

DAFTAR PUSTAKA

- Aditya Halim Perdana Kusuma, Acai Sudirman, Agung Purnomo Siti Aisyah, Syafrida Hafni Sahir, Astri Rumondang Salmiah, Fitria Halim, Alexander Wirapraja Darmawan Napitupulu, Janner Simarmata. 2020. *Brand Management: Esensi, Posisi Dan Strategi*. Yayasan Kita Menulis. Vol. 6.
- Adlini, Miza Nina, Anisya Hanifa Dinda, Sarah Yulinda, Octavia Chotimah, and Sauda Julia Merliyana. 2022. "Metode Penelitian Kualitatif Studi Pustaka." *Edumaspul: Jurnal Pendidikan* 6 (1): 974–80. <https://doi.org/10.33487/edumaspul.v6i1.3394>.
- Alfajri, Muhamad Fitra, Viranda Adhiazni, and Qurrotul Aini. 2019. "Pemanfaatan Social Media Analytics Pada Instagram Dalam Peningkatan." *Interaksi: Jurnal Ilmu Komunikasi* 8 (1): 34. <https://doi.org/10.14710/interaksi.8.1.34-42>.
- Astuti, Anissa Mayang Indri, and Shinta Ratnawati. 2020. "Analisis SWOT Dalam Menentukan Strategi Pemasaran (Studi Kasus Di Kantor Pos Kota Magelang 56100)." *Jurnal Ilmu Manajemen* 17 (2): 58–70.
- Azhari, Rafnel, Faidil Tanjung, and Yulianti Fitri Kurnia. 2021. "Pemanfaatan Digital Marketing Sebagai Strategi Pemasaran Pada Umkm Istana Rendang." *Jurnal Warta Pengabdian Andalas* 28 (3): 272–78. <https://doi.org/10.25077/jwa.28.3.272-278.2021>.
- Azhari, Sartika, and Irfan Ardiansah. n.d. "Efektivitas Penggunaan Media Sosial TikTok Sebagai Platform Pemasaran Digital Produk Olahan Buah Frutivez (@hellofrutivez) The Effectiveness of Using TikTok Social Media as Digital Marketing Platform on Processed Fruit Product Frutivez (@hellofrutivez)." *Jurnal Manajemen Agribisnis*. Vol. 10.
- Azizah, Putri Nurul, and Tresna Wiwitan. 2021. "Strategi Brand Activation Dalam Meningkatkan Corporate Branding Di Garis Temu." *Prosiding Hubungan Masyarakat*, 417–22. <http://dx.doi.org/10.29313/.v0i0.28719>.
- Azroi, Mohammad Faisal, Feti Fatimah, and Yohanes Gunawan Wibowo. 2021. "Pengaruh Promosi Online Menggunakan Facebook Ads Terhadap Keputusan Pembelian." *Jurnal Manajemen Dan Bisnis Indonesia* 7 (1): 102–7. <https://doi.org/10.32528/jmbi.v7i1.4912>.
- "B002W5GPVE EBOK - Yin, Robert K_." n.d.
- Bloom, Nicholas, and John Van Reenen. 2013. "濟無No Title No Title No Title." *NBER Working Papers*, 89. <http://www.nber.org/papers/w16019>.

- Elita Tarihoran, Jessie, Muarifah Ika Mardiani, Novelia Dwi Putri, Rista Sari Novareila, Alfira Sofia, and Ida Farida Adi prawira. 2021. "PENTINGNYA SOSIAL MEDIA SEBAGAI STRATEGI MARKETING START-UP DI INDONESIA." Vol. 9. <http://openjournal.unpam.ac.id/index.php/kreatif>.
- Facebook, Aplikasi, and Instagram D A N Tiktok. n.d. "Kata Kunci : Internet, Media Sosial, Pemasaran."
- Febriansyah, Rifqi Yudanta, Fajar Sidiq, and Adi Prabowo. 2023. "Studi Pada UMKM Binaan Dinas Koperasi Dan Usaha Kecil Jawa Barat Tahun 2021 Sektor Kuliner." *Jurnal Manajemen Pemasaran* 17 (1): 1–10. <https://doi.org/10.9744/pemasaran.17.1.1-10>.
- Fidela, Alifah, Aprinaldi Pratama, and Tita Nursyamsiah. 2020. "Pengembangan Usaha Mikro Kecil Dan Menengah (UMKM) Dengan Program Pemasaran Desa Jambu Raya Di Desa Jambu , Kabupaten Sumedang." *Jurnal Pusat Inovasi Masyarakat* 2 (3): 493–98.
- Habibur, Rahman Jamal. 2017. "Jenis Jenis Data Penelitian." *Jurnal Teknik Pengumpulan Data Dalam Rancangan Penelitian* 4 (2): 33–41.
- Idram, Arief Harkat. 2021. "Evaluasi Implementasi Blended Learning Dengan Pendekatan Theory Plan Behavior." *Syntax Idea* 3 (6): 1269. <https://doi.org/10.36418/syntax-idea.v3i6.1244>.
- Ii, B A B, Landasan Teori, and D A N Hipotesis. 2016. *Digital Marketing Digital Marketing*. تقيير.
- Khoziyah, Siti, and Evawani Elysa Lubis. 2021. "Pengaruh Digital Marketing Terhadap Keputusan Pembelian Followers Online Shop Instagram @KPopConnection." *Jurnal Ilmu Komunikasi* 10 (1): 39–50.
- Liadeli, Georgia, Francesca Sotgiu, and Peeter W.J. Verlegh. 2023. "A Meta-Analysis of the Effects of Brands' Owned Social Media on Social Media Engagement and Sales." *Journal of Marketing* 87 (3): 406–27. <https://doi.org/10.1177/00222429221123250>.
- Lovett, Mitchell J., and Richard Staelin. 2016. "The Role of Paid, Earned, and Owned Media in Building Entertainment Brands: Reminding, Informing, and Enhancing Enjoyment." *Marketing Science* 35 (1): 142–57. <https://doi.org/10.1287/mksc.2015.0961>.
- Macaulay, Ijeoma Joy, Abasiama Asuquo Mfon, Ijeoma Joy, and Abasiama Asuquo Mfon. 2023. "E-Marketing Tools and Marketing Performance of Selected Small and Medium Scale Enterprises in South East, Nigeria." Vol. 7. <https://www.researchgate.net/publication/373359447>.
- Melandi, Irfan Kautsar, and Arief Budiman. 2023. "DESIGN DIGITAL

