

DAFTAR PUSTAKA

- Agnes Z. Yonatan. (2023). Menilik Pengguna Media Sosial Indonesia 2017-2026.
<https://data.goodstats.id/statistic/menilik-pengguna-media-sosial-indonesia-2017-2026-xUAlp>
- Amruddin, Priyanda, Agustina, Ariantini, Rusmayani, Aslindar, Ningsih, Wulandari, Putranto, Yuniati, Untari, Mujiani, W. (2022). Metodologi Penelitian Kuantitatif.
- Andi Sukandi, Nunung Ayu Sofiati (Efi), dan Y. S. (2019). Implementasi Digital Marketing Untuk Meningkatkan Kepuasan Nasabah Dan Berdampak Pada Citra Lembaga Perbankan (Suatu Survey pada Lembaga Perbankan Nasioanal) PT. Bank Negara Indonesia (persero),Tbk. *Sosiohumaniora*, 21(3), 355–364.
<https://doi.org/10.24198/sosiohumaniora.v21i3.23464>
- Anissa Dea Widiarini, A. M. (2023). Tampil di JFW 2024, Lozyhijab Kukuhkan Eksistensi di Dunia Mode Muslim Indonesia.
<https://lifestyle.kompas.com/read/2023/11/02/172511020/tampil-di-jfw-2024-lozyhijab-kukuhkan-eksistensi-di-dunia-mode-muslim>
- APJII Jumlah Pengguna Internet Indonesia Tembus 221 Juta Orang (2024).
<https://apjii.or.id/berita/d/apjii-jumlah-pengguna-internet-indonesia-tembus-221-juta-orang>
- Ari Setiyaningrum, J. U. (2015). Prinsip-Prinsip Pemasaran : Plus Tren Terkini, Pemasaran Global, Pemasaran Jasa, Green Marketing, Entrepreneurial Marketing, E-Marketing.
- Ayubi, S., Vaala, A., Rahmawati, A. A., & Fariha, N. F. (2024). Pengaruh Marketing Public Relations Terhadap Brand Awareness Cyto Apparel Melalui Media Sosial. *JKOMDIS : Jurnal Ilmu Komunikasi Dan Media Sosial*, 4(1), 41–47.
<https://doi.org/10.47233/jkomdis.v4i1.1426>
- Bangkitkan Kinerja Industri TPT, Kemenperin Gembleng Kompetensi SDM. (2024).
<https://bpsdmi.kemenperin.go.id/articles/185#:~:text=Pada triwulan I tahun 2024,surplus mencapai USD3%2C2 miliar.>
- Cahyanti, I., Fauzi, A., & Rini, E. S. (2021). *Effect of E-Trust and Marketing Public*

- Relation on Customer's Purchasing Decision on the E-Commerce Market (Study on Lotte Mart Grosir Medan Customers). International Journal of Research and Review, 8(8), 704–711. <https://doi.org/10.52403/ijrr.20210893>*
- Chin, W. W. (1998). *The Partial Least Squares Approach to Structural Equation Modeling* (Chapter Ten).
- Daffa, M., Nurkhin, A., Maghfira, N. A., & Wedadjati, R. S. (2024). *The Influence Of Marketing Public Relations, Brand Image, And After-Sales Service On The Intention To Reuse Indihome Products In Medan City. Jurnal Ekonomi, 13(2), 541–554. <https://doi.org/10.54209/ekonomi.v13i02>*
- Dewani, P. K., & Amalia, D. (2022). Strategi Marketing Public Relations Ibis Styles Di Masa Pandemi Covid 19. *Nusantara: Jurnal Ilmu Pengetahuan Sosial, 9(7), 2661–2669.*
- Dewi, S., Ratna, S., & Haryanti, A. (2019). Upaya Marketing Public Relations Perusahaan- Perusahaan E-Commerce Terbaik Di Indonesia Dalam Mempertahankan Brand Reputation Di Mata Konsumen. *Riset Manajemen Dan Bisnis, 4(3), 457–468. <http://garuda.ristekbrin.go.id/documents/detail/1218157>*
- Dr. Antaiwan Bowo Pranogyo S.E., M. ., & Junaidi Hendro S.E., M. . (2024). *Komunikasi Pemasaran Terpadu Teori dan Praktik Efektif. EUREKA MEDIA AKSARA.*
- Dr. Ratna Wijayanti Daniar Paramita, S.E., M. M., Noviansyah Rizal, S.E., M.M., Ak, CA, Cf., & Riza Bahtiar Sulistyan, S.E., M. M. (2021). *Metode Penelitian Kuantitatif*. Widya Gama Press.
- Esin, S., Tay, N., & Sağlam, M. (2022). *Examining the Relationship Between Reference Marketing, Brand Reputation and Industrial Customer Behaviors: The Mediating Role of Brand Reputation. Www.Ijbmm.Com International Journal of Business Marketing and Management, 7(February 2022), 2456–4559. www.ijbmm.com*
- Ghozali, I. (2011). *Aplikasi Analisis Multivariate Dengan Program SPSS versi 19*. Universitas Diponegoro.
- Gumi, I., & Milyane, T. M. (2024). Strategi Komunikasi Public Relations Dalam

