

DAFTAR PUSTAKA

- Dahono, Y. (2021, November 12). *Data: Ini Media Sosial Paling Populer di Indonesia 2020-2021*. Retrieved from Berita Satu: <https://www.beritasatu.com/digital/733355/data-ini-media-sosial-paling-populer-di-indonesia-20202021>
- Iqbal, M. (2021, April 22). *Bukan Shopee, Ini Juara Marketplace RI di Kuartal I/2021*. Retrieved from CNBC Indonesia: <https://www.cnbcindonesia.com/tech/20210421232912-37-239796/bukan-shopee-ini-juara-marketplace-ri-di-kuartal-i-2021>
- Law, T. J. (2020, Desember 17). *YouTube Ads for Beginners: How to Advertise on YouTube*. Retrieved from Oberlo: <https://www.oberlo.com/blog/youtube-ads-beginners-launch-first-campaign>
- Lemeshow, S. (1997). *Besar Sampel dalam Penelitian Kesehatan*. Yogyakarta: Gajah Mada University Press.
- Liliweri, A. (1992). *Dasar-dasar Komunikasi Periklanan*. Bandung: Citra Aditya Bakti.
- Rahadian, L. (7, Desember 2021). *Pengguna Aktif Tokopedia Tembus 100 juta*. Retrieved from CNBC Indonesia: <https://www.cnbcindonesia.com/tech/20211207135027-37-297342/pengguna-aktif-tokopedia-tembus-100-juta>
- Rizqyta, A. (2021, 9 12). *2021 Tokopedia Tunjuk Dua Brand Ambassador Sekaligus: BTS dan BLACKPINK*. Retrieved from Tokopedia: <https://www.tokopedia.com/blog/2021-tokopedia-tunjuk-dua-brand-ambassador-sekaligus-bts-dan-blackpink/>
- Sandra Moriarty, N. M. (2011). *Advertising*. Jakarta: Kencana Prenada Media Group.
- YouTube. (2021, 12 5). *Grow your business with YouTube ads*. Retrieved from YouTube Ads: https://www.youtube.com/intl/en_id/ads/?subid=id-en-ha-yt-bk-c-bmm!o3~EAIaIQobChMIso-