MARKETING STRATEGY ON TRAVELXISM USING DIGITAL MARKETING CANVAS.”
<https://www.researchgate.net/publication/372988964>.

- Meliawati, Tiara, Sweetty Celendine Gerald, and Akhmad Edhy Aruman. 2023. “The Effect of Social Media Marketing TikTok and Product Quality Towards Purchase Intention.” *Journal of Consumer Sciences* 8 (1): 77–92. <https://doi.org/10.29244/jcs.8.1.77-92>.
- Mulia, Fernando, and Brigita Meylianti Sulungbudi. 2020. “Pemanfaatan Teknologi Digital Pada UMKM (Studi Penggunaan Internet Pada PPKM Kabupaten Bandung)” 4 (2): 15–25.
- Mulyani, Yani Sri, Taufik Wibisono, and Agung Baitul Hikmah. 2022. “Pemanfaatan Media Sosial TikTok Untuk Pemasaran Bisnis Digital Sebagai Media Promosi.” *Penelitian Manfaat Media Sosial Untuk Pemasaran* 11 (1): 3. <http://stp-mataram.e-journal.id/JHI>.
- Nasional, Ekonomi. 2022. “P Bisnis” 3 (7): 7109–16.
- Neissya, Intan Khairun, Anna Mitrasary, Celia Frisca Tanuwijaya, Desi Arla Fadila, Adinda Nurul Rohma, Rifa Rofifah, and Salma Syarifah. 2022. “Analisis Pengaruh Branding Terhadap Keputusan Pembelian Suatu Produk.” *The Journal Gastronomy Tourism* 6 (1).
- Nurhayati, Nurhayati, Bercah Pitoweas, Devi Sutrisno Putri, and Hermi Yanzi. 2020. “Analisis Kepekaan Sosial Generasi (Z) Di Era Digital Dalam Menyikapi Masalah Sosial.” *Bhineka Tunggal Ika: Kajian Teori Dan Praktik Pendidikan PKn* 7 (1): 17–23. <https://doi.org/10.36706/jbti.v7i1.11415>.
- Pengabdian, Jurnal Hasil, and Pemberdayaan Masyarakat. 2023. “Jurnal Pengabdian UNDIKMA : Pemanfaatan Social Media Marketing Tools Sebagai Sarana Pemasaran Produk UMKM Laqma Dica Fitriani *, Yudha Herlambang C . P ., Nurul Hasanah U . D ., Linda Purnamasari , Gunasti Hudiwinarsih , Abdullah Khoir Riqqoh Program Studi” 4 (3): 563–71.
- Permatasari, Aulia Nur Indah, and Agus Maolana Hidayat. 2023. “Pengaruh Social Media Marketing Tiktok Dan Kualitas Produk Terhadap Keputusan Pembelian Produk Camille Beauty.” *Jurnal Informatika Ekonomi Bisnis* 5: 350–55. <https://doi.org/10.37034/infeb.v5i2.250>.
- Pradana, Novta Winkey, and Sumiyana Sumiyana. 2023. “Analisis Kebutuhan UMKM Indonesia Dengan Menggunakan Pendekatan Penalaran Hierarki Maslow Secara Organisasional.” *ABIS: Accounting and Business Information Systems Journal* 11 (3): 260. <https://doi.org/10.22146/abis.v11i3.85988>.
- Pramudita, Aditia Sovia. 2020. “Pengaruh Insight Sosial Media Instagram

Terhadap Penjualan Pt Infia Niaga Digital.” *JURISMA : Jurnal Riset Bisnis & Manajemen* 10 (1): 1–14. <https://doi.org/10.34010/jurisma.v10i1.2264>.

