

REFERENCES

- Afriyadani., et all. (2020) *komunikasi bisnis.*, Unpam Press. Pamulang – Tangerang Selatan.
- Atmoko, T. (2012). Bekantan Kuala Samboja. *Bertahan dalam Keterbatasan (Bogor: Pusat Litbang Kehutanan, Kementerian Kehutanan).*
- Bolajoko, D. N., Salome, I., & Sikuade, J. O. (2013). The concept and philosophy of marketing: Evidence from Nigeria. *International Journal of Business Strategy*, 13(2), 55-70.
- Chernev. A., (2014) *Strategic Marketing Management. Kellogg School of Management Northwestern University., USA.*
- Cvijikj, I. P., & Michahelles, F. (2013). *Online engagement factors on Facebook brand pages.* Social Network Analysis and Mining, 3(4), 843–861. <https://doi.org/10.1007/s13278-013-0098-8>
- Fadhil. M., (2023) *Strategi Pengelolaan Dalam Akun Instagram @Faktanyagoogole Sebagai Media Informasi Dalam Menangkal Hoaks.*, (skripsi sarjana, Universitas Islam Negeri Syarif Hidayatullah), Jakarta.
- Gandas, K., Puech, M., Chen, J. S., Speerin, R., Bleasel, J., Center, J. R., ... & Seibel, M. J. (2010). Models of care for the secondary prevention of osteoporotic fractures: a systematic review and meta-analysis. *Osteoporosis International*, 24(2), 393-406.
- Hardani, A. P., & Suryono, J. (2023). Marketing Communication Strategy for Shafira Store Surakarta Using Instagram Social Media Platform for Effective Engagement. *Revenue Journal:*

Management and Entrepreneurship, 1(2), 151-164.

Hartini, H. I., AR, H. F., & Charlina, C. (2017). *Kesantunan Berbahasa dalam Komentar Caption Instagram* (Doctoral dissertation, Riau University).

Hawkins, and Mothersbaugh., (2016) *Consumer Behavior: Building Marketing Strategy, Thirteenth Edition.*, McGraw-Hill Education, 2 Penn Plaza, New York, NY 10121..

Kotler & Keller (2016). *The influence of marketing mix on repurchase intention for eco-friendly products among university students in Indonesia*. PHINISI, 22-32.

Kotler, P., & Keller, K. L. (2016). A framework for marketing management (6/E). *Baskı, Essex: Pearson Education Limited*.

Kotler, P., Burton, S., Deans, K., Brown, L., & Armstrong, G. (2015). *Marketing*. Pearson Higher Education AU.

Lestari, D. S. (2023). *Pengaruh Environmental Awareness, Ecolabelling dan Green Brand Image terhadap Keputusan Pembelian Green Product (Studi pada Konsumen Tisu Tessa di Kabupaten Karanganyar)* (Doctoral dissertation, UIN Surakarta).

Logas. E., (2015) Draft Laporan Identifikasi Nilai Konservasi Tinggi Pt. Riau Andalan Pulp And Paper., <https://sustainability.aprilasia.com/wpcontent/uploads/2019/08/PT-RAPP-Pelalawan.pdf>

News LSPR., (2023) Komunikasi Bisnis: Pengertian, Tujuan, Jenis-Jenisnya., <https://www.lspr.ac.id/pengertian-komunikasi-bisnis/#>

Ningrum. F. A., et all. (2020) *Komunikasi Bisnis.*, CV. MEDIA SAINS INDONESIA Melong Asih Regency B40 - Cijerah Kota Bandung

- Jawa Barat.

Pertiwi, R., & Sigit, R. R. (2024). Marketing Communication Strategy in Improving Brand Awareness Via Instagram. *International Journal of Education, Information Technology, and Others*, 7(1), 341-345.

Populix., (2023) Observasi: Pengertian, Tujuan, Ciri, Jenis, Contoh., <https://info.populix.co/articles/observasi-adalah/>

Ramadani, N. A., & Normawati, R. A. (2024). Insight Instagram Berdasarkan Jenis Postingan Instagram pada “@ pateron blitar”. *JAMI: Jurnal Ahli Muda Indonesia*, 5(2), 148-156.

Salsabila. A., (2022) *Strategi Pengelolaan Akun Instagram @Ariesskuliner Sebagai Media Komunikasi Dalam Mempromosikan Kuliner Di Ponorogo.*, (skripsi sarjana, Universitas Institut Agama Islam Negeri Ponorogo), Ponorogo.

Stokes, S. A. (2009). *Deception in environmental advertising: consumers' reactions to greenwashing* (Doctoral dissertation, Kansas State University).

Sidiq, U., Choiri, M., & Mujahidin, A. (2019). *Metode penelitian kualitatif di bidang pendidikan. Journal of Chemical Information and Modeling*, 53(9), 1-228.

Syarifuddin. A., et all. (2018) *Memaksimalkan Penggunaan Media Sosial Dalam Lembaga Pemerintah.*, Direktorat Jenderal Informasi dan Komunikasi Publik, Kementerian Komunikasi dan Informatika., Jakarta.

Tuten, T. L., & Solomon, M. R. (2015). *Social Media Marketing* (2nd ed.). SAGE Publications.

Tuten, T. L., Solomon, M. R. (2017). *Social Media Marketing*. Britania

Raya: SAGE Publications.

Utomo, S. B., Nugraha, J. P., Indrapraja, R., & Panjaitan, F. A. B. K. (2023). Analysis of The Effectiveness of Integrated Digital Marketing Communication Strategies in Building MSMEs Brand Awareness Through Social Media. *Jurnal Sistim Informasi dan Teknologi*, 8-13.

Vanloy. A., (2016) *Social Media Management Technologies and Strategies for Creating Business Value.*, New York Dordrecht London.

Wati, L. A. (2023). Determinants of Indonesia's shrimp commodity export. *Journal of International Studies*, 16(1), 112-127.

Wibowo. H. A., (2018) Abstrak Strategi Branding Public Relation PT. Riau Andalan Pulp and Paper (PT.RAPP) Dalam Memperkenalkan Batik Bono.

<https://repository.uir.ac.id/3506/1/abstrak.pdf>