

DAFTAR PUSTAKA

- [1] D. A. N. Penggunaan *et al.*, “Media Sosial terhadap Keputusan Pembelian,” vol. 4, no. 4, pp. 767–774, 2021.
- [2] L. G. Silvia, D. Saefuloh, and R. Kania, “Pengaruh Aktivitas Media Pemasaran Melalui Instagram Terhadap Niat Beli Konsumen: Studi Kasus Merek Batik Tasik di Jawa Barat,” *Pros. Ind. Res. ...*, pp. 4–5, 2021, [Online]. Available: <https://jurnal.polban.ac.id/ojs-3.1.2/proceeding/article/view/2928/2269>.
- [3] B. P. Hartaroe, R. M. Mardani, and M. K. Abs, “Prodi Manajemen,” pp. 82–94, 2016.
- [4] S. Tinarbuko, “DEKAVE, Desain Komunkiasi Visual Penanda Zaman Masyarakat Global,” *J. Chem. Inf. Model.*, vol. 8, no. 9, pp. 1–58, 2015.
- [5] F. H. Ramadhan, “PKM Pemanfaatan Media Sosial Instagram,” *Jom Fisip*, vol. 4, no. 2, pp. 1–15, 2017.
- [6] M. Mustofa, “Promosi Perpustakaan melalui Media Sosial: Best Practice,” *Publ. Libr. Inf. Sci.*, vol. 1, no. 2, p. 21, 2017, doi: 10.24269/pls.v1i2.691.
- [7] C. K. Widada, “Mengambil Manfaat Media Sosial dalam Pengembangan Layanan,” *J. Doc. Inf. Sci.*, vol. 2, no. 1, pp. 23–30, 2018, doi: 10.33505/jodis.v2i1.130.
- [8] M. Teguh, Selvy, and T. Ciawati, “Perancangan Strategi Digital Marketing Communication bagi Industri Perhotelan dalam Menjawab Tantangan Era Posmodern,” *J. Magister Ilmu Komun.*, vol. 6, no. 1, pp. 51–134, 2019, [Online]. Available: <http://journal.ubm.ac.id/>.
- [9] H. Naufal Kariim, “Perancangan Feed Instagram Iffa Dewi Muslim Wedding Service,” *Peranc. Feed Instagram Iffa Dewi Muslim Wedd. Serv.*, vol. 1, no. 1, pp. 194–208, 2020, [Online]. Available: <https://jurnalmahasiswa.unesa.ac.id/index.php/JDKV/>.
- [10] M. Z. N. Sya’bani, “Perancangan Feed Instagram Althea Ecobag sebagai Media Promosi,” vol. 3, no. 1, pp. 1–36, 2020.
- [11] F. Wulansaris, D. K. Visual, F. Seni, U. K. Petra, and J. Siwalankerto, “Perancangan Media Promosi UMKM Makanan Halal Surabaya melalui Instagram,” pp. 1–11, 2021.