

## REFERENCES

- Abdullah, N. I., & Sarudin, A. (2016). *Impak Penggunaan Bahasa Dalam Iklan Khidmat Masyarakat Petronas Berdasarkan Teori Linguistik Sistemik Fungsional (TLSF)*. Proceedings of the ICECRS, 1(1), vii1-544.
- Akhter, R. (2018). *Impact of copywriting in marketing communication*. International Journal Innovative Technologies in economy.
- Azzahra, S. (2020). *Persepsi Penggunaan Twitter Terhadap Kepribadian Merek dan Korelasinya dengan Social Media Engagement*. Universitas Indonesia
- Bly, R. W. (2020). *The copywriter's handbook: a step-by-step guide to writing copy that sells*. Holt Paperbacks.
- Lacy, K. (2011). *Twitter marketing for dummies*. John Wiley & Sons.
- Ogilvy, D. (2023). *Ogilvy on advertising*. Hachette UK.
- Panggabean, S. (2019). *Pengantar wacana*. Universitas HKBP Nommensen.
- Pradoko, S. (2017). *Paradigma Metode Penelitian Kualitatif*. Universitas Negeri Yogyakarta. UNY Press.
- Priyanto and Nuke F. (2021) *jaringan sosial komunikasi pemasaran traveloka di twitter*. Mediakom: Jurnal Ilmu Komunikasi.
- Siyoto, S., & Sodik, M. A. (2015). *Dasar metodologi penelitian*. literasi media publishing.
- Sono, H. (2021). *Twitter as a platform for audience engagement: the case of Skeem Saam* (Doctoral dissertation, University of Johannesburg (South Africa)).
- Sugarman, J. (2012). *The Adweek copywriting handbook: the ultimate guide to writing powerful advertising and marketing copy from one of America's top copywriters*. John Wiley & Sons.
- UTAMI, S. R. (2021). *Aspek Tata Bahasa dalam Buku Teks Bahasa Indonesia Sesuai Kurikulum Sekolah Menengah Pertama (Suatu Penelitian Analisis Isi)* (Doctoral dissertation, UNIVERSITAS NEGERI JAKARTA).

Van Dijk, J. A., & Hacker, K. L. (2015). *Internet and democracy in the network society*. Routledge.

Van Looy, A. (2016). Social media management. *Advanced Database Marketing: Innovative Methodologies and Applications for Managing Customer Relationships*. <http://link.springer.com/10.1007/978-3-319-21990-5>