

DAFTAR PUSTAKA

- Aisyah Nur Afifah. (2018). Penerapan *Digital Marketing* dan Pengaruhnya terhadap keberhasilan usaha mikro, kecil dan menengah sektor kreatif di Indonesia dan Malaysia. Sekolah Pasca Sarjana Institut Pertanian Bogor
- Alessandro Gavazza, Mattia Nardotto, Tommaso Valetti. (2017). Internet and Politics: Evidence from U.K. Local Elections and Local Government Policies. Retrieved from German Institute of Economic Research
- Caleb C Noble, Diane J. Cook. (2003). Graph Based Anomaly Detection.. *Journal of Anomaly Detection*., Texas: Department of Computer Science Engineering University of Texas
- C. E. Shannon. (1948). A Mathematical Theory of Communication. Vol. 27, pp. 379–423, 623–656,. Retrieved from The Bell System Technical Journal *Detection*., Tennessee: Department of Computer Science Tennessee Technological University Cookeville
- Cameron Chaparro and William Eberle. (2015). Detecting Anomalies in Mobile Telecommunication Networks Using a Graph Based Approach. *Journal of Anomaly*
- Coviello, N. Milley, R. & Marcolin, B. (2001). Understanding it-enable interactivity in contemporary marketing. *Journal of Interactive Marketing*, Vol. 15 No. 4, P. 18-33
- Engel, J.F., G. Blackwell, dan P.W. Miniard. 1994. Perilaku Konsumen. Jilid 1. Binarupa Aksara, Jakarta
- Hasan A. Ayed. (2005). The Influence of Internet in the Political Culture (A Field Study). *Journal of Social Sciences*. Jordan: Department of International Relation and Strategic Studies, King Hussein Bin Talal University
- Jesper Strömbäck, Michael A. Mitrook b, Spiro Kioussis. (2010). Bridging Two Schools of Thought: Applications of Public Relations Theory to Political Marketing. *Journal of Political Marketing*. Florida. University of Florida

Johannes Supranto. (2001). Statistik Teori dan Aplikasi. Jakarta

Leman Akoglu, Mary McClohon, Christos Faloutsos. (2009). Anomaly Detection in Large Graphs.. *Journal of Anomaly Detection*., Pittsburg: School of Computer Science Carnegie Mellon University

Nidhi Rastogi, James A.Hendler. (2017). Graph Analytics for Anomaly Detection detection in homogeneous wireless network – A Simulation Approach. *Journal of Anomaly Detection*., New York: Department of Computer Science Rensselaer Polytechnic Institute

Peng Wengxiu. (2015). Analysis of New Media Communication Based on Lasswell's "5W" Model. *Journal of Educational and Social Research*. MCSER Publishing, Rome-Italy

Philip Kotler. (2016). Philip Kotler's Contributions to Marketing Theory and Practice. Retrieved from Emerald Insight

Rabia Karakaya Polta. (2005). The Internet and Political Participation : Exploring the Explanatory Links. *European Journal of Communication*. Istanbul: Department of International Relations at Isik University.

Ridwan Sanjaya & Josua Tarigan. 2009. Dasar-dasar Pemasaran. Jakarta: PT Indeks Kelompok Gramedia, 2004 hal 600

Sanyarat Meesuwan. (2016). The Effect of Internet use on Political participation: could the internet increase political participation in Thailand?. *International Journal of Asia Pacific Studies*. Thailand: College of Politics and Governance , Mahasarakham University

Taehoon Ko, Je Hyuk Lee, Hyunchang Cho, Sungzoon Cho, Wounjoo Lee, Miji Lee. (2017). Machine learning-based anomaly detection via integration of manufacturing, inspection and after-sales service data. *Journal of Anomaly Detection*, Vol 117 Iss 5 pp. 927-945. Retrieved from Emerald Insight.

Urban, Glen. L. 2004. *Digital Marketing Strategy : text and cases*. Pearson Education

Valentino Larcinese and Luke Miner. (2017). The Political Impact of the internet on US Presidential Elections. *Journal of Politics and Science* London: London School of Economics and Political Science

Zahra Abazari, Mahshid Borjian Brojeni. (2017). The role of Harold Lasswell Communication Theory in Librarianship and Information Science. *Journal of Humanities*. Vol. 4, No. 2, 2017, pp. 82-94. Retrieved from International Academic Institute for Science and Technology