

REFERENCES

- Aan Komariah, D. S. (2014). *Metodologi Penelitian Kualitatif*. Alfabeta.
- Abdurachman, I. M. (2017). *Analisis Wakamono Kotoba "Bimyou"*. FPBS UPI.
- APJII. (2017). Penetrasi & Profil Perilaku Pengguna Internet Indonesia. *Apjii*, 51. www.apjii.or.id
- ARD/ZDF. (1999). ARD/ZDF online study: Is online becoming an everyday medium? *Media Perspektiven*.
- Arikunto, S. (2002). *Metodologi Penelitian Suatu Pendekatan Proposa*. PT. Rineka Cipta.
- Association of College and Research Libraries. (2000). Information literacy competency standards for higher education. *Community and Junior College Libraries*.
- Bawden, D. (2001). Information and digital literacies: A review of concepts. *Journal of Documentation*, 57(2), 218–259. <https://doi.org/10.1108/EUM0000000007083>
- Bittner, J. R. (1996). *Mass Communication* (6th ed.). Allyn & Bacon.
- Bramudya, M. H., & Yuldinawati, L. (2018). Internet Access Analysis (Motivation Access, Material Access, Skill Access, and Usage Access) On Bandung City's SMEs In 2017. *E-Proceeding of Management*, 5(1), 11–18.
- Bungin, B. (2009). Sosiologi Komunikasi: Teori, Paradigma, dan Diskursus Teknologi Komunikasi di Masyarakat. *Kencana Prenada Media Group*. <https://doi.org/10.1186/1758-5996-1-20>
- Chaffey, D., Ellis-Chadwick, F., Johnston, K., & Mayer, R. (2006). *Internet Marketing: Strategy, Implementation and Practice* (3rd ed.). Pearson Education Limited.
- Chrisnatalia, S. G., & Rahadi, D. R. (2020). Komunikasi Digital Pada Pembelajaran Secara Daring Dimasa Pandemi Covid-19. *Jurnal BONANZA: Manajemen Dan Bisnis*, 1(2), 56–65. <https://doi.org/10.47896/mb.v1i2.289>

- Christiani, F. D. (2018). *Kesenjangan Digital Di Antara Pengusaha Mikro Kecil Menengah Di Kecamatan.*
- Creeber, G., & Martin, R. (2009). *Digital Cultures: Understanding New Media.* Open University Press.
- Creswell, J. W. (2014). *Research design pendekatan kualitatif, kuantitatif, dan mixed.* Pustaka Pelajar.
- Dedy N, H. (2003). *Paradigma dan Metodologi Penelitian Sosial Empirik Klasik.* Departemen Ilmu Komunikasi FISIP Universitas Indonesia.
- Dhea Nursyafitri & Nofha Rina. (2020). Motif Penggunaan Media Sosial Twitter (Studi Deskriptif KuantitatifPada Pengikut Akun Twitter@EXOind). *Jurnal Humaniora Universitas Bina Sarana Informatika.*
- Diamond, S. (2013). *The Visual Marketing Revolution 26 Kiat Sukses Pemasaran di Media Sosial.* PT Serambi Ilmu Semesta.
- Dinas Kebudayaan dan Pariwisata Kota Bandung. (n.d.). *Tentang Kota Bandung.* <https://disbudpar.bandung.go.id/>
- Gamble, M., & Gamble, T. K. (2005). *Communication Work* (8th ed.). McGraw-Hill.
- Gilster. (1997). *Digital Literacy.* Wiley.
- Glen, C., & Royston, M. (2009). Digital Cultures understanding new media. In *Mc Graw Hill.*
- Hadiyat, Y. D. (2014). ketidakmerataan pengetahuan digital di Indonesia. *Pekommas,* 17(2), 81–90.
- Hayuningrat, P. S. (2010). *Media Literacy Khalayak Dewasa Dini Pada Tayangan Reality Show di Televisi (Studi Kasus pada khalayak reality show orang ketiga).* Universitas Indonesia.
- Karjaluoto, E. (2008). *A Primer in Sosial Media.* A Smash LAB White Paper.
- Khurniawan, A. W., Sailah, I., Muljono, P., Indriyanto, B., & Maarif, M. S. (2021). The collaborative strategy of total quality management and school governance to improving effectiveness of vocational school-based enterprise. *Journal of*

Educational and Social Research, 11(2), 10–21. <https://doi.org/10.36941/jesr-2021-0026>

Koltay, T. (2011). The media and the literacies: media literacy, information literacy, digital literacy. *Journal Media, Culture & Society*, 33(2). <https://doi.org/10.1177/0163443710393382>

Kotler, P., & Keller, K. L. (2009). *Manajemen Pemasaran* (13th ed.). Erlangga.

