

## Daftar Pustaka

- Ahmad, R. (2018). Analisis Data Kualitatif UIN Antasari Banjarmasin. *Jurnal Alhadharah*, 17(33), 81–95.
- AJ Marketing. (2023). *Indonesia Digital Marketing 2023 : Where to Start*. <https://www.ajmarketing.io/post/indonesia-digital-marketing-2023-where-to-start>
- Andreasen, A. R. (1994). Social Marketing: Its Definition and Domain. *Journal of Public Policy & Marketing*, 13(1), 108–114. <https://doi.org/10.1177/074391569401300109>
- Baxter, P., & Jack, S. (2015). Qualitative Case Study Methodology: Study Design and Implementation for Novice Researchers. *The Qualitative Report*. <https://doi.org/10.46743/2160-3715/2008.1573>
- Cateriano-Arévalo, E., Saavedra-Garcia, L., Ponce-Lucero, V., & Jaime Miranda, J. (2021). Applying customer journey mapping in social marketing to understand salt-related behaviors in cooking. A case study. *International Journal of Environmental Research and Public Health*, 18(24). <https://doi.org/10.3390/ijerph182413262>
- Digiverse. (2023). Integrated Multi-Platform Digital Marketing: Enhancing The Customer Experience. *Digiverse by Telkom Indonesia*. <https://www.digiserve.co.id/en/insights/blogs/228-integrated-multi-digital-platform-digital-marketing>
- Expert Market Research (2023). *Global Digital Marketing Market Outlook*. <https://www.expertmarketresearch.com/reports/digital-marketing-market>
- French, J., & Blair-Stevens, C. (2005). *Social Marketing Pocket Guide*.
- Guba, E. G., & Lincoln, Y. S. (2005). Paradigmatic Controversies and Contradictions. In *The Sage Handbook of Qualitative Research* (pp. 193–215).

- Haryono, S. (2016). Paradigma Penelitian. *Greget*, 9(1), 1–11. <https://doi.org/10.33153/grt.v9i1.409>
- HelpNona. (2023). *About HelpNona*. <https://www.cintabukanluka.com>
- Heryana, A. (2018). *Informan dan pemilihan informan dalam penelitian kualitatif*. Universitas Esa Unggul.
- Hird, C. (2013). *Social Media Marketing: A Best Practices Analysis of Selected Destination Magazines*. California Polytechnic State University.
- Kasmana, K. (2020). Alur AISAS. *Repository UNIKOM*, 9. [https://repository.unikom.ac.id/66536/1/Alur AISAS](https://repository.unikom.ac.id/66536/1/Alur%20AISAS)
- Lemon, K. N., & Verhoef, P. C. (2016). Understanding customer experience throughout the customer journey. *Journal of Marketing*, 80(6), 69–96. <https://doi.org/10.1509/jm.15.0420>
- Magnotta, S., Thomas, V. L., Steffes, E., Chang, H., & Vinuales, G. (2021). Hook, Line, and Sinker: Catching and Maintaining Students' Attention With Marketing Hooks. *Marketing Education Review*, 31(2), 162–168. <https://doi.org/10.1080/10528008.2020.1859387>
- Marketing Week. (2006, April 20). A Multi-Platform Connection. <https://www.marketingweek.com/a-multi-platform-connection/>
- McLuhan, Marshall. (1990). *Understanding Media: The Extention of Man*. Routledge.
- McMillan, Sally J. (2006). Exploring models of interactivity from multiple research traditions: Users, documents and systems. In L.A Lievrow & Sonia M. Livingstone (Eds), *Handbook of New Media* (pp. 205-229). Sage.
- Merensky, N. (2019). *Social media marketing in the beginning of the customer journey. Case: Personal training services*. <https://www.theseus.fi/handle/10024/265455>
- Namkoong, K., Nah, S., Record, R. A., & Van Stee, S. K. (2017). Communication, Reasoning, and Planned Behaviors: Unveiling the Effect of Interactive Communication in an Anti-Smoking Social Media Campaign. *Health Communication*, 32(1), 41–50. <https://doi.org/10.1080/10410236.2015.1099501>

- Rachmawati, I. N. (2007). Pengumpulan Data Dalam Penelitian Kualitatif: Wawancara. *Jurnal Keperawatan Indonesia*, 11(1), 35–40. <https://doi.org/10.7454/jki.v11i1.184>
- Rakhmat, J. (2004). *Metode Penelitian Komunikasi*. PT Remaja Rosdakarya.
- Rogers, Everett. (1986). *Communication Technology: The New Media in Society*. The Free Press.
- Saunders, L., Hinchliffe, L., & Wong, M. (2020). From cooperation to collaboration: Developing and implementing a research-based framework for information organizations. *Association for Information Science and Technology*. <https://doi.org/https://doi.org/10.1002/pr2.224>
- Sivitasnides, M., & Shah, V. (2011). The Era of Digital Activism McCoy College of Business. *CONISAR Proceedings*, 4, 1–8.
- Stromer-Galley, J. (2004). Interactivity-as-product and interactivity-as-process. *Information Society*, 20(5), 391–394. <https://doi.org/10.1080/01972240490508081>
- Sugiyama, K., & Andree, T. (2011). *The Dentsu Way*. McGraw-Hill.
- Sundaro, H. (2022). Positivisme Dan Post Positivisme: Refleksi Atas Perkembangan Ilmu Pengetahuan Dan Perencanaan Kota Dalam Tinjauan Filsafat Ilmu Dan Metodologi Penelitian. *Modul*, 22(1), 21–30. <https://doi.org/10.14710/mdl.22.1.2022.21-30>
- Susanto, D., Risnita, & Jailani, M. S. (2023). Teknik Pemeriksaan Keabsahan Data Dalam Penelitian Ilmiah. *Jurnal QOSIM: Jurnal Pendidikan, Sosial & Humaniora*, 1(1), 53–61. <https://doi.org/10.61104/jq.v1i1.60>
- Kemp, S. (2023). Digital 2023: Indonesia. DATAREPORTAL. <https://datareportal.com/reports/digital-2023-indonesia>
- Neuman, W. Lawrence. (2014). *Social Research Methods: Qualitative and Quantitative Approaches*. Pearson
- Villanova, D., Bodapati, A. V., Puccinelli, N. M., Tsiros, M., Goodstein, R. C., Kushwaha, T., Suri, R., Ho, H., Brandon, R., & Hatfield, C. (2021). Retailer

Marketing Communications in the Digital Age: Getting the Right Message to the Right Shopper at the Right Time. *Journal of Retailing*, 97(1), 116–132. <https://doi.org/10.1016/j.jretai.2021.02.001>

Yin, Robert K. (1984). *Case Study Research: Design and Methods*. Sage Publishing.

Yin, Robert K. (2003). *Design and Methods, Applied Social Research Methods Series*. Sage Publications.

Zhao, Y. (2020). Analysis of TikTok's Success Based on Its Algorithm Mechanism. *2020 International Conference on Big Data and Social Sciences (ICBDSS)*. <https://doi.org/10.1109/ICBDSS51270.2020.00012>