

## DAFTAR PUSTAKA

- Ahmad Tanzeh, PengantarMetodePenelitian, (Yogyakarta: Teras, 2009), hal. 100
- AndiHasan, TeknikKomunikasi, (www.pjtv.co.id), diaksestanggal 5 Juni 2014.
- Bisnis.tempo.co, 2017, 45 juta pengguna instgaram Indonesia pasar terbesar di Asia  
<https://bisnis.tempo.co/read/894605/45-juta-pengguna-instagram-indonesia-pasar-terbesar-di-asia>  
Diakses pada 13 mar 2018 pukul 09.00 WIB
- Brodie, Roderick J., Ana Ilic, BiljanaJuric, and Linda Hollebeek (2013), “Consumer Engagement in a Virtual Brand Community”: An Exploratory.
- Brodie, Roderick J., Ana Ilic, BiljanaJuric, and Linda Hollebeek (2013), “Consumer Engagement in a Virtual Brand Community: An Exploratory Analysis,” Journal of Business Research, 66 (1), 105–14.
- Buchari Alma, 2004, Manajemen Pemasaran dan Pemasaran Jasa, Edisi Revisi, Bandung; Penerbit CV.
- AlfabetaCalder, Bobby J., Edward C. Malthouse, and Ute Schaedel (2009), “An Experimental Study of the Relationship between Online Engagement and Advertising Effectiveness,” Journal of Interactive Marketing, 23 (4), 321–31.
- Coulter, Robin A., Linda L. Price, and Lawrence Feick (2003), “Rethinking the Origins of Involvement and Brand Commitment: Insights from Postsocialist Central Europe,” Journal of Consumer Research, 30 (2), 151–69.
- Dewaweb.com, 2017, 7 Cara membangun brand awareness,  
<https://www.dewaweb.com/blog/brandawareness/>  
Diaksespada 26 maret
- Dwiningrum, Siti Irene Astuti, 2009. DesentralisasidanPartisipasiMasyarakatdalam Pendidikan. Yogyakarta: PustakaPelajar
- Emarketer.com, 2017, *engagement with instagram videos surging*,  
<https://www.emarketer.com/Article/Engagement-with-Instagram-Videos-Surging/1016454>  
Diakses pada 17apr 2018 pukul 12.00 WIB
- Freddy Rangkuti, 2008, The Power Of Brands, Jakarta :PenerbitGramedia.
- Harun, Rochajat.,&Ardianto, Elvinaro. (2011). Komunikasi Pembangunan &Perubahan Sosial: PerspektifDominan, KajiUlang, danTeoriKritis. RajawaliPers, Jakarta.
- Instagram : Aqua, 2018,  
<https://www.instagram.com/p/nsdmGOM6f/?taken-by=sehataqua>  
Diakses pada 13 mar 2018 pukul 12.00 WIB

