

DAFTAR PUSTAKA

Buku:

- Mulyana, Deddy. 2002. *Ilmu Komunikasi Suatu Pengantar*. Bandung: PT. Remaja Rosdakarya.
- Brogan, Chris. 2010. *Social Media 101 Tactic and Tips to Develop Your Business Online*. Canada: John Wiley & Sons, Inc., Hoboken, New Jersey.
- Baldwin, John R, Perry, S.D & Moffit, M.A (2004). *Communication Theories for Everyday Life*. Boston, Pearson Education INC.
- Wimmer, Roger D., and Dominick, Joseph R. 2003. *Mass Media Research: An Introduction*. United States of America: Wadsworth.
- Wiryanto. 2004. *Pengantar Ilmu Komunikasi*. Jakarta: PT. Gramedia Widiasarana
- Effendy, Onong Uchjana. 2011. *Ilmu Komunikasi: Teori dan Praktek*. Bandung: PT. Remaja Rosdakarya.
- Lister, Martin. 2009. *New Media: A Critical Introduction*. New York: Routledge
- McQuail, Denis. 2010. *Mass Communication Theory*. California: SAGE Publications Ltd. 64
- Widjajanto, Donna. 2013. *When Author Meets Editor*. Jakarta Pusat: PT. Gramedia Pustaka Utama.
- Sekaran, Uma. 2006. *Metodologi Penelitian Untuk Bisnis*. Jakarta: Salemba Empat
- Sugiyono. 2014. *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.
- Sudaryono. 2017. *Metodologi Penelitian*. Jakarta: Raja Grafindo Persada
- Siregar, Syofian. 2013. *Metode Penelitian Kuantitatif*. Jakarta: Prenada Media Group
- Journalism and New Media John V. Pavlik
- New Media A Critical Introduction Second Edition* Martin Lester, Jon Dovey, Seth Giddings, Iain Grant & Kieran Kiely
- Manajemen Pemasaran Edisi 13 Jilid 1 Philip Kotler

Measuring Advertising Effectiveness: McGraw Hill Series In Marketing And Advertising
MCGraw Hill Series In Marketing and Advertising

Skripsi:

Salsabilla Nurul Saputri, 2019 Strategi Komunikasi Organisasi Kitabisa.com Dalam Meningkatkan Citra Perusahaan *Communication Strategy Kitabisa.com Organizations In Improving Company* Sumber :
<https://openlibrary.telkomuniversity.ac.id/home/catalog/id/152321/slug/strategi-komunikasi-organisasi-kitabisa-com-dalam-meningkatkan-citra-perusahaan.html>

Wina Antonia, 2020 Pengaruh Konten Sosial Media Terhadap Marketing Performance Dengan Customer Engagement Sebagai Variabel Moderating Sumber:
<https://openlibrary.telkomuniversity.ac.id/home/catalog/id/159849/slug/pengaruh-konten-sosial-media-terhadap-marketing-performance-dengan-customer-engagement-sebagai-variabel-moderating.html>

Jihan Aulia Grisatita, 2020 Strategi Pemanfaatan Media Sosial Instagram Rok Galiya Sebagai Media Komunikasi Pemasaran
<https://openlibrary.telkomuniversity.ac.id/home/catalog/id/159637/slug/strategi-pemanfaatan-media-sosial-instagram-rok-galiya-sebagai-media-komunikasi-pemasaran.html>

Ahmad Rendi, 2017 Pengaruh Kualitas Pelayanan dan Citra Lembaga Terhadap Minat Masyarakat Berinfaq di Laznas DPU DT Cabang Palembang <http://digilib.uin-suka.ac.id/15670/1/BAB%20I%2C%20IV%2C%20DAFTAR%20PUSTAKA.pdf>

Jurnal Nasional:

Venessa Augusta Gogali, 2019 Strategi *Crowdfunding* Pada Kolase.com <http://e-journal.umc.ac.id/index.php/jike/article/view/608>

Gagah Bimo Setyo Putra, 2015 Pengaruh Citra Perusahaan Terhadap Minat Berkunjung dan Keputusan Berkunjung <https://media.neliti.com/media/publications/86304-ID-pengaruh-citra-perusahaan-terhadap-minat.pdf>

Laura Tjokrowibowo, 2013 Analisis Pengaruh Citra Perusahaan Dan Kualitas Layanan Terhadap Kepuasan Pelanggan Dalam Rangka Membangun Minat Transaksi Ulang <https://journal.uc.ac.id/index.php/performa/article/download/562/493>

Jurnal Internasional:

Angelina Rares, 2015 *The Effect Of The Price, Promotion, Location, Brand Image And Quality Products Towards The Purchase Decision Of Consumers At Bengkel Gaoel Store Manado Town Square* <https://media.neliti.com/media/publications/2615-ID-the-effect-of-the-price-promotion-location-brand-image-and-quality-products-towa.pdf>

Muhammad Arif Hidayat, 2019 *Proposed Marketing Strategy To Improve Product Value Of Erigo (Fashion Store) Using Perception Change Strategies* <https://www.ijern.com/journal/2019/September-2019/16.pdf>

Erik Wahyu, 2018 *The Effect Of Brand Image And Product Attributes On Customer Satisfaction And Customer Loyalty* <https://jurnaljam.ub.ac.id/index.php/jam/article/view/1325/1027>

Cicik Retno, 2018 *The Performance Of Crowdfunding Model As An Alternative Funding Source For Micro, Small, And Medium-Scale Businesses In Various Countries* <https://knepublishing.com/index.php/Kne-Social/article/view/1871/4469>