

## DAFTAR PUSTAKA

- Abdillah, F. (2017). Efektivitas marketing public relation dalam membangun citra merek perusahaan jasa telekomunikasi. *Jurnal Ecodemica: Jurnal Ekonomi, Manajemen, Dan Bisnis*, 1(1), 1–9.  
<https://ejournal.bsi.ac.id/ejurnal/index.php/ecodemica/article/view/1565>
- Afifah, L., Chan, A., & Nirmalasari, H. (2020). The Effect of Customer Engagement Social Media to Brand Loyalty Indosat Ooredoo. *Ekonomi Bisnis*, 25(1), 38.  
<https://doi.org/10.17977/um042v25i1p38-52>
- [Ali, Dini Salmiyah Fithrah. \(2017\). Marketing Public Relations: Diantara Penjualan dan Pencitraan. Deepublish: Yogyakarta.](#)
- Alhaddar, S. Z., & Pamungkas, I. N. A. (2017). Analisis Tiga Dimensi Brand Image Pada Pt. Indosat Ooredoo Melalui Media Sosial Twitter @Im3Ooredoo. *E-Proceeding of Management*, 4(3), 3016.
- Blakeman, R. (2018). Integrated Marketing Communication: Creative Strategy from Idea to Implementation. In *IPA Bulletin* (Vol. 96, Issue 3).
- Broom, G. M., & Sha, B.-L. (2013). *Cutlip and Center's Effective Public Relations Eleventh Edition*.
- Cahyana, A. (2021). Pasar Telekomunikasi Seluler dan Bantuan Kuota Internet pada Masa Pandemi Covid-19 : Tinjauan Ekonomi Kebijakan. *Jurnal Paradigma*, 2(2), 14–28. <https://jurnal.ugm.ac.id/paradigma/article/view/70258>
- Catur, K., & Wicaksono, B. (2013). *MENGUKUR EFEKTIVITAS SOCIAL MEDIA BAGI PERUSAHAAN Landasan Teori*. 9, 551–564.
- Chanpaneri, A., & Jain Academician, P. (2021). “a Content Marketing As the Leading Technique in Digital Marketing: a Case of Nike.” *International Journal of Research and Analytical Reviews*, December. [www.ijrar.org](http://www.ijrar.org)
- Data Indonesia. (2023, Februari 3). Pengguna Media Sosial di Indonesia Sebanyak 167 Juta pada 2023. Diakses dari <https://dataindonesia.id/internet/detail/pengguna-media-sosial-di-indonesia-sebanyak-167-juta-pada-2023>
- Esiyok, E. (2020). Handbook of Research on New Media Applications in Public Relations and Advertising. In *Handbook of Research on New Media Applications in Public Relations and Advertising*. <https://doi.org/10.4018/978-1-7998-3201-0>

- Febriyantoro, M. T. (2020). Exploring YouTube Marketing Communication: Brand awareness, brand image and purchase intention in the millennial generation. *Cogent Business and Management*, 7(1).  
<https://doi.org/10.1080/23311975.2020.1787733>
- Firmansyah, Anang. (2019). Buku Pemasaran Produk dan Merek. *Buku Pemasaran Produk Dan Merek*, (August), 336.
- Foxall, G. R. (1997). Marketing Psychology - The Paradigm in the Wings. In *Professional Psychology: Research and Practice* (Vol. 10, Issue 2).
- Gesualdi, M. (2019). Revisiting the relationship between public relations and marketing: Encroachment and social media. *Public Relations Review*, 45(2), 372–382. <https://doi.org/10.1016/j.pubrev.2018.12.002>
- Gurel-atay, E., & Kahle, L. R. (2019). Consumer Social Values. In *Consumer Social Values*. <https://doi.org/10.4324/9781315283739>
- Hansen, A., & Machin, D. (2016). Media and Communication Research Methods. In *Sage Publications, Inc.* (4th ed.). <https://doi.org/10.1007/978-1-137-27225-6>
- Harris, T. L. (1993). How MPR adds value to integrated marketing communications. *Public Relations Quarterly*, 38(2), 13–17
- Humaira, Fatiya Rumi. (2022, Juli 14). Databoks. Pemanfaatan Internet oleh Pelaku Usaha Digital. Diakses dari <https://databoks.katadata.co.id/datapublish/2022/07/14/pemanfaatan-internet-oleh-pelaku-usaha-digital>
- Imamah, Z. (2018). *KUMPULAN JURNAL EFEKTIVITAS TEKNIK AFIRMASI DALAM MENURUNKAN TINGKAT STRES AKADEMIK PADA MAHASISWA YANG MENGERJAKAN SKRIPSI*.
- Indosat Ooredoo. (2022). *Informasi Perusahaan: About Us*. Diakses dari <https://ioh.co.id/id/about-us.html>
- Indosat Ooredoo. (2020). 2020 Annual Report: Resilient & Growing Through Digital. *ISAT Annual Report 2020*, 398. Retrieved from <https://www.idx.co.id/perusahaan-tercatat/laporan-keuangan-dan-tahunan/>
- Junawan, H., & Laugu, N. (2020). Eksistensi Media Sosial, Youtube, Instagram dan Whatsapp Ditengah Pandemi Covid-19 Dikalangan Masyarakat Virtual

