

## BIBLIOGRAPHY

- Aaker, J., & Adler, W. C. (2010). *The Dragonfly Effect: Quick, Effective, and Powerful Ways To Use Social Media to Drive Social Change*, 255. <https://libgen.is/book/index.php?md5=0B2374A519F84D9D93F54BA73CD453F2>
- Baker, M. J., Brown, A. J., Brownlie, D., Crosier, K., Drayton, J. L., Kennedy, A., ... Parkinson, S. T. (1983). *Marketing: Theory and Practice* (2nd Edition). <http://gen.lib.rus.ec/book/index.php?md5=DA6D1252FE5D753A07AAD7977719FA15>
- Belch, G. & M. (2003). *Advertising and Promotion: Communications Perspective* (Sixth Edition), 819. <http://gen.lib.rus.ec/book/index.php?md5=C42BDE00E10224D9762364BFD01F427>
- Blake, S., Winsor, D., & Allen, L. (2011). *Technology and Young Children : Bridging the Communication- Generation Gap* (1st Edition). Retrieved from <https://libgen.is/book/index.php?md5=E92A228DD90941DD8F0454A6D12AD0DD>
- Boateng, H. (2015). Consumers ' Attitude Towards Social Media Advertising and Their Behavioural Response: The Moderating Role of Corporate Reputation, 9(4), 299–312. <https://doi.org/10.1108/JRIM-01-2015-0012>

Cohen, L., Manion, L., & Morrison, K. (2007). *Research Methods in Education* (6th Edition).

<https://libgen.is/book/index.php?md5=9E3B35B031767360EDD6D8C10B5E43>  
99

Cooper, F. L. (2017). *How to Teach English to very Young Children.*

<http://gen.lib.rus.ec/book/index.php?md5=3D7B2E2A9540A8050D7F3111AFE0F6D5>

Creswell, J. W. (2014). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches*, 26.

[https://scholar.google.co.id/scholar?hl=en&as\\_sdt=0%2C5&q=research+design&oq=#d=gs\\_qabs&u=%23p%3DIrl05F2Tc1IJ](https://scholar.google.co.id/scholar?hl=en&as_sdt=0%2C5&q=research+design&oq=#d=gs_qabs&u=%23p%3DIrl05F2Tc1IJ)

Evans, D., Bratton, S., & McKee, J. (2010). *Social Media Marketing: The Next Generation of Business Engagement.*

<http://gen.lib.rus.ec/book/index.php?md5=1FEFEE0B227DEE448424A45A50572649>

Ferrara, E., Interdonato, R., & Tagarelli, A. (2014). *Online Popularity and Topical Interests through the Lens of Instagram*, (i).

[https://scholar.google.com/scholar?hl=en&as\\_sdt=0%2C5&q=Ferrara%2C+Interdonato+%26+Tagarelli&btnG=#d=gs\\_qabs&u=%23p%3DcIJguBBCGVgJ](https://scholar.google.com/scholar?hl=en&as_sdt=0%2C5&q=Ferrara%2C+Interdonato+%26+Tagarelli&btnG=#d=gs_qabs&u=%23p%3DcIJguBBCGVgJ)

Hahn, F. E. (2003). *Do It Yourself Advertising and Promotion: How to Produce Great Ads, Brochures, Catalogs, Direct Mail, Web Sites, and More* (3rd Edition).

<https://libgen.is/book/index.php?md5=5A31DDDA6D8441691AFDB6F690A524F5>

Hajli, M. N. (2013). A Study of The Impact of Social Media on Consumers, (January), 387–404.

[https://scholar.google.com/scholar?hl=en&as\\_sdt=0%2C5&q=A+study+of+the+impact+of+social+media++on+consumers&btnG=#d=gs\\_qabs&u=%23p%3DKr7qpf3rK1kJ](https://scholar.google.com/scholar?hl=en&as_sdt=0%2C5&q=A+study+of+the+impact+of+social+media++on+consumers&btnG=#d=gs_qabs&u=%23p%3DKr7qpf3rK1kJ)

Hunt, L., Eagle, L., & Kitchen, P. J. (2004). Balancing Marketing Education and Information Technology : Matching Needs or Needing a Better Match?, 26(1), 14. <https://doi.org/10.1177/0273475303262350>

Laming, D. (2003). *Understanding Human Motivation*.

<http://gen.lib.rus.ec/book/index.php?md5=1114E6DCA95B9695A6344CC37CC809A9>

Maslow. (1943). A Theory of Human Motivation, 1–21.

<http://gen.lib.rus.ec/book/index.php?md5=62D8F3793F31B9A9A7B9AC7CC3E9F324>

- Mayfield, T. (2008). What is Social Media.  
[https://scholar.google.com/scholar?hl=en&as\\_sdt=0%2C5&q=what+is+social+media&oq=what+is+#d=gs\\_qabs&u=%23p%3DzihlvkcMeAwJ](https://scholar.google.com/scholar?hl=en&as_sdt=0%2C5&q=what+is+social+media&oq=what+is+#d=gs_qabs&u=%23p%3DzihlvkcMeAwJ)
- Oskamp, S., & Schultz, P. W. (2005). *Attitudes and Opinions*.  
<https://libgen.is/book/index.php?md5=CD77BF3B72F031B086279B3EB3EC2115>
- Tahir, R. (2015). Mobile Technology in Children Education : Analyzing Parents ' Attitude Towards Mobile Technology for Children, 410–420.  
[https://scholar.google.com/scholar?hl=en&as\\_sdt=0%2C5&q=parents%27+attitude+towards+social+media&btnG=#d=gs\\_qabs&u=%23p%3DIRd0x75V81QJ](https://scholar.google.com/scholar?hl=en&as_sdt=0%2C5&q=parents%27+attitude+towards+social+media&btnG=#d=gs_qabs&u=%23p%3DIRd0x75V81QJ)
- Taprial, V., & Kanwar, P. (2012). *Understanding Social Media*.  
[https://scholar.google.com/scholar?hl=en&as\\_sdt=0%2C5&q=understanding+social+media&oq=Understanding+so#d=gs\\_qabs&u=%23p%3D4fGwV6m1GkkJ](https://scholar.google.com/scholar?hl=en&as_sdt=0%2C5&q=understanding+social+media&oq=Understanding+so#d=gs_qabs&u=%23p%3D4fGwV6m1GkkJ)
- Zarella, D. (2009). *The Social Media Marketing Book* (1st ed.).  
<http://gen.lib.rus.ec/book/index.php?md5=52D8F4FC0803C61F4357965A95664408>