

DAFTAR PUSTAKA

[1]	K. Kepios, (2024). <i>"Digital 2024: Indonesia," We Are Social & Hootsuite.</i> https://datareportal.com/reports/digital-2024-indonesia
[2]	E. Firdaus dan A. Rinaldi, (2025). "Analisis Efektivitas Pemasaran <i>Digital</i> Iklan Meta terhadap Penjualan Properti di PT Siliwangi Anatha Bumi (YANPROLAND)," <i>Syntax Idea</i> , vol. 7, no. 4. (PDF) Analisis Efektivitas Pemasaran Digital Iklan Meta terhadap Penjualan Properti di PT. Siliwangi Anatha Bumi (YANPROLAND)
[3]	M. L. Tanuwidjaja, (2025). "Modern Property <i>Marketing</i> Strategy: Combining Conventional and <i>Digital</i> Approaches," <i>Return: Study of Management Economic and Business</i> , vol. 4, no. 2. https://www.researchgate.net/publication/389506262_Modern_Property_Marketing_Strategy_Combining_Conventional_and_Digital_Approaches
[4]	A. A. Ngurah K. T. Pradnyana, N. L. P. Indiani, dan N. M. Wahyuni, "The Mediating Role of Brand Image on the Influence of <i>Digital marketing</i> and Word of Mouth on Property Purchase Intention in Bali," <i>Int. J. Environ. Sustainability Soc. Sci.</i> , vol. 5, no. 3, pp. 528–544. https://www.researchgate.net/publication/381040414_The_Mediating_Role_of_Brand_Image_on_the_Influence_of_Digital_Marketing_and_Word_of_Mouth_on_Property_Purchase_Intention_in_Bali
[5]	R. Ernayeni, A. D. G. S., dan N. P. Tarigan, "Kajian Fenomenologi Pemasaran <i>Digital</i> Agen Properti melalui Instagram," <i>J. Komunikasi Profesional</i> , vol. https://www.researchgate.net/publication/352036582_Kajian_fenomenologi_pemasaran_digital_agen_properti_melalui_medium_instagram
[6]	T. Frederica dan R. Oktavianti, "Pemanfaatan Media <i>Digital</i> sebagai Sarana Pemasaran Perusahaan Properti (Studi Kasus Samanea Hill)," <i>Prologia</i> , vol. 7, no. 2, hlm. 379–389. https://journals.ums.ac.id/buletinkndik/article/view/19186
[7]	Kotler, P., & Keller, K. L. (2021). <i>Marketing Management</i> (15th ed.). Pearson Education.
[8]	Tjiptono, F., & Diana, A. (2020). <i>Pemasaran Strategik</i> . Yogyakarta: CV Andi Offset.
[9]	Sulistyo, B. U., Handayani, S., & Pramudito, H. (2024). <i>Manajemen Pemasaran: Konsep dan Praktik di Era Digital</i> . Jakarta: Mitra Wacana Media.

[10]	Nikous Soter Sihombing, D., et al. (2022). "Pemanfaatan <i>Digital marketing</i> sebagai Strategi Pemasaran Bisnis". <i>Jurnal Manajemen dan Kewirausahaan</i> , 24(2), 134–140.
[11]	Gunawan, C. (2023). <i>Digital Marketing: Strategi, Konsep, dan Praktik</i> . Jakarta: Bumi Aksara.
[12]	American Marketing Association. (2023). "Definition of <i>Marketing</i> ". [Online].
[13]	Marketing & Tech. (2023). <i>Panduan Strategi Konten Digital</i> . [Online].
[14]	Qayyum, M. (2022). "Content Strategy in <i>Digital Era</i> ". <i>Journal of Digital marketing Insights</i> , 3(1), 55–63.
[15]	Riadi, M. (2022). "Jenis Konten <i>Marketing</i> dan Tujuannya". <i>KajianPustaka.com</i> .
[16]	Appel, G., Grewal, L., Hadi, R., & Stephen, A. T. (2020). "The Future of <i>Social Media</i> in <i>Marketing</i> ". <i>Journal of the Academy of Marketing Science</i> , 48(1), 79–95.
[17]	Ardiansyah, I., & Maharani, A. (2023). <i>Media Sosial dan Pemasaran Digital</i> . Bandung: Widina Bhakti Persada.
[18]	Kartini, R. N. (2024). "Pemanfaatan Instagram dalam Strategi Branding Properti". <i>Jurnal Komunikasi Visual & Desain Media</i> , 6(1), 88–95.
[19]	Feroza, N. (2020). <i>Strategi Komunikasi Media Sosial di Era Digital</i> . Jakarta: Prenada Media.
[20]	McGaghie, W. C. dalam Priyanto, A. (2021). <i>Metodologi Penelitian: Konsep dan Praktik</i> . Surabaya: Lintas Media.
[21]	We Are Social & Hootsuite. (2024). <i>Digital 2024: Indonesia</i> . [Online].