

DAFTAR PUSTAKA

- Achmad Putri, N., Hardati, P., Tri Atmaja, H., & Banowati, E. (2023). Realitas Sosial Cyber Community dalam Ruang Virtual Media Sosial (Studi Tentang Interaksi Sosial pada Pelajar di Kota Semarang). *HARMONY*.
<http://journal.unnes.ac.id/sju/index.php/harmony>
- Ahdiat, A. (2022, February 7). *Daftar Media Sosial dengan Jangkauan Iklan Tertinggi di Dunia*. <https://Databoks.Katadata.Co.Id/>.
- Ahmad, A. S. F., Fahmi, M. H., & Ilmu Komunikasi, F. (2021). Struktur Jaringan Komunikasi Kelompok pada Komunitas Business Initiative Movement (BIM) Indonesia. *Prosiding Hubungan Masyarakat*, 7(2).
<https://doi.org/10.29313/v0i0.28533>
- Aini Zumroti, Q. (2024). *PERAN COMMUNITY MARKETING DALAM MENUMBUHKAN VALUE CO-CREATION PADA PERUSAHAAN (STUDI KASUS PADA KOMUNITAS TEMAN BICARA)* (Vol. 8).
- Alifah, N. N. (2022, October 26). *Tembus 70 Juta, Indonesia Jadi Pengguna WA Bisnis Terbanyak ke-2 di Dunia*. <https://Goodstats.Id/>.
- Amoah, J., Jibril, A. B., Bankuoru Egala, S., & Keelson, S. A. (2022). Online brand community and consumer brand trust: Analysis from Czech millennials. *Cogent Business and Management*, 9(1). <https://doi.org/10.1080/23311975.2022.2149152>
- Anwar, H. (2022). EFEKTIFITAS COMMUNITY MARKETING SEBAGAI STRATEGI PEMASARAN KULINER DI ERA NEW NORMAL. In *Print) Jurnal INTEKNA* (Vol. 22, Issue 2). Online.
<http://ejurnal.poliban.ac.id/index.php/intekna/issue/archive>
- Babatunde, S. O., Odejide, O. A., Edunjobi, T. E., & Ogundipe, D. O. (2024). THE ROLE OF AI IN MARKETING PERSONALIZATION: A THEORETICAL EXPLORATION OF CONSUMER ENGAGEMENT STRATEGIES. *International Journal of Management & Entrepreneurship Research*, 6(3), 936–949.
<https://doi.org/10.51594/ijmer.v6i3.964>
- Baehaqi, M. (2022). IMPLIKASI VALUE CO-CREATION TERHADAP LOYALITAS PELANGGAN: STUDI PADA JASA KUNJUNGAN WISATA DI KABUPATEN KEBUMEN. *Stability: Journal of Management and Business*, 5(2), 204–219.
<https://doi.org/https://doi.org/10.26877/sta.v5i2.14200>
- Baharuddin. (2021). *PENGANTAR SOSIOLOGI* (S. Arifin, Ed.). Sanabil.
- Cheng, F. F., Wu, C. S., & Chen, Y. C. (2020). Creating customer loyalty in online brand communities. *Computers in Human Behavior*, 107.
<https://doi.org/10.1016/j.chb.2018.10.018>
- Darmawan, D., & Grenier, E. (2021). Competitive Advantage and Service Marketing Mix. In *Journal of Social Science Studies* (Vol. 1, Issue 2).
- Deviacita, Q. A., & Kussusanti, S. (2023). STRATEGI KOMUNIKASI PERSUASI ONLINE DALAM RELATIONSHIP MARKETING. *EKSPRESI DAN PERSEPSI : JURNAL ILMU KOMUNIKASI*, 6(2), 380–395.
