

## DAFTAR PUSTAKA

- Ali, N. N. H., & Allan, M. (2017). The Role of Integrated Marketing Communications in Increasing the Efficiency of Internet-based Marketing among Jordanian Consumers. *International Journal of Marketing Studies*, 9(4), 97. <https://doi.org/10.5539/ijms.v9n4p97>
- Ardiansyah, T., & Teruna, D. (2022). Dual Model of Marketing and Branding during the pandemic in Indonesia. *Majalah Ilmiah Bijak*, 19(1), 56–66. <https://doi.org/10.31334/bijak.v19i1.2135>
- Barroso, A. G., & del Mastro, N. L. (2019). Physicochemical characterization of irradiated arrowroot starch. *Radiation Physics and Chemistry*, 158(September 2018), 194–198. <https://doi.org/10.1016/j.radphyschem.2019.02.020>
- Belch, G. E., Belch, M. A., Kerr, G., Powell, I., & Waller, D. (2020). *Advertising: An Integrated Marketing Communication Perspective 4e*. McGraw-Hill Education.
- Blakeman, R. (2023). *Integrated Marketing Communication : Creative Strategy from Idea to Implementation* (4th ed.). Rowman & Littlefield.
- Caemmerer, B. (2009). *The planning and implementation of integrated marketing communications*. <https://doi.org/10.1108/02634500910964083>
- Chaurasiya, S., & Chaudhary, S. S. (2023). To Study the Influence of Online Marketing on Integrated Marketing Communication. *International Journal for Multidisciplinary Research*, 5(2), 1–38. <https://doi.org/https://doi.org/10.36948/ijfmr.2023.v05i02.2656>
- Cooper, D. R., & Schindler, P. S. (2014). *Business Research Methods* (12th ed.). McGraw-Hill.
- DIY, B. (2023). Data Dasar UMKM. [https://bappeda.jogjaprovo.go.id/dataku/data\\_dasar/index/107-umkm](https://bappeda.jogjaprovo.go.id/dataku/data_dasar/index/107-umkm)
- Durianto, D., Sugiarto, & Sitinjak, T. (2004). *Strategi Menaklukkan Pasar Melalui Riset Ekuistas & Perilaku Merk*. PT Gramedia Pustaka Utama. [https://www.google.co.id/books/edition/Strategi\\_Menaklukkan\\_Pasar\\_Melalui\\_Riset/bfhUJTSbapEC?hl=en&gbpv=1](https://www.google.co.id/books/edition/Strategi_Menaklukkan_Pasar_Melalui_Riset/bfhUJTSbapEC?hl=en&gbpv=1)

- Endah, P. T., Wilujeng, S. A., Rifka, F., Achmad, S., & Imbalan, Z. (2020). *Pemanfaatan NVIVO dalam Penelitian Kualitatif*. Pusat Pendidikan Lembaga Penelitian dan Pengabdian Kepada Masyarakat (LP2M) Universitas Negeri Malang (UM). <https://fip.um.ac.id/wp-content/uploads/2021/10/b5-Pemanfaatan-NVIVO-dalam-Penelitian-Kualitatif.pdf>
- Faddila, S. P., & Sumarni, N. (2023). Model Integrated Marketing Communication Dalam Meningkatkan Keputusan Pembelian Produk Kopi Sanggabuana Khas Karawang. *Management Studies and Entrepreneurship Journal*, 4(4), 3558–3567.
- Gordon-Isasi, J., Narvaiza, L., & Gibaja, J. J. (2022). An exploratory approach of the association between integrated marketing communication and business performance in higher education institutions. *Journal of Marketing for Higher Education*, 1–24. <https://doi.org/10.1080/08841241.2022.2070938>
- Gultom, D. K., & Hasibuan, L. P. (2021). Pengaruh Brand Experience Terhadap Brand Loyalty Melalui Brand Satisfaction Sebagai Variabel Intervening Pada Pengguna Handphone. *SiNTESa CERED Seminar Nasional Teknologi Edukasi Dan Humaniora, 2021*, 1.
- Hair, J. F., Hult, T., Christian, R., Sarstedt, M., Danks, N. P., & Ray, S. (2021). Partial Least Squares Structural Equation Modeling. In *Handbook of Market Research*. [https://doi.org/10.1007/978-3-319-57413-4\\_15](https://doi.org/10.1007/978-3-319-57413-4_15)
- Isabel Clarissa, M., & Ellitan, L. (2023). Peran Brand Equity dan Kepuasan Pelanggan dalam Membangun Brand Loyalty. *Jurnal Cendekia Ilmiah*, 2(2), 249–262.
- Kesaulya, C. M. A. U., & Permatasari, B. Y. (2023). Pengaruh Iklan Televisi terhadap Brand Association Somethinc. *JCOMMENT (Journal of Community Empowerment)*, 4(1), 36–49. <https://doi.org/10.55314/jcomment.v4i1.514>
- Ketler, P., & Kotler, K. (2009). *Manajemen Pemasaran*. PT Erlangga.
- Kholil, S., Sikumbang, A. T., & Siregar, M. (2017). Communication Planning of Langsa City Government in Building. *BIRCI-Journal*, 2(4), 13–14.
- Kliatchko, J. (2005). Towards a new definition of integrated marketing

