

DAFTAR PUSTAKA

- Anderson, E. W., & Sullivan, M. W. (1993). The Antecedents and Consequences of Customer Satisfaction for Firms. *Marketing Science*, 12(2), 125–143. <https://doi.org/10.1287/mksc.12.2.125>
- Angrosino, M. (2007). *Doing Ethnographic and Observational Research*. SAGE Publications. <https://books.google.co.id/books?id=XEDKGOencScC>
- Ardianto, E. (2017). *Komunikasi Massa: Suatu Pengantar*. Simbiosis Rekatama Media.
- Arman Joni. (2021). *Strategi Produksi, Pemasaran, Dan Pengelolaan Sdm Net.Tv Dalam Menghadapi Persaingan Industri Televisi*. 4(01), 23–36.
- Belch, G., & Belch, M. (2009). *Advertising and Promotion. An Integrated Marketing Communication Perspective*.
- Cai, Y., Zhang, S., & Zhao, Y. (2022). The Study of Marketing Strategy of Live Streaming Studios. *Proceedings of the 2021 3rd International Conference on Economic Management and Cultural Industry (ICEMCI 2021)*, 203(Icemci), 1020–1026. <https://doi.org/10.2991/assehr.k.211209.166>
- Chaudhuri, A., & Holbrook, M. (2001). The Chain of Effects From Brand Trust and Brand Affect to Brand Performance: The Role of Brand Loyalty. *Journal of Marketing*, 65, 81–93. <https://doi.org/10.1509/jmkg.65.2.81.18255>
- Clow, K. E., & Baack, D. (2007). *Integrated Advertising, Promotion, and Marketing Communications*. Pearson Prentice Hall. <https://books.google.co.id/books?id=hlynbwAACA AJ>
- de Wit, B., & Meyer, R. (2010). *Strategy: Process, Content, Context: an International Perspective*. Cengage Learning. <https://books.google.co.id/books?id=tCspQP0CYgcC>
- Guba, E. G., & Lincoln, Y. S. (1994). Competing paradigms in qualitative research. *Handb Qual Res*, 2, 163–194.
- Herjanto, E. (2004). *Manajemen Produksi dan Operasi*. Gramedia Widia sarana Indo.
- Hudders, L., van Reijmersdal, E. A., & Poels, K. (2019). Editorial: Digital advertising and consumer empowerment. *Cyberpsychology: Journal of Psychosocial Research on Cyberspace*, 13(2), Article 1. <https://doi.org/10.5817/CP2019-2-xx>
- Hutapea, S., Besti,), & Simbolon, R. (2021). Strategi Komunikasi Pemasaran Dalam Menarik Minat Pemasang Iklan Radio Kiss Fm Medan Pada Masa Pandemi Covid 19. *Jurnal Ilmiah Ilmu Komunikasi*, 6(2), 128–137.
- Ibrahim, E., Ford, J., & West, D. (2015). *Strategic Marketing: Creating Competitive Advantage*, 3rd Ed. <https://doi.org/10.1093/hebz/9780198856764.001.0001>
- IRA. (2024). *Buka Press Camp 2024, KPI Ajak Media Kawal Revisi Undang-Undang Penyiaran*. <https://kpi.go.id/id/umum/38-dalam-negeri/37357-buka-press-camp-2024-kpi-ajak-media-kawal-revisi-undang-undang-penyiaran>
- Juliarti, A. (2024). Strategi Manajemen Periklanan di Radio Fresh Pekanbaru. *The Journal of Communication Management and Organization*, 3(2), 85–100.

- communication.com/index.php/JCMO/article/view/215
- Kasali, R. (2011). Membidik pasar Indonesia: segmentasi, targeting, dan positioning - Rhenald Kasali - Google Buku. In *PT Gramedia Pustaka Utama*. PT. Gramedia Pustaka Utama. https://books.google.co.id/books?id=3UJ4c_dskHEC&printsec=copyright#v=onepage&q&f=false
- Kotler, P., & Armstrong, G. (2010). *Principles of Marketing*. Pearson. <https://books.google.co.id/books?id=ZW2u5LOmbs4C>
- Kotler, P., & Keller, K. L. (2016). *Manajemen Pemasaran. Edisi Kedua belas. Jilid Kesatu*. Jakarta : PT. Indeks. PT. Indeks.
- Kriyantono, P. R. (2022). *Teknik Praktis Riset Komunikasi Kuantitatif dan Kualitatif: Edisi Kedua*. <https://books.google.co.id/books?id=yrkFEQAAQBAJ>
- Lister, M., Dovey, J., Giddings, S., Grant, I., & Kelly, K. (2003). *New Media: A Critical Introduction* (p. 404).
- Lubis, M. (2019). Belanja Iklan Digital Menyumbang Porsi 6% dari Total Belanja Iklan. In *Www.Nielsen.Com* (pp. 1–2). <https://www.nielsen.com/id/id/press-releases/2019/belanja-iklan-digital-menyumbang-porsi-6-dari-total-belanja-iklan/>
- Majid, A. (2019). Tren Pergeseran Media Konvensional Ke Era Digitalisasi (Studi Kasus Konvergensi Media Di Lembaga Kantor Berita Nasional Antara Biro Sulawesi Selatan-Sulawesi Barat). *Al-Munzir*, 12(1), 121–131.
- Mcstay, andrew jhon. (2016). *Digital Advertising, 2nd ed*. Palgrave MacMillan.
- Morgan, R., & Hunt, S. (1994). The Commitment-Trust Theory of Relationship Marketing. *The Journal of Marketing*, 58, 20–38. <https://doi.org/10.2307/1252308>
- Miles, M. B., Huberman, A. M., & Saldaña, J. (2014). *Qualitative data analysis: A methods sourcebook* (3rd ed.). Thousand Oaks, CA: Sage Publications.
- Morissan. (2015). *Periklanan: Komunikasi Pemasaran Terpadu*. Prenia Media Group.
- Nur, E. (2021). Peran Media Massa Dalam Menghadapi Serbuan Media Online. *Majalah Ilmiah Semi Populer Komunikasi Massa*, 02, 52. <https://jurnal.kominfo.go.id/index.php/mkm/article/view/4198>
- Pambayun, E. L. (2013). *One stop qualitative research methodology in communication : konsep, panduan, dan Aplikasi* (T. Massa Djafar (ed.)). Lentera Ilmu Cendekia.
- Parasuraman, A. P., Zeithaml, V., & Berry, L. (1988). SERVQUAL A Multiple-item Scale for Measuring Consumer Perceptions of Service Quality. *Journal of Retailing*, 64, 12–40.
- Parlindungan, D. R. (2023). Strategi Kreatif Iklan Fox’s Versi Instant Pudding – Langsung Silky Tanpa Kompur! Di Youtube. *Jurnal Komunikasi, Sains Dan Teknologi*, 2. <https://doi.org/10.61098/jkst.v2i2.69>
- Pawito. (2007). *Penelitian Komunikasi Kualitatif*. Lembaga Kajian Islam dan Sosial (LKIS). <https://books.google.co.id/books?id=zN5iDwAAQBAJ>
- Prayitno, S. (2021). Komunikasi Pemasaran Global Terpadu: Tantangan di Era Digital. *CoverAge: Journal of Strategic Communication*, 12(1), 27–39.