<https://doi.org/10.33822/jep.v6i2.4904>

- Diah, H., & Sirnayatin, A. T. (2021). OPTIMALISASI PEMANFAATAN GRUP WHATSAPP DALAM UPAYA MEMBANGUN KOMUNIKASI EFEKTIF. *Jurnal PKM: Pengabdian Kepada Masyarakat*, 4(2). <https://inet.detik.com>
- Diandra, D. (2022). Peran Aplikasi WhatsApp Dalam Pemasaran: State of The Art. In *Bisnis Madani* (Vol. 2022, Issue 2). <https://journal.paramadina.ac.id/>
- Dominique-Ferreira, S., & Antunes, C. (2020). Estimating the price range and the effect of price bundling strategies: An application to the hotel sector. *European Journal of Management and Business Economics*, 29(2), 166–181. <https://doi.org/10.1108/EJMBE-04-2019-0066>
- Dwivedi, A., & McDonald, R. E. (2020). Examining the efficacy of brand social media communication: a consumer perspective. *Journal of Marketing Theory and Practice*, 28(4), 373–386. <https://doi.org/10.1080/10696679.2020.1768870>
- Dzalila, L., & Amalia, D. (2023). Pemanfaatan Media Sosial Tiktok Sebagai Media Komunikasi Pemasaran Pada Akun @handmadeshoesby. *Da'watuna: Journal of Communication and Islamic Broadcasting*, 3(4), 1297–1306. <https://doi.org/10.47467/dawatuna.v3i4.3439>
- Escherle, N. A., Seward, L. J., Zurich, E., & Kaitlin McNally, S. E. (2022). Reflections on the success of “The New Normal” webinar-facilitating community building and participant engagement. *ETH Learning and Teaching Journal*, 3(1), 2022. <https://learningteaching.ethz.ch>
- Fauziah, N. (2022). *Pola Komunikasi Komunitas POLA KOMUNIKASI KOMUNITAS JARINGAN PENGUSAHA NASIONAL BANDUNG DALAM MEMPERTAHANKAN EKSISTENSINYA*.
- Firmansyah, M. A. (2020). *KOMUNIKASI PEMASARAN* (Tim Qiara Media, Ed.; 1st ed.). CV. PENERBIT QIARA MEDIA.
- Haldane, V., Chuah, F. L. H., Srivastava, A., Singh, S. R., Koh, G. C. H., Seng, C. K., & Legido-Quigley, H. (2019). Community participation in health services development, implementation, and evaluation: A systematic review of empowerment, health, community, and process outcomes. In *PLoS ONE* (Vol. 14, Issue 5). Public Library of Science. <https://doi.org/10.1371/journal.pone.0216112>
- Hanson, S., Jiang, L., & Dahl, D. (2019). Enhancing consumer engagement in an online brand community via user reputation signals: a multi-method analysis. *Journal of the Academy of Marketing Science*, 47(2), 349–367. <https://doi.org/10.1007/s11747-018-0617-2>
- Herlambang, Y., & Sn, S. (2014). *Participatory Culture dalam Komunitas Online sebagai Reperesentasi Kebutuhan Manusia* (Vol. 2, Issue 1).
- Hermawan, E., Sunan, U., & Djati Bandung, G. (2023). PEMBERDAYAAN MASYARAKAT: PENDEKATAN PARTISIPATIF MEMBAWA PEMBANGUNAN PADA MASYARAKAT DESA. *DISTINGSI: JOURNAL OF DIGITAL SOCIETY*, 1(2). <https://jurnal.panengen.com/index.php/djods/>
- Iyansyah, M. I., Sari, S., Shaddiq, S., & Zainul, H. M. (2021). THE EFFECT OF MARKETING PROMOTION MANAGEMENT ON PUBLIC SERVICE

ADVERTISING IN STRENGTHENING DIGITAL COMMUNICATION.
Strategic Management Business Journal.

- Jain, R., Jain, S. N., Jain, M. R., & Jain, S. (2022). Analyzing and Exploring the Effectiveness of Each Element of 7Ps of Marketing Mix. In *International Journal of All Research Education and Scientific Methods (IJARESM)* (Vol. 10, Issue 1).
- Jamil, K., Dunaan, L., Gul, R. F., Shehzad, M. U., Gillani, S. H. M., & Awan, F. H. (2022). Role of Social Media Marketing Activities in Influencing Customer Intentions: A Perspective of a New Emerging Era. *Frontiers in Psychology*, 12. <https://doi.org/10.3389/fpsyg.2021.808525>
- Jonathan Oroh, G., Nelwan, O. S., Lumintang, G. G., & Ekonomi dan Bisnis Jurusan Manajemen, F. (2023). *PENERAPAN MARKETING MIX 7P PADA CV. INDOCIPTA KARYA GEMILANG LEILEM MARKETING MIX 7P APPLICATION ON CV. INDOCIPT KARYA GEMILANG LEILEM*. 11(1), 465–474.