Kotler, P., & Keller, K. L. (2012). *Komunikasi Pemasaran*. Erlangga.

Kotler, P., & Keller, K. L. (2016). *Marketing Managemen* (14th ed.). Prentice-Hall Published.

Lukihardianti, A. (2018). *Bisnis Kuliner di Bandung Dinilai Sangat Menjanjikan*. Republika.Co.Id.

<https://www.republika.co.id/berita/ekonomi/korporasi/18/05/06/p8b6qe382-bisnis-kuliner-di-bandung-dinilai-sangat-menjanjikan>

McQuail, D. (2011). *Teori Komunikasi Massa* (6th ed.). Salemba Humanika.

Molnar, G. (2003). Powers:A Study in Metaphysics: A Study in Metaphysics. *Oxford University Press*. <https://doi.org/10.1093/mind/fzi435>

Nasrullah, R. (2015). *Media Sosial: Perspektif Komunikasi, Budaya, dan Sosiateknologi*. Simbiosa Rekatama Media.

Newhagen, J. E., & Bucy, E. P. (2004). *Routes to Media Access*. Lawrence Erlbaum Associates.

Ngurah Suragangga, I. M. (2017). Mendidik Lewat Literasi Untuk Pendidikan Berkualitas. *Jurnal Penjaminan Mutu*, 3(2), 154. <https://doi.org/10.25078/jpm.v3i2.195>

NTIA. (2000). *Falling through the Net II: toward digital inclusion*. <http://www.ntia.doc.gov/ntiahome/fttn00/contents00.html>

Nurul Ulya, F. (2021). *Bank Dunia: Kesenjangan Digital Indonesia Lebar, 49 Persen Penduduk Belum Akses Internet*. Kompas.Com. <https://money.kompas.com/read/2021/07/29/120100226/bank-dunia--kesenjangan-digital-indonesia-lebar-49-persen-penduduk-belum-akses?page=all>

- Prasetyo, I. (2004). *Perilaku Konsumen*. Andi.
- Priyono, A., Moin, A., & Putri, V. N. A. O. (2020). Identifying digital transformation paths in the business model of smes during the covid-19 pandemic. *Journal of Open Innovation: Technology, Market, and Complexity*, 6(4), 1–22. <https://doi.org/10.3390/joitmc6040104>
- Prof. Dr. H. Mudjia Rahardjo M. Si. (2017). *Studi Kasus Dalam Penelitian Kualitatif: Konsep dan Prosedurnya*. Universitas Islam Negeri Maulana Malik Ibrahim Malang.
- Purnama, H. (2011). Media Sosial Di Era Pemasaran 3.0. *Corporate and Marketing Communication*.
- Riel, J., & Christian, S. (2016). Charting Digital Literacy: A Framework for Information Technology and Digital Skills Education in the Community College. *SSRN Electronic Journal, March*. <https://doi.org/10.2139/ssrn.2781161>
- Salya, A. (2010). The Internet Marketing Solution Toward Creative Industries in Bandung. *Department of Management and Business, Padjajaran University*.
- Soltysova, Z., & Modrak, V. (2020). Challenges of the sharing economy for SMEs: A literature review. *Sustainability (Switzerland)*, 12(16). <https://doi.org/10.3390/su12166504>
- Sugiyono. (2015). Metode Penelitian Pendidikan pendekatan Kuantitatif, Kualitatif dan R&D. In *METODE PENELITIAN ILMIAH*.
- Sugiyono. (2016). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. PT Alfabet.
- van Deursen, A. J. A. M., & van Dijk, J. A. G. M. (2015). New Media and the Digital Divide. *International Encyclopedia of the Social & Behavioral Sciences*, 2. <https://doi.org/https://doi.org/10.1016/B978-0-08-097086-8.95086-4>
- van Dijk, J. A. G. M. (2006). Digital divide research, achievements and shortcomings. *Poetics*, 34(4–5), 221–235. <https://doi.org/10.1016/j.poetic.2006.05.004>
- Van Panhuys, H. F., Brinkhorst, L. J., Maas, H. H., & Van Leeuwen Boomkamp, M. (2001). Organisation for Economic Co-Operation and Development.

International Organisation and Integration, 1018–1023.
https://doi.org/10.1007/978-1-4899-6477-9_25