

DAFTAR PUSTAKA

Barnes, D., Clear, F., Dyerson, R., Harindranath, G., Harris, L., Rae, Alan., 2012. “*Web 2.0 and micro-businesses: an exploratory investigation.*” *Journal of Small Business and Enterprise Development*. Vol. 19 No. 4, pp. 687-711.

Bhanot, S., 2012. “*Use of Social Media by Companies to Reach Their Customers.*” *SIES Journal of Management*. Vol. 8. Issue. 1.

Boyles, T., 2011. “*Small Business and Web 2.0: Hope or Hype?.*” *Entrepreneurial Executive*. Vol. 16.

Brown, J., Broderick, A. J., dan Lee, N., 2007. “*Word of Mouth Communication Within Online Communities: Conceptualizing The Online Social Network.*” *Journal of Interactive Marketing*. Vol 21 Number 3.

Castronovo, C., dan Huang, L., 2012. “*Social Media in an Alterative Marketing Communication Model.*” *Journal of Marketing Development and Competitiveness*. Vol 6 No. 1, pp. 117-131.

Constantinides, E., dan Fountain, S. J., 2008. “*Web 2.0: Conceptual Foundation and Marketing Issues.*” *Journal of Direct, Data and Digital Marketing Practices*. Vol. 9 No. 3, pp. 231-244.

Cooper, D. R., dan Schindler, P. S., 2011. *Business Research Methods*. McGraw-Hill Higher Education, 11th Edition.

Datta, P. R., 2005. “*Viral Marketing: New Form of Word of Mouth Through Internet.*” *The Business Review*, Vol 3 No 2.

Evans, D., 2008. *Social Media Marketing: A Hour A Day*. Indiana Polis: Wiley Publishing Inc.

Harris, L., dan Rae, A., 2009. “*Social Networks : The Future of Marketing For Small Business.*” *Journal of Business Strategy*. Vol. 30 No. 5, pp. 24-31.

Heriyati, P., dan Siek, T. P., 2011. “*Effects of Word of Mouth Marketing Communication and Perceived Quality on Decision Making Moderated by Gender: Jakarta Blackberry Smartphone Consumer’s Perspective.*” *Contemporary Management Research*. Vol 7. No. 4, pp. 329-336.

Jones, B. 2010. “*Entrepreneurial Marketing and the Web 2.0 Interface.*” *Journal of Research in Marketing and Entrepreneurship* Vol. 12 No. 2, pp. 143-152.

Kaplan, A. M., Haenlein, M. 2009. “*Users of the World, Unite! The Challenges and Opportunities of Social Media.*” *Business Horizons* 53: 59-68.

Kartajaya, H., 2008. *New Wave Marketing*. PT.Gramedia Pustaka Utama.

Kementerian Negara Koperasi dan UKM Republik Indonesia. 2011. Statistik Usaha Mikro, Kecil dan Menengah (UMKM) Tahun 2010-2011. Kementerian Negara Koperasi dan UKM Republik Indonesia.

Kotler, P., dan Keller, K. L., 2012. *Marketing Management*. Prentice Hall. 14th Edition

Lacho, K. J., dan Marinello, C., 2010. “*How Small Business Owners Can Use Social Networking to Promote Their Business.*” *The Entrepreneurial Executive*. Vol 15.

Mikalef, P., Giannakos, M., dan Pateli, A., 2013. “*Shopping and Word of Mouth Intentions on Social Media.*” *Journal of Theretical and Applied Electronic Commerce Research*. Vol. 8 Issue. 1, pp. 17-34.

Rosen, P. A., dan Phillips, M. H., 2011. “*Marketing and The Rise of Web 2.0: Expanding Opportunity, Increasing Challenge.*” *The Review of Business Information System*. Vol. 15. No. 3.

Rudman, R. J., 2010. *“Incremental Risks in Web 2.0 Applications.” Emerald: The Electronic Library*. Vol 28. No. 2.

Tariq, M., dan Wahid, F., 2011. *“Assessing Effectiveness of Social Media and Traditional Marketing Approaches in Terms of Cost and Target Segment Coverage.” Interdisciplinary Journal of Contemporary Research in Business*. Vol 3, No. 1.

Zikmund, W. G., Babin, B. J., Carr, J. C., dan Griffin, M., 2010. *Business Research Methods*, South Western: Cengage Learning, 8th Edition.

Majalah

Darwin, W., dan Yulianti, L., 2013. Nov. Indonesia Netizen Survey 2013. *Majalah Marketeer* edisi November 2013.

Website

Wijaya, C., (2013). Kedai Aceh “Ayam & Bebek Tangkap Atjeh Rayeuk”.
Di akses dari <http://shoppingmagz.com/pages/news/kedai-aceh-ayam-bebek-tangkap-atjeh-rayeuk>

Nugget, R., (2012) Rumah Nugget Nay “Nugget Ala Rumahan yang Menyehatkan”. Di akses dari <http://rumahnugget.com/2012/05/08/rumah-nugget-nay-nugget-ala-rumahan-yang-menyehatkan/>

Admin, () Komunitas Tangan Di Atas. Di akses dari
<http://www.jakarta.go.id/web/encyclopedia/detail/3778>