- Kaloka, R. A. (2023). PEMANFAATAN YOUTUBE SEBAGAI COMMUNITY ENGAGEMENT KEGIATAN HUBUNGAN MASYARAKAT SKALA MIKRO. In *Jurnal Ilmu Komunikasi* (Vol. 12, Issue 2).
- Kemp, S. (2023, February 9). *Digital 2023: Indonesia*. <https://Datareportal.Com/>.
- Listyorini, S., & Susanta Nugraha, H. (2022). PENGARUH CUSTOMER EXPERIENCE TERHADAP LOYALITAS PELANGGAN MELALUI KEPUASAN PELANGGAN SEBAGAI VARIABEL INTERVENING (Studi pada Masyarakat Semarang Pengguna LinkAja). In *Jurnal Ilmu Administrasi Bisnis* (Vol. 11, Issue 2). <https://ejournal3.undip.ac.id/index.php/jiab>
- McKinsey & Company. (2022). *a-better-way-to-build-a-brand-the-community-flywheel*.
- Miguel, C., Clare, C., Ashworth, C. J., & Hoang, D. (2022). ‘With a little help from my friends’: exploring mutual engagement and authenticity within foodie influencers’ communities of practice. *Journal of Marketing Management*, 38(13–14), 1561–1586. <https://doi.org/10.1080/0267257X.2022.2041705>
- Hardani, Ustiawaty, J., & Juliana Sukmana, D. (2020). *Buku Metode Penelitian Kualitatif & Kuantitatif*. <https://www.researchgate.net/publication/340021548>
- Munggaran, D. N., & Putri, Y. R. (2021). STRATEGI KOMUNIKASI PT. MEDIA ONLINE BENGKULU DALAM PROSES PENYAJIAN INFORMASI MELALUI AKUN INSTAGRAM @BENGKULUEKSPRESSDOTCOM. *E-Proceeding of Management*, 8(5).
- Niki Fadillah. (2019). *Pola Komunikasi Kelompok pada Komunitas Bisnis Online Dreams Come True (DCT) Medan dalam Menjalin Hubungan Solidaritas Antar Anggota Komunitas*. Universitas Sumatera Utara.
- Noeryakin, F., & Eriza, F. (2022). Pengaruh Purnajual dan Kualitas Pelayanan terhadap Loyalitas Konsumen Indihome Pt. Telkom Indonesia Medan (Studi pada Masyarakat Kota Medan). *Regress : Journal of Economics & Management*, 89–99.
- Nugraha, D., & Jarot Sembodo Suroso. (2023). Pengaruh Mekanisme Gamifikasi Terhadap Brand Equity Melalui Brand Engagement (Studi Kasus: Jabodetabek).

- Jurnal Informasi Dan Teknologi*, 5(1), 173–183.
<https://doi.org/10.37034/jidt.v5i1.275>
- Ode, W., Nurhaliza, S., & Fauziah, N. (n.d.). Komunikasi Kelompok dalam Virtual Community. *Komunida: Media Komunikasi Dan Dakwah*, 10, 18–38.
<https://doi.org/10.35905/komunida.v7i2>
- Permata, S. (2023). STRATEGI KOMUNIKASI UNTUK PENGEMBANGAN POTENSI WANITA MELALUI KOMUNITAS VIRTUAL (Studi Kasus Sharing Session Tema Wanita melalui Whatsapp Group Ciledug Female Community). *Jurnal Visi Komunikasi*, 22(02), 213–225.
<https://doi.org/https://dx.doi.org/10.22441/visikom.v22i02.15622>
- Purba, E. F., & Parulian Simanjuntak, Ms. (2011). *METODE PENELITIAN UNIVERSITAS HKBP NOMMENSEN M E D A N*.
- Rakhmawati, Y. (2019). *Buku Ajar Metode Penelitian Komunikasi*.
