

REFERENCES

- Aaker, D., & Aaker, J. L. (2016). What are your signature stories? *California Management Review*, 58(3), 49–65. <https://doi.org/10.1525/cmr.2016.58.3.49>
- Al-Qudah, O. M. A. (2020). The effect of brands' social network content quality and interactivity on purchase intention: Evidence from Jordan. *Management Science Letters*, 10(13), 3135–3142. <https://doi.org/10.5267/j.msl.2020.5.009>
- Alalwan, A. A. (2018). Investigating the impact of social media advertising features on customer purchase intention. *International Journal of Information Management*, 42(June), 65–77.
<https://doi.org/10.1016/j.ijinfomgt.2018.06.001>
- Ansari, S., Ansari, G., Ghori, M. U., & Kazi, A. G. (2019). Impact of Brand Awareness and Social Media Content Marketing on Consumer Purchase Decision. *Journal of Public Value and Administration Insights*, 2(2), 5–10.
<https://doi.org/10.31580/jpvai.v2i2.896>
- Aspiring Indonesia—Expanding the Middle Class. (2019). *Aspiring Indonesia—Expanding the Middle Class*. <https://doi.org/10.1596/33237>
- Barreda, A. A., Bilgihan, A., Nusair, K., & Okumus, F. (2015). Generating brand awareness in Online Social Networks. *Computers in Human Behavior*, 50, 600–609. <https://doi.org/10.1016/j.chb.2015.03.023>
- Bilgin, Y. (2020). Communication and New Media. Special Issue 8-Social Media Marketing. *International Journal of Marketing, Communication and New Media*, 8, 54–77.
- Brenner, M. (2017). *What Is the Difference Between Content and Content*

Marketing? Content Marketing Institute.

<https://contentmarketinginstitute.com/2017/04/difference-content-content-marketing/>

Carlson, J., Rahman, M., Voola, R., & De Vries, N. (2018). Customer engagement

behaviours in social media: capturing innovation opportunities. *Journal of Services Marketing*, 32(1), 83–94. <https://doi.org/10.1108/JSM-02-2017-0059>

Dabbous, A., & Barakat, K. A. (2020). Bridging the online offline gap: Assessing the impact of brands' social network content quality on brand awareness and purchase intention. *Journal of Retailing and Consumer Services*, 53(March 2019), 101966. <https://doi.org/10.1016/j.jretconser.2019.101966>

Du Plessis, C. (2017). The role of content marketing in social media content communities. *SA Journal of Information Management*, 19(1), 1–7. <https://doi.org/10.4102/sajim.v19i1.866>

Gümüs, N. (2017). The effects of social media content marketing activities of firms on consumers' brand following behavior. *Academic Research International*, 8(1). www.savap.org.pk

Hair, J., Hult, G. T., Ringle, C., & Sarstedt, M. (2017). A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM) - Joseph F. Hair, Jr., G. Tomas M. Hult, Christian Ringle, Marko Sarstedt. In *Sage*.

Hollebeek, L. D., & Macky, K. (2019). Digital Content Marketing's Role in Fostering Consumer Engagement, Trust, and Value: Framework, Fundamental Propositions, and Implications. *Journal of Interactive Marketing*, 45, 27–41. <https://doi.org/10.1016/j.intmar.2018.07.003>

- Hutter, K., Hautz, J., Dennhardt, S., & Füller, J. (2013). The impact of user interactions in social media on brand awareness and purchase intention: The case of MINI on Facebook. *Journal of Product and Brand Management*, 22(5), 342–351. <https://doi.org/10.1108/JPBM-05-2013-0299>
- Jiménez-Castillo, D., & Sánchez-Fernández, R. (2019). The role of digital influencers in brand recommendation: Examining their impact on engagement, expected value and purchase intention. *International Journal of Information Management*, 49(July), 366–376.
<https://doi.org/10.1016/j.ijinfomgt.2019.07.009>
- Kim, J., Melton, R., Min, J. E., & Kim, B. Y. (2020). Who says what?: exploring the impacts of content type and blog type on brand credibility, brand similarity and eWOM intention. *Journal of Fashion Marketing and Management*, 24(4), 611–630. <https://doi.org/10.1108/JFMM-03-2019-0041>
- Kotler, P., & Keller, K. L. (2016). *Marketing Management Global Edition*.
- Krishnaprabha, S., & Tarunika, R. (2020). An Analysis on building Brand Awareness through Digital Marketing Initiatives. *International Journal of Research in Engineering, Science and Management*, 3(7), 266–270.
<https://www.journals.resaim.com/ijresm/article/view/74>
- Lehnert, K., Goupil, S., & Brand, P. (2021). Content and the customer: inbound ad strategies gain traction. *Journal of Business Strategy*, 42(1), 3–12.
<https://doi.org/10.1108/JBS-12-2019-0243>
- Lou, C., Xie, Q., Feng, Y., & Kim, W. (2019). Does non-hard-sell content really work? Leveraging the value of branded content marketing in brand building.

