

DAFTAR PUSTAKA

- Akter, M., & Sultana, N. (2020). Digital Marketing Communication and Consumer Buying Decision Process in Pandemic Standpoint (COVID-19): An Empirical Study of Bangladeshi Customers' in Branded Cosmetics Perspective. *Open Journal of Business and Management*, 08(06), 2696–2715. <https://doi.org/10.4236/ojbm.2020.86167>
- Alalwan, A. A. (2018). Investigating the impact of social media advertising features on customer purchase intention. *International Journal of Information Management*, 42, 65–77. <https://doi.org/10.1016/j.ijinfomgt.2018.06.001>
- Alma, Buchari. (2016). *Manajemen Pemasaran dan Pemasaran Jasa*. Bandung. Alfabeta
- Alyahya, M., Dhruvakumar, S., Siddegowda, S. H., & Sreeharsha, N. (2020). Impacts of digital marketing on the pharmacies community in saudi arabia and determining the future model of the industry: A cross-sectional questionnaire-based study. *Indian Journal of Pharmaceutical Education and Research*, 54(4). <https://doi.org/10.5530/ijper.54.4.174>
- Arzhanova, K. A., Beregovskaya, T. A., & Silina, S. A. (2020). *The Impact of the COVID-19 Pandemic on Consumer Behavior and Companies' Internet Communication Strategies*. <https://doi.org/10.2991/assehr.k.201105.010>
- Bai, C., Quayson, M., & Sarkis, J. (2021). COVID-19 Pandemic Digitization Lessons for Sustainable Development of Micro-and Small- Enterprises. *Sustainable Production and Consumption*. <https://doi.org/10.1016/j.spc.2021.04.035>
- Bungin Burhan, (2001). *Metodologi Penelitian Kualitatif Aktualisasi Metodologis ke Arah Ragam Varian Kontemporer*. Rajawali Pers: Jakarta.
- Covid19.go.id. (2021). *Situasi COVID-19 di Indonesia*. Komite Penanganan COVID-19 Dan Pemulihan Ekonomi Nasional. <https://covid19.go.id>
- Chaffey, D., & Smith, P. R. (2013). *Marketing Excellence. Planning and optimizing your digital marketing*. Abingdon: Routledge.

- Chaffey, D., & Chadwick, F. (2017). SEventh Edition Digital Marketing Strategy, Implementation And Practice. UK: Pearson.
- Dharmmesta., B.S. (2014). *Manajemen Pemasaran*. BPFE: Yogyakarta.
- Ding, A. W., & Li, S. (2021). National response strategies and marketing innovations during the COVID-19 pandemic. *Business Horizons*, 64(2), 295–306. <https://doi.org/10.1016/j.bushor.2020.12.005>
- Durmaz, Y. (2011). A THEORETICAL APPROACH TO THE CONCEPT OF ADVERTISING IN MARKETİNG. *International Journal of Economics and Research (IJER)*, 2, 46–50.
- Galhotra, B., & Dewan, A. (2020). Impact of COVID-19 on digital platforms and change in E-commerce shopping trends. *Proceedings of the 4th International Conference on IoT in Social, Mobile, Analytics and Cloud, ISMAC 2020*, 861–866. <https://doi.org/10.1109/I-SMAC49090.2020.9243379>
- Gogia, J., & Nanda, S. (2020). Digital Marketing: Significance and Trending Strategies During COVID-19. *International Journal of Research in Engineering, Science and Management*, 3(11), 45–46. <https://doi.org/10.47607/ijresm.2020.370>
- Hardilawati, W. laura. (2020). Strategi Bertahan UMKM di Tengah Pandemi Covid-19. *Jurnal Akuntansi Dan Ekonomika*, 10(1), 89–98. <https://doi.org/10.37859/jae.v10i1.1934>
- Hendrawan, A., Sucahyowati, H., Cahyandi, K., Indriyani, & Rayendra, A. (2019). Pengaruh Marketing Digital Terhadap Kinerja Penjualan Produk UMKM Asti Gauri di Kecamatan Bantasari Cilacap. *Jurnal Administrasi Dan Kesekretarisan*, 4(1), 53–60. <http://www.jurnal.stiks-tarakanita.ac.id/index.php/JAK/article/view/189/136>
- Horta, P. M., Matos Souza, J. de P., & Mendes, L. L. (2020). Digital food environment during the COVID-19 pandemic in Brazil: An analysis of marketing strategies in a food delivery app. *British Journal of Nutrition*. <https://doi.org/10.1017/S0007114520004560>
- Hurriyati, Ratih. (2015). *Bauran Pemasaran dan Loyalitas Konsumen*. Bandung: ALFABETHA

