

## REFERENCES

- Almeida; Diana Isabel Leite de, (2014), "Digital Marketing Strategies – From Brand Awareness to Engagement," Internship Report Master's Degree in Marketing Digital
- Ghozali, Imam. 2016. *Multivariate Analysis Application with SPSS Program* . Publishing Agency of Diponegoro University, Semarang
- Kotler, P. & Kevin, L. K. (2012). *Marketing management* 13. New Jersey: Pearson Prentice Hall, Inc.
- Labbad, Sarra Abdullah dan Sabitha Niketh, (2018), "The role of digital marketing in creating brand awareness and measuring customer satisfaction at Intercontinental Hotel, Al-Jubail, Saudi Arabia," *International Journal of Research in Economics and Social Sciences (IJRESS)* Available online at: <http://euroasiapub.org> Vol. 8 Issue 5, May - 2018 ISSN(o): 2249-7382 | Impact Factor: 6.939 |
- Oktaviani, Femi; dan Diki Rustandi, (2018), "Implementasi Digital Marketing dalam Membangun Brand Awareness," *PRofesi Humas*, Volume 3, No. 1, 2018, hlm. 1-20
- Putri, S. D. & Fithrah, D. S. ( 2017). Pengaruh online marketing campaign #samyangchallenge terhadap consumer behavior digital natives pengguna youtube Indonesia. *Jurnal PRofesi Humas*, 1 (2), 132-141.
- Purwiati dan Arsanti,. (2018). Pengertian media sosial, (online), <http://wlipurn.blogspot.co.id/2018/02/wlipurn.html>. (diakses pada Februari 2018).
- Sanusi. (2012). *Business Research Methodology* , (Bandung: Alfa Beta).
- Soininen, Netta, (2016), "Improving SME'S brand awareness by digital marketing – A guide for SMES," *International Bussiness Marketing*
- Tritama, HB and R E Tarigan, (2016), "The Effect of Social Media to the Brand Awareness of a Product of a Company", *CommIT Journal*, vol. 10, no. 1, pp. 9–14, 2016.

Yasmin, Afrina, SadiaTasneem, KanizFatema, (2015), "Effectiveness of Digital Marketing in the Challenging Age," International Journal of Management Science and Business Administration, 1(5), 2015, 69-80.

Yuvaraj, S dan R Indumathi, (2018), "Influence of digital marketing on brand building," International Journal of Mechanical Engineering and Technology (IJMET) Volume 9, Issue 7, July 2018, pp. 235–243, Article ID: IJMET\_09\_07\_027