

DAFTAR PUSTAKA

- Afif, Mufti. 2020. "Peran Ekonomi Digital di Tengah Wabah Covid-19." *Journal of Islamic Economics and Philanthropy* 3. Diakses 23 Oktober 2020. https://www.researchgate.net/publication/341609221_Peran_Ekonomi_Digital_di_Tengah_Wabah_Covid-19
- Agung, Bintoro. 2020. "Tekad Mamikos Tetap Tumbuh Selama Pandemi, Menggelontorkan Sejumlah Fitur Baru." *Dailysocial.id*, 24 September. Diakses pada 23 Oktober 2020. <https://dailysocial.id/post/tekad-mamikos-tetap-tumbuh-selama-pandemi-menggelontorkan-sejumlah-fitur-baru>
- Akbar, Harizul. 2020. "COVID-19: Early Warning for Property Markets." *Jakarta Post*, 26 Maret. Diakses pada 23 Oktober 2020. <https://www.thejakartapost.com/academia/2020/03/26/covid-19-early-warning-for-property-markets.html>
- Arroisyi, Sa'dan. 2020. "Bagaimana Mengelola Kos saat Pandemi Covid-19." Diperoleh dari Webinar Mamikos 24 Oktober 2020
- Badan Pusat Statistik. (2021). "Pertumbuhan Ekonomi Indonesia Triwulan IV-2020." *No. 13/02/Th. XXIV*, 5 Februari. Diakses pada 10 Februari 2021. <https://www.bps.go.id/pressrelease/2021/02/05/1811/ekonomi-indonesia-2020-turun-sebesar-2-07-persen--c-to-c-.html>
- Bain, Google, and Temasek, 2020. *E-ECONOMY SEA 2020*. Singapore: Bain & Company. https://storage.googleapis.com/gweb-economy-sea.appspot.com/assets/pdf/e-Conomy_SEA_2020_Report.pdf
- Basri, H. "Using Qualitative Research in Accounting and Management Studies: Not a New Agenda." *Journal of US-China Public Administration* 11, no. 10(2014):831-838. Diakses pada 23 Oktober 2020. <http://doi.org/10.17265/1548-659>
- Calvo, Guillermo A." Capital Flows and Capital-Market Crisis: The Simple Economics of Sudden Stops." *Journal of Applied Economics* 1, no. 1(November): 35-54. Diakses pada 11 Desember 2020. <http://doi.org/10.1080/15140326.1998.12040516>
- Clow, Kenneth E., Donald Baack. 2018. *Integrated Advertising, Promotion, and Marketing Communications*. Edisi Kedelapan belas. London: Pearson Education.
- Chakrabarti, Abhirup. "Organizational Adaptation In an Economic Shock: The Role of Growth Reconfiguration." *Strategic Management Journal* 36. no. 11(2015): 1717-1738. Diakses pada 11 Desember 2020. <https://onlinelibrary.wiley.com/doi/10.1002/smj.2309>

