

DAFTAR PUSTAKA

- @wifi_id. (2018). *Indonesia WIFI*. Retrieved from Twitter: https://twitter.com/wifi_id
- Asosiasi Penyelenggara Jasa Internet Indonesia. (2017). *Infografis: Penetrasi & Perilaku Pengguna Internet Indonesia Survey 2016*. Jakarta: APJII.
- Bateman, T. S., & Snell, S. A. (2009). *Management: Leading & Collaborating in a Competitive World*. New York: McGraw-Hill.
- Belch, G. E., & Belch, M. A. (2015). *Advertising and Promotion: An Integrated Marketing Communications Perspective*. Singapore: McGraw-Hill Education (Asia).
- Boachie, P. (218, February 19). *How Brands Can Take Advantage of Instagram Stories*. Retrieved from Adweek: <https://www.adweek.com/digital/pius-boachie-guest-post-instagram-stories/>
- Bramantoro, T. (2016, August 2). *Teknologi Digital dan Sosial Media Ubah Pemasaran dan Bisnis*. Retrieved February 2, 2018, from Tribun Bisnis: <http://www.tribunnews.com/bisnis/2016/08/02/teknologi-digital-dan-sosial-media-ubah-pemasaran-dan-bisnis>
- Chacon, B. (2017, June 23). *Instagram Live: A Step-By-Step Guide for Businesses*. Retrieved from Later: <https://later.com/blog/instagram-live/>
- Chaffey, D., & Chadwick, F. E. (2012). *Digital Marketing: Strategi, Implementation and Practice*. England: Pearson Education Limited.
- Clow, K. E., & Baack, D. (2016). *Integrated Advertising, Promotion, and Marketing Communications*. England: Pearson Education Limited.
- Cravo, C. (2017, November 23). *9 Micro - Influencer Statistic From 2016*. Retrieved from Contevo: <https://contevo.com.au/micro-influencers-statistics-2016/>
- Daily Social id. (2017, August 30). *Biznet Hotspot, Layanan Wi-Fi Gratis Cepat dan Berkualitas*. Retrieved February 2, 2018, from DailySocialid: <https://dailysocial.id/post/biznet-hotspot-layanan-wi-fi-gratis-cepat-dan-berkualitas>
- Dattalo, P. (2008). *Determining Sample Size: Balancing Power, Precision, and Practicallity*. New York: Oxford University Press, Inc.
- David, F. R., & David, F. R. (2015). *Strategic Management: Concepts and Cases*. England: Pearson Education Limited.
- Deep Social. (2018). *Instagram Audience Data*. Retrieved from Deep Social: <https://deep.social/>
- Dewi, R. E. (2013, November 21). *Jumlah Titik Akses Indosat Super Wifi Tembus 15 Ribu Titik*. Retrieved February 2, 2018, from Tribun Jogja: <http://jogja.tribunnews.com/2013/11/21/jumlah-titik-akses-indosat-super-wifi-tembus-15-ribu-titik>
- Dindanashriyah. (2018). *Dinda Nashriyah Putri*. Retrieved from Instagram: <https://www.instagram.com/dindranashriyah/>
- Eka Gustiwana. (2018). *Eka Gustiwana*. Retrieved from Youtube: <https://www.youtube.com/user/ekagputra>

