

DAFTAR PUSTAKA

BUKU

- Arikunto, S. (2013). *Prosedur penelitian: Suatu pendekatan praktik*. Rineka Cipta.
- Bungin, B. (2019). *Metodologi Penelitian Kualitatif: Aktualisasi Metodologis ke Arah Ragam Variasi Kontemporer*. Raja Grafindo Persada.
- Cangara, H. (2013). *Pengantar ilmu komunikasi* (Kedua). Rajawali Pers.
- Cangara, H. (2015). *Perencanaan dan Strategi Komunikasi*. Rajawali Pers.
- Creswell John W, & Creswell David J. (2023). *Research Design (Qualitative, Quantitative, and Mixed Methods Approaches)* (Sixth Edition).
- Darmadi, H. (2011). *Metodologi Penelitian Pendidikan dan Sosial*. Alfabeta.
- Effendy, O. Uchjana. (2003). *Ilmu, Teori, dan Filsafat Komunikasi*. Citra Aditya Bakti.
- Kotler, P., & Keller, K. L. (2020). *Marketing Management* (15, Ed.). Pearson Education.
- Lasswell, H. D. (1948). *The structure and Function of Communication in Society*. Harper & Row.
- Miles, M. B., Huberman, A. M., & Saldaña, J. (2014). *Qualitative Data Analysis: A Methods Sourcebook*. <https://doi.org/10.1177/239700221402800402>
- Nazir, M. (2014). *Metode Penelitian*. Ghalia Indonesia.
- Sugiyono. (2013). *Metode Penelitian Kuantitatif, Kualitatif, Dan Rnd* (1st ed.). Penerbit Alfabeta. <https://digilib.stekom.ac.id/ebook/view/METODE-PENELITIAN-KUANTITATIF-KUALITATIF-DAN-RND>
- Sugiyono, & Puji Lestari. (2021). *Metode Penelitian Komunikasi (Kuantitatif, Kualitatif, dan Cara Mudah Menulis Artikel pada Jurnal Internasional)* (M. S. Prof. Dr. Sunarto, Ed.).
- Suryana. (2019). *Komunikasi Pemasaran Strategik*. Alfabeta.
- Tambunan, T. (2012). *Usaha mikro, kecil, dan menengah di Indonesia: isu-isu penting*. LP3ES.
- Widyawati Nur. (2024). *Teori Dan Penerapan Bisnis Model Canvas Pada Umkm*. Scopindo Media Pustaka. https://books.google.co.id/books?hl=id&lr=&id=ISn7EAAAQBAJ&oi=fnd&pg=PP1&dq=teori+umkm&ots=KbqzLiEl98&sig=pZTgqqjqHQ_t67HcroICKa4pWgI&redir_esc=y#v=onepage&q=teori%20umkm&f=false

SKRIPSI & JURNAL

- Alhabsy, L., Purwanto Eko, & Baehaki Ahmad. (2025). Pengaruh Humor dalam Iklan terhadap Sikap Konsumen Gen Z. *INTERACTION: Communication Studies Journal*, 2. <https://doi.org/https://doi.org/10.47134/interaction.v2i2.4514>

- Ashley, C., & Tuten, T. (2015). Creative Strategies in Social Media Marketing: An Exploratory Study of Branded Social Content and Consumer Engagement. *Psychology & Marketing*, 32(1), 15–27. <https://doi.org/10.1002/mar.20761>
- Chaudhuri, A., & Holbrook, M. B. (2001). The Chain of Effects from Brand Trust and Brand Affect to Brand Performance. *Journal of Marketing*, 65, 81–93. https://business.columbia.edu/sites/default/files/efs/pubfiles/593/The_Chain_of_Effects.pdf
- Farid, M., Pangestu, M. F., & Permana, E. (2022). Analisis Pemanfaatan Media Sosial Instagram Dalam Meningkatkan Penjualan Produk UMKM "Diantara Cafe." *Jurnal Ilmu Komputer Dan Bisnis*, 142–149. <https://doi.org/https://doi.org/10.47927/jikb.v13i2.345>
- Hegner, S. M., & Jevons, C. (2016). Brand trust: a cross-national validation in Germany, India, and South Africa. *Journal of Product & Brand Management*. *Journal of Product & Brand Management*. <https://doi.org/https://doi.org/10.1108/JPBM-02-2015-0814>
- Hudson, S., Roth, M. S., Madden, T. J., & Hudson, R. (2015). The Effects of Social Media on Emotions, Brand Relationship Quality, and Word of Mouth. *Journal of Business Research*.
- Hu, Y., Manikonda, L., & Kambhampati, S. (2014). What we Instagram: A first analysis of Instagram photo content and user types. In *Proceedings of the International AAAI Conference on Web and Social Media*.
- Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of Social Media. *Business Horizons*, 59–68.
- Kaplan, A. M., & Haenlein, M. (2021). Users of the world, unite! The challenges of Web 2.0. *Business Horizons*, 64(1), 9–18. <https://doi.org/10.1016/j.bushor.2020.09.003>
- Syastra Muhammad Taufik, & Adam Steffi. (2017). Penggunaan Media Sosial dengan Pendekatan Model AIDA bagi Usaha Kecil dan Menengah. *JSINBIS (Jurnal Sistem Informasi Bisnis)*. <https://doi.org/10.21456/vol7iss2pp104-113>
- Tambunan, T. (2019). Recent evidence of the development of micro, small and medium enterprises in Indonesia. *Journal of Global Entrepreneurship Research*, 9(1), 1–15. <https://doi.org/https://doi.org/10.1186/s40497-018-0140-4>
- Tristanto, T. A., Hurriyati, R., Dirgantari Dewi Puspo, & Elyusufi Muhamimin Abdul. (2023). AIDA Model as a Marketing Strategy to Influence Consumer Buying Interest in the Digital Age. *Budapest International Research and Critics Institute-Journal (BIRCI-Journal)*. <https://doi.org/10.33258/birci.v4i4.3319>
- Wiguna Satria Veriansyah, Lusia Atik, & Nurrahman Alfin Fajar. (2024). Pengaruh Meme Marketing Untuk Konsumen Generasi Z. *Jurnal Ilmiah Ekonomi Dan Manajemen*, 2, 840–851. <https://doi.org/https://doi.org/10.61722/jiem.v2i6.1703>

ARTIKE & WEBSITE

- Gank Content Team. (2024). Apa Itu Instagram? Fungsi, Kelebihan, hingga Fitur-Fiturnya. <https://ganknow.com/blog/apa-itu-instagram/?srsltid=AfmBOoq05RVtWX0neCZ5w9U6CAWq1olgpaQCfWAfydxRyVAQwCAPI463>

Influencer Marketing Hub. (2024). *22 Instagram Reel Stats & Facts Marketers Should Know in 2024.* <https://influencermarketinghub.com/instagram-reels-stats/>

Napoleoncat. (2025). *Instagram users in Indonesia July 2025.* <https://napoleoncat.com/stats/instagram-users-in-indonesia/2025/07/>

Proposal Kemitraan Iketan. (2024). Iketan.

Socialinsider. (2024). *2025 Instagram Benchmarks.* <https://www.socialinsider.io/social-media-benchmarks/instagram>

Undang-Undang (UU) Nomor 20 Tahun 2008 Tentang Usaha Mikro, Kecil, Dan Menengah, Pemerintah Republik Indonesia (2008). <https://peraturan.bpk.go.id/Details/39653/uu-no-20-tahun-2008>

