DAFTAR PUSTAKA

Abiel, Y., & Engel, M. M. (2022). *Promosi Perpustakaan Melalui Media Sosial: Hubungan Antara Variasi Konten Instagram Dan Keterlibatan Pemustaka Di Perpustakaan Universitas Ciputra Surabaya*. Journal of Documentation and Information Science, 5(2), 71–76. https://doi.org/10.33505/jodis.v5i2.183

Araujo, T., Neijens, P., & Vliegenhart, R. (2015). *What motivates consumers to re-Tweet brand content? The impact of information, emotion, and traceability on pass-along behavior.* Journal of Advertising Research, *55*(3). https://doi.org/10.2501/JAR-2015-009

Bank Indonesia. (n.d). *Profil Bank Indonesia.* https://www.bi.go.id/id/tentang-bi/profil/Default.aspx

Bank Indonesia Institute. (2022). *Menavigasi di Tengah Ketidakpastian Peran Perpustakaan Bank Indonesia Dalam Transformasi Organisasi.* Jakarta: Author.

Barner, K. (2011). *The library is a growing organism: Ranganathan's fifth law of library science and the academic library in the digital era.* Library Philosophy and Practice, 2011(SEPT).

Beese, N. (2019). *Marketing the Library using Social Media Platforms: The Experience of the University Library Bochum, Germany*. International Information and Library Review, 51(1), 36–41. https://doi.org/10.1080/10572317.2019.1568778

Cangara, H. H. (2017). *Perancangan & Strategi Komunikasi.* Rajawali Pers, Cetakan Ke.

Cavazza. (2008). *Social Media Landscape.* https://fredcavazza.net/2008/06/09/social-media-landscape/

Chaffey, D. (2011). E-Business & E-Commerce Management. Pearson Education Limited.

David, F. R. (2004). *Manajemen Strategis Konsep-Konsep*, Terjemahan. PT Gramedia Pustaka Utama. Jakarta.

Du Plessis, C. (2017). *The role of content marketing in social media content communities.* SA Journal of Information Management, 19(1). https://doi.org/10.4102/sajim.v19i1.866

Felix, R., Rauschnabel, P. A., & Hinsch, C. (2017). *Elements of strategic social media marketing: A holistic framework.* Journal of Business Research, 70, 118–126. https://doi.org/10.1016/j.jbusres.2016.05.001

Gunelius, S. (2012, August 7). *How to Build Brand Engagement-Part 2.* https://aytm.com/post/how-to-build-brand-engagement-part-2

Hidayat, Dedy N. (2003). *Paradigma dan Metode Penelitian Sosial Empirik Klasik.* Departemen Ilmu Komunikasi FISIP Universitas Indonesia.

Iqbal, M. (2024, April 18). *Instagram Revenue and Usage Statistics*. Business of Apps. https://www.businessofapps.com/data/instagram-statistics/

Izzah, N. R., Sukaesih, Rukmana, E. N., & Saefudin, E. (2021). *Inovasi Perpustakaan Daerah Kabupaten Purwakarta Dalam Mengembangkan Layanan Berbasis Inklusi Sosial Saat Pandemi COVID-19*. *8*(1). https://doi.org/10.23887

Keller, K. L. (2013). *Strategic Brand Management Building, Measuring, and Managing Brand Equity Fourth Edition*. Pearson Educated, Inc.

LiMas Nusantara. (n.d). *Perpustakaan Bank Indonesia.* https://perpustakaan-bi.org/

Littlejohn, S. W., & Foss, K. A. (2011). *Theories of human communication*. Waveland Press.

Lon Safko and David K. Brake. (2009). Social Media Bible : Tactics, Tools & Strategies for Business Success. *John Wiley & Sons, Inc., Hoboken, New Jersey*.

Luttrell, R. (2022). *Social Media : How to Engage, Share, and Connect*. The Rowman & Littlefield Publishing Group, Inc.