Indonesia. *Baitul 'Ulum: Jurnal Ilmu Perpustakaan Dan Informasi*, 4(1), 41–57.  
<https://doi.org/10.30631/baitululum.v4i1.46>

Kaufman, B. 2003. Stories that SELL, stories that TELL, *Journal of Business Strategy* 24(2).

Keller, K. L., Prameswaran, A. M. ., & Jacob, I. (2015). Building, Measuring, and Managing Brand Equity Fourth Edition. In *Pearson India Education Services* (Vol. 5, Issue 6).

Kemp, Simon. (2023, Februari 9). Data Reportal. Digital 2023: Indonesia. Diakses dari <https://datareportal.com/reports/digital-2023-indonesia>

Kent, M. L., & Li, C. (2020). Toward a normative social media theory for public relations. *Public Relations Review*, 46(1), 101857.  
<https://doi.org/10.1016/j.pubrev.2019.101857>

Kim, R. B., & Chao, Y. (2019). Effects of brand experience, brand image and brand trust on brand building process: The case of chinese millennial generation consumers. *Journal of International Studies*, 12(3), 9–21.  
<https://doi.org/10.14254/2071-8330.2019/12-3/1>

[Kitchen, P., Brignell, J., & Jones, G. S. \(2004\). The emergence of IMC: A theoretical perspective. \*Journal of Advertising Research\*, 44\(1\), 19–30.  
<https://doi.org/10.1017/S0021849904040048>.](https://doi.org/10.1017/S0021849904040048)

Kitchen, P. J., & Moss, D. (1995). Marketing and public relations: The relationship revisited. *Journal of Marketing Communications*, 1(2), 105–119.  
<https://doi.org/10.1080/13527269500000012>

Kotler Philip, & Keller, K. L. (2012). *Marketing Management twelfth edition* (12th ed.). Retrieved from <https://www.worldcat.org/title/marketing-management/oclc/678924608>

Lopes, A. R., Porto, I., & Casais, B. (2022). Digital Content Marketing: Conceptual Review and Recommendations for Practitioners. *Academy of Strategic Management Journal*, 21(2), 1–17.

Malik, M. E., Naeem, B., & Munawar, M. (2012). Brand image : Past , present and future related papers. *Journal of Basic and Applied Scientific*, 2(12), 13069–13075.

Mohasoa, K. (2016). *Brand Knowledge Effects on Brand Equity and Purchase Intention*. January. <https://doi.org/10.13140/RG.2.2.10009.01122>

