

DAFTAR PUSTAKA

Kotler, P., Bowen, J. T., & Makens, J. C. (2017). *Marketing for Hospitality and Tourism* (7th ed.). Pearson Education.

Chaffey, D. (2019). *Digital Marketing: Strategy, Implementation, and Practice*. Pearson Education.

Tufen, T. L., & Solomon, M. R. (2017). *Social Media Marketing*. Sage Publications.

Smith, P. R., & Zook, Z. (2016). *Marketing Communications: Integrating Offline and Online with Social Media*. Kogan Page.

Koo, C., & Kim, H. J. (2021). "The Role of Content Marketing in Tourism Industry." *International Journal of Tourism Research*.

Fahmi, I. (2016). *Manajemen Pemasaran dan Pemasaran Jasa*. Alfabeta.

Fandy, T. (2017). *Prinsip-Prinsip Pemasaran*. Salemba Empat.

Haidrick & Struggles. (2009). *Digital Marketing: Strategies for Online Success*. Wiley.

Zhara, Madona. 2022. '8 Benefits of Branding that You Must Know About' [daring]. Tautan: <https://www.simplilearn.com/benefits-of-branding-article> (Diakses 27 Juli 2022)

Cass, Jacob. 2020. 'The 7 Types of Branding & How To Leverage Them for Growth' [daring]. Tautan: <https://justcreative.com/7-types-of-branding>

(Diakses 26 & 27 Juli 2022) Kramer, Lindsay 2011. 'The 8 Elements of Branding' [daring]. Tautan: <https://99designs.com/blog/logo-branding-elements-of-branding>

(Diakses 27 Juli 2022) Williams, John

'The Basics of Branding' [daring]. Tautan: <https://www.entrepreneur.com/article/77408> (Diakses 27 Juli 2022)

<http://eprints.umsida.ac.id/4938/AB%3C3.pdf>

<https://www.gramedia.com/literasi-pengertian-prom>

