

DAFTAR PUSTAKA

- Aburumman, A. H. (2014). Social Media: Definitions, Usage, and Measurement. In Proceedings of the 1st International Conference on Social Sciences and Humanities. Amman: Al-Ahliyya Amman University.
- Anang Firmansyah. (2020). Komunikasi Pemasaran (1st ed.). Pasuruan: Qiara Media.
- Bogdan, R. C., & Biklen, S. K. (2017). Qualitative Research for Education: An Introduction to Theories and Methods (5th ed.). Boston: Pearson Education.
- Erwin, Riswanto, A., Sepriano, Zafar, T. S., & Dewi, L. K. (2023). *Social Media Marketing Analytics & Mastering The Digital Landscape*. Jambi: PT. Sonpedia Publishing Indonesia.
- Cangara, H. (2017). Pengantar Ilmu Komunikasi (3rd ed.). Jakarta: Rajawali Pers.
- Clow, K. E., & Baack, D. E. (2007). Integrated Advertising, Promotion, and Marketing Communications (3rd ed.). New Jersey: Pearson Education.
- Clow, K.E. & Baack, D. (2012), “Integrated Advertising, Promotion, and Marketing Communications”, Global Edition, Fifth Editon, Pearson.
- Cheung, C. M., & Rosenberger, P. J. (2019). The credibility and impact of eWOM in consumer behavior: An overview. *Journal of Business Research*, 103, 54-65.
- Cheung, C. M., & Thadani, D. R. (2012). The impact of electronic word-of-mouth communication: A literature analysis and integrative model. *Decision Support Systems*, 54(1), 461-470.
- Cheung, M. L., Pires, G. D., Rosenberger, P. J., Leung, W. K. S., & Ting, H. (2020). Investigating the Role of Social Media Marketing on Value Co-Creation and Engagement: An Empirical Study in China and Hong Kong. *Australasian Marketing Journal*, 28(4), 1-11.
- Choedon, T., Business, I., Course, C., & Lee, Y. (2020). The Effect of Social Media Marketing Activities on Purchase Intention with Brand Equity and Social Brand Engagement: Empirical Evidence from Korean Cosmetic Firms. *지식경영연구*, 21(3).
- Daugherty, T., Eastin, M. S., & Bright, L. (2008). Exploring consumer motivations for creating user-generated content. *Journal of Interactive Advertising*, 8(2), 16-25.
- Febriana, M., & Yulianto, E. (2018). Pengaruh Online Consumer Review Oleh Beauty Vlogger Terhadap Keputusan Pembelian. *Jurnal Administrasi Bisnis (JAB)*, 58(1), 1-9.
- Kerlinger, Fred N. (1973). *Foundations of Behavioral Research*. Holt, Rinehart, and Winston.
- Gallagher, B. (2013). *The Instagram Story: A History of the Most Popular Photo-Sharing App*. TechCrunch.
- Gewati, M. (2016). Minat Baca Rendah, Indonesia Peringkat Kedua dari Bawah. *Kompas.com*. Retrieved from <https://www.kompas.com>
- Gillespie, T. (2018). *Custodians of the Internet: Platforms, Content Moderation, and the Hidden Decisions that Shape Social Media*. Yale University Press.
- Gunelius, S. (2011). 30-minute social media marketing: Step-by-step techniques to spread the word about your business fast and free. McGraw Hill.
- Imtiaz, R., Ul Ain Kazmi, S. Q., Amjad, M., & Aziz, A. (2019). The impact of social network marketing on consumer purchase intention in Pakistan: A study on female apparel. *Management Science Letters*, 9(7), 1093–1104. <https://doi.org/10.5267/j.msl.2019.3.015>
- Kim, A. J., & Ko, E. (2012). Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand. *Journal of Business*

