

DAFTAR PUSTAKA

A. Buku dan Jurnal

- Barua, S. (2020, April 1). Understanding Coronanomics: The economic implications of the coronavirus (COVID-19) pandemic. *SSRN*.
- Clarke, M. (2012). The Digital Revolution. In R. Campbell, E. Pentz, & I. Borthwick (Eds.), *Academic and Professional Publishing* (pp. 70-98). New Delhi: Chandos Publishing.
- Cornelissen, J. P., & Lock, A. R. (2000, September-October). Theoretical concept or management fashion? Examining the significance of IMC. *Journal of Advertising Research*, 40(5), pp. 7-15.
- Cortez, R. M., & Johnston, W. J. (2020). The Coronavirus crisis in B2B settings: Crisis uniqueness and managerial implications based on social exchange theory. *Industrial Marketing Management*, 88, pp. 125-135.
- Cucinotta, D., & Vanelli, M. (2020, March 19). WHO Declares COVID-19 a Pandemic. *Acta Biomed*, pp. 157-160.
- Dewhirst, T., & Davis, B. (2005). Brand Strategy and Integrated Marketing Communication (IMC): A Case Study of Player's Cigarette Brand Marketing. *Journal of Advertising*, 34(4), pp. 81-92.
- Duncan, T. (2002). *IMC: Using Advertising and Promotion to Build Brands*. New York, NY: McGraw-Hill.
- Duncan, T., & Caywood, C. (1996). The concept, process, and evolution of integrated marketing communication. In E. Thorston, & J. Moore (Eds.), *Integrated communication: Synergy of persuasive voices* (pp. 13-34). Mahwah, NJ: L. Erlbaum Associates.
- Duncan, T., & Moriarty, S. E. (1998, April). A Communication-Based Marketing Model for Managing Relationships. *Journal of Marketing*, 62, pp. 1-13.
- Fill, C., & Turnbull, S. (2016). *Marketing Communications: Discovery, Creation, and Conversations* (Seventh Edition ed.). Harlow: Pearson Education Limited.
- Gabrielli, G., Russo, V., & Ciceri, A. (2019). Understanding organizational aspects for managing crisis situations. *Journal of Organizational Change Management*, 33(1), pp. 29-49.
- Gurau, C. (2008). Integrated Online Marketing Communication: Implementation and Management. *Journal of Communication Management*, 12(2), 169-184.
- Kannan, P., & Li, A. (2017, March). Digital marketing: A framework, review and research agenda. *International Journal of Research in Marketing*, 34(1), pp. 22-45.
- Keegan, W., Moriarty, S., & Duncan, T. (1992). *Marketing*. Englewood Cliffs, NJ: Prentice-Hall.
- Kim, R. Y. (2020, September). The Impact of COVID-19 on Consumers: Preparing for Digital Sales. *IEEE Engineering Management Review*, 48(3), pp. 212-218.