Ranti, Ranti Febrianti, Putri Nuraini, and Ricky Firmansyah. 2022. “Strategi Promosi Pada Aplikasi TikTok Shop Untuk Meningkatkan Penjualan UMKM.” *Jurnal Ekonomi Perjuangan* 4 (2): 76–80. <https://doi.org/10.36423/jumper.v4i2.1121>.

Rijali, Ahmad. 2018. “Analisis Data Kualitatif Ahmad Rijali UIN Antasari Banjarmasin” 17 (33): 81–95.

Riki Efendi, Mohammad, Sri Wahyuni, and Mukhamad Zulianto. 2018. “PENGARUH FACEBOOK SEBAGAI SOCIAL MEDIA MARKETING TERHADAP PERILAKU KONSUMTIF MAHASISWA.” *JURNAL PENDIDIKAN EKONOMI: Jurnal Ilmiah Ilmu Pendidikan, Ilmu Ekonomi Dan Ilmu Sosial* 12 (1): 82. <https://doi.org/10.19184/jpe.v12i1.7591>.

Sanjaya, Arwin, Fajar Lutfi Nursandy, and Yolanda Syifa Nurlita. n.d. “Pemanfaatan Digital Marketing Dalam Memasarkan Produk Di Masa Pandemi Covid-19.”

Santoso, Rudi. 2020. “Review of Digital Marketing & Business Sustainability of E-Commerce During Pandemic Covid-19 in Indonesia.” *Jurnal Ilmu Ekonomi Terapan* 5 (2): 95–106. <https://doi.org/10.20473/jiet.v5i2.23614>.

Santoso, Rudi, Achmad Yanu Alif Fianto, and Novan Ardianto. 2020. “PEMANFAATAN DIGITAL MARKETING UNTUK PENGEMBANGAN BISNIS PADA KARANG TARUNA PERMATA ALAM PERMAI GEDANGAN SIDOARJO.” *Jurnal Layanan Masyarakat (Journal of Public Services)* 4 (2): 326. <https://doi.org/10.20473/jlm.v4i2.2020.326-338>.

Sharma, Hanuman. 2021. “Effectiveness of Online Marketing Tools: A Case Study.” *Paradigm* 25 (1): 77–86. <https://doi.org/10.1177/09718907211003717>.

Sibulan, Ferinz Christian T, and Jenny A Limos-Galay. 2023. “Occidental Mindoro’s Emerging Photography and Videography Services: The Role of Social Media Marketing as a Promotional Tool.” *International Journal of Research Studies in Management* 11 (10). <https://doi.org/10.5861/ijrsm.2023.1109>.

Silva, V.W. De, and W. N. Hettiarachchi. 2023. “Book Review: Kevin Lane Keller and Vanitha Swaminathan (2020). Strategic Brand Management: Building, Measuring, and Managing Brand Equity, 5th Edition, Pearson Education Limited, ISBN 978-0-13-489249-8.” *Asian Journal of Marketing Management* 2 (02). <https://doi.org/10.31357/ajmm.v2i02.6472>.

Sugiarto. 2011. *Metode Pengumpulan Data Sekunder. Asik Belajar*.
<https://www.asikbelajar.com/metode-pengumpulan-data-sekunder/>.

Susanto, Ajib, Christy Atika Sari, De Rosal, Ignatius Moses, Eko Hari Rachmawanto, Ibnu Utomo, Wahyu Mulyono, and Teknik Informatika. n.d. "Implementasi Facebook Marketplace Untuk Produk UMKM Sebagai Upaya Peningkatan Pemasaran Dan Penjualan Online Implementation of Facebook Marketplace for MSME Products as an Effort to Increase Marketing and Online Sales." *Januari*. Vol. 3.

"Tri_Putri_Agustin-IKOM.Docx By." n.d.

Umami, Zakiya, and Gede Sri Darma. 2021. "Digital Marketing: Engaging Consumers With Smart Digital Marketing Content." *Jurnal Manajemen Dan Kewirausahaan* 23 (2): 94–103. <https://doi.org/10.9744/jmk.23.2.94-103>.

Wijoyo, Hadion, and Widiyanti. 2020. "Digitalisasi Usaha Mikro, Kecil Dan Menengah." *Prosiding Seminar Nasional Kahuripan I Tahun 2020*, no. 1: 9–13. <http://conference.kahuripan.ac.id/index.php/SNapan/article/view/10>.

Yustiani, Rini, and Rio Yunanto. 2017. "Peran Marketplace Sebagai Alternatif Bisnis Di Era Teknologi Informasi." *Komputa : Jurnal Ilmiah Komputer Dan Informatika* 6 (2): 43–48. <https://doi.org/10.34010/komputa.v6i2.2476>.