

DAFTAR PUSTAKA

- Berita satu. (2021). Data Media Sosial Paling Populer di Indonesia. Diakses pada 15 Februari 2021, dari <https://www.beritasatu.com/digital/733355/data-ini-media-sosial-paling-populer-di-indonesia-20202021>
- Blakeman, R. (2018). *Integrated Marketing Communication : Creative Strategy From Idea To Implement The Third Edition*. United States of America. Rowman & Littlefield.
- BPP Learning Media. (2010). *Business Essentials: Marketing And Sales Strategy*. London: BPP Learning Media.
- Chatia, Hastasari., & Dhealda Ainun Saraswati. (2020). Strategi Digital Content Marketing Pada Akun Media Sosial Instagram Mojok.Co Dalam Mempertahankan Brand Engagement. *Jurnal Biokultur, Vol. 9, No. 2, Tahun 2020, Hal. 152-171*
- Content Marketing Institute. (2020). What Is Content Marketing. Diakses pada 7 April 2021 dari <https://contentmarketinginstitute.com/what-is-content-marketing/>
- Daily Social. (2020). Retrieved from Dailysocial.id: <https://dailysocial.id/post/mad-for-makeup-melawan-industri-kecantikan-konvensional-dengan-co-creating-produk-terjangkau>
- Forbes. (2013). Definition Brand Engagement. Diakses pada 9 April 2021 dari <https://www.forbes.com/sites/robertpassikoff/2013/06/17/defining-brand-engagement/?sh=56e77f304446>
- Indah Putri, S., & Rahardjo, T. (2020). Strategi Trax Fm Semarang Dalam Mempertahankan Brand Engagement Dikalangan Pendengarnya. *Interaksi Online, 9(1)*, 176-186.
- Lieb Rebecca. (2012). *Content Marketing Think Like A Publisher—How To Use Content To Market Online And In Social Media*: United States Of America: Que Publishing
- Li Fangfang, Jorma Larimo, And Leonidas C. Leonidou. (2020). Social Media Marketing Strategy: Definition, Conceptualization, Taxonomy, Validation, And Future Agenda. *Journal Of The Academy Of Marketing Science*.
- Keller, K. L. (2013). *Strategic Brand Management (Building, Measuring, and Managing Brand Equity)*. Fourth Edition. United States: Pearson Education.
- Kelsey, T. P. (2017). *Introduction To Social Media Marketing: A Guide For Absolute Beginners*. New York: Apress.
- Kemenperin. (20210). Potret Kinerja Sektor IKFT Selama Pandemi Covid-19. Diakses pada 18 Juli 2021 dari <http://ikft.kemenperin.go.id/ikft-7/>

- Kennedy, C. (2017). *Social Media: The Art Of Marketing On Youtube, Facebook, Twitter, And Instagram For Success*. WE CAN'T BE BEAT LLC.
- Kozinets, Robert V. (2014). Social Brand Engagement: A New Media. *Gfk Marketing Intelligence Review*, 6 (2), 9-15.
- Moretti, A., & Tuan, A. (2018). Social Media Marketing And Relationship Marketing: Revolution Or Evolution? A First Step Analysis. *Sinergie Italian Journal of Management*, (93), 115–137.
- Muntinga, D. G., Moorman, M., & Smit, E. G. (2011). Introducing Cobras: Exploring Motivations For Brand-Related Social Media Use. *International Journal of Advertising*, 30(1), 13-46.
- Pažėraitė, A., & Repovienė, R. (2016). Content Marketing Elements And Their Influence On Search Advertisement Effectiveness: Theoretical Background And Practical Insights. *Management of Organizations: Systematic Research*, 75, 97–109.
- Pulizzi, Joe. (2014). *Epic Content Marketing: How to Tell a Different Story, Break through the Clutter, and Win More Customers by Marketing Less*: United States. McGraw-Hill Education.
- Putri, Indira Mulyana. (2020). *Strategi Konten Instagram Colab Dry Shampoo Dalam Menciptakan Brand Engagement*. Tangerang: Universitas Multimedia Nusantara.
- Rathore, A. K., Ilavarasan, P. V., & Dwivedi, Y. K. (2016). Social Media Content And Product Co-Creation: An Emerging Paradigm. *Journal of Enterprise Information Management*, 29(1), 7–18.
- Sanawiri dan Iqbal. (2018). Kewirausahaan. Retrieved from *Jurnal Biokultur*, Vol. 9, No. 2.
- Semiawan, C. R. (2010). *Metode Penelitian Kualitatif*. Jakarta: Grasindo.
- Sherly. (2018). *Analisis Strategi Internet Marketing Chatime Indonesia dalam Membangun Brand Engagement*. Tangerang: Universitas Multimedia Nusantara.
- Solis, B. (2011). *Engage: The Complete Guide for Brands and Businesses to Build, Cultivate, and Measure Success In The New Web*. New Jersey: Wiley.
- Świczak, W. (2012). Content Marketing As An Important Element Of Marketing Strategy Of Scientific Institutions. *Transactions of the Institute of Aviation*, 226(5), 133–150.
- Tempo. (2020). Perubahan Gaya hidup Dorong Industri Kosmetik Ekonomi Dan bisnis. Diakses pada 27 Agustus 2021 dari <https://koran.tempo.co/read/ekonomi-dan-bisnis/449594/perubahan-gayahidup-dorong-industri-kosmetik>

We Are Social. (2020). Retrieved from Andi.link: <https://andi.link/hootsuite-we-are-social-indonesian-digital-report-2020/>

Kee, A. W. A., & Yazdanifard, R. (2015). The Review of Content Marketing As A New Trend In Marketing Practices. *International Journal of Management, Accounting and Economics*, 2(9), 1055–1064.

Yazdanifard & Nadaraja. (2013). *Social Media Marketing Social Media Marketing: Advantages And Disadvantages*. Center of Southern New Hampshire University (SNHU) Of Help College of Arts and Technology.

Yusuf Muri. (2017). *Metode Penelitian: Kuantitatif, Kualitatif, Dan Penelitian Gabungan*. Jakarta: Kencana.

