

DAFTAR PUSTAKA

- Aditya Wardhana. (2022). *Brand Image dan Brand Awareness*. https://www.researchgate.net/publication/358140468_Brand_Image_dan_Brand_Awareness
- Adnan, R. S. (2014). *Pemasaran Sosial*. 1–42. <http://repository.ut.ac.id/4602/>
- Alifah, P. H. (2022). Pengaruh Pesan Kampanye # Semuajugabisa Di Instagram. *UNSLibrary*. <https://eprints.ums.ac.id/103057/>
- Antar Venus. (2018). *Manajemen Kampanye: Panduan Teoritis dan Praktis dalam Mengefektifkan Kampanye Komunikasi Publik*. 9. <https://openlibrary.telkomuniversity.ac.id/home/catalog/id/145963/slug/manajemen-kampanye-panduan-teoritis-dan-praktis-dalam-mengefektifkan-kampanye-komunikasi-publik.html>
- Askhia Kellik Sri Warna. (2023). *Pengaruh Kampanye Publik Relations “Respectmybody” Terhadap Brand Image Somethinch*.
- Barreda, A. A. et al. (2020). The impact of social media activities on brand image and emotional attachment: A case in the travel context. *Journal of Hospitality and Tourism Technology*, 11(1), 109–135. <https://doi.org/10.1108/JHTT-02-2018-0016>
- Budiman, S. (2021). The Effect of Social Media on Brand Image and Brand Loyalty in Generation Y. *Journal of Asian Finance, Economics and Business*, 8(3), 1339–1347. <https://doi.org/10.13106/jafeb.2021.vol8.no3.1339>
- Coaker, Willie. (2021). *Branding With Images: The Ultimate Guide to Grow Your Business with Images: How to Build a Strong Brand Image*. New York: Independently published
- Dhea Aqshalnawitri, & Siska Yuningsih. (2023). Pengaruh Kampanye Public Relations #Scientistganteng Terhadap Brand Awareness (Survei pada Followers Twitter @Whitelab_Id). *Jurnal Ilmiah Teknik Informatika Dan Komunikasi*, 3(3), 152–161. <https://doi.org/10.55606/juitik.v3i3.636>
- Ghozali, I. (2021). *Aplikasi Analisis Multivariate Dengan Program IBM SPSS 26*. Badan Penerbit Universitas Diponegoro.
- Gunawan, C. (2020). *Mahir Menguasai SPSS. Panduan Praktis Mengolah Data Penelitian*. Deepublish Publisher.
- Haris Rachman. (2022). *Effective Campaign*.
- Harvina, L. G. D. et al. (2022). The Effect of Social Media Marketing on Brand Image, Brand Trust, and Purchase Intention of Somethinc Skincare Products in Surabaya. *Journal of Entrepreneurship & Business*, 3(2), 104–114. <https://doi.org/10.24123/jeb.v3i2.4801>
- Haudi et al. (2022). The effect of social media marketing on brand trust, brand equity and brand loyalty. *International Journal of Data and Network Science*, 6(3), 961–972. <https://doi.org/10.5267/j.ijdns.2022.1.015>
- Heskiano et al. (2020). Social Media Marketing Relations, Brand Awareness to Brand Loyalty Through the Brand Image. *Journal of Multidisciplinary Academic*, 4(4), 208–214. <https://www.kemalapublisher.com/index.php/JoMA/article/view/472>
- Ihzaturrahma, N., & Kusumawati, N. (2021). Influence of Integrated Marketing Communication To Brand Awareness and Brand Image Toward Purchase Intention of Local Fashion Product. *International Journal of Entrepreneurship and Management Practices*, 4(15), 23–41.

- <https://doi.org/10.35631/ijemp.415002>
- Korda, H., & Itani, Z. (2015). Harnessing Social Media for Health Promotion and Behavior Change. *Health Promotion Practice*, 14(1), 15–23. <https://doi.org/10.1177/1524839911405850>
- Kotler, P. et al. (2019). *Marketing management*. Pearson Education Limited. https://books.google.com/books/about/Marketing_Management.html?id=2cAoEAAAQBAJ
- Masitha, R. U., & Eka Bonita, E. A. (2019). Pengaruh Digital Campaign Web Series Sore Terhadap Keputusan Pembelian Melalui Brand Awareness Tropicana Slim Stevia Di Kalangan Remaja-Dewasa Muda. *Jurnal Riset Komunikasi*, 2(2), 149–156. <https://doi.org/10.24329/jurkom.v2i2.61>
- Nabawi, F. R. et al. (2024). The Impact of the “Shopee COD” Advertisement Jingle on Shopee Indonesia’s Brand Awareness. *COSTING: Journal of Economic, Business and Accounting*, 7(4).
- Octavia, N. (2022). *Pengaruh Pesan Kampanye “Langkah Baikmu Berarti” Melalui Instagram Terhadap Brand Image Wardah Kosmetik (Survei pada followers akun @wardahbeauty)*. 1–122.
- Onggowarsito, E. J. (2024). *Perancangan Brand Campaign untuk Meningkatkan Brand Awareness Pickyourstyle . ind.* 14(1), 115–133.
- Pembelian, K. (n.d.). *Pengaruh Kualitas Produk Dan Brand Image Terhadap Keputusan Pembelian (Studi pada Mahasiswa Pengguna Produk Sepatu Merek*.
- Perloff, R. M. (2021). The Dynamics of Persuasion. In *The Dynamics of Persuasion*. <https://doi.org/10.4324/9781410606884>
- Reanata, D. M., & Zebua, W. D. A. (2024). Pengaruh Pesan Kampanye Public Relations #RespectMyBody Terhadap Brand Awareness Bodycare Somethinc. *Jurnal Mahasiswa Kreatif*, 2(1), 151–173.
- Rosyadi, A. (2018). Pengaruh Iklan Televisi dan Persepsi Konsumen terhadap Citra Merek Teh Botol Sosro. *Jurnal Manajemen Dan Bisnis (Performa)*, 15(1), 66–74. <https://elearning2.unisba.ac.id/index.php/performa/article/view/3623/2136>
- Ruslan, R. (2019). *Kiat dan Strategi Kampanye Public Relations* (R. Ruslan (ed.); Vol. 16, Issue 4). Jakarta : PT RajaGrafindo Persada. <https://pubmed.ncbi.nlm.nih.gov/23956527/>
- Sitorus, S. A. et al. (2020). Brand Marketing: the Art of Branding. In *Cv. Media Sains Indonesia* (Issue January).
- Sucidha, I. (2024). Pengaruh Kampanye Boikot Produk Kecantikan Terhadap Brand Loyalty dan Brand Image : Studi Pada Konsumen Milenial. *INNOVATIVE: Journal Of Social Science Research*, 4(4), 5693–5705.
- Tuten, t. l., & solomon, m. r. (2021). *social media marketing* (4th ed.). sage publications.