

DAFTAR PUSTAKA

- American Marketing Association. (2017). *Definitions of Marketing*. American Marketing Association. <https://www.ama.org/the-definition-of-marketing-what-is-marketing/>
- Armstrong, G., & Kotler, P. (2020). *Marketing: An Introduction (14th ed.)*. Pearson Education. Pearson Education.
- Bogdan, R., & Taylor, S. J. (2016). *Introduction to Qualitative Research Methods: A Guidebook and Resource (4th ed.)*. John Wiley & Sons.
- Boone, L. E. ;, & Kurtz, D. L. (2019). *Contemporary Business (18th ed.)*. John Wiley & Sons.
- Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital Marketing (7th ed.)*. Pearson Education.
- Chaffey, D., Ellis-Chadwick, & Fiona. (2019). *Digital Marketing: Strategy, Implementation and Practice (7th ed.)*. Pearson Education.
- Creswell, J. W. (2018). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches (5th ed.)*. Sage Publications.
- Erwin, E., Judijanto, L., Anggraeni, A. F., Nurfaidah, N., Damayanti, F., Sari, H. E., & Indrayani, N. (2024). *Sistem Informasi Manajemen: Teori, Prinsip dan Penerapan (1st ed.)*. PT. Sonpedia Publishing Indonesia.
- Griffin, R. W. ;, & Ebert, R. J. (2015). *Business (11th ed.)*. Pearson Education.
- Hildawati, H., Erlianti, D., Afrizal, D., Hendrayady, A., Riwayati, A., Widyawati, W., & Amane, A. P. O. (2024). *Sistem Administrasi Negara: Teori dan Praktik (1st ed.)*. PT. Green Pustaka Indonesia.
https://books.google.com/books?hl=en&lr=&id=Qn30EAAAQBAJ&oi=fnd&pg=PA1&dq=Sistem+Administrasi+Negara:+Teori+dan+Praktik&ots=G2dlcLJ9DO&sig=1qQIF-zI_LYjJ275LOJ1T95kPqM
- Ismail, R., & Pradipta, E. (2023). Social Media Marketing dan Brand Trust di Industri Furnitur. *Jurnal Manajemen Dan Inovasi*, 7(1), 24–35.
- Kementerian Perindustrian Republik Indonesia. (2023). *Making Indonesia 4.0: Strategi Transformasi Digital untuk Industri Manufaktur*. <https://kemenperin.go.id/>
- Kietzmann, J. H., Hermkens, K., McCarthy, I. P., & Silvestre, B. S. (2021). Social Media? Get Serious! Understanding the Functional Building Blocks of Social Media. *Business Horizons*, 54(3). <https://doi.org/10.1016/j.bushor.2011.01.005>
- Kontan. (2024). *IKEA catat laba 2,3 miliar euro di tahun fiskal 2024*. Kontan.Co.Id. <https://www.kontan.co.id>

- Kotler, P., Kartajaya, H., & Setiawan, I. (2021). *Marketing 5.0: Technology for Humanity* (1st ed.). John Wiley & Sons.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management (15th ed.)*. Pearson Education.
- Laudon, K. C., & Traver, C. G. (2020). *E-Commerce 2020-2021: Business, Technology and Society* (16th ed.). Pearson Education.
- Lupiyoadi, R. (2018). *Manajemen Pemasaran Jasa (edisi 4)*. Salemba Empat. Salemba Empat.
- Miles, M. B., Huberman, A. M., & Saldana, J. (2014). *Qualitative Data Analysis: A Methods Sourcebook* (3rd ed.). Sage Publications.
- Moleong, L. J. (2017). *Metodologi Penelitian Kualitatif (Edisi Revisi)*. PT Remaja Rosdakarya.
- Mordor Intelligence. (2025, October 26). *Indonesia Furniture Market – Growth, Trends, and Forecasts (2025–2030)*. <https://www.mordorintelligence.com>
- Nugroho, A., Santoso, F., & Lestari, D. (2022). Strategi Pemasaran Digital UMKM Furnitur di Indonesia. *Jurnal Administrasi Bisnis Indonesia*, 9(2), 56–67.
- Ramdan, A. M., & Yusuf, M. (2024). *Social Media Marketing untuk UMKM*. Ruang Karya.
- Robbins, S. P., & Coulter, M. (2021). *Management (15th ed.)*. Pearson Education.
- Ryan, D. (2017). *Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation* (4th ed.). Kogan Page.
- Sandiasa, I. M. G., & Sudianing, N. K. (2021). Pelaksanaan administrasi dan pola Pemberdayaan masyarakat dalam Menghadapi Covid 19. *Jurnal Widya Publika*, 9(1), 36–52. https://www.academia.edu/download/90819935/652-Article_Text-2680-2-10-20211126.pdf
- Setiawan, Z., Judijanto, L., Azizah, I. S., Heirunissa, H., Islami, V., Suprayitno, D., & Noorzaman, S. (2024). *Pengantar Administrasi Bisnis: Teori Komprehensif* (1st ed.). PT. Sonpedia Publishing Indonesia.
https://books.google.com/books?hl=en&lr=&id=6Bb1EAAAQBAJ&oi=fnd&pg=PA82&dq=Pengantar+Administrasi+Bisnis:+Teori+Komprehensif&ots=ToJ_LGkAJz&sig=59aelpgs4bk5YC4m6VjH_DbDLaQ
- Siregar, E. (2022). *Pengantar Manajemen & Bisnis* (1st ed.). Penerbit Widina.
- StockAnalysis. (2024). *PT Chitose Internasional Tbk (CINT) Annual Report 2024*. StockAnalysis. <https://stockanalysis.com/stocks/cint>
- Strauss, J., & Frost, R. (2014). *E-Marketing (7th ed.)*. Pearson Educated.

Sugiyono. (2019). *Metode Penelitian Kualitatif, Kuantitatif, dan R&D* (2nd ed.). Alfabeta.

Tuten, T. L. ;, & Solomon, M. R. (2017). *Social Media Marketing* (3rd ed.). Sage Publications.

Tuten, T. L., & Solomon, M. R. (2021). *Social Media Marketing: A Strategic Approach* (4th ed.). SAGE Publications.

We Are Social. (2024). *Digital 2024: Indonesia Report*. <https://wearesocial.com/>

We Are Social;, & DataReportal. (2025). *Digital 2025: Indonesia Report*. <https://datareportal.com/reports/digital-2025-indonesia>