/10.25124/charity.v1i01.1572>.
- Karpinska-Krakowiak, M., & Eisend, M. (2021). “The effects of animistic thinking, animistic cues, and superstitions on brand responses on social media. *Journal of Interactive Marketing*, 55, 104–117.
- Keraf, G. (2009). *Diksi dan Gaya Bahasa*. PT Gramedia Pustaka Umum.
- Kotler, Philip, & Armstrong. (2019). *Principles of Marketing* (14 ed.). Ed, Prentice Hall.
- Musfar, S. T. F. (2020). *Buku Ajar Manajemen Pemasaran: Bauran Pemasaran sebagai Materi Pokok dalam Manajemen Pemasaran*. Media Sains Indonesia.
- Purba, E., Purba, B., Syafii, A., & Khairad, F. (2021). *Metode Penelitian Ekonomi* (R. Watrianthos, Ed.). Yayasan Kita Menulis.
- Rafli, A. M. (2023, Desember 28). Manfaat Internet untuk Keperluan Bisnis Online. *Mekari Jurnal*. <https://www.jurnal.id/id/blog/internet-untuk-keperluan-bisnis-sbc/>
- Satriadi. (2022). *Manajemen Pemasaran* (P. T. Cahyono, Ed.). CV. Rey Media Grafika. https://books.google.co.id/books?hl=id&lr=&id=iaZ-EAAAQBAJ&oi=fnd&pg=PA1&dq=satriadi+2022&ots=6uBTI0nC6p&sig=Dz35-fUwk8CxixudoVZU7rRRWi8&redir_esc=y#v=onepage&q=satriadi%202022&f=false
- Simon, G. (t.t.). *Identification and Analysis of Personification in Hungarian: The PerSECorp project*.
- Sudarsono, H. (2020). *Manajemen Pemasaran*. CV. Pustaka Abadi. <https://books.google.co.id/books?hl=id&lr=&id=Z->

fWDwAAQBAJ&oi=fnd&pg=PR5&dq=sudarsono+2020&ots=4PQ1ch0kh1
&sig=HINssEl6rA2HrbraPiyzwSynPII&redir_esc=y#v=onepage&q=sudarso
no%202020&f=false

Sugiyono. (2022). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D* (Edisi 2). cv
alfabeta.

Telkom Indonesia. (2024). *Profil Telkom*. https://www.telkom.co.id/sites/profil-telkom/id_ID/page/profil-dan-riwayat-singkat-22

Wen, J., & Song, B. (2017). Corporate ethical branding on Youtube: CSR communication strategies and brand anthropomorphism. *Journal of Interactive Advertising*, 17, 28–40.