- Meningkatkan Brand Image Di Toko Gaprusy Bag. 11(2), 2210.
- Handayani, J. S., Lestari, P. D., & Agave, A. (2020). *Implementation of Kanagoods marketing public relations program in creation of brand image of Batik Indigo Company. Management and Entrepreneurship: Trends of Development*, 3(13), 87–96. <https://doi.org/10.26661/2522-1566/2020-3/13-07>
- Haryanti, A., & Ratna Sari, S. D. S. (2019). Peranan marketing public relations Bukalapak.com dalam mempertahankan brand reputation melalui kegiatan integrated marketing communications. *Jurnal Manajemen Strategi Dan Aplikasi Bisnis*, 2(1), 1–12. <https://doi.org/10.36407/jmsab.v2i1.42>
- Irene Silviani, & Darus, P. (2021). *Strategi Pemasaran Menggunakan Teknik Intagrated Marketing Public Relations (IMC)*.
- J. Fombrun, C. (2018). *Reputation: Realizing Value from the Corporate Image*.
- Kamaruddin, M. J., & Yanis, F. (2022). The Influence of Digital Marketing Public Relations of Menantea Products on The Purchase Interest of Youtube Users. *Journal of Business and Behavioural Entrepreneurship*, 6(2), 37–50. <https://doi.org/10.21009/jobbe.006.2>.
- Kemenparekraf. (2022). Optimalkan Potensi Fesyen, Sandiaga Bidik Pasar Hijab Dunia. <https://www.cnnindonesia.com/ekonomi/20221123181515-97-877776/optimalkan-potensi-fesyen-sandiaga-bidik-pasar-hijab-dunia>
- Kotler, P. K. (2018). *Manajemen Pemasaran* (Edisi 12).
- Kotler, K. (2016). *Marketing Management*. <https://doi.org/10.2307/1250781>
- Kurniawan, A., Zinaida, R. S., Jabir, B., & Helmi, S. (2024). *Analysis of Digital Marketing Public Relations Strategy in Efforts to Market Quality Fuel Products Through the My Pertamina Application*. 2(3), 14–36.
- L. Harris, T. (1993). *The Marketers Guide To Public Relations : How Today's Top Companies Are Using the New PR to Gain a Competitive Edge*.
- Lee, J. W. (2022). *Impacts of Public Relations on Corporate Reputation*. *Journal of Digital Marketing and Communication*, 2(1), 30–36. <https://doi.org/10.53623/jdmc.v2i1.82>

- Lekhanya, L. M. (2014). *The Impact Of Viral Marketing On Corporate Brand Reputation. International Business & Economics Research Journal (IBER)*, 13(2), 213. <https://doi.org/10.19030/iber.v13i2.8437>
- Lozy Hijab. (2023). *Lozy Goes To JFW "Avenue Of Escape."* <https://lozy.id/blogs/news/lozy-goes-to-jfw-avenue-of-escape>
- Mustika, Sinta Welly Angreni, A. W. (2021). Pengaruh Digital Marketing Terhadap Citra Perusahaan Pada Pt.Pos Indonesia (Persero) Bandung 40000. *Jurnal Ilmiah MEA (Manajemen, Ekonomi, & Akuntansi)*, 5(2), 1543–1553.
- Nugroho, A. S., & Haritanto, W. (2022). *Metode Penelitian Kuantitatif Dengan Pendekatan Statistika (I)*. ANDI.
- Nurhaliza, D., & Andiyansari, P. (2024). Strategi Public Relations PC. GKBI dalam Membangun Citra Positif Perusahaan. *Jurnal Indonesia: Manajemen Informatika Dan Komunikasi*, 5(3), 2596–2611.
- Nurrahman, M. (2015). Strategi Marketing Public Relations The Sun Hotel Sidoarjo Pada Publik Konsumen. *Commonline*, 4(2), 287–302.
- Nuryadi, Astuti, T. D., Utami, E. S., & Budiantara, M. (2017). Buku Ajar Dasar-dasar Statistik Penelitian. In *Sibuku Media*.
- Oktavianus, L. C., Randa, F., Jao, R., & Praditha, R. (2022). Kinerja Keuangan Dan Reputasi Perusahaan: Studi Pada Perusahaan Yang Terdaftar Di Bursa Efek Indonesia. *KRISNA: Kumpulan Riset Akuntansi*, 13(2), 218–227. <https://doi.org/10.22225/kr.13.2.2022.218-227>
- Priyadi, Rani, C. (2020). Strategi Marketing Public Relations Dalam Menumbuhkan Loyalitas Nasabah. *Jurnal Pustaka Komunikasi*, 3(2), 263–272. <https://journal.moestopo.ac.id/index.php/pustakom/article/view/1128/614>
- Prof. Drs. Sutrisno Hadi, M. (2000). *Metodologi Research Jilid 3*. ANDI.
- Permana, A., & Kholisoh, N. (2023). *The effect of digital marketing communications on Adit Sopo Jarwo's animation brand awareness and brand reputation through children's educational content. Jurnal Magister Ilmu Komunikasi*, 9(2), p-ISSN. <http://journal.ubm.ac.id/>