- Ramdhani, R. G. & S. M. J. W. F. & S. (2023). Strategi Product Bundling Dengan Pendekatan Market Basket Analysis dan Cost Plus Pricing Pada Kedai Kopi. *Prosiding Seminar Nasional Penelitian LPPM UMJ*.
<http://jurnal.umj.ac.id/index.php/semnaslit>
- Rizqillah, D. F., Kurnia, D., & Putra, S. (n.d.). *POLA KOMUNIKASI KELOMPOK PADA KOMUNITAS SAKAMICHI SQUAD BANDUNG DALAM MENJALIN SOLIDARITAS KELOMPOK*.
- Safira, J., & Aryansyah, A. (2023). JIMKES-11032023(--). *Jurnal Ilmiah Manajemen Kesatuan*, 11(3).
- Saura, jose ramon, Palacios-Marques, D., & Ribeiro-Soriano. Domingo. (2023). Exploring the boundaries of open innovation_ Evidence from social media mining. *Technovation*. <https://doi.org/https://doi.org/10.1016/j.technovation.2021.102447>
- Septyani, D. (2019). IMPLEMENTASI KOMUNIKASI PEMASARAN BERBASIS KOMUNITAS (STUDI KASUS PADA WARDAH BEAUTY AGENT SURABAYA). *Commercium*, 1(2), 127–132.
<https://api.core.ac.uk/oai/oai:ojs.journal.unesa.ac.id:article/27083>
- Seran, R. B., Sundari, E., & Fadhila, M. (2023). Jurnal Mirai Management Strategi Pemasaran yang Unik: Mengoptimalkan Kreativitas dalam Menarik Perhatian Konsumen. *Jurnal Mirai Management*, 8(1), 206–211.
- Sergeev, S. M., Barykin, S. E., Ostrovskaya, N. V., & Yadykin, V. K. (2021). CALCULATION OF THE DIGITAL TWIN OF THE SALES FUNNEL. *Strategic Decisions and Risk Management*, 11(3), 286–293. <https://doi.org/10.17747/2618-947x-2020-3-286-293>
- Siswadi, F., Muharam, H., & Hannan, S. (2020). PENGARUH KUALITAS LAYANAN TERHADAP KEPUASAN PELANGGAN DAN LOYALITAS PELANGGAN (Studi pada Perpustakaan Institut Pertanian Bogor). *Jurnal Pustakawan Indonesia*, 18(1). <https://doi.org/https://doi.org/10.29244/jpi.18.1.42-53>

- Srigati, B., Solihin, M., & Sholikhah, F. (2023). Whatsapp Group Sebagai Media Transaksi Pembangkit Ekonomi. *Jurnal Publikasi Ilmu Komunikasi Media Dan Cinema*, 6.
- Suciati, P., & Maulidiyanti, M. (2019). KEKUATAN 7P BAURAN PEMASARAN TERHADAP PILIHAN MAHASISWA BERKULIAH DI PROGRAM PENDIDIKAN VOKASI UNIVERSITAS INDONESIA. *Jurnal Sosial Humaniora Terapan*, 2(1). <https://scholarhub.ui.ac.id/jsht/vol1/iss2/4>
- Sugiharto, M., & Amalia, D. (2022). STRATEGI KOMUNIKASI PEMASARAN DIGITAL PRODUK TASTE-ME MELALUI INSTAGRAM 1. *NUSANTARA: Jurnal Ilmu Pengetahuan Sosial*, 9(9). <https://doi.org/10.31604/jips.v9i9.2022.3193-3200>
- Sugiyono. (2016). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. ALFABETA CV.