- <https://doi.org/10.35814/coverage.v12i1.2152>
- Primasari, I., Yuniati, U., & Adnan, S. (2023). *Digital Marketing Through Instagram to Increase Online Engagement (Virtual Ethnographic Study with Cyber Media Analysis on Rotiyu ' s Instagram account)*". 3(6), 803–815.
- Putri, A. G. (2021). *Loyalitas Pendengaran Radio Di Masa Pandemi Covid-19 (Studi Kasus Radio Dahlia 101.5 FM Bandung)*. 2(2), 96–110.
- Rinaldi, R., & Riansyah, R. (2025). The Influence of Social Media Utilization, Digital Campaigns, and Advertising Expenditures on Increasing Company Revenue. *Indonesian Interdisciplinary Journal of Sharia Economics (IJSE)*, 8(2), 5393-5412. <https://doi.org/10.31538/ijse.v8i2.6595>
- RUMYENI, R., & Setiabudi, Y. (2014). *Manajemen Produksi Iklan Bisnis pada Radio Mandiri Fm 98.3 Pekanbaru*. 1(2). <https://www.neliti.com/publications/31524/manajemen-produksi-iklan-bisnis-pada-radio-mandiri-fm-983-pekanbaru>
- Salsabilla, C., & Tamburion, H. H. D. (2021). Manajemen Periklanan Star Radio dalam Menjaga Loyalitas Pengiklan. *Prologia*, 5(1), 154. <https://doi.org/10.24912/pr.v5i1.8213>
- Shaddiq, S., & Mangkurat, U. L. (2022). *Literasi Manajemen Komunikasi Pemasaran dalam Melaksanakan Etika dan Standar Periklanan*. September 2021.
- Sugiharto, M., & Amalia, D. (2022). Strategi Komunikasi Pemasaran Digital Produk Taste-Me Melalui Instagram. *NUSANTARA: Jurnal Ilmu Pengetahuan Sosial*, 9(9), 3193–3200. <http://jurnal.um-tapsel.ac.id/index.php/nusantara/index>
- Sugiyanti, L., Rabbil, M. Z., & Oktavia, K. C. (2022). *Strategi Pemasaran Digital Untuk Meningkatkan Penjualan UMKM*. 1(2), 100–110.
- Sugiyono. (2015). *Metode Penelitian Kuantitatif, Kualitatif, Dan R&D*. alfabeta.
- Sukmana, K. A. (2023). *Manajemen Produksi Konten TikTok @ Ipantat12 dalam Endorse Produk*. 2(2).
- Tampubolon, A., & Agustiningsih, G. (2019). Peran Account Executive Di Era Digital Dalam Proses Perencanaan Iklan. *Jurnal Komunikasi Dan Bisnis*, 7(2), 243–256. <https://doi.org/10.46806/jkb.v7i2.631>
- Trinoviana, A. (2017). Strategi Konvergensi Radio Sebagai Upaya Perluasan Pasar Audience dan Iklan (Studi Kasus Pada Swaragama Fm (101.7 Fm), Geronimo Fm (106.1 Fm), Dan Prambors Radio (102.2 FM/95.8 FM)). *Jurnal Komunikasi*, 12(1), 35–50. <https://doi.org/10.20885/komunikasi.vol12.iss1.art3>
- Usman, H., & Akbar, P. S. (2022). *Metodologi Penelitian Sosial (Edisi Ketiga)*. Bumi Aksara Group. <https://books.google.co.id/books?id=nt1YEAAAQBAJ>
- Wiryanto. (2017). *Teori Komunikasi Massa*. Grasindo
- Zahra, E., & Izwan, M. (2024). Strategi Kreatif Produksi Iklan Dalam Menarik Konsumen Pada Produk Le Minerale. *Jurnal Paris Langkis*, 4(2), 199-208.