- Chakti, G., & Abadi, A. Y. 2019. *The Book of Digital Marketing: Buku Pemasaran Digital*. Makassar: Celebes Media Perkasa.
- Cooper, Donald R., dan Pamela S. Schindler. 2014. *Business Research Method*. Edisi Keduabelas. New York: McGraw-Hill Irwin.
- Chaffey, Dave. 2015. *Digital Business and E-Commerce Management: Strategy, Implementation, and Practice*. Edisi Keenam. United Kingdom: Pearson.
- Creswell, John W. 2015. *Penelitian Kualitatif & Desain Riset*. Yogyakarta : Pustaka Pelajar.
- David, Fred R. 2011. *Strategic Management Concepts and Cases*. Edisi Ketigabelas. New Jersey: Prentice Hall.
- Diwati, F., Santoso, Tito Imam. "Influence of Strategies Integrated Marketing Communication (IMC) to Consumer Buying Decisions on Tour & Travel Business in the Region of Yogyakarta Special Region." *EBBANK* 6, no. 2(2015): 33-54. Diakses pada 11 Desember 2020. <http://ebbank.stiebbank.ac.id/index.php/EBBANK/article/view/75>
- Ermawati, Nur, dan Danang Satrio. "Formulasi Strategi Pemasaran Produk Maria (*Curcuma Zedoria*) di Tengah Pandemi Covid-19." *Jurnal Riset Bisnis* 4, no. 1(2020): 49-57. Diakses pada 11 Desember 2020. <http://journal.univpancasila.ac.id/index.php/jrb>
- Fakhira, Nabila A., Ayu Saleha Faisal, Tito Warsito, dan Indriyati. "The Marketing Strategy Analysis of Garuda Indonesia in Gaining Lost Market After Covid-19 Pandemic (International Flight)." *Global Research on Sustainable Transport & Logistics* 3, no. 4(2020): 78-84. Diakses pada 11 Desember 2020. <https://proceedings.itltrisakti.ac.id/index.php/ATLR/article/view/241>
- Fathoni, Abdurrahman. 2006. *Metodologi Penelitian dan Teknik Penyusunan Skripsi*. Jakarta: Rineka Cipta.
- Gulati, Ranjay, Nitin Nohria, dan Franz Wohlgezogen. 2010. "Roaring Out of Recession." *Harvard Business Review*, Maret. Diakses pada 11 Desember 2020. <https://hbr.org/2010/03/roaring-out-of-recession>
- Katadata Insight Center, 2020. "Strategi Bertahan Startup Digital di Tengah Pandemi Covid-19." *Katadata*, 16 Juli. Diakses pada 23 Oktober 2020. <https://katadata.co.id/katadatainsightscenter/analisisdata/5f1a622e0cc46/strategi-bertahan-startup-digital-di-tengah-pandemi-covid-19>
- Katadata. 2020. "Harga Properti Selangit, Bisnis Kos-Kosan Terus Naik." *Antara*, 8 Februari. Diakses pada 11 Desember 2020. <https://katadata.co.id/sortatobing/berita/5e9a495d3df83/harga-properti-selangit-bisnis-kos-kosan-terus-naik>

- Kotler, Philip, dan Gary Amstrong. 2012. *Principles of Marketing*. Edisi Keempat Belas. New Jersey: Pearson Prentice Hall.
- Kotler, Philip, dan Kevin Lane Keller. 2012. *Marketing Management*. Edisi Keempatbelas. New Jersey: Pearson Prentice Hall.
- Kotler, Philip, dan Kevin Lane Keller. 2009. *Marketing Management*. Edisi Ketigabelas. New Jersey: Pearson Prentice Hall.
- Kriyantono, Rachmat. 2009. *Teknik Praktis Riset Komunikasi*. Malang: Perdana Media Group..
- Miles, Matthew B., A. Michael Huberman, dan Johnny Saldana. 2014. *Qualitative Data Analysis, A Methods Sourcebook, Edition 3*. USA: Sage Publications. Terjemahan Tjetjep Rohindi Rohidi, UI-Press.
- Meyliana. “Analisa Strategi E-Marketing dan Implementasinya pada Rental Company.” *Binus Business Review* 2, no.1(2011): 31-51. Diakses pada 11 Desember 2020. <https://doi.org/10.21512/bbr.v2i1.1109>
- Moore, Kelly., dan James C. McElroy. 2012. “The Influence of Personality on Facebook Usage, Wallpostings, and Regret,” *Computer in Human Behavior*, Vol. 28 (Januari): 267-274. Diakses pada 8 Maret 2021. <https://doi.org/10.1016/j.chb.2011.09.009>
- Naidoo, Vikash. 2010. “Firm Survival Through a Crisis: The Influence of Market Orientation, Marketing Innovation and Business Strategy.” *Industrial Marketing Management* 39, no. 8(November): 1311–1320. Diakses pada 23 Oktober 2020. <https://doi.org/10.1016/j.indmarman.2010.02.005>
- Nielsen Press. 2020. “Konsumen Digital Menunjukkan Tren Positif.” *Nielsen*, 13 Maret. Diakses pada 11 Desember 2020. <https://www.nielsen.com/id/id/press-releases/2020/konsumen-digital-menunjukkan-pertumbuhan-tren-positif/>
- Novianti, Dwi Anggi, Rizki Saputri, Andi Yoga Trihartanto, Ika Kartika Sari, Wignyo Parasian, dan Affan Hanif Imaduddin. 2020. *Covid-19 Catatan Linimasa Para Analis Muda*. Jakarta: Gramedia.
- Nurchahyo, Afan. “Peran Digital Marketing dan Harga Kompetitif terhadap Keputusan Berlangganan Indihome.” *Journal of Management and Business* 1, no. 1(2018): 15-34. Diakses pada 23 Oktober 2020. <https://doi.org/10.22515/relevance.v1i1.1270>
- Nugrahani, Farida. 2014. *Metode Penelitian Kualitatif dalam Penelitian Pendidikan Bahasa*. Solo: Cakra Books.
- Prastianto, Eka, Farhan Julian, dan Dini Safitri. “Komunikasi Marketing Web Series Melalui Digital Traveloka.” *Kanal: Jurnal Ilmu Komunikasi* 8, no. 1(2019): 16–21. Diakses pada 23 Oktober 2020. <https://doi.org/10.21070/kanal.v8i1.105>