- communications (IMC). *International Journal of Advertising*, 24(1), 7–34.  
<https://doi.org/10.1080/02650487.2005.11072902>
- Kotler, P., & Armstrong, G. (2008). *Prinsip-Prinsip Pemasaran* (12. Jilid). Erlangga.
- Kotler, P., & Armstrong, G. (2018). *Principles of Marketing* (17th ed.). Pearson Education Limited.
- Kotler, P., & Keller, K. L. (2012). Marketing management. In *Gestión y Estrategia* (14th ed., Vol. 31). Pearson Prentice Hall.  
<https://doi.org/10.24275/uam/azc/dcs/gye/2007n31/sanchez>
- Malki, M. K. S., Wijesinghe, J. A. A. C., Ratnayake, R. H. M. K., & Thilakarathna, G. C. (2023). Characterization of arrowroot (Maranta arundinacea) starch as a potential starch source for the food industry. *Heliyon*, 9(9), e20033. <https://doi.org/10.1016/j.heliyon.2023.e20033>
- Manik, C. M., & Siregar, O. M. (2022). Pengaruh Brand Image dan Brand Awareness Terhadap Keputusan Pembelian pada Konsumen Starbucks di Kota Medan. *Journal Of Social Research*, 1(7), 694–707.
- Mardikaningsih, R., & Putra, A. R. (2021). Pengambilan Keputusan Pembelian Produk Berdasarkan Ekuitas Merek. *Bisman (Bisnis Dan Manajemen): The Journal of Business and Management*, 4(2), 85–98.  
<http://ejurnal.unim.ac.id/index.php/bisman/article/view/1169/608>
- Meha, A., Zeqiri, F., & Zeqiri, A. (2022). An Investigation of Integrated Marketing Communication for A Successful Customer Relationship. *Quality - Access to Success*, 23(187), 280–286.  
<https://doi.org/10.47750/QAS/23.187.34>
- Morissan. (2010). *Periklanan : Komunikasi Pemasaran Terpadu* (1st ed.). Prenadamedia Group.
- Naruliza, E., & Suseno, R. (2021). Pengaruh Digital Marketing dan Brand Awareness Terhadap Keputusan Pembelian pada Tokopedia di Kota Palembang. *Jurnal Ekonomi Manajemen dan Akuntansi*, 17(1), 97–108.  
<http://117.74.115.107/index.php/jemasi/article/view/537>
- Nurbaiti, Hasibuan, R. R. A., & Siregar, S. N. (2024). Konsep Sustainable

- Development (Pembangunan Berkelanjutan) Berbasis Sosial Dan Ekonomi Terhadap Perlindungan Sumber Daya Alam Perspektif Maqashid Syariah. *Jurnal Manajemen Akuntansi (JUMSI)*, 4(3), 741–750.
- Nurhayati, D. R., Saputra, A. S., & Prayoga, M. I. (2022). Pemberdayaan Tanaman Garut (*Marantha arundinaceae* L.) dan Pengolahannya Bagi Masyarakat Di Desa Wonoharjo Kecamatan Kemusu Kabupaten Boyolali. *Jurnal Pengabdian Kepada Masyarakat Membangun Negeri*, 6(1), 52–63. <https://doi.org/10.35326/pkm.v6i1.2239>
- Nurijadi, B., Irawan, N., Fransiska, & Ambarwati. (2024). Strategi Komunikasi Pemasaran Terpadu melalui Media Sosial Instagram “Nona Judes.” *MUKASI: Jurnal Ilmu Komunikasi*, 3(3), 259–270. <https://doi.org/10.54259/mukasi.v3i3.3076>
- Nurjanah, P., & Ikhsan, N. El. (2022). Jurnal Administrasi Bisnis 2016 Jurnal Administrasi Bisnis 2016. *Jurnal Administrasi Bisnis*, 2(3), 449–460.
- Panjaitan, M. A., & Fitriyah, Z. (2023). Pengaruh Citra Merek dan Kualitas Produk terhadap Keputusan Pembelian Produk Milo (Konsumen Milo Domisili Surabaya). *Inovasi*, 10(2), 408. <https://doi.org/10.32493/inovasi.v10i2.p408-416.36129>
- Raharja, C. L. M., & Aksari, N. M. A. (2019). *Pengaruh Persepsi Kualitas Dan Citra Merek Terhadap Loyalitas Merek Dalam Membangun Ekuitas Merek*. 8(12), 7053–7071.
- Rakić, B., & Rakić, M. (2015). Integrated marketing communications paradigm in digital environment: The five pillars of integration. *Megatrend Revija*, 11(1), 187–204. <https://doi.org/10.5937/megrev1401187r>
- Rehman, S., Gulzar, R., & Aslam, W. (2022a). *Developing the Integrated Marketing Communication ( IMC ) through Social Media ( SM ) : The Modern Marketing Communication Approach*. <https://doi.org/10.1177/21582440221099936>
- Rehman, S. ul, Gulzar, R., & Aslam, W. (2022b). Developing the Integrated Marketing Communication (IMC) through Social Media (SM): The Modern Marketing Communication Approach. *SAGE Open*, 12(2).

