## REFERENCES

- ACCESS. (n.d.). *Internship in the Netherlands*. Retrieved July 2021, from ACCESS Serving the International Community: https://access-nl.org/dual-careers-netherlands/working/internships- in-the-netherlands/
- Allen, M. (2017). SAGE Research Method. Retrieved from Secondary Data: https://methods.sagepub.com/reference/the-sage-encyclopedia-of-communication-research- methods/i13206.xml
- Badan Pemeriksa Keuangan Republik Indonesia. (n.d.). *Law No. 20 Year 2008*.

  Retrieved from Database Peraturan (Regulatory Database):

  https://peraturan.bpk.go.id/Home/Details/39653/uu-no-20-tahun-2008
- Bezuidenhout, R. (2020, April 13). *Can Your Business Survive Without an Online Presence?* Retrieved April 2021, from Ashrays: https://www.ashrays.com/can-your-business-survive-without-an-online-presence/
- Bhayani, S. (2018). Internet Marketing vs Traditional Marketing: A Comparative Analysis. *FIIB Business Review*, *3*, 53-63.
- Burnard, P., Gill, P., Stewart, K., Treasure, E., & Chadwick, B. (2008). Analysing and presenting qualitative data. *British Dental Journal*, 429–432.
- Busetto, L., Wick, W., & Gumbinger, C. (2020, May 27). *How to use and assess qualitative research methods*. Retrieved from Neurological Research and Practice:
  - https://neurolrespract.biomedcentral.com/articles/10.1186/s42466-020-

## 00059-z#citeas

- Business Jargons. (n.d.). *Marketing Communication*. Retrieved from Businesss Jargons: ttps://businessjargons.com/marketing-communication.html
- Cave, J. (2016, July 14). Digital Marketing Vs. Traditional Marketing: Which One

  Is Better? Retrieved April 2021, from Digital Doughnut:

  https://www.digitaldoughnut.com/articles/2016/july/digital- marketing-vstraditional-marketing
- Corniani, M. (2006). Digital Marketing Communication. Symphonya. *Emerging Issues in Management*.
- Delve. (n.d.). *The Essential Guide to Coding Qualitative Data*. Retrieved from Delve: https://delvetool.com/guide
- Digital Marketing Institute. (2019, February 19). 9 Ways Digital Marketing is Cost-Effective. Retrieved from Digital Marketing Institute: https://digitalmarketinginstitute.com/blog/9-ways-digital-marketing- iscost-effective-corporate
- Dragilev, D. (2021, March 26). *Marketing Communications Strategy: What It Is & How To Do It Right*. Retrieved from criminallyprolific.com: https://www.criminallyprolific.com/marketing-communications-strategy/
- Eelants, M. (n.d.). *AIDA Model*. Retrieved July 2021, from Strategic Marketing Plan: https://www.strategischmarketingplan.com/marketingmodellen/aidamodel/
- Expedito. (n.d.). *About Us.* Retrieved from Expedito: https://www.expedito.co.id/pages/aboutus

- Friesner, T. (2014, November 1). *Digital Marketing Communications*. Retrieved from MarketingTeacher.com: http://www.marketingteacher.com/digital-marketing-communications/
- Gim, J.-G. (2008). World Logistics Evolution and Marketing strategy for Korea's Enhanced Port Competition. *Journal of Korea Port Economic Association*, 262-284.
- Hanlon, A. (2020, December 15). *4Cs marketing model: Two mode ls with the same acronym*. Retrieved May 2021, from SmartInsight: https://www.smartinsights.com/marketing-planning/marketing-models/4cs-marketing-model/
- International Telecommunication Union. (2019). *Individual using the internet (% of population)*. Retrieved March 2021, from The World Bank: https://data.worldbank.org/indicator/IT.NET.USER.ZS?end=2019&locations=ID-1W&name desc=true&start=1990&view=chart
- Kemp, S. (2020, February 18). *Digital 2020: Indonesia*. Retrieved from DATAREPORTAL: https://datareportal.com/reports/digital-2020-indonesia
- King David Service. (n.d.). *About Us.* Retrieved from King David Service: https://kingdavidservice.com/id/about-us/
- Kingsnorth, S. (2016). Digital marketing strategy: an integrated approach to online marketing. Philadelphia: Kogan Page.
- Kotler, P., & Armstrong, G. (2017). *Principles of Marketing 17th version, Global Edition*. Harlow: Pearson.