- Rambey, Chandra. 2020. "Skenario Industri Properti Hadapi Covid-19." *Indonesia Housing*. Diakses pada 23 Oktober 2020. <http://indonesiahousing.co/7256-2/>
- Sabate, Ferran, J. Berbegal-Mirabent, A. Cañabate dan P. R. Lebherz. 2014. "Factors Influencing Popularity of Branded Content in Facebook Fan Pages", *European Management Journal*, Vol. 32 (Desember): 1001-1011. Diakses pada 8 Maret 2021.
- Schiffman, L., Kanuk, Leslie Lazar. 2007. *Consumer Behaviour*. Edisi Ketujuh. Jakarta: PT Indeks.
- Sekaran, Umar dan Roger Bougie. 2017. *Metode Penelitian Untuk Bisnis: Pendekatan Pengembangan Keahlian*. Edisi Keenam. Jakarta: Salemba Empat.
- Siyoto, Sandu, Muhammad A. Sodik. 2015. *Dasar Metodologi Penelitian*. Yogyakarta: Literasi Media Publishing.
- Utami, Elok Sri "The Effect of The Crisis on Financial Performance of the Property Sector in Indonesia." *Investment Management and Financial Innovations* 14, no. 4(2017): 248-253. Diakses pada 11 Desember 2020. [http://dx.doi.org/10.21511/imfi.14\(1-1\).2017.11](http://dx.doi.org/10.21511/imfi.14(1-1).2017.11)
- Wenzel, Matthias, Sarah Stanske, dan Marvin B. Lieberman. "Strategic Responses to Crisis." *Strategic Management Journal* 41, no. 4(2020): 7-18. <http://doi.org/10.1002/smj.3161>
- World Bank. 2020. *World Bank. 2020. Global Economic Prospects* (Issue June).
- Yasmin, Afrina, Sadia Tasneem, dan Kaniz Fatema. "Effectiveness of Digital Marketing in the Challenging Age: An Empirical Study." *International Journal of Management Science and Business Administration* 1, no. 4(2015): 69-80. Diakses pada 11 Desember 2020. <https://researchleap.com/wp-content/uploads/2015/04/6.-Effectiveness-of-Digital-Marketing-in-the-Challenging-Age-An-Empirical-Study1.pdf>
- Yazid, Ega K., dan Herman Palani. 2020. "Mengawal Kesiapan Relaksasi PSBB dan Pemulihan Ekonomi Daerah di Masa COVID-19". CSIS Commentaries DMRU-078-ID 2 Juni 2020. https://www.csis.or.id/download/278-post-2020-06-01-DMRU_078_ID_YazidPalani.pdf
- Yin, Robert K. 2009. *Case Study Research: Design and Methods*. Edisi Keempat. California: Sage Publisher.
- Zarella, Dan. 2010. *The Social Media Marketing Book*. USA: Oreilly Media.