<https://doi.org/10.1177/21582440221099936>

- Saputra, S. D., Rasyiddin, A., & Kamela, H. (2023). Pengaruh citra merek, harga, kualitas produk dan kualitas pelayanan terhadap keputusan pembelian 5 merek teh kemasan botol pada konsumen Toko Torus Tigaraksa. *Jurnal Ekonomi, Bisnis Dan Humaniora*, 3(1), 76–84.
- Šerić, M. (2017). Relationships between social Web, IMC and overall brand equity. *European Journal of Marketing*, 51(3), 646–667.  
<https://doi.org/10.1108/ejm-08-2015-0613>
- Shaddiq, S., Iyansyah, M. I., Sari, S., & Zainul, H. M. (2021). Effect of Marketing Promotion Management on Public Service Advertising in Strengthening Digital Communication. *Strategic Management Business Journal*, 1(02), 1–16. <https://doi.org/10.55751/smbj.v1i02.16>
- Shalsabilla, A. P. (2023). *Analisa Produk Milo pada Pandangan IMC*. Kompasiana.  
<https://www.kompasiana.com/apriliani52740/649f9e9608a8b52b210bc292/analisa-produk-milo-pada-pandangan-imc>
- Sinambela, E. A., & Mardikaningsih, R. (2022). Loyalitas Merek Milo Ditinjau dari Kualitas Produk dan Brand Image. *Jurnal Simki Economic*, 5(2), 155–164. <https://doi.org/10.29407/jse.v5i2.155>
- Srisusilawati, P., Ibrahim, M. A., & Ganjar, R. (2019). Komunikasi Pemasaran Syariah Dalam Minat Beli Konsumen. *JESI (Jurnal Ekonomi Syariah Indonesia)*, 9(1), 65. [https://doi.org/10.21927/jesi.2019.9\(1\).65-71](https://doi.org/10.21927/jesi.2019.9(1).65-71)
- Sudibyo, K. D. P., & Pamikatsih, T. R. (2023). Analisis Pengaruh Citra Merek, Kepuasan Merek Dan Kepercayaan Merek Terhadap Loyalitas Merek J&T Express. *J-MIND (Jurnal Manajemen Indonesia)*, 8(1), 43. <https://doi.org/10.29103/j-mind.v8i1.10838>
- Tamindael, M., & Ruslim, T. S. (2021). Pengaruh Komunikasi Dan Citra Merek Terhadap Loyalitas Merek Dengan Kepercayaan Sebagai Mediasi. *Jurnal Manajerial Dan Kewirausahaan*, 3(1), 236. <https://doi.org/10.24912/jmk.v3i1.11317>
- Theodora, N.-. (2021). Relationship Between Integrated Marketing

Communication and Brand Equity. *International Journal of Social Science and Business*, 5(2), 278–283. <https://doi.org/10.23887/ijssb.v5i2.33782>

Widyastuti, S. (2018). *Manajemen Komunikasi Pemasaran Terpadu: Solusi Menembus Hati Pelanggan*. Fakultas Ekonomi dan Bisnis Universitas Pancasila Press.

Wulandari, S. P., Hutauruk, W. R. B., & Prasetyaningtyas, S. W. (2021). Pengaruh Brand Ambassador Terhadap Purchase Intention yang dimediasi Brand Image dan Brand Awareness. *Jurnal Ilmu Manajemen Dan Bisnis*, 12(2), 127–137. <https://doi.org/10.24912/jmk.v4i1.17192>