

Daftar Pustaka

- Abrar, M. (2020). *Teknik Pengumpulan Data Penelitian Kualitatif*.
- Creswell, J. W. (2014). *Research Design: Pendekatan Metode Kualitatif, Kuantitatif, dan Campuran*. Sage Publications.
- Didik Hariyanto. (2021).
admin,+Buku+ajar+pengantar+ilmu+komunikasi. In *Buku Ajar Pengantar Ilmu Komunikasi*.
- Golan Hasan, A., Nadia Stefanie Destiana, Ms., Nahrudien Akbar, M., & Cpa, A. (n.d.). *KOMUNIKASI PEMASARAN TERINTEGRASI (Integrated Marketing Communication-IMC)* MENARA PRESS INDONESIA. Retrieved www.menarapress.com
- Harizi, A., & Trebicka, B. (2023). The Integration of Social Media in Integrated Marketing Communication: A Systematic Review and Theoretical Framework. *Academic Journal of Interdisciplinary Studies*, 12(6), 159–175.
<https://doi.org/10.36941/ajis-2023-0161>
- Kotler, Philip., & Keller, K. Lane. (2012). *Marketing management*. Prentice Hall.
- Lievrouw, L. A., & Loader, B. D. (n.d.). *Routledge Handbook of Digital Media and Communication*. Retrieved www.routledge.com/Routledge-
- McQuail, D., & Deuze, M. (2020). *McQuail's Media and Mass Communication Theory*. SAGE Publications Ltd.
<https://doi.org/10.4135/9781036235246>
- Muhammad Rizal Pahleviannur, S. Pd., Mutia Lisya, S. T. , M. T., Mochamad Doddy Syahirul Alam, SE. , M. S., Dr. Amruddin, S. Pt. , M. Pd. , M. Si., Dr. Ardhana Januar Mahardhani, M. KP., Eko Edy Susanto, SE. , M. A., Vidriana Oktoviana Bano, S. Si. , M. P., Lis Hafrida, S. P. M. S., Ns. Debby Sinthania, S. Kep. , M. K., Anita De Grave, SE. , M. S., Dani Nur Saputra, S. P. M. S., & Dedi Mardianto, S. E. , M. E. (2022). *Metodologi penelitian kualitatif*.
- Nafisah Alwi Puteri, R. V. S. (2025). *TANTANGAN DAN PELUANG DIGITALISASI PEMBAYARAN PAJAK KENDARAAN MELALUI KIOSK SAMSAT DI KOTA SUKABUMI*.
- Neuman, W. Lawrence. (2014). *Social research methods : qualitative and quantitative approaches*. Pearson.

- Pola Anto, R., Nikmatullah Nur, Ms., Si, S., Sc Yusriani, M., Fenni Kurniawati Ardah, Mk., Juwita Desri Ayu, Sp., Adi Nurmahdi, Mk., Baiq Ahda Razula Apriyeni, M., Purwanti, Ms., Narita Yuri Adrianingsih, M., & Miftah Fariz Prima Putra, Ms. (2024). *METODE PENELITIAN KUALITATIF: TEORI DAN PENERAPANNYA*.
- Putri, C. E., Hamsinah, & Arsyilla, N. (2024). Pemanfaatan Media Sosial Instagram @divisihumaspolri Sebagai Media Iklan Layanan Masyarakat. *Jurnal Cyber PR*.
- Rachmawati, I., Millanyani, H., & Ariyanti, M. (2021). *Pemasaran Melalui Media Sosial untuk Usaha Mikro Kecil Menengah*. Tel-U Press.
- Ratnaningtyas, E. M., Ramli, Syafruddin, Saputra, E., Suliwati, D., Nugroho, B. T. A., Karimuddin, Aminy, M. H., Saputra, N., Khaidir, & Jahja, A. S. (2023). *Metodologi Penelitian Kualitatif*. Yayasan Penerbit Muhammad Zaini.
- Rehman, S. ul, Gulzar, R., & Aslam, W. (2022). Developing the Integrated Marketing Communication (IMC) through Social Media (SM): The Modern Marketing Communication Approach. *SAGE Open*, 12(2).
<https://doi.org/10.1177/21582440221099936>
- Rita Fiantika, F., Wasil, M., & Jumiyati, S. (2022). *METODOLOGI PENELITIAN KUALITATIF*.
www.globaleksekutifteknologi.co.id
- Rosita, L., Hariyati, F., Akbari, D. A., & Agustini, V. D. (2023). Implementation of Integrated Marketing Communication for ERIGO Brand Through Instagram. *Technium Social Sciences Journal*, 42, 63–75. www.techniumscience.com
- Sahir, S. H. (2021). *Metodologi Penelitian*. KBM Indonesia.
- Sirajudin Saleh 2023. (n.d.).
- Snoussi, T., & Kasem, A. (n.d.). Instagram for Integrated Online Marketing Communications. In *International Journal of Innovation, Creativity and Change*. www.ijicc.net (Vol. 14, Number 5). Retrieved www.ijicc.net
- Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*.
- Yin, R. K. (2018). *Case Study Research and Applications. Sixth Edition*.