

DAFTAR PUSTAKA

- Abdussamad, Zuchri. 2021. *Metode Penelitian Kualitatif*. edited by P. Rapanna. CV. Syakir Media Press.
- Amanda, M. Ikom. 2020. "Strategi Public Relations Dalam Meningkatkan Citra Perusahaan." *ADVis: Journal of Advertising* 1:1–135. doi: 10.47233/jkomdis.v2i1.280.
- Asyuro, Barkah Hijratul, Oki Achmad Ismail, and Lavani Melano. 2024. "Perancangan Copywriting Dalam Membangun Citra Merek Barberfits Melalui Iklan Komersial 'Fit Your Style.'" 6(September):351–60. doi: 10.38204/komversal.v6i2.2060.
- Cahyono, Anang Sugeng. 2016. "Pengaruh Media Sosial Terhadap Perubahan Sosial Masyarakat Di Indonesia." *Journal.Unita.Ac.Id* 1(2):1–32. doi: 10.56943/ejmi.v1i2.9.
- Febriani, Mega. 2019. "Strategi Komunikasi Pemasaran Dalam Membangun Brand Image Pada Media Sosial Twitter @PekanbaruCo." *Journal of Chemical Information and Modeling* 15(2):1–15.
- Hikmah, Vikhoirul. 2024. "Strategi Fundraising Melalui Copywriting Di Media Sosial Pada Laz Yatim Mandiri Ponorogo." Institut Agama Islam Negeri Ponorogo.
- Jesslyn, and Glorya Agustiningsih. 2021. "Application of Copywriting Elements in Social Media Advertising Drinking Products Now in Creating Consumer Interest." *Jurnal Komunikasi Dan Bisnis* 9(1):55–67. doi: 10.46806/jkb.v9i1.678.
- Julius, Abram Henry, and Dinar Ayu Chandra Agustin. 2022. "Strategi Copywriting Dalam Meningkatkan Kerjasama Pada Telkom Indonesia." *EKOMBIS REVIEW: Jurnal Ilmiah Ekonomi Dan Bisnis* 10(2):1371–82. doi: 10.37676/ekombis.v10i2.2565.
- Karno, Aisha Isaura, and Bambang Sujarwadi. 2024. "Pengaruh Copywriting Tiktok Hyalucera Moisturizer The Originote Terhadap Minat Beli Masyarakat B." *Jurnal Riset Ilmu Manajemen Dan Kewirausahaan* 2(2):224–42.
- Kartsivadze, Tamila. 2022. "Copywriting In Social Media." *Scholarly Publisher RS Global*. doi: 10.31435/rsglobal.
- Keller, Kevin Lane. 1993. "Conceptualizing, Measuring, Managing Customer-Based Brand Equity." *Journal of Marketing* 57:1–22.
- Khalil, Ibrahim, Muchsin Saggaff Shihab, and Hammad Hammad. 2023. "Pengaruh Konten Dan Copywriting Instagram Terhadap Brand Awareness Dan Keputusan Pembelian." *Jurnal Administrasi Dan Manajemen* 13(3):307–17. doi: 10.52643/jam.v13i3.3483.
- KN, Jamiati, and Khotimah Khusnul Uus. 2024. "Pengaruh Rebranding Terhadap Brand Image Taman Impian Jaya Ancol." *Telangke:Jurnal Telangke Ilmu Komunikasi* 4(1):68–81. doi: 10.55542/jiksohum.v4i1.771.