- Puspita, I. M. (2019). Marketing Public Relation Peremajaan Merek sebagai Strategi Pemasaran dalam Membangun Citra Produk Baru. *Warta ISKI*, 2(01), 19–26. <https://doi.org/10.25008/wartaiski.v2i01.24>
- Putri, N. K. (2024). We Are Social: 59 persen pengguna internet Indonesia hobi belanja online. <https://id.techinasia.com/indonesia-hobi-belanja-online>
- Rahmat, Z. (2022). Marketing Public Relations (MPR) Sebagai Strategi Pemasaran Yang Efektif Di Tengah Pandemi Covid-19. *Jurnal Pajak Dan Keuangan Negara (PKN)*, 4(1S), 315–325. <https://doi.org/10.31092/jpkn.v4i1s.1863>
- Reeya Shrestha. (2021). *Managing corporate brand reputation*. *ResearchGate*. https://www.researchgate.net/publication/353644295_Managing_corporate_brand_reputation
- Ridwan Firdaus, F., & Yuningsih, S. (2023). Pengaruh Kegiatan Marketing Public Relations Terhadap Reputasi PT. Sugar Group Companies (Survei Pada Warga Seputih Mataram RT/2RW1). *Nusantara Journal of Multidisciplinary Science*, 1(3), 331–341. <https://jurnal.intekom.id/index.php/njms>
- Safitri, E., Lina Auliana, Iwan Sukoco, & Cecep Safaatul Barkah. (2022). Kajian Literatur Peran Integrated Marketing Communication (IMC) Dalam Mempertahankan Loyalitas Konsumen. *Jurnal Aplikasi Bisnis*, 19(2), 259–267. <https://doi.org/10.20885/jabis.vol19.iss2.art6>
- Sankaran, V. S., & Kannan, N. (2016). *Increasing Brand Reputation through Viral Marketing*. *International Journal of Sales & Marketing ...*, 6(1), 1–8. https://www.academia.edu/download/44116519/1._IJSMMRD_-_Increasing_Brand_Reputation_Through_Viral.pdf
- Santika, E. F. (2024). Tingkat Penetrasi Internet Indonesia Capai 79,5% per 2024. <https://databoks.katadata.co.id/teknologi-telekomunikasi/statistik/e6f9d69e252de32/tingkat-penetrasi-internet-indonesia-capai-795-per-2024>
- Sarwono, J. (2022). Metodologi Penelitian Kuantitatif Menggunakan Spss.
- Shimp, T. A. (2003). Periklanan Promosi.

- Siregar. (2013). *Metode Penelitian Kuantitatif Dilengkapi Perbandingan Perhitungan Manual dan SPSS*. PT Fajar Interpratama Mandiri.
- Sugiyono. (2019). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*.
- TiffaErsantika Alhamdina, T., & Hartono, A. (2023). *The Impact Of Brand Awareness, Brand Reputation, And Perceived Economic Benefits On Brand Trust And Online Purchase Intentions For Skintific Products On The Tiktok Shop Platform. International Journal of Science, Technology & Management*, 4(3), 653–665. <https://doi.org/10.46729/ijstm.v4i3.832>
- Wahid, U., & Puspita, A. E. (2017). Upaya Peningkatkan Brand Awareness PT. Go-Jek Indonesia Melalui Aktivitas Marketing Public Relations. *Jurnal Komunikasi*, 9(1), 31. <https://doi.org/10.24912/jk.v9i1.265>
- Zulpakar, T. K., & Hubeis, M. (2024). Dampak Social Media Marketing terhadap Brand Engagament Lozy Hijab pada Kalangan Gen Z di Jabodetabek. <https://repository.ipb.ac.id/handle/123456789/158295>