

## DAFTAR PUSTAKA

- Abubakar, R. (2021). *Pengantar Metodologi Penelitian*. SUKA-Press UIN Sunan Kalijaga.
- Alamanda, D. T., Grisna Anggadwita, Mochammad Raynaldi, Santi Novani, & Kijima, K. (2019). Designing Strategies using IFE, EFE, IE, and QSPM analysis: Digital Village Case. *The Asian Journal of Technology Management (AJTM)*, 12(1), 48–57. <https://doi.org/10.12695/ajtm.2019.12.1.4>
- Alamsyah, A., Peranginangin, Y., & Nurhadi, G. (2021). Learning Organization using Conversational Social Network for Social Customer Relationship Management Effort. *ArXiv Preprint ArXiv* .... <https://arxiv.org/abs/2103.06051%0A>
- Aminudin, I., & Anggraini, D. (2019). Analisis Peringkat Top Brand Ojek Online Menggunakan Jejaring Sosial Percakapan Twitter. *Jurnal Ilmiah Informatika Komputer*, 24(2), 88–104. <https://doi.org/10.35760/ik.2019.v24i2.2365>
- Annur, C. M. (2023). *Pengguna Twitter di Indonesia Capai 24 Juta hingga Awal 2023, Peringkat Berapa di Dunia?* <https://databoks.katadata.co.id/datapublish/2023/02/27/pengguna-twitter-di-indonesia-capai-24-juta-hingga-awal-2023-peringkat-berapa-di-dunia>
- APJII. (2022). *Profil Internet Indonesia 2022*.
- APJII. (2023). *Survei APJII Pengguna Internet di Indonesia Tembus 215 Juta Orang.* <https://apjii.or.id/berita/d/survei-apjii-pengguna-internet-di-indonesia-tembus-215-juta-orang>
- Barabási, A.-L. (2016). *Network Science* (M. Pósfai (ed.); 1st ed.). Cambridge University Press. <http://barabasi.com/networksciencebook/>
- Bastian, M., Heymann, S., & Jacomy, M. (2009). Gephi: an open source software for exploring and manipulating networks. *International AAAI Conference on Weblogs and Social Media*.
- Biznet. (2023). *Tentang Kami*. <https://www.biznetnetworks.com/company/about-us>
- Chang, Q., Long, C., Hall, M. A., & Duan, Z. (2019). Research characteristics on

- health law in China: Social network analysis. *Journal of Academic Librarianship*, 45(2), 126–136. <https://doi.org/10.1016/j.acalib.2019.02.004>
- Diniyati, D., Triayudi, A., & Sholihat, I. D. (2020). Analisa Interaksi Pengguna Media Sosial Perusahaan Sekuritas di Indonesia Saat Covid-19 menggunakan Social Network Analysis (Studi Kasus: Indopremier dan Bursa Efek Indonesia). *Jurnal JTIK (Jurnal Teknologi Informasi Dan Komunikasi)*, 4(2), 72. <https://doi.org/10.35870/jtik.v5i1.166>
- Febrianti, I., Anam, M. K., Rahmiati, R., & Tashid, T. (2020). Tren Milenial Memilih Jurusan Di Perguruan Tinggi Menggunakan Metode Social Network Analysis. *Techno.Com*, 19(3), 216–226. <https://doi.org/10.33633/tc.v19i3.3483>
- Ferlie, E., & Ongaro, E. (2022). *Strategic Management in Public Services Organizations: Concepts, Schools and Contemporary Issues* (2nd ed.). Routledge.
- First Media. (2023). WHY FIRST MEDIA? <https://www.firstmedia.com/product/why-first-media>
- Grieco, G., Artuso, R., Boccadoro, P., Piro, G., & Grieco, L. A. (2019). An open source and system-level simulator for the internet of drones. *2019 IEEE 30th International Symposium on Personal, Indoor and Mobile Radio Communications, PIMRC Workshops 2019*. <https://doi.org/10.1109/PIMRCW.2019.8880832>
- Gruzd, A. (2020). *Netlytic: Software for Automated Text and Social Network Analysis*. <https://netlytic.org>
- Hanif, R. (2022). *DIPSTATISTIK INTERNET SERVICE PROVIDER (FIXED BROADBAND) YANG PALING BANYAK DIGUNAKAN DI INDONESIA*. <https://dipstrategy.co.id/blog/dipstatistik-internet-service-provider-fixed-broadband-yang-paling-banyak-digunakan-di-indonesia/>
- Haryanto, R. (2020). *Manajemen Pemasaran Bank Syariah (Teori dan Praktik)* (A. Wafi (ed.)). Duta Media Publishing.
- Hidayaturrahman, M., Moerod, M., Laily, N., Wisman, Y., Goa, L., Derung, T. N., Sugiantiningsih, A. A. P., Yahya, Agusrianto, E., & Handayani, E. (2020).

