

## **DAFTAR PUSTAKA**

**Buku:**

Belch, Goerge E. dan Belch, Michael A. (2003). *Advertising and Promotions: An Integrated Marketing Communications Perspective*. New York: The McGraw-Hill Companies.

Chaffey, Dave. (2009). *E-business and e-commerce management: Strategy, implementation and practice*. Harlow, England: FT Prentice Hall.

Changara, Hafied. 2015. *Pengantar Ilmu Komunikasi*. Jakarta: PT Raja Grafindo Persada

Cravens, D. W., & Piercy, N. (2009). *Strategic marketing*. Boston: McGraw-Hill Irwin.

Denis McQuail. 1987. *Mass Communication Theory (Teori Komunikasi Massa)*. Jakarta: Erlangga.

Effendy, Onong Uchjana. (2003). Ilmu, teori dan filsafat komunikasi. Bandung : Citra Aditya Bakti

Flew, T. (2008). *New media: An introduction*. South Melbourne: Oxford University Press.

Jason G. Miles. (2014). *Instagram Power: Build Your Brand and Reach More Customers with The Power of Pictures*. New York: McGraw-Hill Education.

Kotler, Philip dan Armstrong, Garry. (2012). Principles of marketing-14th Edition.

New Jersey, USA: Prentice Hall

Kotler, Philip (2006). *Manajemen pemasaran*, Jakarta, P.T Indeks Gramedia.

Lupiyoadi, Rambat. (2013). Manajemen Pemasaran Jasa Berbasis Kompetensi.

Jakarta Selatan: Salemba Empat

McDonald , Malcolm dan Dunbar , Ian. (2013). Market segmentation : How to Do It and How to Profit from It — rev 4th ed. New Jersey, USA: WILEY

M. Nisrina. (2015). *Bisnis Online, Manfaat media sosial dalam meraup uang*. Yogyakarta: Kobis.

Mulyana, Deddy dan Solatun, 2008, *Metode Penelitian Komunikasi*, Bandung, Remaja Rosdakarya.

Muscat, Francois. (2015). *Digital Minds: 12 Things Every Business Needs to Know About Digital Marketing*. Victoria, Canada: Friesen Press.

Prastowo, Andi. 2012. Metode Penelitian Kualitatif dalam Perspektif Rancangan Penelitian. Yogyakarta: Ar-ruzz Media.

Rogers, Everett M. (1962). Diffusion of Innovation. New York:The Free Press

Tjiptono, Fandy. (2002). *Strategi Pemasaran*. Yogyakarta: Andi Offset.

@trikphotoshopID dan @bisnisanakmuda. 2014. *Jago Jualan di Instagram*.

**Jurnal dan skripsi:**

Atiko, G., Hasanah, R., Sudrajat., & Nasionalita, K. ANALISIS STRATEGI PROMOSI PARIWISATA MELALUI MEDIA SOSIAL OLEH KEMENTERIAN PARIWISATA RI (studi deskriptif pada akun Instagram @indtravel), e-Proceeding of Management : Vol.3, No.2 Agustus (2016), 2349-2358.

Banjaransari, Yudhi Gumbiro and Saputro, Edy Purwo. (2018) *Pemanfaatan Instagram sebagai Media Komunikasi Pemasaran Online Page Down Cloth Maker*. Skripsi thesis, Universitas Muhammadiyah Surakarta.

Camilleri, M. A. (2018). Market Segmentation, Targeting and Positioning. In *Travel Marketing, Tourism Economics and the Airline Product* (Chapter 4, pp. 69-83).

Diyatma, Aris Jatmika. Pengaruh promosi melalui media sosial Instagram terhadap keputusan pembelian produk Saka Bistro & Bar, e-Proceeding of Management : Vol.4, No. 1 April (2017), 175-179.

Dolnicar, S. (2013). *Tourism Market Segmentation — A Step by Step Guide*. In: Tisdell, C. (ed.) *Handbook of Tourism Economics: Analysis, New Applications and Case Studies*. New Jersey: World Scientific, 87-105.

Dolnicar, S, Market segmentation in tourism, in Woodside, AG and Martin, D (eds), *Tourism Management: Analysis, Behaviour and Strategy*, CAB International,Cambridge, 129-150, 2008.

Lalama, Marco-Gross. 2015. Setting Clear Communication Objectives: A Proposed Frame of Reference to Measure The Effectiveness of Advertising Integrated Marketing Communication Campaign.

Lai, Wen-Hsiang and Vinh, Nguyen Quang. Online Promotion and Its Influence on Destination Awareness and Loyalty in the Tourism Industry. Advances in Management & Applied Economics, vol. 3, no.3, 2013, 15-30.

Shengnan, Yuan & Jinxing, Hao & Xiang, Guan & Hongqin, Xu. (2012). The effect of social media on tourism destination marketing: A media-synchronicity-theory based exploration. 2012 9th International Conference on Service Systems and Service Management - Proceedings of ICSSSM'12. 473-476. 10.1109/ICSSSM.2012.6252281.

Zeng, Benxiang and Gerritsen, Rolf., What do we know about social media in tourism? A review , Tourism Management Perspectives. 10 (2014) 27–36.

**Website:**

Koneva, Anna. (2018). How to Create a Content Plan for Instagram: a Beginner's Guide. <https://www.ecwid.com/blog/how-to-create-a-content-plan-for-instagram-a-beginners-guide.html#2ig>. Diakses tanggal 26 Juni 2019.

Day, Charli. (2016). Let's Be Clear on Content Creation vs. Content Curation.

<https://www.agorapulse.com/blog/lets-clear-content-creation-vs-content-curation>. Diakses pada tanggal 26 Juni 2019.

Etsy Staff. Instagram for Business Strategy Guide.  
<http://extfiles.etsy.com/worksheets/instagramstrategyguide.pdf>. Diakses tanggal 24 Juni 2019.

Hitz, Lucy. (2018). Ultimate 2017 Instagram E-Book.  
[https://www.chatterbuzzmedia.com/assets/uploads/2018/05/2017\\_1-Ultimate-Instagram\\_eBook-Final2-1.pdf](https://www.chatterbuzzmedia.com/assets/uploads/2018/05/2017_1-Ultimate-Instagram_eBook-Final2-1.pdf). Diakses tanggal 20 Agustus 2018.