

DAFTAR PUSTAKA

- Aaker, D.A., & Biel, A.L. (1993). *Brand Equity & Advertising: Advertising's Role in Building Strong Brands* (D.A. Aaker, D.A. Aaker, & A. Biel, Eds.) (1st ed.). Psychology Press. <https://doi.org/10.4324/97813157995371.1>
- Ardiansah, I., & Anastasya Maharani. (2020). *Optimalisasi Media sosial Sebagai Media Marketing* (1 ed.). Bandung: CV CENDEKIA PRESS.
- Ariza, A. F. (2023). *Efektivitas Peran YABN pada Program CSR Adaro Group dalam Meningkatkan Citra Perusahaan di Kabupaten Tabalong*. 5, 256–269.
- Aulia Fadhilah Hana, Desrizal, Arie Dewi, S. H. W., & Fantin, E. (2024). *PERAN COPYWRITING PADA IKLAN “JADI LEBIH BAIK” BANK MANDIRI DI MEDIA SOSIAL MEDIA SOSIAL DALAM MENINGKATKAN JUMLAH NASABAH Journal of Information Systems Management and Digital Business (JISMDB)*. 1(4), 429–437.
- Giles, H. (1973). Accent mobility: A model and some data. *Anthropological Linguistics*, 15(2), 87–105.
- Hair, J. F., Anderson, R. E., Babin, B. J., & Black, W. C. (2010). *Multivariate data analysis: A global perspective*. Pearson.
- Keller, K. L., & Swaminathan, V. (2020). *Strategic brand management: Building, measuring, and managing brand equity* (5th ed.). Pearson
- Lee, J., & Van Patten, B. (2020). *Making Communicative Language Teaching Happen* (3rd ed.). McGraw-Hill.
- Muysken, P. (2000). *Bilingual Speech: A Typology of Code-Mixing*. Cambridge University Press.
- Relations, P., & Communications, M. (2019). *Power of the post : Media sosial is the chosen social media platform for PR content of cosmetic companies By Diane Burke A dissertation submitted in partial fulfilment of the requirements for MA in Journalism & Public Relations Faculty of Journalism & Media* (Issue August).

- Sagitarini, N. M. M. D., & Putra, I. G. A. C. S. (2023). Code-Mixing Found in Scarlett Whitening Media sosial Posts. *PRASASTI: Journal of Linguistics*, 8(1), 63. <https://doi.org/10.20961/prasasti.v8i1.64973>
- Susanto, T. T., Atmaja, J., Nurdiansyah, C., & Alam, N. (2019). Mengungkap Fenomena *Code-mixing* Pada Budaya Populer Dalam Perspektif Postmodern. *Jurnal Trias Politika*, 3(2), 170. <https://doi.org/10.33373/jtp.v3i2.2288>
- Sholihatin E, Munawaroh L, Azizah A.N, Bimantoro A, & Oktafia I. (2023). Analisis Penggunaan *Code-mixing* (Code-Mixing) Pada *Copywriting* Dalam Konten Pemasaran Somethinc Di Media Sosial. <https://doi.org/10.5281/zenodo.8149463>
- Thara, S., & Poornachandran, P. (2018). Code-Mixing: A Brief Survey. In *2018 International Conference on Advances in Computing, Communications and Informatics, ICACCI 2018*. IEEE. <https://doi.org/10.1109/ICACCI.2018.8554413>
- West, R., & Turner, L. H. (2018). *Introducing Communication Theory: Analysis and Application* (6th ed.). McGraw-Hill