- Teori Sosial Empirik Untuk Penelitian Ilmiah Skripsi, Tesis dan Disertasi. In R. Ma'mun (Ed.), *Teori Sosial dan Administrasi Publik* (Issue May). Edulitera.
- Hikmawati, F. (2020). *Metodologi Penelitian* (1st ed.). Rajawali Pers.
- IndiHome. (2023). *Apa itu IndiHome?* <https://indihome.co.id/about-indihome>
- Indrawati. (2015). *Metode Penelitian Manajemen dan Bisnis : Konvergensi Teknologi Komunikasi dan Informasi*. Refika Aditama.
- Kaisler, S. H., Armour, F., Espinosa, J. A., & Money, W. H. (2019). *Obtaining Value from Big Data for Service Systems, Volume I: Big Data Management: Vol. I* (2nd ed.). Business Expert Press.
- Khairunnisa, K., Tetty, T., Hafsat, K., Haidawati, H., Wahyudin, W., Suhana, M. P., Muzammil, W., Putra, R. D., & Hanifah, H. (2021). The Recovery Strategy of Mangrove Tourism after Covid-19 Pandemic in Bintan Island, Indonesia. *E3S Web of Conferences*, 324(4), 04001. <https://doi.org/10.1051/e3sconf/202132404001>
- Khan, A., Zhang, H., Shang, J., Boudjellal, N., Ahmad, A., Ali, A., & Dai, L. (2020). Predicting Politician's Supporters' Network on Twitter Using Social Network Analysis and Semantic Analysis. *Scientific Programming*. <https://doi.org/10.1155/2020/9353120>
- Kotler, P., Keller, K. L., & Chernev, A. (2022). Marketing Management. In *Pearson Practice Hall* (16th ed.). Pearson Education.
- Lizardo, O., & Jilbert, I. (2020). *Social Networks: An Introduction*. [https://bookdown.org/omarlizardo/\\_main/](https://bookdown.org/omarlizardo/_main/)
- Pahlevi, R. (2022). *Warga RI Paling Banyak Akses Internet Lewat Data Operator Seluler*. <https://databoks.katadata.co.id/datapublish/2022/06/11/warga-ri-paling-banyak-akses-internet-lewat-data-operator-seluler>
- Prabhawa, M. D., Rahayu, D., & Susi. (2022). Penentuan Top Kampanye Pemasaran Menggunakan Social Network Analysis Pada Shopee Dan Tokopedia Di Media Sosial Twitter. *Translitera: Jurnal Kajian Komunikasi Dan Studi Media*, 11(1), 120–133. <https://doi.org/https://doi.org/10.35326/medialog.v5i1.2042>
- Prasetyo, A., Rahman, D. A., Sary, F. P., Pasaribu, R. D., & Sutjipto, M. R. (2022).