- Research, 65(10), 1480-1486.
- Kompas. (2016). Minat Baca Indonesia Ada di Urutan ke-60 Dunia. (<https://edukasi.kompas.com/read/2016/08/29/07175131/minat.baca.indonesia.ad.da.di.urutan.ke-60.dunia>, Diakses 25 November 2023).
- Kotler, Philip, & Keller, Kevin Lane. (2020). Marketing Management (15th ed.). Pearson.
- Kustiawan, T., Pratama, A., & Rahman, M. (2022). *Dampak positif dan negatif media sosial dalam kehidupan sehari-hari*. Jurnal Ilmu Sosial, 18(1), 45-58.
- Kustiawan, W., Nurlita, A., Siregar, A., Siregar, S. A., Ardianti, I., Hasibuan, M. R., & Agustina, S. (2022). Media Sosial Dan Jejaring Sosial. *Maktabatun: Jurnal Perpustakaan Dan Informasi*, 2(1). <https://ummaspul.e-journal.id/RMH/article/download/4989/2149>
- Lim, S., & Kesumahati, E. (2022). The Effect of Social Media Marketing, Influencer Marketing, and Consumer Engagement on Purchase Intention in Local Cosmetic Products. *Enrichment ; Journal of Management*, 12(5). <https://enrichment.iocspublisher.org/index.php/enrichment/article/view/942>
- Makbul, M. (2021). Metode Penelitian Sosial: Pendekatan Kualitatif dan Kuantitatif. Yogyakarta: Pustaka Pelajar.
- Meodia, A. (2020). Instagram: Pengguna Aktif Harian Melewati Angka 500 Juta. Antarnews.com. Retrieved from <https://www.antaranews.com>
- Purwo, B. K. (2017). Literasi dan Pendidikan di Indonesia. *Jurnal Pendidikan Indonesia*, 6(1), 101-112.
- Ridha, A. R. (2022). PISA 2015: Minat Baca Indonesia Rendah. *Jurnal Pendidikan Indonesia*, 9(1), 45-52.
- Salsabila, M. (2019). Instagram: Sejarah Singkat dan Fakta Menarik. Tekno.Kompas.com. Retrieved from <https://tekno.kompas.com>
- Shanahan, T., Tran, T. P., & Taylor, E. C. (2019). *Getting to know you: Social media personalization as a means of enhancing brand loyalty and perceived quality*. *Journal of Retailing and Consumer Services*, 47, 57-65.
- Siregar, S. (2018). Metode Penelitian Kuantitatif: Dilengkapi dengan Perbandingan Perhitungan Manual & SPSS. Jakarta: Kencana.
- Statista. (2021). *Instagram: distribution of global audiences 2021, by age group february 1*. <https://www.statista.com/statistics/325587/instagram-global-age-group/>
- Tankovska, H. (2021). *facebook - statistics & facts*. <https://www.statista.com/topics/751/facebook/>
- Voramontri, D., & Klieb, L. (2019). Impact of social media on consumer behaviour Duangruthai Voramontri * and Leslie Klieb. *International Journal Information and Decision Sciences*, 11(3), 209–233.
- We Are Social. (2021). *Digital 2021: Indonesia*. Diakses dari <https://wearesocial.com/digital-2021-indonesia>
- Witek-Hajduk, M. K., & Zaborek, P. (2022). Social media use in international marketing: Impact on brand and firm performance. *International Journal of Management and Economics*, 58(2), 121–142.
- Yadav, M., & Rahman, Z. (2018). *Measuring consumer perception of social media marketing activities in e-commerce industry: Scale development & validation*. *Telematics and Informatics*, 34(7), 1294-1307.
- Zelia, Z., & Sabur, M. (2023). Strategi pemasaran melalui media sosial: Studi kasus merek e-commerce. *Jurnal Pemasaran Digital*, 15(1), 22-35.

Zeyna, Z., & Sabur, M. (2023). Pengaruh *Social Media Marketing Activities Terhadap Customer Loyalty*. *Jurnal ekonomi Trisakti*, 3(2), 3255-3268.