- Kotler, Philip, and Kevin Lane Keller. 2016. *A Framework for Marketing Management*. Sixth Edit.
- Mangalam, Sumathi Paramasivam. 2022. "SIVAM: The Development of Hierarchy of Effects Model for Unmentionable Product Advertisements." *Asian Journal of Research in Business and Management* 4(3):182–92. doi: 10.55057/ajrbm.2022.4.3.17.
- McIntosh, Joanathan. 2023. "Potensi Bisnis Coffee Shop Di Bandung." *Opaper.App*. Retrieved November 4, 2024 (<https://www.opaper.app/blog/fenomena-bisnis-kedai-kopi-di-bandung>).
- Mona, Nailul, and Revva Rivald Fernanda Pramulia. 2022. "Peran Copywriter Dalam Membangun Brand Awareness Sarimi Puass Di Instagram." *Jurnal Sosial Humaniora Terapan* 5(1). doi: 10.7454/jsht.v5i1.1019.
- Mulitawati, Iga Mauliga, and Maya Retnasary. 2020. "Strategi Komunikasi Pemasaran Dalam Membangun Brand Image Melalui Sosial Media Instagram (Studi Kasus Deskriptif Komunikasi Pemasaran Prodak Polycrol Forte Melalui Akun Instagram @ahlinyaobatmaag)." *Komunikologi: Jurnal Pengembangan Ilmu Komunikasi Dan Sosial* 4(1):23. doi: 10.30829/komunikologi.v4i1.7616.
- Mulyono, Agustin, and Solikhah Yuliatiningtyas. 2022. "Penggunaan Media Sosial Sebagai Strategi Komunikasi Membangun Brand Image Pada PT Pelindo Energi Logistik." *Journal Communication Specialist* 1(1):123–37.
- Mustika Wungu, Klaudia, and Andik Matulessy. 2019. "Psychological Dynamics in The Creative Proses of Copywriting The Making of Advertisements." 35–41.
- Ningsih, Suhesti, and Laksmi Pradanawati. 2021. "The Influence Of Brand Image, Price And Promotion On Purchase Decision (Case Study on Gea Geo Store)." *Business and Accounting Research (IJEBA) Peer Reviewed-International Journal* 5(3):1–12.
- Nurtial, Haryo. 2020. "Modul Diklat Promosi Perpustakaan Berbasis Digital." *Perpustakaan Nasional Republik Indonesia* 1–64.
- Pandiangan, Kasman, Masiyono Masiyono, and Yugi Dwi Atmogo. 2021. "Faktor-Faktor Yang Mempengaruhi Brand Equity: Brand Trust, Brand Image, Perceived Quality, & Brand Loyalty." *Jurnal Ilmu Manajemen Terapan* 2(4):471–84. doi: 10.31933/jimt.v2i4.459.
- Pratama, Rommy, Bambang Widjajanta, and Girang Razati. 2019. "Co-Branding Dan Pengaruhnya Terhadap Brand Image." *Strategic : Jurnal Pendidikan Manajemen Bisnis* 17(1):9. doi: 10.17509/strategic.v17i1.17531.
- Pratiwi, Galuh Widya, and Sonja Andarini. 2023. "Pengaruh Copywriting Dan Brand Awareness Terhadap Consumer Interest Pada Produk Menantea." *SEIKO : Journal of Management & Business* 6(1):756–65. doi: 10.37531/sejaman.v6i1.3735.

- Purwa, IBG. 2022. "Pemanfaatan Media Sosial Menuju Masyarakat Cerdas Berpengetahuan." *Media Sains Informasi Dan Perpustakaan (MSIP)* 2. doi: 10.25077/rk.3.1.34-44.2019.
- Rahayu, Elly, and Uswatun Hasanah. 2020. "Sosial Media Dan Pengaruhnya Terhadap Keputusan Mahasiswa Memilih STMIK Royal." *Journal of Science and Social Research* 33–40.
- Ramadhani, Shita Kurnia, Agus Hermawan, and Sopiah. 2021. "The Effect Of Copywriting And E-WOM In Instagram Ads On Purchase Intention Through Brand Equity (Study On Instagram Consumers Of Culinary SMEs In Malang City)." 18(1):27–31.
- Ramdani, Nadilla Aqmarina. 2020. "Analisis Brand Image: Pada E-Commerce Tokopedia." Paramadina Jakarta.
- Regi, Annisaa Leonida, Santi Rimadiaz, and Lediana Sufina. 2023. "Peran Customer-Based Brand Equity Terhadap Peningkatan Customer Satisfaction Dan Brand Loyalty Pada Djurnal Coffee." *EKOMA : Jurnal Ekonomi, Manajemen, Akuntansi* 3(1):75–85. doi: 10.56799/ekoma.v3i1.1834.
- Ruqoyyah, Umi, and Ginanjar Rahmawan. 2023. "Pengaruh Copywriting Promotion, Online Customer Review, Dan Gaya Hidup Terhadap Keputusan Pembelian Melalui Keranjang Kuning Pada Aplikasi Tiktok." *Jurnal Edueco* 6(1). doi: 10.36277/edueco.v6i1.152.
- Safitri, Dini. 2022. "Pemanfaatan Copywriting Untuk Meningkatkan Brand Awareness Usaha Mikro Kecil Dan Menengah (UMKM)." *Prosiding Seminar Nasional Wijayakusuma National Conference* 3(1):30–34.
- Sasmita, Jumiaty, and Norazah Mohd Suki. 2015. "Young Consumers' Insights on Brand Equity: Effects of Brand Association, Brand Loyalty, Brand Awareness, and Brand Image." *International Journal of Retail and Distribution Management* 43(3):276–92. doi: 10.1108/IJRDM-02-2014-0024.
- Savitri, Devita. 2024. "10 Negara Dengan Populasi Dan Angka Kelahiran Terbesar Di Dunia." *Detik.Com*. Retrieved ([https://www.detik.com/edu/detikpedia/d-7497824/10-negara-dengan-populasi-dan-angka-kelahiran-terbesar-di-dunia-ada-indonesia#:~:text=Indonesia menduduki peringkat keempat negara,2023 sebanyak 281.190.067 penduduk.](https://www.detik.com/edu/detikpedia/d-7497824/10-negara-dengan-populasi-dan-angka-kelahiran-terbesar-di-dunia-ada-indonesia#:~:text=Indonesia%20menduduki%20peringkat%20keempat%20negara,2023%20sebanyak%20281.190.067%20penduduk.)).
- Setiadi, Ahmad. 2016. "Pemanfaatan Media Sosial Untuk Efektifitas Komunikasi." *E Journal BSI* (1). doi: 10.52738/pjk.v2i1.102.
- Sugiyono. 2020. *Metode Penelitian Kuantitatif Kualitatif*. edited by Setiyawami. Alfabeta CV.
- Swimbawa, Made Krisnantha, and Diena M. Lemy. 2023. "Pengaruh Social Media Marketing Terhadap Brand Awareness, Brand Image Dan Brand Loyalty Pesona Indonesia." *Bulletin of Community Engagement* 3(2):239. doi: 10.51278/bce.v3i2.968.

