

WORKS CITED

- Ahlgren, M. (2021, March 21). *40 + STATISTIK & FAKTA INSTAGRAM UNTUK 2020*. Retrieved from [websitehostingrating.com](http://www.websitehostingrating.com):
<https://www.websitehostingrating.com/id/instagram-statistics/>
- Alalwan, A. A., Rana, N. P., Dwivedi, Y. K. and Algharabat, R. (2017). Social media in marketing: A review and analysis of the existing literature. *Telematics and Informatics*.
- Alfajri, M. F., Adhiazni, V., & Aini, Q. (2019). Pemanfaatan Social Media Analytics Pada Instagram dalam Peningkatan Efektivitas Pemasaran. *Interaksi: Jurnal Ilmu Komunikasi*, 34-42.
- Bottles, K., Sherlock, T. (2011). Who Should Manage Your Social Media Strategy?. *Physician Executive*.
- Buryan, M. (2021, February 4). *How to Manage Social Media Like a Pro: A Comprehensive Guide*. Retrieved from [socialbakers.com](https://www.socialbakers.com/blog/social-media-management-guide): <https://www.socialbakers.com/blog/social-media-management-guide>
- Chen, Y., Wang, Q. and Xie, J. (2011) 'Online social interactions: a natural experiment on word of mouth versus observational learning', *Journal of Marketing Research*.
- Cohen, H. (2013, September 23). *21 Tips Guaranteed to Rock Your Content Marketing*. Retrieved from [heidicohen.com](https://heidicohen.com/amp-content-marketing-tips-need/): <https://heidicohen.com/amp-content-marketing-tips-need/>
- Duffett, R. G. (2017). Influence of social media marketing communications on young consumers' attitudes. *Young Consumers*.
- Edosomwan, S. O., Prakasan, S., Kouame, D., & Watson, J. (2011). The history of social media and its impact on business. *The Journal of Applied Management & Entrepreneurship*.
- Golder, S. A., Wilkinson, D. and Huberman, B. A. (2007) *Rhythms of Social Interaction: Messaging Within. Communitie*. Edited by C. Steinfield et al. London: Springer. doi: https://doi.org/10.1007/978-1-84628-905-7_3
- Griffin, R. W. (2013). *Management – Principles and Practices (11th international edition)*. South-Western: Cengage Learning.
- Kaplan A., Haenlein M. (2010), Users of the world, unite! The challenges and opportunities of Social Media, *Business Horizons*.
- Kim, A. J., & Ko, E. (2010). Impacts of luxury fashion brand's social media marketing on customer relationship and purchase intention, *Journal of Global Fashion Marketing*.



- Kotler, P., & Keller, K. L. (2016). *Marketing Management, 15th Edition*. New Jersey: Pearson Prentice Hall, Inc.
- Lagrosen, S. O. and Grundén, K. (2014) 'Social media marketing in the wellness industry', *TQM Journal*.
- Laroche M., Habibi M.R., Richard M. (2013), To be or not to be in Social Media: how brand loyalty is affected by Social Media?, *International Journal of Information Management*.
- Machado, C., & Davim, J. P. (2016). *MBA: Theory and Application of Business and Management Principles*. Springer.
- Meadows-Klue D. (2008), Falling in love 2.0: relationship marketing for the Facebook generation, *Journal of Direct, Data and Digital Marketing Practice*.
- Pletikosa Cvijikj, I. and Michahelles, F. (2011) *A case study of the effects of moderator posts within a facebook brand page*, Lecture Notes in Computer Science (including subseries Lecture Notes in Artificial Intelligence and Lecture Notes in Bioinformatics), 6984 LNCS, pp. 161–170. doi: 10.1007/978-3-642-24704-0_21.
- Readhouse, T. (2015, August 22). *Principles of Management*. Retrieved from tumpi.id: <https://tumpi.id/7-macam-manajemen-usaha-yang-perlu-anda-tahu/>
- Ridwan Sanjaya, J. T. (2009). *Creative Digital Marketing*. Jakarta: PT.Elex Media Komputindo.
- Rose, R., & Pulizzi, J. (2011). *Managing Content Marketing: The Real-World Guide for Creating Passionate Subscribers to Your Brand*. Cleveland Ohio: CMI books.
- Silva, T.H. & de Melo, P.O.S.V. & Almeida, J.M. & Salles, J. & Loureiro, A.A.F. (2013). A picture of Instagram is worth more than a thousand words: workload characterization and application. doi: 10.1109/DCOSS.2013.59
- Tiago, M. T. P. M. B., & Veríssimo, J. M. C. (2014). Digital marketing and social media: Why bother?. *Business horizons*.
- Ting, H., Ming, W. W. P., Run, E. C. De, & Choo, S. L. Y. (2015). Beliefs about the Use of Instagram : An Exploratory Study. *International Journal Of Business And Innovation*, 15–31.
- Tsimonis, G., & Dimitriadis, S. (2014). *Consumer-brand relationships in social media*. United Kingdom: Academy Of Marketing Conference.
- Vernuccio, M. (2014). Communicating Corporate Brands through Social Media: an exporatory study, *International Journal of Business Communication*.



Wikstrom, E., & Wigmo, J. (2010). Social Media Marketing – What Role Can Social Media Play as Marketing Tool?. Bachelor Thesis, School of Computer Science, Physics, and Mathematics Linnæus University

Whitting, A., & Williams, D. (2013). Why People Use Social Media: a uses and gratification approach. *Qualitative Market Research: An International*.

Williams L., Cothrell J. (2000), Four smart way to run online communities, *Sloan Management Review*.