

DAFTAR PUSTAKA

- Albrighton, T. (2013). *The ABC of Copywriting*. ABC Business Communication Ltd.
<http://svobodnapraktika.com/wp-content/uploads/2016/01/The-ABC-of-Copywriting.pdf>
- Applegate, E. (2005). *Strategic Copywriting: How to Create Effective Advertising* (Illustrated). Rowman & Littlefield.
https://books.google.co.id/books?hl=en&lr=&id=R3pmk--v6AIC&oi=fnd&pg=PR17&dq=copywriting&ots=4chbzJDaW9&sig=SZZiLu28NUIoFGCqcu6O9807dGk&redir_esc=y#v=onepage&q=copywriting&f=false
- Ariyadi, W. (2020). *Jurus Jitu Menguasai Copywriting: Strategi Sukses Membangun Bisnis dan Meningkatkan Pemasaran*. Anak Hebat Indonesia.
https://books.google.co.id/books?id=nMnyDwAAQBAJ&dq=apa+itu+copywriting&lr=&hl=id&source=gbs_navlinks_s
- Badan Pusat Statistik. (2019). PERKEMBANGAN DATA USAHA MIKRO, KECIL, MENENGAH (UMKM) DAN USAHA BESAR (UB) TAHUN 2018 - 2019. In *Kementrian Koperasi dan UKM Republik Indonesia*.
- Deign, J. (2003). *Making Money from Copywriting An Insider Guide to Setting Up and Running Your Own Copywriting Business*. How To Books.
https://www.google.co.id/books/edition/Making_Money_from_Copywriting/ZU_hgG2eV4EC?hl=en&gbpv=0
- Forbes. (2020). *12 Critical Aspects Of Copywriting That Can Drive Sales*.
<https://www.forbes.com/sites/forbescommunicationscouncil/2020/11/23/12-critical-aspects-of-copywriting-that-can-drive-sales/?sh=5c0f4e77e977>
- Infithor, M. F. (2019). *ANALISIS ADAPTASI PEMANFAATAN TEKNOLOGI INFORMASI TERHADAP KINERJA UMKM DI KOTA MALANG*. 3.
file:///C:/Users/Yoga/Downloads/6039-11741-1-SM.pdf



Kemp, S. (2017). *DIGITAL 2017: INDONESIA*. Hootsuite.

<https://datareportal.com/reports/digital-2017-indonesia?rq=indonesia>

Lilien, G. L. et al. (2013). *Principles of Marketing Engineering, 2nd Edition*. DecisionPro, Incorporated.

https://www.google.co.id/books/edition/Principles_of_Marketing_Engineering_2nd/hQKohdKZZmUC?hl=en&gbpv=0

Madiyant, M. (2021). *Copywriting Retorika Iklan dan Storytelling Teori dan Teknik Menulis Naskah Iklan*. UGM PRESS.

<https://www.google.co.id/books/edition/Copywriting/kcATEAAQBAJ?hl=en&gbpv=0>

Moore, K., & Pareek, N. (2006). *Marketing: The Basics*. Routledge.

<https://www.google.co.id/books/edition/Marketing/nltwZMBJNtoC?hl=en&gbpv=0>

Mujiburrahman. (2019). *Technopreneurship Millennial* (M. W. Afrizal (ed.)). KITA

Publisher. https://www.google.co.id/books/edition/Technopreneurship_Millennial/-LyXDwAAQBAJ?hl=en&gbpv=0

Rachmadi, T. (2020). *The Power Of Digital Marketing*. TIGA Ebook.

https://books.google.co.id/books?id=RCzyDwAAQBAJ&source=gbs_navlinks_s

Santosa, B. F. (2020). Digital Content Writer di Indonesia. *Digital Content Writer Di Indonesia*, 4. [http://repository.untag-sby.ac.id/6280/2/Digital Content Writer di Indonesia.pdf](http://repository.untag-sby.ac.id/6280/2/Digital_Content_Writer_di_Indonesia.pdf)

Sarfiah, S. N. (2019). *UMKM SEBAGAI PILAR MEMBANGUN EKONOMI BANGSA. UMKM SEBAGAI PILAR MEMBANGUN EKONOMI BANGSA*, 141.

<https://doi.org/http://dx.doi.org/10.31002/rep.v4i2.1952>

Sunarsi, D. (2020). *Implikasi Digitalisasi UMKM*. Insan Cendekia Mandiri.

<https://books.google.co.id/books?hl=en&lr=&id=RZIIIEAAQBAJ&oi=fnd&pg=PA57&dq=umkm+di+era+digital&ots=O1zzvDkz->



X&sig=4kJi7np1XN7SWNAL4kq5sA8CRP4&redir_esc=y#v=onepage&q=umkm di
era digital&f=false

Yin, R. K. (2009). *Case Study Research Design and Methods*. SAGE Publications.

https://www.google.co.id/books/edition/Case_Study_Research/FzawIAdilHkC?hl=id&gbpv=0