

DAFTAR PUSTAKA

APJII 2017. Infografis: Penetrasi & Perilaku Pengguna Internet Indonesia Survey 2016.

As'ad , H Abu rumman dan Anas Y. Alhadid, "the impact of social media marketing on brand equity, an empirical study on mobile service provider in Jordan, "review of integrative business and econoics research" vol 3:1, 2014

Cross. Michael 2013. Social Media Security. Leveraging Social Network While Mitigating Risk.

Dashboard Social Media Monitoring mediawave JNE Social Media. Jakarta
<https://monitoringv2.mediawave.co.id/project/summary/298>. Diakses 27 Juli 2018

Help twitter. <https://business.twitter.com/en/analytics.html> diakses 21 Juli 2018

Help.instagram.com. <https://help.instagram.com/424737657584573> diakses via desktop browser 21 Juli 2018

Jubilee Enterprise., 2009. Facebook Untuk UKM (Usaha Kecil dan Menengah). Elex Media Komputindo: Jakarta

Kemenkominfo web publish. Jakarta
<https://apjii.or.id/content/read/104/348/BULETIN-APJII-EDISI-22---Maret-2018> 2018 23.00 WIB

Kotler. P. T & Amstrong G.G 2004. *Principle of marketing global edition*. Jakarta

Kotler. P & Keller. L. Kevin. Buku terjemahan Manajemen Pemasaran. Jakarta indeks, (2009) Hal. 63

Landsverk, Kjell Halvor. 2014. The Instagram Book: Edition 2014. United Kingdom: PrimeHead Limited.

Lifeware.com. <https://www.lifewire.com/what-is-facebook-3486391> diakses via desktop browser 21 juli 2018

Melisa anastasia Karman 2015. Jurnal The Impact of Social Media Marketing on Brand Equity toward the Purchase Intention of Starbucks Indonesia

Purnama, Hadi. (2011). Media Sosial Di Era Pemasaran 3.0. Corporate and Marketing Communication. Jakarta : Pusat Studi Komunikasi dan Bisnis Program Pasca Sarjana Universitas Mercu Buana.Pp 107-124

Rangkuti. Freddy. Analisis SWOT Teknik Membedah Kasus Bisnis, Jakarta (Gramedia Pustaka Utama 2013), Hal. 19

Robinson. Pearce. Manajemen Strategik Formulasi, Implementasi, dan Pengendalian. Jakarta (Bina Rupa Aksara, 1997). Hal. 229-230

Stewart, Charles & Cash, W.B..(2013). Interviewing: Principles and Practices. New York: McGraw-Hill Education

Zarella D 2010. The Social Media Marketing Book Jakarta. PT. Serambi Ilmu Semesta Anaggota IKAPI