- Indonesia WIFI. (2018). *Indonesia WIFI*. Retrieved from Facebook: <https://www.facebook.com/IndonesiaWiFi/>
- Indonesia WIFI. (2018). *About Us: Indonesia WIFI*. Retrieved from wifi.id: <https://wifi.id/about>
- Indonesia WIFI. (2018). *Home: Indonesia WIFI*. Retrieved from wifi.id: <https://wifi.id/home/>
- Indonesia WIFI. (2018). *Service: Indonesia WIFI*. Retrieved from wifi.id: <https://wifi.id/service>
- Influencer Marketing Hub. (2018). *Instagram Influencer Sponsored Post MOney Calculator*. Retrieved from Influencer Marketing Hub: <https://influencermarketinghub.com/instagram-money-calculator/>
- Instagram. (2017). *Business Instagram*. Retrieved from Instagram: <https://business.instagram.com/>
- Instagram. (2018). *instagram*. Retrieved from Instagram: <https://www.instagram.com/instagram/>
- Internet World Stats. (2017, August 23). *Indonesia*. Retrieved from Internet World Stats: <http://www.internetworldstats.com/asia/id.htm>
- Internet World Stats. (2017, August 23). *Top 20 Countries With The Highest Number of Internet Users*. Retrieved from Internet World Stats: <http://www.internetworldstats.com/top20.htm>
- Jejesoekarno. (2018). *Jeje Soekarno*. Retrieved from Instagram: <https://www.instagram.com/jejesoekarno/>
- Ken, R., & yani, f. (2108). *a,kdgclivha*.
- Kountur, R. (2007). *Metode Penelitian: Untuk Penulisan Skripsi dan Tesis*. Jakarta: Penerbit PPM.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management*. London: Pearson.
- Krishna, S. (2017, February 10). *Instagram's new Stories sticker is all about polls*. Retrieved from Engadget: <https://www.engadget.com/2017/10/03/instagram-stories-poll-sticker/>
- Lawan, L. A., & Zanna, R. (2013). Evaluation of Socio-Cultural Factors Influencing Consumer Buying Behavior of Clothes in Borno State, Nigeria. *International Journal of Basics and Applied Science*, 01(03), 519-529.
- Muhammad, D. (2010, November 3). *Masyarkat Indonesia Cenderung 'Hyper' Hadapi Teknologi*. Retrieved November 21, 2018, from Republika: <http://trendtek.republika.co.id/berita/trendtek/internet/17/01/24/trendtek/elektronika/10/11/03/144100-masyarakat-indonesia-cenderung-hyper-hadapai-teknologi>
- Nariswari, A. D. (2017). *Analisis Proses Pengambilan Keputusan Pembelian Konsumen Pada Produk WIFI ID Tahun 2017* (Laporan Kerja Praktek). Jakarta: PPM School of Management.
- Nazlaalifa. (2018). *Nazla Alifa Senia*. Retrieved from Instagram: <https://www.instagram.com/nazlaalifa/>
- Perreault, W. D., Cannon, J. P., & McCarthy, J. E. (2014). *Basic Marketing*. New York: MCGraw-Hill.

- Putra, A. (2015). *Strategi Integrated Marketing Communication Dunia Fantasi PT. Pembangunan Jaya Ancol 2016-2017*. Retrieved from Toronto Library. (S019)
- Rasul, J. (2008). *Teknologi Informasi dan Komunikasi 2*. Bogor: Penerbit Quadra.
- Schiffman, L. G., & Wisenblit, J. L. (2014). *Consumer Behavior*. England: Pearson Education Limited.
- Semiawan, C. R. (2010). *Metode Penelitian Kualitatif*. Jakarta: Grasindo.
- Sugiarto, E. (2017). *Menyusun Proposal Penelitian Kualitatif: Skripsi dan Tesis*. Yogyakarta: Suaka Media.
- Swariwiratno. (2018). *Home Instagram*. Retrieved from Instagram: <https://www.instagram.com/>
- Telkom Indonesia. (2010). *2009 Annual Report*. Jakarta: PT. Telekomunikasi Indonesia Tbk.
- Telkom Indonesia. (2015). *2014 Annual Report*. Jakarta: PT. Telekomunikasi Indonesia Tbk.
- Telkom Indonesia. (2016). *2015 Annual Report*. Jakarta: PT. Telekomunikasi Indonesia Tbk.
- Telkom Indonesia. (2017). *2016 Annual Report*. Jakarta: PT. Telekomunikasi Indonesia Tbk.
- Wifi.id_official . (2018). *Indonesia WIFI*. Retrieved from Instagram: https://www.instagram.com/wifi.id_official/
- Xiaomiindonesia. (2018). *Xiaomi Indonesia*. Retrieved from Instagram: <https://www.instagram.com/xiaomiindonesia/>