

BIBLIOGRAPHY

- Athapaththu, H. K. S. H. (2016). *An Overview of Strategic Management: An Analysis of the Concepts and the Importance of Strategic Management*. International Journal of Scientific and Research Publications, 6(2), 124. <https://www.ijsrp.org/research-paper-0216.php?rp=P505083>
- Aydin, G. (2020). Social media engagement and organic post effectiveness: A roadmap for increasing the effectiveness of social media use in hospitality industry. *Journal of Hospitality Marketing & Management*, 29(1), 1-21. <https://doi.org/10.1080/19368623.2019.1588824>
- Bostanshirin, S. (2014). *International conference on social sciences and humanities abstracts & proceedings : Istanbul, Turkey, 8 - 10 September 2014*. International Organization Center of Academic Research. <https://bit.ly/3jSqPst>
- Chaffey, D. (2015). *Digital Business & E-Commerce Management*, 6th ed. Pearson. <https://bit.ly/3jSqoyl>
- Chaffey, D. (2000). *Internet Marketing: Strategy, Implementation, and Practice*. Financial Times Prentice Hall. <https://books.mec.biz/tmp/books/5G7BGE3Z6KNWFOHBFCWN.pdf>
- Chandler, A. (1962). *Strategy and structure: Chapters in the history of American industrial enterprise*. Cambridge Mass: MIT Press, 1962. <https://bit.ly/3QoLzV5>

Cresci, E. (2017). *Unicorn Frappuccino mania: Starbucks aims at Instagram*. The Guardian. Retrieved from <https://www.theguardian.com/business/2017/apr/21/unicorn-frappuccino-starbucks-instagram-selfie-social-media>

Creswell, J. W. (2017). *Research Design : Qualitative, Quantitative, and Mixed Methods Approaches* (Fifth Edit). Sage Publication. https://fe.unj.ac.id/wp-content/uploads/2019/08/Research-Design_Qualitative-Quantitative-and-Mixed-Methods-Approaches.pdf

Djafarova, E., & Bowes, T. (2021). ‘Instagram made me buy it’: Generation Z impulse purchases in fashion industry. *Journal of Retailing and Consumer Services*, 59, 102345. <https://doi.org/10.1016/j.jretconser.2020.102345>

Ha, A., Woolley, J. K., & Duffy, B. (2015). *An Experiment: Instagram Marketing Techniques and Their Effectiveness A Senior Project Presented to*. https://digitalcommons.calpoly.edu/cgi/viewcontent.cgi?article=1206&context=co_mssp

Handayani, B., Moekahar, F., Daherman, Y., & Alfani, M. H. (2020). Social Media Marketing Sebagai Sarana Pengembangan Kewirausahaan Berbasis Socio-Technopreneurship Di Universitas Islam Riau. *Jurnal Riset Komunikasi*, 3(2), 177-193. <https://doi.org/10.38194/jurkom.v3i2.163>

Hida, A. R., & Dewi, Y. R. (2021). Marketing Strategies Through Instagram to Increase Sales. *Advances in Economics, Business and Management Research*. <https://www.atlantis-press.com/proceedings/bistic-21/125963906>

Hu, Y., Manikonda, L., & Kambhampati, S. (2014, May). What we instagram: A first analysis of instagram photo content and user types. In *Eighth International AAAI conference on weblogs and social media*. <https://www.aaai.org/ocs/index.php/ICWSM/ICWSM14/paper/view/8118/8087>

Khadka, K., Maharjan, S., & Städjänster, C. T. (2017). *Customer Satisfaction And Customer Loyalty*. <https://core.ac.uk/download/pdf/161421179.pdf>

Leefmans, C. G., Rogel, R. M. N., & Leon, M. A. T. (2016). Digital Marketing in an Emerging Country: Exploratory Study of the Marketing Mix of SMES with Trust Seal. *Revista Brasileira de Marketing*, 15(2), 207–219. <https://doi.org/10.5585/remark.v15i2.3117>

Maddinsyah, A. (2020). *Analysis of Purchasing Decisions Based on Sales Promotion and Service Quality*. <http://ojs.unm.ac.id/iap>

Miles, M. B., & Huberman, A. M. (1994). Qualitative Data Analysis. *SAGE Publications, Second Edition*. <https://bit.ly/3jTk0Hb>