- The role of Instagram social media marketing activities and brand equity towards airlines customer response. *International Journal of Data and Network Science*, 6(4), 1195–1200. <https://doi.org/10.5267/j.ijdns.2022.6.014>
- Priadana, H. M. S., & Sunarsi, D. (2021). *METODE PENELITIAN KUANTITATIF*. Pascal Books.
- Rabbani, A. P., Alamsyah, A., & Widiyanesti, S. (2021). An Effort to Measure Customer Relationship Performance in Indonesia's Fintech Industry. *ArXiv Preprint ArXiv:2102.08262*. <https://arxiv.org/abs/2102.08262>
- Ragozini, G., & Vitale, M. P. (2020). *Challenges in Social Network Research: Methods and Applications*. Springer Cham. [https://doi.org/http://doi.org/10.1007/978-3-030-31463-7\\_12](https://doi.org/http://doi.org/10.1007/978-3-030-31463-7_12)
- Ramadhanti, A. R., Bastikarana, R. S., Alamsyah, A., & Widiyanesti, S. (2020). Determining Customer Relationship Management Strategy With Customer Personality Analysis Using Ontology Model Approach. *Jurnal Manajemen Indonesia*, 20(2), 83. <https://doi.org/10.25124/jmi.v20i2.3196>
- Rizaty, M. A. (2023). *Pengguna Internet di Indonesia Sentuh 212 Juta pada 2023*. <https://dataindonesia.id/internet/detail/pengguna-internet-di-indonesia-sentuh-212-juta-pada-2023>
- Rumondang, A., Sudirman, A., Sitorus, S., Kusuma, A. H., Manuhutu, M., Sudarso, A., Simarmata, J., Hasdiana, D., Tasnim, T., & Arif, N. F. (2020). *Pemasaran Digital dan Perilaku Konsumen* (A. Rikki (ed.)). Yayasan Kita Menulis.
- Sadya, S. (2023). *APJII: Pengguna Internet Indonesia 215,63 Juta pada 2022-2023*. <https://dataindonesia.id/digital/detail/apjii-pengguna-internet-indonesia-21563-juta-pada-20222023>
- Sekaran, U., & Bougie, R. (2016). *Research Methods For Business: A Skill Building Approach* (7th ed.). Wiley.
- Shaukat, I. (2021). Marketing Management with Global and International Perspective. *Journal of Investment and Management*, 10(3), 52. <https://doi.org/10.11648/j.jim.20211003.13>
- Siagian, A. O., Martwi, R., & Indra, N. (2020). Kemajuan Pemasaran Produk Dalam Memanfaatkan Media Sosial Di Era Digital. *Jurnal Pemasaran*

- Kompetitif*, 3(3), 44. <https://doi.org/10.32493/jpkpk.v3i3.4497>
- Sihombing, D. Y., & Nataliani, Y. (2021). Analisis Interaksi Pengguna Twitter pada Strategi Pengadaan Barang Menggunakan Social Network Analysis. *Sistemasi*, 10(2), 434. <https://doi.org/10.32520/stmsi.v10i2.1289>
- Sisilia, A. R., & Giri, R. R. W. (2020). ANALISIS PEMASARAN MEDIA SOSIAL UNTUK MENENTUKAN INFLUENCER DAN TOPIK PEMBICARAAN (Studi Kasus: Go-Pay dan OVO). *Jurnal Mitra Manajemen*, 4(7), 1036–1047. <https://doi.org/10.52160/ejmm.v4i7.422>
- Timonsheko, A., & Hauser, J. R. (2019). Identifying Customer Needs from User-Generated Content. *Marketing Science*, 38(1), 51. <https://doi.org/https://doi.org/10.1287/mksc.2018.1123>
- Top Brand Award. (2023). *Top Brand Index 2023 Fase 1*. <https://www.topbrandaward.com/top-brand-index/>
- Tripathi, A., Gaur, A. K., & Sri, S. (2020). Implementation and Analysis of Social Network Graph in Interpersonal Network. *Jurnal Ilmu Komputer*, 13(2), 5. <https://doi.org/10.24843/jik.2020.v13.i02.p03>
- Twitter. (2023). *Pertanyaan Umum Pengguna Baru*. <https://help.twitter.com/id/resources/new-user-faq>
- Watanabe, N. M., Kim, J., & Park, J. (2021). Social network analysis and domestic and international retailers: An investigation of social media networks of cosmetic brands. *Journal of Retailing and Consumer Services*, 58(3), 102301. <https://doi.org/10.1016/j.jretconser.2020.102301>
- Wiseso, L. G., Imrona, M., & Alamsyah, A. (2020). Performance Analysis of Neo4j, MongoDB, and PostgreSQL on 2019 National Election Big Data Management Database. *2020 6th International Conference on Science in Information Technology: Embracing Industry 4.0: Towards Innovation in Disaster Management, ICSITech 2020*, 91–96. <https://doi.org/10.1109/ICSITech49800.2020.9392041>