



### **Hak cipta dan penggunaan kembali:**

Lisensi ini mengizinkan setiap orang untuk mengubah, memperbaiki, dan membuat ciptaan turunan bukan untuk kepentingan komersial, selama anda mencantumkan nama penulis dan melisensikan ciptaan turunan dengan syarat yang serupa dengan ciptaan asli.

### **Copyright and reuse:**

This license lets you remix, tweak, and build upon work non-commercially, as long as you credit the origin creator and license it on your new creations under the identical terms.

## DAFTAR PUSTAKA

- BusinessUpdate. (2017, November). *Seberapa Penting Peran Website Dalam Peningkatan Sebuah Bisnis? Mari Kenali Manfaatnya*. Retrieved from swa.co.id: <https://swa.co.id/swa/business-update/seberapa-penting-peran-website-dalam-peningkatan-sebuah-bisnis-mari-kenali-manfaatnya>
- Chaffey, D., & Chadwick, F. E. (2016). *Digital marketing 6th Edition*. Pearson Education Limited.
- Chaffey, D., & Smith, P. R. (2017). *Digital marketing excellence : planning and optimizing your online marketing*. New York: Routledge.
- Coviello, N., Milley, R., & Marcolin, B. (2001). Understanding it-enabled interactivity in contemporary marketing. *Journal of International Marketing*.
- Diamond, S. (2019). *Digital Marketing All in One* . New Jersey: John Wiley & Sons.
- Feradhita. (2019, Maret). *Cara Membangun Brand Awareness Melalui Digital Marketing*. Retrieved from Logique: <https://www.logique.co.id/blog/2019/03/05/membangun-brand-awareness/>
- Gamatechno. (2018, Januari). *7 Trend Teknologi yang Merubah Dunia Digital Marketing 2018*. Retrieved from Blog Gamatechno: <https://blog.gamatechno.com/teknologi-digital-marketing/>
- Gideon, A. (2019, Feb). *Sektor Jasa Masih Jadi Pendorong Pertumbuhan Ekonomi Indonesia*. Retrieved from Liputan6.com: <https://www.liputan6.com/bisnis/read/3889389/sektor-jasa-masih-jadi-pendorong-pertumbuhan-ekonomi-indonesia>
- Hardy. (2015, November). *10 Manfaat Sosial Media untuk Bisnis*. Retrieved from Progress Tech: <https://www.progresstech.co.id/blog/manfaat-sosial-media-bisnis/>
- Julaikah, E. (2016, Mei). *Manfaat Teknologi Informasi di Bidang Bisnis*. Retrieved from Kompasiana: <https://www.kompasiana.com/emijulaikah/57492108337b61ad0f7fa86a/manfaat-teknologi-informasi-di-bidang-bisnis>
- Keller, K. L. (2013). *Strategic Brand Management 4th Edition*. England: Pearson Education Limited.

- Kontan. (2019, Maret). *Kemdag genjot potensi perdagangan di sektor jasa*. Retrieved from Nasional Kontan: <https://nasional.kontan.co.id/news/kemdag-genjot-potensi-perdagangan-di-sektor-jasa>
- Kotler, P., & Armstrong, G. (2018). *Principles of Marketing 16th Edition*. England: Pearson Education Limited.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management*. Pearson Education Limited.
- Lucidpress. (2017, Juni). *25 Branding Stats and Facts That Will Change Your Life*. Retrieved from Lucidpress: <https://www.lucidpress.com/blog/25-branding-stats-facts>
- Malik, M. E. (2013). Importance of brand loyalty in assessing purchase intentions of customer. *International Journal of Business and Social Science*.
- Nathasya. (2017, Juli). *7 Cara Membangun Brand Awareness*. Retrieved from Dewaweb: <https://www.dewaweb.com/blog/brand-awareness/>
- Schiffman, & Wisenblit. (2015). *Consumer Behavior 11th Edition*. England: Pearson Education Limited.
- Shimp, T., & Andrews, J. (2013). *Advertising, Promotion, and Other Aspects of Integrated Marketing Communications 9th Edition*. Cengage Learning.
- Uly, Y. A. (2019, Maret). *Era Industri 4.0, Teknologi Harus Mempermudah Bukan Gantikan Peran Manusia*. Retrieved from OkeFinance: <https://economy.okezone.com/read/2019/03/12/320/2028960/era-industri-4-0-teknologi-harus-mempermudah-bukan-gantikan-peran-manusia>
- Yusra, Y. (2018, Juli). *Tren dan Lanskap Pemasaran Digital di Indonesia*. Retrieved from Dailysocial: <https://dailysocial.id/post/tren-dan-lanskap-pemasaran-digital-di-indonesia>