

DAFTAR PUSTAKA

Persepsi dala Ilmu Komunikasi Suatu Pengantar (2001:167), Mulyana, Deddy
(2007)

Meleong Lexy J. (2001). *Metode Penelitian Kualitatif, Bandung* Teori Persepsi
<https://www.studocu.com/id/document/universitasmuhammadiyah/surakarta/pengantar-ilmu-komunikasi/persepsi-dan-komunikasi/22769145>

Pengertian Medote Deskriptif Kualitatif

<http://digilib.unila.ac.id/7229/17/BAB%20III.pdf>

Pengertian digital marketing

<https://www.jurnal.id/id/blog/mengenal-digital-marketing-konsep-dan-penerapannya/>

Teori Komunikasi Persuasif

<http://eprints.kwikkiangie.ac.id/1851/3/BAB%20II%20KAJIAN%20PUSTAKA.pdf>

Tujuan Digital Marketing

<https://www.bola.com/ragam/read/4525595/pengertian-digital-marketing-tujuan-jenis-manfaat-langkah-memulai-dan-strategi-yang-perlu-dikuasai>

Pengertian Persepsi

<https://www.google.com/search?q=pengertian+persepsi&oq=pengertian+persepsi&aqs=chrome..69i57.12304j0j7&sourceid=chrome&ie=UTF-8>

Persepsi menurut Kenneth K Sereno

<https://www.google.com/search?q=persepsi+menurut+kenneth&oq=persepsi+menurut+kenneth&aqs=chrome..69i57j33i160l2.10394j0j9&sourceid=chrome&ie=UTF-8>

Komunikasi Pemasaran Chahid Fourali

<https://bahan-ajar.esaunggul.ac.id/mcm402/wp-content/uploads/sites/1472/2019/12/Manajemen-Komunikasi-Pemasaran-Pertemuan-2.pptx>

Pengertian Interpretasi

<https://www.google.com/search?q=interpretasi+adalah&oq=interpretasi&aqs=chrome.0.0i131i433i512j69i57j0i512l8.3580j0j7&sourceid=chrome&ie=UTF-8>

Pengertian Persepsi, Atensi

https://www.kompasiana.com/amp/mochammad_masmuhazir.com/54f4221f745513902b6c868e/pengertian-persepsi-atensi-dan-sensasi