- Nasrullah, & Sulaiman, L. (2021). Analisis Pengaruh COVID-19 Terhadap Kesehatan Mental Masyarakat di Indonesia. *Media Kesehatan Masyarakat Indonesia*, 20(3), 206–211.
- Ozoran, B. A. (2020). *STORYING BRAND COMMUNICATION : PUBLIC RELATIONS AND STORYING BRAND COMMUNICATION : PUBLIC RELATIONS AND REMEMBRANCE*. January.
- Permana, M. S., & Haryanto, J. O. (2014). Pengaruh Country of Origin, Brand Image Dan Persepsi Kualitas Terhadap Intensi Pembelian. *Jurnal Manajemen*, 18(03), 1–16. <https://media.neliti.com/media/publications/112392-ID-none.pdf>
- Pranatawijaya, V. H., Widiatry, W., Priskila, R., & Putra, P. B. A. A. (2019). Penerapan Skala Likert dan Skala Dikotomi Pada Kuesioner Online. *Jurnal Sains Dan Informatika*, 5(2), 128–137. <https://doi.org/10.34128/jsi.v5i2.185>
- Pulizzi, J. (2014). *More Praise for Epic Content Marketing*.
- Rahayu & Damayanti, Acniah. (2019). Modul Pembelajaran: Metode Penelitian Komunikasi Kuantitatif. Bahan Ajar Metode Penelitian Kuantitatif Universitas Gadjah Mada
- Rakhmawati, Y. (2019). Metode Penelitian Komunikasi. In *Putra Media Nusantara* (Vol. 1). Surabaya.
- Rancati, E., Codignola, F., & Capatina, A. (2015). Inbound and outbound marketing techniques: A comparison between Italian and Romanian pure players and click and mortar companies. *Risk in Contemporary Economy*.
- Rani, A. (2022). the Role of Content Marketing in the Era of Digitalization. *International Journal of Advanced Research*, 10(02), 1355–1362. <https://doi.org/10.21474/ijar01/14349>
- Rohman, J. N. A., & Husna, J. (2015). *SITUS YOUTUBE SEBAGAI MEDIA PEMENUHAN KEBUTUHAN INFORMASI : SEBUAH SURVEI TERHADAP MAHASISWA PROGRAM STUDI ILMU PERPUSTAKAAN UNIVERSITAS DIPONEGORO*.
- Sari, Andhita. (2017). *Dasar-Dasar Public Relations: Teori dan Praktik*. Dee Publish: Yogyakarta.

- Scott, D. M. (2020). *The new rules of marketing & PR: how to use content marketing, podcasting, social media, AI, live video, and newsjacking to reach buyers directly*. 430.
- Seitel, F. P. (2017). *The Practice of Public Relations Thirteenth Edition* (Vol. 13, Issue 1). <https://b-ok.asia/book/2923203/4227f8?regionChanged>
- Steenkamp, P. (2019). *Aaker versus Keller's models: much ado about branding*. June, 1–14. <https://www.researchgate.net/publication/341909107>
- Wachtman, E., Johnson, S. 2009. The persuasive power of story, *Marketing Management* 18(1).
- Wardhana, A. (2022). *Brand Image dan Brand Awareness*. January.
- Wijaya, B. S. (2013). Dimension of Brand Image: A Conceptual Review from The Perspective of Brand Communication. *European Journal of Business and Management*, 5(31), 55–65. <https://doi.org/10.13140/ejbm.2013.55.65>
- Wijaya, B. S. (2019). Kewirausahaan Berbasis Pengembangan Merek. *Journal of Entrepreneurship, Management and Industry (JEMI)*, 2(4), 205–212.
- Wijaya, B. S. (2011). Branderpreneurship: Brand Development-Based Entrepreneurship. Proceeding 1st International Conference on Business and Communication (ICBC), Jakarta, Indonesia
- Wilcox, D. L., Cameron, G. T., & Reber, B. H. (2017). Public Relations: Strategies and Tactics Eleventh Edition. In *Qualitative Analysis Using NVivo: The Five-Level QDA Method*. <https://doi.org/10.4324/9781315181660>
- Wuryantai, A. E. W. (2013). Digitalisasi Masyarakat: Menilik Kekuatan dan Kelemahan Dinamika Era Informasi Digital dan Masyarakat Informasi. *Jurnal ILMU KOMUNIKASI*, 1(2), 131–142. <https://doi.org/10.24002/jik.v1i2.163>
- Official Video Klip Ramai Sepi Bersama: <https://www.youtube.com/watch?v=VY6wEkMGaz8>
- Official Video Klip Bangkit dan Berlari: <https://www.youtube.com/watch?v=fxDKTvACLg0>
- Official Video Klip Selaras: <https://www.youtube.com/watch?v=gjTOAVgxuGs>