- Kotler, P., & Pfoertsch, W. (2006). B2B Brand Management. Berlin: Springer.
- Lauterborn, B. (1990, October 1). *New marketing litany; four P's passe; C-words take over*. Retrieved July 2021, from Robert F. Lauterborn: http://www.rlauterborn.com/pubs/pdfs/4 Cs.pdf
- MarcomCentral. (2020, February 5). What Are Marketing Communication Tools?

  Retrieved from MarComCentral: https://marcom.com/what-are-marketing-communication-tools/
- Martiskova, D. J. (n.d.). *Qualitative Research Objectives Samples That'll Make Thesis Writing Easy Breezy For You.* Retrieved June 2021, from

  Dissertation-Help.co.uk: https://www.dissertation-help.co.uk/qualitative-research-objectives/
- McKinsey&Company. (2018). Marketing & Sales: Digital Sales & Analytics:

  Driving above-market growth in B2B. McKinsey&Company.
- Middleton, F. (2020, June 26). *Reliability vs validity: what's the difference?*Retrieved from Scribbr: https://www.scribbr.com/methodology/reliability-vs-validity/
- Miftakhova, A., & Lutovinova, N. (2019, December 12). *The art of digital marketing manipulation. B2B Guide for Language Connections*. Retrieved from Thesus.fi: https://www.theseus.fi/bitstream/handle/10024/267019/Lutovinova\_Mifta khova.pdf?sequence =2&isAll
- Ministry of Trade. (n.d.). *Perkembangan Ekspor NonMigas (Sektor)*. Retrieved from Portal Satu Data Perdagangan:

- https://statistik.kemendag.go.id/growth-of-non-oil-and-gas-export-sectoral
- Nurhayati-Wolff, H. (2021, March 11). *Share of adult population that currently owns digital devices in Indonesia as of Q3 2020, by device*. Retrieved from statista: https://www.statista.com/statistics/802628/digital-device-usage-among-adults-by-device- ind
- Piñeiro-Otero, Martínez-Rolán, Teresa, & Xabier. (2016). Understanding Digital

  Marketing—Basics and Actions. Theory and Application of Business and

  Management Principles. Springer.
- Sathya, P. (2015). A Study on Digital Marketing and its Impact. *International Journal of Science and Research*.
- SmartLegal. (2019, February 13). *Klasifikasi UKM dan UMKM di Indonesia*.

  Retrieved from SmartLegal.id:
  https://smartlegal.id/smarticle/2019/02/13/klasifikasi-ukm-dan-umkm-diindonesia/
- Thakur, S. (2020, January 27). *How to establish the validity and reliability of qualitative research?* Retrieved from Project Guru: https://www.projectguru.in/how-to-establish-the-validity-and-reliability-of-qualitative-research/
- University of Miami. (2020). *How is reliability and validity realized in qualitative research?* Retrieved July 2021, from School of Education and Human Development: https://sites.education.miami.edu/statsu/2020/09/22/how-is-reliability-and-validity-realize
- Vaughan, P. (n.d.). How to Create Detailed Buyer Personas for Your Business.

- Retrieved from HubSpot: https://blog.hubspot.com/marketing/buyer-persona-research
- Wang, W. Y., Pauleen, D. J., & Zhang, T. (2016). How social media applications affect B2B communication and improve business performance in SMEs. *Industrial Marketing Management*, 54, 4-14.
- Warren, K. (2020, May). *Qualitative Data Analysis Methods 101: The "Big 6"*Methods + Examples. Retrieved May 2021 , from GradCoach:

  https://gradcoach.com/qualitative-data-analysis- methods/
- Webster, F. E., & Keller, K. L. (2004). A roadmap for branding in industrial markets. *Journal of Brand Management*, 11, 388-402.