McCay-Peet, L., & Quan-Haase, A. (2016). *A model of social media engagement: User profiles, gratifications, and experiences.* In Why Engagement Matters: Cross-Disciplinary Perspectives of User Engagement in Digital Media. https://doi.org/10.1007/978-3-319-27446-1_9

McQuail, D., & Deuze, M. (2020). *McQuail's Media and Mass Communication Theory (7th ed.).* In Tijdschrift voor Communicatiewetenschap (Issue 1). SAGE Publications Ltd. https://doi.org/10.5117/tcw2023.1.007.rule

Moleong, Lexy J. (2004). *Metode Penelitian Kualitatif.* Remaja Rosdakarya.

Nasrullah, R. (2015). *Media Sosial Perspektif Komunikasi, Budaya, dan Sosioteknologi.* Simbiosa Rekatama Media.

Nasrullah, R. (2017). *Media Sosial Perspektif Komunikasi, Budaya, Dan Sosioteknologi..* Simbiosa Rekatama Media. .

Nguyen, M. (2023). *Use of Social Media by Academic Libraries in Australia: Review and a Case Study.* Journal of the Australian Library and Information Association, 72(1), 75–99. https://doi.org/10.1080/24750158.2023.2168465

Patton, M. *Qualitative Research and Evaluation Methods.* SAGE Publications, Inc.

Perreault, M. C., & Mosconi, E. (2018). *Social media engagement: Content strategy and metrics research opportunities.* Proceedings of the Annual Hawaii International Conference on System Sciences, 2018-January. https://doi.org/10.24251/hicss.2018.451

Philip Kotler, & Kevin Lane Keller. (2012*). Manajemen Pemasaran*. Edisi 12. Erlangga, Jakarta.

Rachman, Y. B. (2021). *Examining academic libraries' use of instagram*. College and Undergraduate Libraries, 27(2–4), 462–473. https://doi.org/10.1080/10691316.2021.1915221

Riyanto, A. (2024, February 21). *Hootsuite (We are Social): Data Digital Indonesia 2024*. https://andi.link/hootsuite-we-are-social-data-digital-indonesia-2024/

Riza, F. A. A., Suprapto, A., & Suryadi. (2015). *STRATEGI PROMOSI PERPUSTAKAAN KHUSUS (Studi pada Perpustakaan Bank Indonesia Surabaya).* (In *JAP)* (Vol. 3, Issue 12).

Robinson, J. E., & Barreau, D. (2007). *A Study of Social Media Marketing in North Carolina Special Libraries.* Masters Paper. University of North Carolina. https://doi.org/10.17615/sndd-q526

Salomon, D. (2013). *Moving on from Facebook: Using Instagram to connect with undergraduates and engage in teaching and learning*. College and Research Libraries News, 74(8). https://doi.org/10.5860/crln.74.8.8991

Shimp, T. A. (2007). *Advertising, Promotion, and Other Aspects of Integrated Marketing Communications.* In Marketing Communications.

Smith, K. (2022, June 16). *Why is Content Marketing Important? Learn the Importance of Content Marketing for Your Business*. https://www.lyfemarketing.com/blog/why-is-content-marketing-important/

Sugiyono. (2013). Metode Penelitian Pendidikan: Pendalaman Kualitatif, dan R & D. *CV. Alfabeta*.

Sugiyono. (2022). *Metode Penelitian Kualitatif*. Penerbit Alfabeta.

Terry, G. R., & Rue, L. W. (2019). *Dasar-Dasar Manajemen Edisi Revisi*. Bumi Aksara.

Wilson, B. J. (2019). *Top of Mind: Use Content to Unleash Your Influence and Engage Those Who Matter to You by John Hall* . Mass Communication and Society, 22(2). https://doi.org/10.1080/15205436.2018.1532192

Wince, E. (2017). *Kajian Pentingnya Stock Opname Dalam Pengembangan Koleksi Perpustakaan.* Jurnal Imu Perpustakaan dan Informasi Perpustakaan Agama Islam Negeri (STAIN) Curup.