

## DAFTAR PUSTAKA

- A. Devito, Joseph. (2010). *Komunikasi Antarmanusia*. Tangerang Selatan: Karisma Publishing Group
- Adiat, Adi. (2023). Media Digital Kuasai Pasar Iklan Global pada 2022. Databoks.katadata. <https://databoks.katadata.co.id/datapublish/2023/01/04/media-digital-kuasai-pasar-iklan-global-pada-2022>
- Agustrijanto. (2006). *Copywriting Seni Mengasah Kreatifitas dan Memahami Bahasa Iklan*, Bandung: PT. Remaja Rosdakarya.
- Andiani, Yosie. (2017). *Analisis Isi Pesan Persuasif: Studi Deskriptif Postingan Konsumen pada akun @BYC\_SHOP di Instagram periode juni-agustus 2016*. diakses pada tanggal 05 Maret 2023. <https://repository.uksw.edu/handle/123456789/14820>
- Appsumer. (2022). *Mobile App Advertising Benchmark Report: Apple Search Ads (ASA) makes moves*. Appsumer.io. <https://appsumer.io/article/mobile-app-advertising-benchmark-report-apple-search-ads-asa-makes-moves/>
- Ariyadi, Widya. (2017). *101 Amazing Copywriting Ideas*. Yogyakarta: Quadrant.
- Basri, H. (2014). *Using qualitative research in accounting and management studies: not a new agenda*. *Journal of US-China Public Administration*, October 2014, Vol.11, No.10, 831-838. <https://www.davidpublisher.com/Public/uploads/Contribute/55110f29a3e39.pdf>
- Bisoyi, D., Barua, U., & Guha, E. (2013). *Effective Communication of Product Information: A Copywriting Methodology*. Vo., 6, 1-3. [https://www.researchgate.net/publication/272717572\\_Effective\\_Communication\\_of\\_Product\\_Information\\_A\\_Copy\\_Writing\\_Methodology](https://www.researchgate.net/publication/272717572_Effective_Communication_of_Product_Information_A_Copy_Writing_Methodology)
- Burhan, Bungin. (2006). *Analisis Data Penelitian Kualitatif*. Jakarta : Raja Grafindo.
- Cinthya. (2021). Iklan Digital: Pengertian, Karakteristik, Jenis, Kelebihan dan Kekurangannya. Accurate. <https://accurate.id/marketing-manajemen/iklan-digital/>
- Forbes Communications Council. (2019, Aug 1). 14 *Copywriting Trends That Really Work (Or Don't) According To Communications Experts*. Forbes. [https://www.forbes.com/sites/forbes\\_communicationscouncil/2019/08/01/14-Copywriting-trends-that-really-work-or-dont-according-to-communications-experts/?sh=586ae8192153](https://www.forbes.com/sites/forbes_communicationscouncil/2019/08/01/14-Copywriting-trends-that-really-work-or-dont-according-to-communications-experts/?sh=586ae8192153)

Hendri Ezi. (2019) .*Komunikasi Persuasif Pendekatan dan Strategi*, Bandung: PT. Remaja Rosdakarya.

Hereyah, Yoyoh. (2014). *Iklan Mobil Di Media Cetak Analisis Elemen Copywriting Dan Visualisasi Di Majalah Swa*. Jurnal Visi Komunikasi Volume 13, No. 02, November 2014: 169 – 184  
<https://publikasi.mercubuana.ac.id/index.php/visikom/article/view/1652>

Jefkins, Frank ; Daniel Yadin. (2004). *Public Relations*. Jakarta: Erlangga.

Jesslyn., Agustiniingsih, Glorya. (2021). *Application of Copywriting Elements in Social Media Advertising Drinking Product Now in Creating Consumer Interest*. Jurnal Komunikasi, Volume IX No 1 Mei 2021, 55-67.  
<https://jurnal.kwikkiangie.ac.id/index.php/JKB/article/view/678>

Jonathan,Sarwono. (2006). *Metode Penelitian Kuantitatif dan Kualitatif*. Yogyakarta: Graha Ilmu

Kriyantono, Rachmat. (2010). *Teknik Praktis Riset Komunikasi: Disertasi Contoh Praktis Riset Media, Public Relation, Advertising, Komunikasi Organisasi, Komunikasi Pemasaran*. Jakarta:Kencana

Lima Saluran Iklan Digital yang Paling Banyak Diakses Konsumen  
<https://databoks.katadata.co.id/datapublish/2022/02/07/5-saluran-iklan-digital-yang-paling-banyak-diakses-konsumen> diakses pada tanggal 16 Februari 2023.

Maharani, L. O., & Putri, S. H. (2020). *Implementasi Teknik Copywriting Pada Aplikasi Tiket.Com Sebagai Online Travel Agent (OTA)*. *Menciptakan Kemandirian Ekonomi kompetitif Digitalisasi* dalam ISSN 2088-2068, 79.  
<http://repository.unibi.ac.id/114/1/IMPLEMENTASI%20TEKNIK%20COPYWRITING%20PADA%20APLIKASI%20TIKET.COM.pdf>

Mulyana, Deddy. (2005). *Ilmu Komunikasi Suatu Pengantar*. Bandung: PT Remaja Rosdakarya

Nazir, Moh. (2013). *Metode Penelitian*. Bogor: Ghalia Indonesia.

New ad placements from Apple Search Ads now available on the App Store  
<https://developer.apple.com/news/?id=zj4stkq7>diakses pada tanggal 16 Februari 2023.

Nitin, Kaura. (2022). 16 *Copywriting* Tips For Persuasive *Copywriting* Like Apple. Concurate. <https://concurate.com/16-Copywriting-tips-for-persuasive-Copywriting-like-Apple/> diakses pada tanggal 16 Februari 2023.

Omdia. (2022, February 16). Omdia report finds Apple's ads business now worth \$3.7bn per year following IDFA changes. Omdia. <https://omdia.tech.informa.com/pr/2022-feb/omdia-report-finds-apples-ads-business-now-worth-3-7bn-per-year-following-idfa-changes> diakses pada tanggal 16 Februari 2023.

Perloff, Richard.M. (2003). *The Dynamics of Persuasion (Communication and Attitudes in the 21st Century) (2nd ed)*.New Jersey:Lawrence Erlbaum Associates,Inc.,  
<http://staffnew.uny.ac.id/upload/132310007/pendidikan/e-book-dinamic-persuasive.pdf>

Ritonga, Jamiluddin. (2005). *Tipologi Pesan Persuasif*. Jakarta. PT Index Kelompok Gramedia.

Sarwono, J. (2006). *Metode Penelitian Kuantitatif dan Kualitatif*. Graha Ilmu. Yogyakarta.

Sean, Foo. (2021, March 1). Apple's Copywriting Magic: The Beauty (and Science) Behind It. Speechsilver. <https://speechsilver.com/Apple-Copywriting-techniques/>

Setyowati, Lenny. (2022). *Copywriting Periklanan Batik Semarang Di Instagram @Batiksemarang16*. Jurnal Komunikasi dan Media, Vol. 03 No.01, November 2022 : 15-28 <http://repository.unika.ac.id/30592/>

Sugiyono. (2013). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung : Alfabeta, CV.