

REFERENCES

- Adetunji, R. R., Nordin, S. M., & Noor, S. M. (2014). The implementation of integrated marketing communication (IMC) principles in branding and advertising: A conceptual exploration. *New Media and Mass Communication*, 21(2), 23–28.
- Aditya, G. A. F. (2024). *An analysis of students' ability and difficulties in writing recount text* (Doctoral dissertation, Universitas Pancasakti).
- Anas, D. S. (2019). Strategi integrated marketing communication dalam peningkatan brand awareness. *Ikon: Jurnal Ilmiah Ilmu Komunikasi*, 23(2), 84–93.
- Atilgan, E., Aksoy, S., & Akinci, S. (2005). Determinants of the brand equity. *Marketing Intelligence & Planning*, 23(3), 237–248. <https://doi.org/10.1108/02634500510597230>
- Belch, G. E., & Belch, M. A. (2018). *Advertising and promotion: An integrated marketing communications perspective* (11th ed.). McGraw-Hill.
- Cornelissen, J. (2017). *Corporate communication: A guide to theory and practice* (5th ed.). SAGE Publications.
- Edmiston-Strasser, D. M. (2009). An examination of integrated marketing communication in US public institutions of higher education. *Journal of Marketing for Higher Education*, 19(2), 142–165. <https://doi.org/10.1080/08841240903436266>
- Grunig, J. E. (2009). Paradigms of global public relations in an age of digitalisation. *PRism*, 6(2).
- Hardani, H., Andriani, H., Ustiawaty, J., Utami, E. F., Istiqomah, R. R., Fardani, R. A., Sukmana, D. J., & Auliya, N. H. (2020). *Metode penelitian kualitatif*. Pustaka Ilmu.
- Hemsley-Brown, J., Melewar, T. C., Nguyen, B., & Wilson, E. J. (2016). Exploring brand identity, meaning, and image. *Journal of Business Research*, 69(8), 3019–3027. <https://doi.org/10.1016/j.jbusres.2015.12.016>
- Kitchen, P. J., & Burgmann, I. (2015). Integrated marketing communication: Making it work at a strategic level. *Journal of Business Strategy*, 36(4), 34–39. <https://doi.org/10.1108/JBS-05-2014-0052>
- Kliatchko, J. (2008). Revisiting the IMC construct: A revised definition and four pillars. *International Journal of Advertising*, 27(1), 133–160. <https://doi.org/10.2501/S0265048708080038>

- Linata, A. F., & Vanel, Z. (2023). Strategi integrated marketing communication Diskominfo dalam membangun citra Kota Salatiga. *Jurnal Communio: Jurnal Jurusan Ilmu Komunikasi*, 12(1), 87–101.
- Luxton, S., Reid, M., & Mavondo, F. (2015). Integrated marketing communication capability and brand performance. *Journal of Advertising*, 44(1), 37–46. <https://doi.org/10.1080/00913367.2014.934938>
- L'Etang, J. (2013). *Public relations: Concepts, practice and critique*. SAGE Publications.
- Mangold, W. G., & Faulds, D. J. (2009). Social media: The new hybrid element of the promotion mix. *Business Horizons*, 52(4), 357–365. <https://doi.org/10.1016/j.bushor.2009.03.002>
- Mourad, M., Ennew, C., & Kortam, W. (2011). Brand equity in higher education. *Marketing Intelligence & Planning*, 29(4), 403–420. <https://doi.org/10.1108/02634501111138563>
- Orasmäe, A. (2017). *Integrated marketing communication*.
- Paudel, P. (2024). Examining paradigmatic shifts: Unveiling the philosophical foundations shaping social research methodologies. *Journal of the University of Ruhuna*, 12(1).
- Pinar, M., Trapp, P., Girard, T., & Boyt, T. E. (2014). University brand equity. *Journal of Business Research*, 67(6), 1222–1231. <https://doi.org/10.1016/j.jbusres.2013.06.013>
- Porcu, L., Del Barrio-García, S., & Kitchen, P. J. (2012). How integrated marketing communications works. *European Journal of Marketing*, 46(3/4), 313–348. <https://doi.org/10.1108/03090561211202533>
- Rofi'ah, A. L. I. Y. A. T. U. R. (2019). *The implementation of content-based instruction (CBI) for primary school students* (Doctoral dissertation, IKIP PGRI Bojonegoro).
- Rossiter, J. R., & Percy, L. (1987). *Advertising and promotion management*. McGraw-Hill.
- Sasciki, B., & Santoso, B. (2022). *Implementasi integrated marketing communication (IMC) untuk meraih brand awareness dan citra publik Universitas Muhammadiyah Surakarta (UMS)* (Doctoral dissertation, Universitas Muhammadiyah Surakarta).
- Soyinka, T. O. (2021). *Integrated marketing communication strategies to overcome barriers: The case of University of Sassari, Italy* (Master's thesis, Universidade do Algarve).

Tuten, T. L., & Solomon, M. R. (2023). *Social Media Marketing* (4th ed.). Sage Publications.