- Journal of Product and Brand Management*, 28(7), 773–786.
<https://doi.org/10.1108/JPBM-07-2018-1948>
- Mirman, E. (2021). *How To Do a Competitive Content Marketing Analysis*.
Content Marketing Institute.
<https://contentmarketinginstitute.com/2021/09/analysis-content-marketing-competitors/>
- Mou, J. B. (2020). Study on Social Media Marketing Campaign Strategy-TikTok and Instagram. *MIT Sloan School of Management*, 3(8), 1–41.
<https://dspace.mit.edu/handle/1721.1/127010>
- Potura, M., & Softic, S. (2019). Influence of Social Media Content on Consumer Purchase Intention: Mediation Effect of Brand Equity. *Eurasian Journal of Business and Economics*, 12(23), 17–43.
<https://doi.org/https://doi.org/10.17015/ejbe.2019.023.02>
- Poulis, A., Rizomyliotis, I., & Konstantoulaki, K. (2019). Do firms still need to be social? Firm generated content in social media. *Information Technology and People*, 32(2), 387–404. <https://doi.org/10.1108/ITP-03-2018-0134>
- Sekaran, U., & Bougie, R. (2016). *Research Methods for Business A Skill-Building Approach* (Seventh). John Wiley & Sons Ltd.
- Shahid, Z., Hussain, T., & Zafar, F. (2017). The Impact of Brand Awareness on the Consumers' Purchase Intention. *Journal of Accounting & Marketing*, 06(01), 34–38. <https://doi.org/10.4172/2168-9601.1000223>
- Shankar, P. K. S., & Ram, K. R. (2019). ISSN NO : 0022-1945 *Fuelling Internet growth and new media content and changing patterns of media*

- consumption : A perspective on internet growth and new media content in India Volume XI , Issue X , October / 2019 Page No : 760 Journal of Interdisciplinary. XI(760), 760–764.*
- Smarty, A. (2019). *Step-by-Step Planning for Well-Timed Content Marketing Campaigns*. Content Marketing Institute.
<https://contentmarketinginstitute.com/2019/02/content-marketing-campaigns/>
- Sutariningsih, N. M. A., & Widagda K, I. G. N. J. A. (2021). Peran Brand Awareness Memediasi Pengaruh Social Media Marketing Terhadap Purchase Intention. *E-Jurnal Manajemen Universitas Udayana, 10*(2), 145.
<https://doi.org/10.24843/ejmunud.2021.v10.i02.p03>
- Varma, M., Dhakane, N., & Pawar, A. (2020). Evaluation of impact of instagram on customer preferences: The significance of online marketing. *International Journal of Scientific and Technology Research, 9*(2), 548–554.
- Walter, B., & Stella, C. (2018). *The Marketing communication-Brand Awareness Nexus The Brand Communication-Brand Awareness Nexus*. June 2018.
<https://www.researchgate.net/publication/325718289>
- We are social, & Hootsuite. (2021). *Digital 2021:Indonesia*. Wearesocial.Com.
<https://wearesocial.com/digital-2021>
- Zhang, M., Qin, F., Wang, G. A., & Luo, C. (2020). The impact of live video streaming on online purchase intention. *Service Industries Journal, 40*(9–10), 656–681. <https://doi.org/10.1080/02642069.2019.1576642>