

DAFTAR PUSTAKA

- Aaker, D. A. (1991). *Managing Brand Equity: Capitalizing On The Value Of A Brand Name*. Free Press.
- Arifin, M. (2022). Strategi Komunikasi UMKM dalam Marketplace. *Jurnal Ekonomi Digital*, 4(2), 55–68.
- Belch, G. E., & Belch, M. A. (2018). *Advertising and Promotion: An Integrated Marketing Communications Perspective* (11th ed.). McGraw-Hill Education.
- Brodie, R. J., Hollebeek, L. D., Jurić, B., & Ilić, A. (2011). Customer Engagement. *Journal of Service Research*, 14(3), 252–271. <https://doi.org/10.1177/1094670511411703>
- Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital Marketing: Strategy, Implementation And Practice* (7th ed.). Pearson Education.
- Creswell, J. W. (2014). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches* (4th ed.). Thousand Oaks, CA.
- Hjarvard, S. (2008). The Mediatization of Society. *Nordicom Review*, 29(2), 102–131. <https://doi.org/10.1515/nor-2017-0181>
- Hutter, K., Hautz, J., Dennhardt, S., & Füller, J. (2013). The Impact of User Interactions in Social Media on Brand Awareness and Purchase Intention: The Case of MINI on Facebook. *Journal of Product & Brand Management*, 22(5/6), 342–351. <https://doi.org/10.1108/JPBM-05-2013-0299>
- Jefkins, F. (1997). *Periklanan*. Erlangga.
- Kasali, R. (1992). *Manajemen Periklanan: Konsep dan Aplikasinya di Indonesia*. Pustaka Utama Grafiti.
- Keller, K. L. (2013). *Strategic Brand Management: Building, Measuring, and Managing Brand Equity* (Vol. 4). Pearson Education.
- Kotler, P., & Armstrong, G. (2008). *Principles of Marketing* (13th ed.). Pearson Education.
- Kotler, P., & Keller, K. L. (2012). *Marketing management* (14th ed.). Prentice Hall.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). Pearson.
- Lestari, I., & Pradana, M. (2021). Peran Marketplace dalam Peningkatan Branding UMKM. *Jurnal Komunikasi Pemasaran Digital*, 2(1), 23–37.
- Littlejohn, S. W., & Foss, K. A. (2009). *Teori Komunikasi* (9th ed.). Salemba Humanika.

- Lusch, R. F., & Vargo, S. L. (2014). *Service-Dominant Logic: Premises, Perspectives, Possibilities*. Cambridge University Press.
- Miles, M. B., Huberman, A. M. , & Saldaña, J. (2014). *Qualitative Data Analysis: A Methods Sourcebook*. SAGE Publications.
- Moleong, L. J. (2019). *Metodologi Penelitian Kualitatif* . Remaja Rosdakarya.
- Muallif. (2024, July 2). *UMKM: Tulang Punggung Ekonomi Indonesia, Tantangan, dan Kebijakan Pemerintah untuk Pertumbuhan*. <Https://An-Nur.Ac.Id/Umkm-Tulang-Punggung-Ekonomi-Indonesia-Tantangan-Dan-Kebijakan-Pemerintah-Untuk-Pertumbuhan/>.
- Pourkabirian, A., Habibian, M., & Pourkabirian, A. (2023). *Brand Attitude in Social Networks: The Role of eWoM*.
- Setiadi, N. J. (2003). *Perilaku Konsumen: Konsep dan Implikasi Untuk Strategi dan Penelitian Pemasaran*. Kencana.
- Vargo, S. L., & Lusch, R. F. (2004). Evolving To A New Dominant Logic For Marketing. *Journal Of Marketing*, 68(1), 1–17.