- Instagram : Brodo, 2018, <http://bro.do/id/content/183-parang->  
Diakses pada 13 mar 2018 pukul 12.00 WIB
- Jagartreview.com, 2013, 45 Indonesia negara dengan tingkat penetrasi twitter tertinggi di dunia, <http://www.jagartreview.com/2013/09/indonesia-negara-dengan-tingkat-penetrasi-twitter-tertinggi-di-dunia/>  
Diakses pada 13 mar 2018 pukul 09.00 WIB
- Jalal, Fasli dan Dedi Supriadi, 2001, Reformasi Pendidikan Dalam Konteks Otonomi Daerah, Yogyakarta: Adicita Karya Nusa.
- Jokinen, Tomi, 2016, Branding in Social Media and the Impact of Social Media on Brand Image, *SEINÄJOKI UNIVERSITY OF APPLIED SCIENCES*.
- Kotler dan Keller. 2009. *Manajemen Pemasaran*. Jilid I. Edisi ke 13 Jakarta: Erlangga.
- Kozinets, V. Robert. 2014. Social Brand Engagement : A New Idea. *Research Gate Engagement / Vol. 6, No. 2, 2014, pp. 8 –15*
- Kumar, V., Lerzan Aksoy, Bas Donkers, Rajkumar Venkatesan, Thorsten Wiesel, and Sebastian Tillmanns (2010), “Undervalued or Overvalued Customers: Capturing Total Customer Engagement Value,” *Journal of Service Research*, 13 (3), 297–310.
- Lestari, S & Aldianto, L. 2016. Effect of Using Hashtag, Celebrity Endorsement, and Paid Promote to Achieve Promotion Objective in Instagram; Case Study : Women Fashion Brand. *The Journal of Innovation and Entrepreneurship, Vol.1, No.1*
- Onong Uchjana Effendy, *Dinamika Komunikasi*, cet.5 (Bandung: Remaja Rosdakarya, 2002), h.3.
- Pentina et al. 2017. Exploring Social Media Engagement Behaviours in the Context of Luxury Brand. *Journal of Advertising*, 47(1), 55-69. Routledge Taylor & Francis Group.
- Postfunnel.com, 2017, loyalty instagram retention marketers need know <https://postfunnel.com/loyalty-instagram-retention-marketers-need-know/>  
Diakses pada 17 apr 2018 pukul 12.00 WIB
- Rochajat Harundan Elvinaro Ardianto, *Komunikasi Pembangunan: Perspektif Dominan, Kaji Ulang, dan Teori Kritis*, (Jakarta: Rajawali Press, 2011), h.20.
- Sarwono, Jonathan. 2012. *Analisa Jalur untuk Riset Bisnis dengan SPSS*. Yogyakarta; Penerbit Andi.
- Slideshare.net, 2017, The Ultimate Guide to Instagram Marketing, [https://www.slideshare.net/FlashStock/instagram-marketing-strategy-ebook?qid=32fe37f4-d0d3-47a5-b7a1-39e6800322f1&v=&b=&from\\_search=5](https://www.slideshare.net/FlashStock/instagram-marketing-strategy-ebook?qid=32fe37f4-d0d3-47a5-b7a1-39e6800322f1&v=&b=&from_search=5)  
Diakses pada 13 mar 2018 pukul 12.00 WIB

Solomon, R. M. 2013. *Consumer Behaviour, 10 th edition*, Pearson Education.

Socialmediatoday.com, 2017, how use buzzfeed style quizzes social media marketing  
<https://www.socialmediatoday.com/social-business/how-use-buzzfeed-style-quizzes-social-media-marketing>  
Diakses pada 17 apr 2018 pukul 12.00 WIB

Tekno.liputan6.com, 2017, Indonesia negara ke-4 dengan pengguna facebook teraktif di dunia,  
<http://tekno.liputan6.com/read/2926217/indonesia-negara-ke-4-dengan-pengguna-facebook-teraktif-di-dunia>  
Diakses pada 13 mar 2018 pukul 09.00 WIB

*Themistoklis Semenderiadis, 2009. Using audiovisual media in nursery school within the framework of the interdisciplinary approach. Synergies Sud-Esteuropéén n° 2 – 2009*

Tim Laboratorium Jurusan, Pedoman Penyusunan Skripsi STAIN Tulungagung,  
(Tulungagung: STAIN Tulungagung, 2012), hal. 19

Vignisdottir, Annika., 2017, Customer Engagement On Instagram Brand Pages in the Make-Up Cosmetics Industry, Reykjavik University.

Weber, L., 2009, Marketing to the Social Web. John Wiley & Sons, Inc., Hoboken, New Jersey

Wina, Sanjaya. 2010. Strategi Pembelajaran Berorientasi Standar Proses Pendidikan. Jakarta: Kencana

Winkel, 2009. Psikologi Pengajaran. Yogyakarta: Media Abadi.

Wiryanto. 2004. Pengantar Ilmu Komunikasi. Penerbit PT. Gramedia Widiasarana Indonesia. Jakarta.

Zaichkowsky, Judith Lynne (1994), "The Personal Involvement Inventory: Reduction, Revision, and Application to Advertising," *Journal of Advertising*, 23 (4), 59–70.