- Kitchen, P. J., & Burgmann, I. (2010). Integrated Marketing Communication. In J. N. Sheth, & N. K. Malhotra (Eds.), *Wiley International Encyclopedia of Marketing*. John Wiley & Sons Ltd.
- Kitchen, P., Brignell, J., Li, T., & Jones, G. (2004). The Emergence of IMC: A Theoretical Perspective. *Journal of Advertising Research*, 44(1), 19-31.
- Kliatchko, J. (2008, January). Revisiting the IMC Construct. *International Journal of Advertising*, 27(1), 133-160.
- Kliatchko, J. G. (2005). Towards a new definition of Integrated Marketing Communications (IMC). *International Journal of Advertising: The Review of Marketing Communications*, 24(1), pp. 7-34.
- Kliatchko, J. G. (2020). Towards a New Definition of Integrated Marketing Communication. In J. Kliatchko, *Integrated Marketing Communication: Putting the Human Person at the Core*. Newcastle upon Tyne: Cambridge Scholars Publishing.
- Li, F., Nucciarelli, A., Roden, S., & Graham, G. (2016). How smart cities transform operations models: a new research agenda for operations management in the digital economy. *Production Planning & Control*, 27(6), pp. 514-528.
- Li, L., Su, F., Zhang, W., & Mao, J.-Y. (2018, November). Digital transformation by SME entrepreneurs: A capability perspective. *Information Systems Journal*, 28(6), pp. 1129-1157.
- Manoli, A. E., & Hodgkinson, I. R. (2019). The Implementation of Integrated Marketing Communication (IMC): Evidence from Professional Football Clubs in England. *Journal of Strategic Marketing*, 28(6), pp. 542-563.
- Mehta, S., Saxena, T., & Purohit, N. (2020). The New Consumer Behaviour Paradigm amid COVID-19: Permanent or Transient? *Journal of Health Management*, 22(2), pp. 291-301.
- Miles, M. B., & Huberman, A. M. (1994). *Qualitative Data Analysis* (Second Edition ed.). Thousand Oaks: SAGE Publications.
- Mulhern, F. (2009). Integrated marketing communications: From media channels to digital connectivity. *Journal of Marketing Communications*, 15(2-3), pp. 85-101.
- Niagahoster. (2020). *Niagahoster Brand Guideline*. Yogyakarta.
- Niagahoster. (2021). *Tentang Kami - Perusahaan Web Hosting Niagahoster*. Retrieved March 16, 2021, from Niagahoster: <https://www.niagahoster.co.id/about-us>
- Nurhayati-Wolff, H. (2021, April 7). *Share of Indonesian population who have been avoiding going to work during COVID-19 outbreak from February 2020 to February 2021*. Retrieved June 1, 2021, from Statista: <https://www.statista.com/statistics/1110145/indonesia-avoiding-going-to-work-during-covid-19-outbreak/>
- Pagani, M., & Pardo, C. (2017). The impact of digital technology on relationships in a business network. *Industrial Marketing Management*, 67, pp. 185-192.
- Patel, J., & Malpani, A. (2020). Impact of Covid19 on e-marketing: An Early Stage Review. *International Journal of Advanced Science and Technology*, 29(12), pp. 1774-1779.

- Phelps, J., & Johnson, E. (1996). Entering the quagmire: examining the 'meaning' of integrated marketing communications. *Journal of Marketing Communications*, 2(3), pp. 159-172.
- Pilotta, J., & Schultz, D. (2005). Simultaneous Media Experience and Synesthesia. *Journal of Advertising Research*, 45(1), 19-26.
- Porcu, L., Barrio-Garcia, S. D., & Kitchen, P. J. (2012, June). How Integrated Marketing Communications (IMC) works? A theoretical review and an analysis of its main drivers and effects. *Comunicacion y Sociedad*, 25(1), pp. 313-348.
- Ramaswamy, V., & Ozcan, K. (2016). Brand value co-creation in a digitalized world: An integrative framework and research implications. *International Journal of Research in Marketing*, 33(1), pp. 93-106.
- Schultz, D. E., & Schultz, H. (2003). *IMC, The Next Generation: Five Steps for Delivering Value and Measuring Returns Using Marketing Communication*. New York: McGraw Hill Professional.
- Schultz, D. E., & Schultz, H. F. (1998). Transitioning marketing communication into the twenty-first century. *Journal of Marketing Communications*, 4(1), pp. 9-26.
- Schultz, D., & Schultz, H. (2004). *IMC Next Generation*. New York: McGraw-Hill.
- Schultz, D., & Walters, J. (1997). *Measuring Brand Communication ROI*. New York: Association of National Advertisers, Inc.
- Sebastian, I. M., Ross, J. W., Beath, C., Mocker, M., Moloney, K. G., & Fonstad, N. O. (2017, September). How Big Old Companies Navigate Digital Transformation. *MIS Quarterly Executive*, 16(3), pp. 197-213.
- Sethi, T., Goriya, A., & Singh, P. (2014). Integrated Marketing Communication : Theory, Challenges and Barriers. *International Research Journal of Management Sociology & Humanity*, 5(11).
- Singh, A., & Hess, T. (2017). How Chief Digital Officers Promote the Digital Transformation of their Companies. *MIS Quarterly Executive*, 16(1), pp. 1-17.
- Sisodia, S. (2020). *Impact Of Covid-19 Crisis on the Global Economy And Other Sectors Worldwide*. (P. D. Maliya, & R. D'Silva, Eds.) Idea Publishing.
- Teece, D. J. (2010). Business Models, Business Strategy and Innovation. *Long Range Planning*, 43, pp. 172-194.
- Verhoef, P. C., Broekhuizen, T., Bart, Y., Bhattacharya, A., Dong, J. Q., Fabian, N., & Haenlein, M. (2021, January). Digital transformation: A multidisciplinary reflection and research agenda. *Journal of Business Research*, 122, pp. 889-901.
- Wahyu, A. M., & Sa'id, M. (2020, July). Produktivitas Selama Work from Home: Sebuah Analisis Psikologi Sosial. *Jurnal Kependudukan Indonesia*, pp. 53-60.
- Yin, R. K. (2014). *Case Study Research: Design and Methods*. Thousand Oaks, California: SAGE Publications, Inc.

