

DAFTAR PUSTAKA

[1]	Gellysa Urva, M. Pratiwi, dan A. Oemara Syarief, "Optimalisasi Media Sosial Sebagai Penunjang Digital Marketing," <i>ABDINE</i> , vol. 2, no. 1, hlm. 56–61, Jun 2022, doi: 10.52072/abdine.v2i1.301.
[2]	Muljanto Silajadja, Pamela Magdalena, dan Trinandari Prasetyo Nugrahanti, "Pemanfaatan Media Sosial (Digital Marketing) untuk Pemasaran Produk UMKM," <i>Cakrawala</i> , vol. 2, no. 2, hlm. 88–100, Mei 2023, doi: 10.30640/cakrawala.v2i2.1001.
[3]	Vania Regita Lailia dan Jojok Dwiridotjahjono, "Penerapan Strategi Pemasaran Digital Melalui Media Sosial Instagram Dalam Meningkatkan Penjualan Pada Arunazma," <i>JMSC</i> , vol. 1, no. 2, hlm. 01–10, Apr 2023, doi: 10.59031/jmsc.v1i2.161.
[4]	Radja Erland, "Pemanfaatan Digital Marketing oleh Pelaku UMKM di Kuningan Barat, Jakarta Selatan," vol. Vol 1, No. 1, Jul 2021, doi: https://doi.org/10.32509/dianmas.v1i1.1496 .
[5]	A. Pratama, E. G. Novione, dan P. S. Ayu Rumengan, "The Affecting Factors of Purchase Intention on Food and Beverage Products via Instagram for Millennials in Pandemic Situation," <i>International Journal of Social Relevance & Concern</i> , vol. 8, no. 7, Jul 2020, doi: 10.26821/ijsrc.8.7.2020.8708.