Meier, J., Hasan, Z., Blomqvist, M., & Tham, M. (2018). *#selfie A self-reflective venture into the realms of Instagram Master Thesis in Design*. Linnaeus University Sweden. <https://www.diva-portal.org/smash/get/diva2:1231239/FULLTEXT01.pdf>

Montgomery, K. C., & Chester, J. (2009). *Interactive Food And Beverage Marketing: Targeting Adolescents In The Digital Age*. Journal of Adolescent Health, 45(3), S18-S29. <https://doi:10.1016/j.jadohealth.2009.04.006>

Muhammad, S., & Kabir, S. (2016). *Method Of Data Collection*. <https://www.researchgate.net/publication/325846997>

Reagan, R., Filice, S., Santarossa, S., & Woodruff, S. J. (2020). *#ad on Instagram: Investigating the Promotion of Food and Beverage Products*. In The Journal of Social Media in Society Fall (Vol. 2020, Issue 2). <https://thejsms.org/index.php/JSMS/article/view/575/363>

Rizka, A., Hida, N., & Dewi, Y. R. (2021). *Marketing Strategies Through Instagram to Increase Sales (Study on Description on The Account @berkahsay)*. Atlantis Press International B.V.: Economics, Business and Management Research (Vol. 193). <https://dx.doi.org/10.2991/aebmr.k.211115.040>

Roh, E., Heo, G., Whang. (2019). "A Survey on Data Collection for Machine Learning: A Big Data - AI Integration Perspective," in *IEEE Transactions on Knowledge and Data Engineering*, vol. 33, no. 4, pp. 1328-1347, 1 April 2021, <https://doi.org/10.1109/TKDE.2019.2946162>

Roth, A., & Zawadzki, T. (2018). *Instagram As A Tool For Promoting Superfood Products*. Annals of Marketing Management and Economics, 4(1), 101–113.
<https://doi.org/10.22630/amme.2018.4.1.8>

Saravanakumar, M., & SuganthaLakshmi, T. (2012). Social media marketing. *Life science journal*, 9(4), 4444-4451.
http://www.lifesciencesite.com/lsj/life0904/670_13061life0904_4444_4451.pdf

Schultz, C. D. (2017). Proposing to your fans: Which brand post characteristics drive consumer engagement activities on social media brand pages? *Electronic Commerce Research and Applications*, 26, 23–34.
<https://doi.org/10.1016/j.elerap.2017.09.005>

Scriven, J., Clemente, M., Dawes, J., Trinh, G., & Sharp, B. (2017). Buying brands at both regular price and on promotion over time. *Australasian Marketing Journal (AMJ)*, 25(4), 252–260. <https://doi.org/https://doi.org/10.1016/j.ausmj.2017.10.006>

Singh, K. (2021). Influencer marketing from a consumer perspective: How attitude, trust, and word of mouth affect buying behavior. *European Integration Studies*, 1(15), 231-241. <https://doi.org/10.5755/j01.eis.1.15.28803>

Suciati, P. (2018). *Instagram Marketing Techniques for Online Store: A Descriptive Study*. KnE Social Sciences, 3(11), 811. <https://doi.org/10.18502/kss.v3i11.2808>

Testa, D. S., Bakhshian, S., & Eike, R. (2021). Engaging consumers with sustainable fashion on Instagram. *Journal of Fashion Marketing and Management: An International Journal*, 25(4), 569-584. <https://doi.org/10.1108/jfmm-11-2019-0266>

Tian, L., Han, L., & Zhang, S. (2015). Business life cycle and capital structure: Evidence from Chinese manufacturing firms. *China & World Economy*, 23(2), 22-39.<https://doi.org/10.1111/cwe.12105>

Untari, D., & Fajariana, D. E. (2018). Strategi Pemasaran Melalui Media Sosial Instagram (Studi Deskriptif Pada Akun@ Subur_Batik). *Widya Cipta: Jurnal Sekretari Dan Manajemen*, 2(2), 271-278. <https://doi.org/10.31294/widyacipta.v2i2.4387>

Wright, D. K., & Hinson, M. D. (2009). *An Updated Look at the Impact of Social Media on Public Relations Practice*. In *Public Relations Journal* (Vol. 3, Issue 2). <https://prjournal.instituteforpr.org/wp-content/uploads/An-Updated-Look.pdf>

Zins, C. (2007). Conceptual approaches for defining data, information, and knowledge. *Journal of the American society for information science and technology*, 58(4), 479-493. <https://doi.org/10.1002/asi.20508>