

## REFERENCES

- Al-Azzam, A. F., & Al-Mizeed, K. (2021). The effect of digital marketing on purchasing decisions: A case study in Jordan. *The Journal of Asian Finance, Economics and Business*, 8(5), 455-463.
- Ashwin, P. (2022). Developing effective national policy instruments to promote teaching excellence: Evidence from the English case. *Policy Reviews in Higher Education*, 6(1), 27-45.
- Asra, Y. (2023, November). Business Planning And Production Crispy Bread (Marketing Aspect). In Seminar Nasional Industri dan Teknologi (pp. 751-757). <https://eprosiding.snit-polbeng.org/index.php/snit/article/view/429/416>
- Deisy Christina., & Vesty Sambeka. (2020). Manajemen Mice
- Doyle, J. P., Su, Y., & Kunkel, T. (2022). Athlete branding via social media: Examining the factors influencing consumer engagement on Instagram. *European Sport Management Quarterly*, 22(4), 506-526.
- Dwivedi, Y. K., Ismagilova, E., Hughes, D. L., Carlson, J., Filieri, R., Jacobson, J., ... & Wang, Y. (2021). Setting the future of digital and social media marketing research: Perspectives and research propositions. *International journal of information management*, 59, 102168
- Gowda, M. A. (2022). Short-Run Policy Alternatives For Measure Offiscal And Monetary Policy. *Saarj Journal On Banking & Insurance Research (Sjbir)*.
- Karo, P. K., & Novianti, S. C. (2021, December). Event Organizer Marketing Strategy in Palembang Facing the Covid-19 Pandemic. In Palembang Tourism Forum 2021 (PTF 2021) (pp. 57-62). Atlantis Press.
- Kemendikbud. (2020). Laporan Tahunan Pendidikan Dasar. Jakarta: Kementerian Pendidikan dan Kebudayaan.
- Lestari, V. (2023). Strategic Approaches to Marketing Management in Contemporary Business Environments. *Advances: Jurnal Ekonomi & Bisnis*, 1(5), 255-268.
- Maulana, H. A., & Asra, Y. (2022). EFEKTIVITAS DIGITAL MARKETING SEBAGAI INTEGRATED MARKETING COMMUNICATION PADA UMKM BINAAN PT. PERTAMINA HULU ROKAN. In Prosiding Seminar Nasional Terapan Riset Inovatif (SENTRINOV) (Vol. 8, No. 2, pp. 146-152). <https://proceeding.isaCentrinondex.php/sentrinov/article/view/1234>
- Ohara, M. R. (2023). The role of social media in educational communication management. *Journal of Contemporary Administration and Management (ADMAN)*, 1(2), 70-76.

- Purwanti, Y. (2021). The influence of digital marketing & innovation on the school performance. *Turkish Journal of Computer and Mathematics Education (TURCOMAT)*, 12(7), 118-127.
- Rizki, M., Ghifari, A., Hui, WL, Permata, EG, Siregar, MD, Umam, MIH, & Harpito, H. (2021). Penentuan Strategi Pemasaran di LPP TVRI Riau Menggunakan Metode Analisis SWOT. *Jurnal Teknik Terapan dan Ilmu Teknologi (JAETS)* , 3 (1), 10-18.
- Sari, R., & Rosa, N. (2024, February). The Perspective of Social Media Adoption as the Implementation of Customer Relationship Management (CRM) Technology in the Bengkalis UMKM Community. In *Proceedings of the 11th International Applied Business and Engineering Conference, ABEC 2023, September 21st, 2023, Bengkalis, Riau, Indonesia*. <http://dx.doi.org/10.4108/eai.21-9-2023.2342977>
- Setiawan, R., Wibisono, D., & Purwanegara, M. S. (2022). Defining event marketing as engagement-driven marketing communication. *Gadjah Mada International Journal of Business*, 24(2), 151-177.
- Waham, J. J., Asfahani, A., & Ulfa, R. A. (2023). International Collaboration in Higher Education: Challenges and Opportunities in a Globalized World. *EDUJAVARE: International Journal of Educational Research*, 1(1), 49-60.