B. Surat Kabar dan Media Daring

- Akbar, J. (2020, July 28). *Perjalanan Pandemi Covid-19 di Indonesia, Lebih dari 100.000 Kasus dalam 5 Bulan*. Retrieved April 20, 2021, from Kompas.com: <https://www.kompas.com/tren/read/2020/07/28/060100865/perjalanan-pandemi-covid-19-di-indonesia-lebih-dari-100.000-kasus-dalam-5>
- Anwar, M. C. (2020, May 16). *Nyaris Tumbang! Airy Room Resmi Tutup 31 Mei*. Retrieved July 23, 2020, from CNBC Indonesia: <https://www.cnbcindonesia.com/tech/20200515202751-37-158913/nyaris-tumbang-airy-room-resmi-tutup-31-mei>
- Bantuan dan Kontak*. (n.d.). Retrieved June 14, 2019, from Niagahoster: <https://www.niagahoster.co.id/kontak>
- Burhan, F. A. (2020, August 7). *Lima Startup Tutup Layanan di Indonesia Akibat Pandemi Corona*. Retrieved October 31, 2020, from Katadata: <https://katadata.co.id/desysetyowati/digital/5f2d07d4d9ae8/lima-startup-tutup-layanan-di-indonesia-akibat-pandemi>
- Ekarina. (2020, April 8). *Banyak Industri Terdampak Corona, Otomotif dan Tekstil Paling Berat*. Artikel ini telah tayang di Katadata.co.id dengan judul "Banyak Industri Terdampak Corona, Otomotif dan Tekstil Paling Berat". Retrieved from Katadata.co.id: <https://katadata.co.id/ekarina/berita/5e9a41f5c1d44/banyak-industri-terdampak-corona-otomotif-dan-tekstil-paling-berat>
- Ercolano, P. (2020, July 28). *COVID-19 is transforming how companies use digital technology*. Retrieved April 30, 2021, from Techxplore: <https://techxplore.com/news/2020-07-covid-companies-digital-technology.html>
- GoDaddy Inc. - About Us - Overview*. (n.d.). Retrieved July 23, 2020, from GoDaddy: <https://aboutus.godaddy.net/about-us/overview/default.aspx>
- History of the Web - World Wide Web Foundation*. (2021). Retrieved May 7, 2021, from World Wide Web Foundation: <https://webfoundation.org/about/vision/history-of-the-web/>
- Indonesia, P. (2021, June 5). *PHP Indonesia*. Retrieved June 5, 2021, from Facebook: <https://www.facebook.com/groups/phpid/about>
- Indonesia, W. (2021, June 6). *WordPress Indonesia*. Retrieved June 6, 2021, from Facebook: <https://id-id.facebook.com/groups/wp.indonesia/about>
- Jakarta Post, T. (2020, March 15). *Jokowi calls for 'social distancing' to stem virus spread*. Retrieved June 1, 2021, from The Jakarta Post: <https://www.thejakartapost.com/news/2020/03/15/jokowi-calls-for-social-distancing-to-stem-virus-spread.html>
- Lidwina, A. (2020, May 18). *Apa Layanan Digital yang Sering Digunakan selama Covid-19?* Retrieved October 31, 2020, from Databoks: <https://databoks.katadata.co.id/datapublish/2020/05/18/apa-layanan-digital-yang-sering-digunakan-selama-covid-19>
- Listyani, D. (2020, June 25). *Pandemi Covid-19, Niagahoster Catat Kenaikan Aktivitas Hosting untuk Membuat Website*. Retrieved July 23, 2020, from