- Ibrahim. 2015. *Metodologi Penelitian Kualitatif*. Bandung: Alfabeta
- Indrawati. (2015). *Metode Penelitian Manajemen dan Bisnis Konvergensi Teknologi Komunikasi dan Informasi*, Bandung : Aditama.
- Indrawati. 2018. *Metode Penelitian Kualitatif : Manajemen dan Bisnis Konvergensi, Teknologi Informasi dan Komunikasi*. Bandung : PT. Refika.
- Jayabaya, P., & Madiawati, P. N. (2018). Pengaruh Penerapan Bauran Pemasaran Digital Terhadap Minat Beli Pengguna Kereta Api Melalui Aplikasi Mobile Kai Access. *JURISMA : Jurnal Riset Bisnis & Manajemen*, 8(2). <https://doi.org/10.34010/jurisma.v8i2.1002>. [17 April 2021]
- Kingsnorth, Simon. (2016). *Digital marketing strategy: An integrated approach to online marketing*. London: Kogan Page Limited
- Kusuma, D. . (2021). Riset DBS group: berkah industri ritel di tengah pandemi corona. *Kumparan*. <https://kumparan.com/kumparanbisnis/riset-dbs-group-berkah-industri-riteldi-tengah-pandemi-corona-1tGbkBOQ2gI/full>
- Lupiyoadi, Rambat, (2013): *Manajemen Pemasaran Jasa*. Jakarta: Salemba Empat.
- Meshko, N., & Savinova, A. (2020). Digital marketing strategy: companies experience during pandemic. *VUZF Review*, 5(4), 41–49. <https://doi.org/10.38188/2534-9228.20.4.05>
- McCarthy, E. J, and Perreault W.D, *Basic Marketing: A Global-Managerial Approach, 14th ed.(2002)* Homewood, IL: McGraw-Hill/Irwin.
- Miles,M.B, Huberman,A.M, dan Saldana,J. (2014). *Qualitative Data Analysis, A Methods Sourcebook*, Edition 3, Terj. Tjetjep Rohindi Rohidi. Jakarta: UI Press.
- Moleong, Lexy J. (2014). *Metodologi Penelitian Kualitatif*. Bandung : PT. Remaja Rosdakarya
- Philip, Kotler. Armstrong, Garry, (2008). *Prinsip-prinsip Pemasaran*,Jilid 1, Erlangga, Jakarta.
- Philip, Kotler. Armstrong, Garry, (2010). *Prinsip-Prinsip Pemasaran*, Jilid 1 dan 2 Edisi Kedua Belas. Jakarta : Erlangga
- Philip, Kotler dan Armstrong, Gary. (2012). *Prinsip-prinsip Pemasaran*. Edisi13. Jilid 1. Jakarta: Erlangga.

- Philip, Kotler dan Gary Armstrong.(2018). *Principles of Marketing*. Edisi 17 Global Edition. Pearson.
- Philip, Kotler & Keller, Kevin. (2009). *Manajemen Pemasaran* (alih Bahasa Jaka Wasana). Jakarta : Airlangga.
- Philip,Kotler and Keller, Kevin. (2016). *Marketing Management*, 15th Edition, Pearson Education,Inc.
- Philip, Kotler & Keller, Kevin. (2012). *Marketing Management*. 14th edition. New Jersey: Prentice
- Prabowo, W. A. (2018). Pengaruh Digital Marketing terhadap Organizational Performance Denganintellectual Capital Dan Perceived Qualitysebagai Variabel Intervening Pada Industri Hotel Bintang Tiga Di Jawa Timur. *Jurnal Manajemen Pemasaran*, 12(2), 101–112. <https://doi.org/10.9744/pemasaran.12.2.101-112>
- Priansa.,D.J. (2017). *Perilaku Konsumen dalam Bisnis Kontemporer*. Bandung: Alfabeta
- Purwana, D., Rahmi, R., & Aditya, S. (2017). Pemanfaatan Digital Marketing Bagi Usaha Mikro, Kecil, Dan Menengah (UMKM) Di Kelurahan Malaka Sari, Duren Sawit. *Jurnal Pemberdayaan Masyarakat Madani (JPMM)*, 1(1), 1–17.
- Rakshit, S., Mondal, S., Islam, N., Jasimuddin, S., & Zhang, Z. (2021). Social media and the new product development during COVID-19: An integrated model for SMEs. *Technological Forecasting and Social Change*, 170(April), 120869. <https://doi.org/10.1016/j.techfore.2021.120869>
- Rompas, C. A., Lengkong, V. P. K., & Karuntu, M. M. (2017). Analisis Bauran Pemasaran Terhadap Keputusan Pembelian Mobil Daihatsu Ayla Pada Pt. Astra International Tbk. Daihatsu Cabang Martadinata Manado Analysis Of Marketing Mix Effect On Purchase Decision Ayla Daihatsu Car On Pt.Astra International Tbk.DAIHATSU. *Analisis Bauran... 4505 Jurnal EMBA*, 5(3), 4505–4514. [17 April 2021]
- Ryan, Damian., & Jones, Calvin. (2009). *Understanding Digital Marketing: Marketing Strategies for Engaging The Digital Generation*. United States: Kogan Page Limited.

- Rrustemi, V., Podvorica, G., & Jusufi, G. (2020). Digital Marketing Communication in Developing Countries. *LeXonomica*, 12(2). <https://doi.org/10.18690/lexonomica.12.2.243-260.2020>
- Sánchez-Teba, E. M., García-Mestanza, J., & Rodríguez-Fernández, M. (2020). The application of the inbound marketing strategy on costa del sol planning & tourism board. Lessons for post-covid-19 revival. *Sustainability (Switzerland)*, 12(23), 1–15. <https://doi.org/10.3390/su12239926>
- Schuster, O. (2019). *Entrepreneurs' Acceptance of Digital Marketing-Communication Technologies: A European Study*. Germany: Kassel University Press.
- Sugiarto, Eko. (2017). *Menyusun Proposal Penelitian Kualitatif : Skripsi dan Tesis*. Yogyakarta : Suaka Media
- Sugiyono. (2017). *Metode Penelitian Pendekatan Kuantitatif, Kualitatif, dan R&D*. Bandung:Alfabeta.