- Sukmawati, D., & Maryanti, R. (2021). Development of Education and Economic Circulation in Supporting Local Potential as Community Empowerment Efforts Amid the Covid-19 Pandemic E I N F O. *Indonesian Journal of Multidisciplinary Research*, 1(2), 235–250. <https://doi.org/10.17509/xxxx.vvix>
- Susanti, S. (2018). KOMUNIKASI PEMASARAN PRODUK KOMODITAS LOKAL BERBASIS KOMUNITAS MELALUI PENGGUNAAN MEDIA (Studi Kasus FruitsUp, UMKM di Jatinangor). *Sosiohumaniora*, 20(3), 277. <https://doi.org/10.24198/sosiohumaniora.v20i3.15590>
- Tanjung, I. (2021). Analysis of the Effect of Marketing Mix 7P on Purchase Decisions at Sentra Snack Stores. *International Journal of Review Management Business and Entrepreneurship (RMBE)*, 1(2), 125–133. <https://doi.org/10.37715/rmbe.v1i2.2421>
- Taruvinga, B., Ndou, P., Plooy, C. P. du, Mphafi, K., Hlerema, I. N., & Seturumane, R. (2021). Group Cohesion for Enhanced Operation of Agricultural Community-Based Projects in Gauteng Province, South Africa. *Journal of Agricultural Science*, 13(5), 161. <https://doi.org/10.5539/jas.v13n5p161>
- Thakur, R. (2015). Community marketing: Serving the base of the economic pyramid sustainably. *Journal of Business Strategy*, 36(4), 40–47. <https://doi.org/10.1108/JBS-04-2014-0041>
- Tian, S., Liu, C., & Jiang, F. (2023). Evaluation of Customer Value-Based Pricing Strategies in Hainan's Travel Agencies under a Free Trade Port Framework. *Journal of Operational and Strategic Analytics*, 1(4), 198–213. <https://doi.org/10.56578/josa010405>
- Wardhana, A. (2016). Strategi Pemasaran Komunitas And Implikasinya Pada Loyalitas Merek Toyota Di Indonesia [Community Marketing Strategy and Its Implication on Brand Loyalty Toyota in Indonesia]. *DeReMa (Development Research of Management): Jurnal Manajemen*, 11(2), 235. <https://doi.org/10.19166/derema.v11i2.229>
- Wardhana, A. (2021). KONSEP BAURAN PEMASARAN 4P DAN 7P. In Hartini (Ed.), *MANAJEMEN PEMASARAN (Dasar & Konsep)*. PENERBIT MEDIA SAINS INDONESIA. <https://www.researchgate.net/publication/354233995>
- We Are Social. (2024). *Digital 2024 Indonesia*. <https://Wearesocial.Com/Id>.

- Wicaksono, B., & Subari, F. A. (2021). *GAMIFIKASI DAN KORELASINYA DENGAN MINAT MENGUNJUNGI ULANG PADA MARKETPLACE "X."* 17.
- Wicaksono, K. W. (2019). Keterlibatan Komunitas (Community Engagement) Dalam Pembangunan di Tingkat Desa. *Jurnal Manajemen Pelayanan Publik*, 03(1).
- Widjojo, H., Fontana, A., Gayatri, G., & Soehadi, A. W. (2020). Value co-creation for innovation: evidence from Indonesian Organic Community. In *Asia Pacific Journal of Marketing and Logistics* (Vol. 32, Issue 2, pp. 428–444). Emerald Group Holdings Ltd. <https://doi.org/10.1108/APJML-02-2019-0105>
- Widyaningrum, A. Y. (2021). Kajian Tentang Komunitas Virtual: Kesempatan dan Tantangan Kajian di Bidang Ilmu Komunikasi. *Jurnal Komunikatif*, 10(2), 141–152. <https://doi.org/10.33508/jk.v10i2.3457>
- Wiguna, F., Priyowidodo, G., Prijana, I., Prodi, H., Komunikasi, I., Kristen, U., & Surabaya, P. (n.d.). *JURNAL E-KOMUNIKASI PROGRAM STUDI ILMU KOMUNIKASI UNIVERSITAS KRISTEN PETRA, SURABAYA Pola Komunikasi Komunitas Virtual Pelayan GUPdI jemaat Pasar Legi Surakarta di Media Sosial Whatsapp*.
- Xiang, R. (2024). Enhancing Democratic Governance: The Crucial Role of Broad Public Participation in Government Public Consultations. *International Journal of Education and Humanities*, 13(3).
- Yonatan, A. Z. (2023, June 21). *Menilik Pengguna Media Sosial Indonesia 2017-2026*. <https://Data.Goodstats.Id/>.
- Yuliansyah, T. D. (2023). *Strategi Komunikasi Customer Relationship Management (CRM) Pada Warkop Cak Ri Dalam Mempertahankan Loyalitas Pelanggan*. <https://repository.upnjatim.ac.id/15602/>