

DAFTAR PUSTAKA

- Y. K. Dwivedi et al., "Setting the future of digital and social media marketing research: Perspectives and research propositions," *International Journal of Information Management*, vol. 59, p. 102168, 2021.
- B. Setiawan, H. Kartajaya, and P. Kotler, *Marketing 5.0: Teknologi untuk Kemanusiaan*. Jakarta: PT Gramedia Pustaka Utama, 2021.
- M. T. Febriyantoro and D. Arisandi, "Pemanfaatan *Digital marketing* Bagi Usaha Mikro, Kecil Dan Menengah Pada Era Masyarakat Ekonomi ASEAN," *JMD: Jurnal Manajemen Dewantara*, vol. 1, no. 2, pp. 61-76, 2019.
- V. Kumar and W. Reinartz, *Customer relationship management: Concept, strategy, and tools*, 3rd ed. Springer, 2020.
- U. Sumarwan and F. Tjiptono, *Strategi Pemasaran dalam Perspektif Perilaku Konsumen*. Bogor: IPB Press, 2019.
- R. Amelia and S. Hidayatullah, "Pengaruh Bauran Pemasaran Terhadap Keputusan Pembelian Pada Kedai Ayam Geprek Sa'i Malang," *Jurnal Penelitian Manajemen Terapan (PENATARAN)*, vol. 5, no. 1, pp. 1-9, 2020.
- G. Holliman and J. Rowley, "Business to business digital content marketing: Marketers' perceptions of best practice," *Journal of Research in Interactive Marketing*, vol. 8, no. 4, pp. 269-293, 2019.
- J. A. Limandono and D. Dharmayanti, "Pengaruh Content Marketing dan Event Marketing terhadap Customer Engagement dengan Sosial Media Marketing sebagai Variabel Moderasi di Pakuwon City," *Jurnal Strategi Pemasaran*, vol. 5, no. 1, pp. 1-11, 2019.
- I. N. Adipura and S. Saputra, "Pengaruh Content Marketing terhadap Keputusan Pembelian dengan Brand Awareness sebagai Variabel Intervening," *Journal of Business and Banking*, vol. 9, no. 2, pp. 303-322, 2020.
- J. Järvinen and H. Taiminen, "Harnessing marketing automation for B2B content marketing," *Industrial Marketing Management*, vol. 54, pp. 164-175, 2019.
- D. P. Sari and A. Prasetio, "Pengaruh Content Strategy terhadap Engagement Rate pada Social Media Instagram," *eProceedings of Management*, vol. 8, no. 5, pp. 6424-6432, 2021.

- A. Wardhana and M. Pradana, "Pengaruh Perencanaan Konten Media Sosial terhadap Peningkatan Brand Awareness," *Jurnal Ilmiah Manajemen Kesatuan*, vol. 8, no. 2, pp. 97-106, 2020.
- G. Appel et al., "The future of social media in marketing," *Journal of the Academy of Marketing Science*, vol. 48, no. 1, pp. 79-95, 2020.
- D. Purwana et al., "Pemanfaatan *Digital marketing* Bagi Usaha Mikro, Kecil, dan Menengah (UMKM)," *Jurnal Pemberdayaan Masyarakat Madani (JPMM)*, vol. 1, no. 1, pp. 1-17, 2019.
- B. Arianto, "Pengembangan UMKM Digital di Masa Pandemi Covid-19," *ATRABIS: Jurnal Administrasi Bisnis*, vol. 6, no. 2, pp. 233-247, 2020.
- L. V. Casaló et al., "Influencers on Instagram: Antecedents and consequences of opinion leadership," *Journal of Business Research*, vol. 117, pp. 510-519, 2020.
- D. R. Indika and C. Jovita, "Media Sosial Instagram Sebagai Sarana Promosi Untuk Meningkatkan Minat Beli Konsumen," *Jurnal Bisnis Terapan*, vol. 1, no. 1, pp. 25-32, 2019.
- N. Permatasari and D. Trijayanto, "Motif Eksistensi melalui Penggunaan Hashtag (#) pada Platform Media Sosial Instagram," *Jurnal Komunikasi dan Kajian Media*, vol. 4, no. 2, pp. 1-20, 2020.
- P. Foroudi, "Influence of brand signature, brand awareness, brand attitude, brand reputation on hotel industry's brand performance," *International Journal of Hospitality Management*, vol. 76, pp. 271-285, 2019.
- M. Astuti and R. Risqiani, "Pengaruh Media Sosial Instagram terhadap Brand Awareness E-Commerce JD.ID," *Jurnal Bisnis dan Manajemen*, vol. 7, no. 2, pp. 169-178, 2020.
- H. Hamdan et al., "Pengaruh Integrated Marketing Communication terhadap Brand Awareness dan Dampaknya pada Keputusan Pembelian," *Jurnal Ekonomi dan Bisnis Islam*, vol. 7, no. 2, pp. 217-234, 2021.