

DAFTAR PUSTAKA

- Abdila, R. (2022). *Menkop Teten Sebut Konsumsi Busana Muslim di Indonesia Fantastis, Nilainya Tembus Rp 286,9 Triliun.* Tribunnews.Com. <https://www.tribunnews.com/bisnis/2022/04/21/menkop-teten-sebut-konsumsi-busana-muslim-di-indonesia-fantastis-nilainya-tembus-rp-2869-triliun?page=2>
- Andy, P. :, Wati, P., Martha, J. A., Indrawati, A., Artha, N., Layout, F., & Wildan Fajar, : M. (2020). *Digital Marketing.* Edulitera.
- Appel, G., Grewal, L., Hadi, R., & Stephen, A. T. (2020). The future of social media in marketing. *Journal of the Academy of Marketing Science, 48*(1), 79–95. <https://doi.org/10.1007/s11747-019-00695-1>
- Ari Nugroho, D., & Zaki Mahendra, F. (2021). *Pengaruh Content Marketing Terhadap Purchase Intention pada Fan Apparel dengan Customer Engagement sebagai Variable Mediasi (Studi pada Akun Instagram @authenticsid).*
- Awaluddin, R. (2021). *Digital Marketing : Konsep dan Strategi.* Insania.
- Bank Indonesia. (2021). *Laporan Ekonomi & Keuangan Syariah 2021.*
- Beresford Research. (n.d.). *Age Range by Generation.* Retrieved June 6, 2022, from <https://www.beresfordresearch.com/age-range-by-generation/>
- Brodie, R. J., Hollebeek, L. D., Jurić, B., & Ilić, A. (2011). Customer engagement: Conceptual domain, fundamental propositions, and implications for research. *Journal of Service Research, 14*(3), 252–271. <https://doi.org/10.1177/1094670511411703>
- Brodie, R. J., Ilic, A., Juric, B., & Hollebeek, L. (2013). Consumer engagement in a virtual brand community: An exploratory analysis. *Journal of Business Research, 66*(1), 105–114. <https://doi.org/10.1016/j.jbusres.2011.07.029>
- Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital Marketing: Strategy, Implementation and Practice.* Pearson.
- Clark, M. K., Lages, C. R., & Hollebeek, L. D. (2020). Friend or foe? Customer engagement's value-based effects on fellow customers and the firm. *Journal of Business Research, 121*, 549–556. <https://doi.org/10.1016/j.jbusres.2020.03.011>
- CNN Indonesia. (2018). *Asa Tik Tok dan Solusi Blokir Kominfo.* CNN Indonesia.

- DataIndonesia.id. (2022). *Pengguna TikTok Indonesia Terbesar Kedua di Dunia*.
<https://dataindonesia.id/Digital/detail/pengguna-TikTok-indonesia-terbesar-kedua-di-dunia>
- Datareportal. (2022). *Digital 2022: Indonesia*.
<https://datareportal.com/reports/digital-2022-indonesia?rq=indonesia>
- Dwivedi, Y. K., Ismagilova, E., Hughes, D. L., Carlson, J., Filieri, R., Jacobson, J., Jain, V., Karjaluoto, H., Kefi, H., Krishen, A. S., Kumar, V., Rahman, M. M., Raman, R., Rauschnabel, P. A., Rowley, J., Salo, J., Tran, G. A., & Wang, Y. (2021). Setting the future of digital and social media marketing research: Perspectives and research propositions. *International Journal of Information Management*, 59.
<https://doi.org/10.1016/j.ijinfomgt.2020.102168>
- Enginkaya¹, E., & Esen², E. (2014). Dimensions of Online Customer Engagement. *Journal of Business, Economics & Finance*, 3(1).
- Frontier Digital. (2022). *Content Marketing: Definisi, Manfaat, dan Cara Melakukannya*. Content Marketing: Definisi, Manfaat, dan Cara Melakukannya
- Ghozali, I. (2013). *Desain Penelitian Kuantitatif Dan Kualitatif*. Yoga Pratama.
- Griffin. (2012). *A First Look at Communication Theory - Em Griffin*.
- Hollebeek, L. D. (2011). Demystifying customer brand engagement: Exploring the loyalty nexus. In *Journal of Marketing Management* (Vol. 27, Issues 7–8, pp. 785–807). <https://doi.org/10.1080/0267257X.2010.500132>
- Hollebeek, L. D., & Macky, K. (2019). Digital Content Marketing's Role in Fostering Consumer Engagement, Trust, and Value: Framework, Fundamental Propositions, and Implications. *Journal of Interactive Marketing*, 45, 27–41. <https://doi.org/10.1016/j.intmar.2018.07.003>
- Indonesia.go.id. (2022). *Agama*. <https://www.indonesia.go.id/>
- Kannan, P. K., & Li, H. “Alice.” (2017). Digital marketing: A framework, review and research agenda. *International Journal of Research in Marketing*, 34(1), 22–45. <https://doi.org/10.1016/j.ijresmar.2016.11.006>
- Kilogour, M., Sasser, S. L., & Larke, R. (2015). The social Media Transformation process: curating content into strategy. *Coroprate Communications: An International Journal*.
- Kingsnorth, S. (2019). *Digital Marketing Strategy: an integrated approach to online marketing*. Kogan Page.