- Tsany, Salwa Luthfiandita, and Pradipta Dirgantara. 2024. "Implementasi Elemen Copywriting Dalam Menumbuhkan Pemahaman Konsumen Website MyIndibiz . Co . Id." 7:322–34.
- Wainira, Maria A. D., Yohanes K. N. Liliweri, and Sylvania S. E. Mandaru. 2021. "Pemanfaatan Instagram Sebagai Media Komunikasi Pemasaran Dalam Membangun Brand Image." *Jurnal Communio : Jurnal Jurusan Ilmu Komunikasi* 10(2):138–48. doi: 10.35508/jikom.v10i2.3609.
- Waris, Abdul, Rizka Rahmawati, Becik Gati Anjari, and Rizky Kurniawan Murtiyanto. 2024. "Copywriting Sebagai Pendukung Promosi Berbasis WEB." *Jurnal Ilmu Sosial, Manajemen, Akuntansi Dan Bisnis* 5(1):143–52. doi: 10.47747/jismab.v5i1.1648.
- Wedari, Cok Istri Anastasia, and Ni Nyoman Kerti Yasa. 2022. "The Role of Brand Image to Mediate the Effect of Word of Mouth on the Intention of Using Wicitra Wedding Salon Services in the City of Denpasar." *European Journal of Business and Management Research* 7(2):1–6. doi: 10.24018/ejbmr.2022.7.2.1253.
- Wijaya, Bambang Sukma. 2013. "Dimension of Brand Image: A Conceptual Review Perspective of Brand Communication." *European Journal of Business and Management* 5. doi: 10.13140/ejbmr.2013.55.65.
- Yogantari, Made Vairagya, and I. Gusti Bagus Bayu Baruna Ariesta. 2021. "Kajian Pengaruh Copywriting Kreatif Terhadap Identitas Brand Kedai Kopi Takeaway Di Denpasar." *Jurnal Nawala Visual* 3(1):8–16.
- Yonatan, Agnes Z. 2024. "Survei Goodstats: Kopi Jadi Bagian Dari Kehidupan Masyarakat Indonesia." *Goodstats.Id*. Retrieved (<https://goodstats.id/article/survei-goodstats-kopi-jadi-bagian-dari-kehidupan-masyarakat-indonesia-D5iBT>).
- Yosephine, Melita, and Anisa Diniati. 2021. "Strategi Public Relations Sinar Mas Land Dalam Membangun Brand Image Perusahaan." *PROfesi Humas Jurnal Ilmiah Ilmu Hubungan Masyarakat* 5(2):208. doi: 10.24198/prh.v5i2.26220.