

DAFTAR PUSTAKA

- Belch, G. E., Belch, M. B., Kerr, G., Powell, I., & Waller, D. (2020). Advertising. An Integrated Marketing Communication Perspective. Dalam *McGraw-Hill*.
- Chaffey, D., & Smith, P. R. (2017). Digital Marketing Excellence: Planning, Optimizing and Integrating Online Marketing, Fifth Edition. Dalam *Digital Marketing Excellence: Planning, Optimizing and Integrating Online Marketing, Fifth Edition*. <https://doi.org/10.4324/9781315640341>
- Charmaz, K. (2006). Constructing Grounded Theory: A Practical Guide through Qualitative Analysis (Introducing Qualitative Methods series). Dalam *International Journal of Qualitative Studies on Health and Wellbeing* (Vol. 1).
- Corbin, J. & Strauss, A. (2015). Basics of Qualitative Research: Techniques and Procedures for Developing Grounded Theory (4th Edition). Dalam *Thousand Oaks, CA: Sage Publications, Inc.*
- Desai, D. R., & Waller, S. W. (2015). Brands, competition, and antitrust law. *Brands, Competition Law and IP*, 1425, 75–112. <https://doi.org/10.1017/CBO9781316216576.005>
- Gunelius Susan. (2011). *Content Marketing For Dummies - Susan Gunelius - Google Books*. Willey.
- Hamdan, M., Canós Darós, L., & Guijarro, E. (2023). *Factors that influence the people to provide an online review*. 37–44. <https://doi.org/10.4995/inn2022.2023.15714>
- Hefti, A., & Liu, S. (2020). Targeted information and limited attention. *RAND Journal of Economics*, 51(2), 402–420. <https://doi.org/10.1111/1756-2171.12319>
- J. Cresswell. (2007). *Qualitative Inquiry & Research Design: Choosing Among Five Approaches*.
- Jonathan Sarwono. (2006). Metode Penelittian Kuantitatif Dan Kualitatif Sarwono. *Graha Ilmu*.
- Karr, D. (2016). How to map your content to unpredictable customer journeys. *Meltwater Outside Insight*, 9.
- Kingsnorth, S. (2016). Digital Marketing Strategy :an integrated approach to online marketing. Dalam *Kogan Page*.
- Kotler, P., Kartajaya, H., & Setiawan, I. (2017). MARKETING 4.0(moving from traditional to digital) PHILIP KOTLER. Dalam *Philip Kotler, Hermawan Kartajaya, and Iwan Setiawan*.
- Kotler, P., & Keller, K. L. (2016). A Framework for Marketing Management. Dalam *Marketing Management*.

- Kusuma, A. C., Mukhlis, A., & Fatari, F. (2024). THE STRATEGY OF ONLINE MARKETING AT Mc. DONALD'S RESTAURANT TO INCREASING SALES IN THE DIGITAL ERA. *International Journal of Economy, Education and Entrepreneurship (IJE3)*, 4(1), 148–157.
- Mu, J. (2024). *Creating Powerful Brands Strategies for Successful Marketing in the Digital Era*. 8(2), 2–4.
- Qian, R. (2024). Research on Exhibition Marketing Strategies in the Context of Network Era. *Applied Mathematics and Nonlinear Sciences*, 9(1). <https://doi.org/10.2478/amns.2023.2.01618>
- Ratnaningtyas, E., Ramli, Syafruddin, Saputra, E., & Suliwati, D. (2022). Metodologi Penelitian Kualitatif. Dalam *Rake Sarasin* (Nomor Maret).
- Sugiyono. (2015a). Sugiyono, Metode Penelitian dan Pengembangan Pendekatan Kualitatif, Kuantitatif, dan R&D , (Bandung: Alfabeta, 2015), 407 1. *Metode Penelitian dan Pengembangan Pendekatan Kualitatif, Kuantitatif, dan R&D, 2015*.
- Sugiyono. (2015b). Sugiyono, Metode Penelitian dan Pengembangan Pendekatan Kualitatif, Kuantitatif, dan R&D , (Bandung: Alfabeta, 2015), 407 1. *Metode Penelitian dan Pengembangan Pendekatan Kualitatif, Kuantitatif, dan R&D, 2015*.
- Supriadi, A. (2024). Customer Engagement in the Digital Age. *Management Studies and Business Journal (PRODUCTIVITY)*, 1(2), 163–170. <https://doi.org/10.62207/fsaazw60>
- Wang, S., & Wang, S. (2019). *The Application of Social Media in Enterprise Marketing*. 1(1), 1–9.