- Kotler, P., Kertajaya, H., & Setiawan, I. (2017). *Marketing 4.0 : Moving Traditional to Digital*. John Wiley & Sons, Inc.
- Maulita Putri, V. (2022). *Ini Aplikasi Terpopuler Tahun 2021, Diunduh 656 Juta Kali!* . Detikinet.
- Nadiraahijab.id. (2022). <https://nadiraahijab.id/>
- Nasrullah, R. (2016). *Media Sosial: Perspektif Komunikasi, Budaya, dan Sosioteknologi*. Simbiosa Rekatama Media.
- Nasrullah, R. (2017). *Media Sosial: Perspektif Komunikasi, Budaya, dan Sosioteknologi*. Simbiosa Rekatama Media.
- Nasution, A. K. P. (2020). Integrasi Media Sosial dalam Pembelajaran Generasi Z. *Teknologi Informasi Dan Pendidikan*, 1.
- Pandrianto, N., & Genep Sukendro, G. (2018). Analisis Strategi Pesan Content Marketing Untuk Mempertahankan Brand Engagement. *Jurnal Komunikasi* . <https://doi.org/10.24912/jk.v10i2.2619>
- Patruti Baltes, L. (2015). Content marketing-the fundamental tool of digital marketing. *Bulletin of the Transilvania University of Brașov Series V: Economic Sciences* •, 8(57).
- Pulizzi, J. (2014). *Epic Content Marketing*. McGraw-Hill Education.
- Puntoadi. (2011). *Menciptakan Penjualan Melalui Social Media*. PT Elex Komputindo.
- Ratanattaya Jaya Mangalani, W. (2020). *Pengaruh Content Marketing Shopee Live terhadap Customer Engagement*.
- Robert, D., & Henley, N. (2010). *Principles and Practice of Social Marketing : An International Perspective*. <https://doi.org/10.1017/CBO9780511761751>
- Stokes, R. (eMarketing specialist), & Quirk eMarketing (Firm). (2013). *eMarketing : the essential guide to marketing in a digital world*. Quirk eMarketing.
- Sugiyono. (2013). *Metode Penelitian Kuantitatif Kualitatif dan R&D*. Alfabeta.
- Sugiyono. (2016). *Metode Penelitian Kuantitatif, Kualitatif, R&D*. IKAPI.
- TikTok. (2022). *Tentang TikTok*. TikTok.
<https://www.TikTok.com/about?lang=id-ID>
- Umit Kucuk, S., & Krishnamurthy, S. (2007). An analysis of consumer power on the Internet. *Technovation*, 27(1–2), 47–56.
<https://doi.org/10.1016/j.technovation.2006.05.002>

- Wijoyo, H., Indrawan, I., Hansoko, A. L., Santamoko, R., & Cahyono, Y. (2020). *Generasi Z & Revolusi Industri 4.0* (1st ed.). CV. Pena Persada.
- Xu, F., & Warkentin, M. (2020). Integrating elaboration likelihood model and herd theory in information security message persuasiveness. *Computers and Security*, 98. <https://doi.org/10.1016/j.cose.2020.102009>
- Yogesh, S., Sharaha, N., & Shiva Roopan, D. (2019). *Digital Marketing and Its Analysis*.
- Yuswohady. (2014). *Marketing To The Middle Class Muslim*. PT Gramedia Pustaka Utama.