

DAFTAR PUSTAKA

- Adjie, P. (2020). Implementasi Strategi Content Marketing pada Tour Organizer PT Pratama Wisata Lintasnusa Banyuwangi. In *Digital Repository Universitas Jember*. <https://repository.unej.ac.id/handle/123456789/103951>
- Antasari, C., & Pratiwi, R. D. (2022). *Pemanfaatan fitur instagram sebagai sarana komunikasi pemasaran kedai babakkeroyokan di kota palu*. 9(2), 176–182.
- Arviana, G. N. (2021). *Ketahui Apa Itu Brand Engagement dan Berbagai Level untuk Mencapainya*. Glints.Com. <https://glints.com/id/lowongan/brand-engagement-adalah/>
- Atmoko Dwi, B. (2012). *Instagram Handbook Tips Fotografi Ponsel*. Media Kita.
- bappeda.jogjaprovo.go.id. (2024). *Jumlah Gedung Kesenian*. Bappeda.Jogjaprovo.Go.Id. https://bappeda.jogjaprovo.go.id/dataku/data_dasar?id_skpd=6
- Berman, B. & J. R. E. (2018). *Retail management : A Strategic Approach*. Pearson Education. <https://www.slideshare.net/ShivamYadav8517/retail-management-a-strategic-approach-global-edition-by-barry-r-berman-joel-r-evans-patralim-chatterjee-zliborgpdf>
- Chaffey, D., & Ellis-Chadwick, F. (2016). (*eBook PDF*) *Digital Marketing 6th Edition by Dave Chaffey*. Pearson Education.
- Coviello, M. dan M. (2021). *Digital Marketing: Brand Images*. Scopindo Media Pustaka.
- Idcloudhost. (2020). *Content Marketing: Fungsi, Manfaat, dan Penerapan*. Idcloudhost. <https://idcloudhost.com/blog/content-marketing-pengertian-fungsi-manfaat-dan-cara-membuat-content-marketing/>
- Jessica, C. (2024). *Content Marketing: Mengenal Arti, Manfaat, Bentuk, dan Skill-nya*. Glints.Com. <https://glints.com/id/lowongan/apa-itu-content-marketing/>
- Kotler, P., Kartajaya, H., & S. I. (2017). *Marketing 4.0: moving from traditional to digital* (p. 171). PT Gramedia Pustaka Utama.
- Kotler, P., & Keller, K. L. (2012). *Marketing Management, 14th Edition*. Pearson.
- Kulshrestha, K. & C. (2012). *Branding and Sustainable Competitive Advantage:*

Building Virtual Presence. IGI Global.

- N., Popovic, T., Dragovic, I. R., & Cmiljanic, O. (2017). A Moodle-based blended learning solution for physiology education in Montenegro: A case study. *Adv Physiol Educ* 42: 111–117. https://www.academia.edu/78023112/A_Moodle_based_blended_learning_solution_for_physiology_education_in_Montenegro_a_case_study
- Noorhaliza, S. K., Putra, I. K. M., & Lasmini, N. K. (2019). EVALUASI IMPLEMENTASI STRATEGI INSTAGRAM CONTENT MARKETING DALAM MEMBENTUK BRAND ENGAGEMENT THE WESTIN RESORT & SPA UBUD , BALI Pendahuluan / Introduction. *Noorhaliza, S. K., Putra, I. K. M., & Lasmini, N. K. (n.d.). EVALUASI IMPLEMENTASI STRATEGI INSTAGRAM CONTENT MARKETING DALAM MEMBENTUK BRAND ENGAGEMENT THE WESTIN RESORT & SPA UBUD , BALI Pendahuluan / Introduction. 1–7., 1–7.*
- Paine, K. D. (2011). *Measure What Matters*. Wiley. <https://search.worldcat.org/title/1224590534>
- Riyanto, A. D. (2023). *Hootsuite (We are Social): Indonesian Digital Report 2023*. Hootsuite. <https://andi.link/hootsuite-we-are-social-indonesian-digital-report-2023/>
- Robertson, M. (2018). *Instagram Marketing: How To Grow Your Instagram Page And Gain Millions of Followers Quickly With Step-by-Step Social Media Marketing Strategies*. CreateSpace Independent Publishing Platform.
- Ryan, D. (2017). *Understanding Digital Media, Marketing Strategies for Engaging The Digital Generation*. Kogan Page.
- Sanjaya, R. & J. T. (2009). *Creative Digital Marketing*. Elex Media Komputindo.
- Strauss, J., & Frost, R. (2011). *E-Marketing (6th ed.)*. Pearson. <https://doi.org/https://doi.org/10.4324/9781315506531>
- Sugiyono. (2016). *Metode Penelitian Pendidikan Pendekatan Kuantitatif Kualitatif, Dan R&D*. Alfabeta.
- Suryani, I. (2014). Jurnal komunikasi, ISSN 1907-898X Volume 8, Nomor 2, April 2014. *Pemanfaatan Media Sosial Sebagai Media Pemasaran Produk Dan Potensi Indonesia Dalam Upaya Mendukung ASEAN Community 2015. (Studi Social Media Marketing Pada Twitter Kemenparekraf RI Dan Facebook*

Disparbud Provinsi Jawa Barat, 8(April 2014), 123–138.
<https://journal.uii.ac.id/jurnal-komunikasi/article/view/6471>

Tuten, T. L., & Solomon, M. R. (2018). *Social Media Marketing (third edition)*. SAGE Publications Ltd.

VIVEK, S. D. (2009). *A SCALE OF CONSUMER ENGAGEMENT*. 2(5), 255. ???

Wibowo, L. A. dan D. J. P. (2017). *Manajemen Komunikasi dan Pemasaran*. Alfabeta.

Wijaya, B. (2015). *Jogja Kota Seni: Jogja Art 12*.
<https://www.kompasiana.com/banyuwijaya/55125a1ba33311f156ba84b6/jogja-kota-seni-jogja-art-12>

www.bentarabudaya.com. (2020). *Sejarah Bentara Budaya*.
Www.Bentarabudaya.Com. <https://www.bentarabudaya.com/tentang-kami>

Yunita, D., Widad, A., Diah, Y. M., & Farla, W. (2021). *Pembuatan Content Marketing sebagai Strategi Menumbuhkan Brand Awareness bagi Pelaku Usaha di Era*. 2(2), 89–96.