

References

Books

- Abdurahman, Maman & Sambas Ali Muhidin. (2011). ***Panduan Praktis Memahami Penelitian (Bidang Sosial-Administrasi-Pendidikan)***. Bandung: Pustaka Media
- Ardianto, Elvinaro. (2010). ***Metodologi Penelitian untuk Public Relations: Kuantitatif dan Kualitatif***. Bandung: Simbiosis Rekatama Media
- Carey, Robin Fray (2007). ***Social Media Today***. Virginia
- Gerbarg, Darcy. (2011). ***Television Goes Digital***. New York
- Griffiths, Andrew (2012). ***Iklan Powerful untuk Bisnis Berawal dari Buku ini***. Jakarta: Tangga Pustaka
- Hawkins, Rob (2012). ***Social Media Made Easy***. US: Flame Tree Publishing Company Limited
- Holmes, David (2012). ***Teori Komunikasi: Media, Teknologi, dan Masyarakat***. Yogyakarta: Pustaka Pelajar
- Jabin I. William G Zikmund II. Barry J. Babin. (2010). ***Exploring Marketing Research***. Australia: South-Western Cengage Lea
- Kaplan, Andreas and Michael Haenlein. (2013). ***Social Media and the Law***. Texas: Daxton Stewart
- Kotler, Philip & Keller, Kevin Lane. (2012). ***Marketing Management***. England: Pearson Education Limited.
- Li, Charlene and John Bernoff. (2010). ***Groundswell***. America
- Manglold, W. G. and Faulds, D.J. (2009). ***Social Media: The New "Hybrid" Element of the Promotion Mix***. Business Horizon

- Morissan. (2010). ***Periklanan: Komunikasi Pemasaran Terpadu***. Jakarta: Kencana Prenada
- Prastowo, Andi. (2011). ***Memahami Metode-metode Penelitian: Suatu Tinjauan Teoritis & Praktis***. Jogjakarta: Ar-Ruz Media
- Priyatna, Soeganda & Elvinaro. (2008). ***Komunikasi Bisnis: Dilengkapi Tujuh Pilar Strategi Komunikasi Bisnis***. Bandung: Widya Padjajaran
- Rakhmat, Jalaludin. (2009). ***Metode Penelitian Komunikasi: Dilengkapi Contoh Analisis Statistik***. Bandung: Remaja Rosdakarya
- Riduwan, Engkos Achmad Kuncoro. (2007). ***Cara Menggunakan dan Memakai Analisis Jalur (Path Analysis)***. Bandung: Alfabeta
- Sekaran, Uma and Roger Bougie. (2010). ***Research Method for Business: A Skill Building Approach***. Chiches: John Wiley & Sons
- Sugiyono. (2011). ***Metode Penelitian Kombinasi (Mixed Methods)***. Bandung Indonesia: Alfabeta.
- Zarella, Dan. (2011). ***The Social Media Marketing Book***. Jakarta: Serambi Ilmu Semesta

Journal

- Aisyah , Shally Hally Alpriansy. ***Kesuksesan Maicih dalam memanfaatkan E-Business***, Indonesia: Bandung
- Akar, Erkan & Birol Topçu. (2011). ***An Examination of the Factors Influencing Consumers***, Turkey
- Bashar, Abu, Irshad Ahmad & Mohamad Wasiq. (2012). ***Effectiveness of Social Media as a marketing tool : An empirical Study***, India: Faridabad
- Khare, Arpita & Sapna Rakesh. (2011). ***Antecedents of Online Shopping Behavior in India : An Examination***, India

- Kumra, Rajeev. (2008). *Social Media's Influence in Purchasing Decision*, India
- Nair, Anup. (2011). *Social Media's Influence in Purchasing Decision at USA*, USA: iSource Pvt Ltd
- Neti, Sisira. (2011). *Social Media and It's Role in Marketing*, India
- Rehmani, Mehmood & Muhamad Ishfaq Khan. (2011). *The impact of E-Media on Customer Purchase Intention*, Pakistan: Islamabad

Previous Research

- Adil, Athira Setira. (2012). *Pengaruh Tweet Iklan Melalui Akun Twitter @infoBDG terhadap Minat Beli Masyarakat Kota Bandung Tahun 2012*, Bandung, Indonesia: IM Telkom
- Haspritareni, Tristi. (2012). *Efektivitas Strategi Social Media Marketing Pada PT Toyota Astra Motor*, Jakarta, Indonesia: Binus
- Pamungkas, Yudhitya Reza Tri. (2012). *The Influence of Influencer, Interaction / Content, Word of Mouth and Testimony Toward Purchase Decision Process of Macbeth in Bogor City*, Bandung, Indonesia: IM Telkom.
- Rianti, Zarra. (2012). *Pengaruh Promosi Penjualan Indonesia Air Asia Tahun 2012 Melalui Twitter Terhadap Keputusan Pembelian Konsumen*, Bandung, Indonesia: IM Telkom

Other Sources

<https://twitter.com/WDZG> (26 Jan, 2013)

<http://twittercounter.com/compare/WDZG/week/followers> (26 January, 2013)

<http://www.tweetstats.com/graphs/wdzg> (26 January 2013)

http://wadezig.com/portfolio/accessories/#.UPdu5x1g_X8 (January, 2013)

<http://tekno.kompas.com/read/2012/02/06/17441029/Cerewetnya.Indonesia.di>

[Twitter.Jadi.Sorotan?1327984643](#) (January, 2013)

<https://www.facebook.com/search/results.php?init=quick&q=wadezig&tas=0.>

[5229129649233073](#) (jan, 2013)

<http://wadezig.com/> (Jan, 2013)

SWA Magazine, (15-28 March 2012)

Forst & Sullivan (SWA Magazine 10-22 January 2013)

TNS-Yahoo Net Index (Marketing Magazine Mei 2012)

Frontier Consulting Group (Marketing Magazine Febuary 2012)

Monthly report Wadezig (January 2013)