

DAFTAR PUSTAKA

- Arianto, B. (2021). Pengembangan UMKM Digital di Masa Pandemi Covid-19. *ATRABIS: Jurnal Administrasi Bisnis (e-Journal)*, 6(2), 233-247.
- Badan Pusat Statistik. (2020, January 01). *Pertumbuhan Ekonomi Indonesia Triwulan IV 2020 (Infografis)*. Retrieved from bps.go.id: <https://www.bps.go.id/website/images/Pertumbuhan-Ekonomi-Indonesia-Triwulan-IV-2020-ind.jpg>
- Baskara, B. (2020, April 18). *Rangkaian Peristiwa Pertama Covid-19*. Retrieved from [bebas.kompas.id: https://bebas.kompas.id/baca/riset/2020/04/18/rangkaian-peristiwa-pertama-covid-19/](https://bebas.kompas.id/baca/riset/2020/04/18/rangkaian-peristiwa-pertama-covid-19/)
- Bayu, D. J. (2020, September 15). *6 Sektor Usaha Paling Terdampak saat Pandemi Corona*. Retrieved from [databoks.katadata.co.id: https://databoks.katadata.co.id/datapublish/2020/09/15/6-sektor-usaha-paling-terdampak-saat-pandemi-corona](https://databoks.katadata.co.id/datapublish/2020/09/15/6-sektor-usaha-paling-terdampak-saat-pandemi-corona)
- Chaffey, D. (2011). *E-commerce & E-business Management 5th Edition*. New Jersey: Prentice Hall.
- Charlesworth, A. (2018). *Digital Marketing Third Edition: A Practical Approach*. New York: Routledge.
- Diamond, S. (2019). *Digital Marketing All in One*. Hoboken: John Wiley & Sons.
- Habibi, F. H., Hamilton, C. A., Valos, M. J., & Callaghan, M. (2015). E-marketing orientation and social media implementation in B2B marketing. *European Business Review, Volume 27*, 638-655.
- Halim, I. A. (2015). Strategi Integrated Social media Network Game : Penggunaan Advergame dalam membentuk Customer Brand Engagement. *Journal Komunikasi Indonesia IV*, 116-126.
- Harianto, A., & Iriani, S. S. (2014). Pengaruh Kelompok Acuan dan Internet Marketing Terhadap Keputusan Pembelian. *Jurnal Ilmu Manajemen* 2(4) , 1281-1283.
- Jong, L. d. (2018). The effects of instagram advertising on brand awareness, ad intrusiveness, brand attitude and purchase intentions. *Running head: The Effects of Instagram Advertisement*, 3-6.
- Kemp, S. (2021, February 11). *DIGITAL 2021: INDONESIA*. Retrieved from [datareportal.com: https://datareportal.com/reports/digital-2021-indonesia](https://datareportal.com/reports/digital-2021-indonesia)

- Kotler, P., Kartajaya, H., & Setiawan, I. (2017). *Marketing 4.0 Moving from Traditional to Digital*. Hoboken: John Wiley & Sons, Inc.
- Kraus, S., Clauss, T., Breier, M., Gast, J., Zardini, A., & Tiberius, V. (2020). The economics of COVID-19: initial empirical evidence on how family firms in five European countries cope with the corona crisis. *International Journal of Entrepreneurial Behavior & Research* Volume 26 No. 5, 26(5), 1083-1084.
- Liguori, E. W., & Pittz, T. G. (2020). Strategies for small business: Surviving and thriving in the era of COVID-19. *Journal of the International Council for Small Business*, 106-110.
- Mulyana, R. N. (2021, August 31). *Begini tanggapan ALI soal kelangkaan dan kenaikan tarif kontainer*. Retrieved from kontan.co.id: <https://newssetup.kontan.co.id/news/begini-tanggapan-ali-soal-kelangkaan-dan-kenaikan-tarif-kontainer>
- Musnaini, Suherman, Wijoyo, H., & Indrawan, I. (2020). *Digital Marketing*. Purwokerto: CV. Pena Persada .
- Piñeiro-Otero, T., & Martínez-Rolán, X. (2016). Understanding Digital Marketing - Basics and Actions. *MBA Theory and Application of Business and Management Principles*, 39.
- Putra, A. P., & Dewi, P. A. (2020). Efektivitas Terapan Iklan Ads Instagram Tiket.com Pada Pengelola Instagram Menggunakan Metode Pendekatan Epic Model. *Commercium*. 2(2), 137.
- Ramadhan, A. (2020). Pengaruh Brand Image, Product Involvement, Dan Brand Engagement Terhadap Purchase Intention Teh Pucuk Di Kota Jakarta. *Jurnal Magister Manajemen*, 42-47.
- Raymond, A. (2022, January 25). *U.S. small businesses continue to struggle amid omicron surge, ongoing labor shortages*. Retrieved from www.deseret.com: <https://www.deseret.com/utah/2022/1/24/22895509/goldman-sachs-report-says-small-businesses-struggling-omicron-surge-labor-shortages-supply-chain>
- Real, F. H. (2021). *Analyzing the effectiveness of Facebook and Instagram Marketing in digital marketing, scope of conversion and its impact in Bangladesh*. Dhaka: BRAC University.
- Rietveld, R., Dolen, W. v., Mazloom, M., & Worrying, M. (2019). What You Feel, Is What You Like Influence of Message Appeals. *Journal of Interactive Marketing*, 21-25.

- Setia, F., Barkah, S. C., Herawaty, T., & Auliana, L. (2021). Optimization Strategy Proposal of Social Media Account To Increase Reach By Instagram Ads (Case Study: Humingbad Clothing). *Jurnal Sekertaris dan Administrasi Bisnis*, 27-28.
- Sultan, S., & Sultan, W. I. (2020). Women MSMEs in times of crisis: challenges and opportunities. *Journal of Small Business and Enterprise Development* 27(7), 1077-1079.
- Valentini, C. (2018). Digital visual engagement: influencing purchase intentions. *Journal of Communication Management*.
- Wahid, R. M. (2021). Implementation of Paid Instagram Ads for Fresh Produce Sellers Affected by Covid-19 Pandemic in a Traditional Market in Palembang. *International Journal of Innovative Science and Research Technology*, 326.