- iNews: <https://www.inews.id/techno/internet/pandemi-covid-19-niagahoster-catat-kenaikan-aktivitas-hosting-untuk-membuat-website>
- Meyer, H. (2017, June 12). *Understanding The Digital Revolution And What It Means*. Retrieved May 2, 2021, from Social Europe: <https://www.socialeurope.eu/understanding-digital-revolution-means>
- NapoleonCat. (2020, January). *Facebook users in Indonesia - January 2020*. Retrieved June 5, 2021, from NapoleonCat: <https://napoleoncat.com/stats/facebook-users-in-indonesia/2020/01>
- NapoleonCat. (2021, May). *Facebook users in Indonesia - May 2021*. Retrieved June 5, 2021, from NapoleonCat: <https://napoleoncat.com/stats/facebook-users-in-indonesia/2021/05>
- reWork. (2021, June 13). *re:Work - Guide: Set goals with OKRs*. Retrieved June 13, 2021, from With Google: <https://rework.withgoogle.com/guides/set-goals-with-okrs/steps/bring-OKRs-to-your-organization/>
- reWork. (2021, June 13). *re:Work - Guide: Set Goals with OKRs*. Retrieved June 13, 2021, from With Google: <https://rework.withgoogle.com/guides/set-goals-with-okrs/steps/introduction/>
- TechTerms. (2021). *Hypertext Definition*. Retrieved May 8, 2021, from TechTerms: <https://techterms.com/definition/hypertext>
- TechTerms. (2021). *Web Host Definition*. Retrieved May 9, 2021, from TechTerms: <https://techterms.com/definition/webhost>
- Tentang Niagahoster*. (n.d.). Retrieved October 31, 2020, from Niagahoster: <https://www.niagahoster.co.id/about-us>
- WHO. (2021, April 21). *Coronavirus*. Retrieved April 21, 2021, from World Health Organization: <https://www.who.int/health-topics/coronavirus>
- Wisanggeni, S. P. (2020, October 14). *"Start Up" Teknologi Bisa Jadi Solusi Industri Besar di Masa Pandemi Covid-19*. Retrieved October 31, 2020, from Kompas: <https://kompas.id/baca/ekonomi/2020/10/14/start-up-teknologi-bisa-jadi-solusi-perusahaan-industri-besar/>
- Worldometer. (2021, April 21). *COVID-19 Live Update*. Retrieved April 21, 2021, from Worldometer: <https://www.worldometers.info/coronavirus/>
- WSJ. (2018, January 11). *Assessing Brand Health Risk*. Retrieved June 13, 2021, from The Wall Street Journal: <https://deloitte.wsj.com/cmo/2018/01/11/assessing-brand-health-risk/>

C. Wawancara

- Alfanisa, E. (2020, November 14). Media Relations Specialist Niagahoster. *Wawancara Langsung*. Yogyakarta.
- Ekasari, K. D. (2020, November 14). Strategic Partnership Specialist Niagahoster. *Wawancara Langsung*. Yogyakarta.
- Fauziyya, A. (2020, November 14). SEO/Content Team Lead Niagahoster. *Wawancara Langsung*. Yogyakarta.
- Intan, N. (2020, November). Social Media Specialist Niagahoster. *Wawancara Langsung*. Yogyakarta.
- Maulana, Y. (2020, November). Head of Business Intelligence Niagahoster. *Wawancara Langsung*. Yogyakarta.
- Melati. (2020, November). Employer Branding Specialist Niagahoster. *Wawancara Langsung*. Yogyakarta.
- Sekar, B. (2020, November). *Wawancara Langsung*. Event Specialist Niagahoster. Yogyakarta.
- Sofalul, K. (2020, November 14). Customer Relations Specialist Niagahoster. *Wawancara Langsung*. Yogyakarta.
- Zikrina, A. (2020, November 14). Head of Brand & Reputation Management Niagahoster. *Wawancara Langsung*. Yogyakarta.