

DAFTAR PUSTAKA

- Abd Al Rahman, M. (2024). Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience, ultimately aiming to drive profitable customer action.
- Abidin, K. Z., & Soegiarto, A. (2021). PEMANFAATAN INSTAGRAM SEBAGAI MEDIA PUBLIKASI SUBBAGIAN PROTOKOL PEMERINTAH KOTA ADMINISTRASI JAKARTA TIMUR. *JRK (Jurnal Riset Komunikasi)*, 12(2), 103.
<https://doi.org/10.31506/jrk.v12i2.11928>
- Amaliyah, M. F., Hermani, A., & Pradhanawati, A. (2022). Kajian Perencanaan Komprehensif Digital dalam Meningkatkan Penjualan pada CV. Sahaja. *Jurnal Ilmu Administrasi Bisnis*, 11(4), 630–640.
<https://doi.org/10.14710/jiab.2022.35875>
- Azizan, N., Ismail@Chik, H. Z., Fadzli, A. M., & Ishar, N. I. M. (2023). Strategies to Improve Brand Awareness Through Social Media Marketing. *Jurnal Manajemen Teori Dan Terapan | Journal of Theory and Applied Management*, 16(2), 223–239. <https://doi.org/10.20473/jmtt.v16i2.45646>
- Chaffey, D., & Chadwick, E. (2020). Digital Marketing Communication Strategy. *Jurnal Entrepreneur Dan Entrepreneurship*, 9, 57–66.
<https://doi.org/10.37715/jee.v9i2.1340>
- Coombs, T. (2019). *Ongoing Crisis Communication: Planning, Managing, and Responding* (5th edition). SAGE Publications, Inc.
- Elliott, R., Percy, L., & Pervan, S. (2018). *Strategic brand management* (4th edition). Oxford University Press.

- Fahimah, M., Muliando, M. A., & Qomariyah, S. N. (2023). Exploring the Relationship Between Content Marketing, Brand Awareness, and Purchase Intentions on TikTok: Mafia Gedang Case Study. *Multidiscipline International Conference*, 2(1), Article 1.
- Fatyandri, A. N., Susanto, S., Angeline, F., Chan, K. R., Go, M., & Surya, P. (2023). Analisa Kompetitor hingga Dinamika Kompetitif pada Bisnis Kafe Catarina.
- Felix, A., Bernanda, D. Y., & Rembulan, G. D. (2024). (PDF) Micro Influencers Enhancing Brand Visibility and Audience Engagement on TikTok Digital Platform. ResearchGate.
<https://doi.org/10.1109/ICCIT62134.2024.10701155>
- Githaiga, J., Ndavula, J. O., & Ndeti, W. (2024). The Use of Tiktok for Consumer Engagement by Select Beverage Companies in Nairobi.
<http://repository.mut.ac.ke:8080/xmlui/handle/123456789/6484>
- Gürel, E. (2017). SWOT ANALYSIS: A THEORETICAL REVIEW. *Journal of International Social Research*, 10(51), 994–1006.
<https://doi.org/10.17719/jisr.2017.1832>
- Izza, A. M., Ardiansyah, M. N., Barkah, F., & Romdonny, J. (2024). SYNERGISTIC EFFECTS OF CONTENT MARKETING AND INFLUENCERS MARKETING ON THE FORMATION OF BRAND AWARENESS AND PURCHASE INTEREST OF TIKTOK SHOP USERS (CIREBON CITY CASE STUDY).

- Juhji, Febrianty, D., Marantika, N., Gumilar, R., Palindih, D. L. I., Apud, D., Marlina, D. H., Kholik, A., & Arifudin, O. (2020). *Manajemen Humas Sekolah*.
- Kelley, L. D. (with Jugenheimer, D. W., & Sheehan, K.). (2015). *Advertising media planning: A brand management approach (Fourth edition)*. M.E. Sharpe, Inc. <https://doi.org/10.4324/9781315720579>
- Kotler, P., & Armstrong, G. (2018). *Principles of marketing (Seventeenth edition)*. Pearson Higher Education.
- Kotler, P., & Keller, K. L. (2016). *A framework for marketing management (Sixth edition)*. Pearson.
- Lemon, K. N., & Verhoef, P. C. (2016). Understanding Customer Experience Throughout the Customer Journey. *Journal of Marketing*, 80(6), 69–96. <https://doi.org/10.1509/jm.15.0420>
- Nubli Adzhani, A., & Widodo, T. (2023). The Influence of Social Media Marketing on Consumer Brand Engagement (Adidas Study on Tiktok Application in Bandung City). *Quantitative Economics and Management Studies*, 4(6), 1169–1182. <https://doi.org/10.35877/454RI.qems2095>
- Rantala, N. (2025). The impact of Instagram on brand awareness and purchase intent: A case study for Forever Lappeenranta [fi=AMK-opinnäytetyö|sv=YH-examensarbete|en=Bachelor's thesis]. <http://www.theseus.fi/handle/10024/879672>
- salemalanzi. (2023, July 16). How to do a PESTLE analysis. Salem Alanzi. <https://site.salemalanzi.sa/how-to-do-a-pestle-analysis/>

- Sarifah, R. (2016). IDENTITAS SOSIAL DENGAN PRASANGKA PADA PRAJURIT TNI AD TERHADAP ANGGOTA KEPOLISIAN. 04.
- Sheak, E., & Abdulrazak, S. (2023). The Influence of Social Media Marketing Activities on TikTok in Raising Brand Awareness. *Market - Tržište*, 35(1), 93–110. <https://doi.org/10.22598/mt/2023.35.1.93>
- Shen, Z. (2023). The Platform Revolution in Interactive Marketing: Increasing Customer-Brand Engagement on Social Media Platforms. In C. L. Wang (Ed.), *The Palgrave Handbook of Interactive Marketing* (pp. 433–450). Springer International Publishing. https://doi.org/10.1007/978-3-031-14961-0_19
- Solomon, M. R. (2017). *Consumer Behavior: Buying, Having, and Being*. Pearson.
- T. Doran, G. (1981). There's a SMART Way to Write Management's Goals and Objectives.
- Tuten, T. L., & Solomon, M. R. (2017). *Social Media Marketing*. SAGE.