

DAFTAR PUSTAKA

- Bowdin, G. , A. J. , O. W. , H. R. , & M. I. (2011). Events Management. In *Events Management* (3rd ed.). Routledge.
- Getz, D. (2005). Event Management and Event Tourism. In *Event Management and Event Tourism* (2nd ed.).
- Nasdaq OMX's News. (2022, September 8). *Rising internet penetration is driving the growth of the digital marketing software market as per the business research company's digital marketing software global market report 2022: TBRC's market research report covers digital marketing software market* . Website. <https://www.proquest.com/wire-feeds/rising-internet-penetration-is-driving-growth/docview/2711314087/se-2>
- Rahmadhani, B. A. , & P. O. K. (2020). Pengaruh Strategi Promosi Online terhadap Peningkatan Penjualan di Griya Tatha Salon & Wedding Kecamatan Pare Kabupaten Kediri. *E-Jurnal*, 9(2).
- Salsabila Nurohmah. (2024). Event Sebagai Strategi Digital Content Marketing : Studi Kasus Penerapan Digital Marketing pada Bisnis Indonesia Film Content Penerapan Digital Marketing pada Bisnis Indonesia Film Content Academy (IFCA) PT Produksi Film Negara (Persero). *Jurnal Administrasi Bisnis Terapan*, 7(1).
- Shone, A. , & P. B. (2010). Successful Event Management: A Practical Handbook. In *Successful Event Management: A Practical Handbook* (3rd ed.).
- Sunarto, H. (2020). Strategi Branding Pengembangan Industri Pariwisata 4.0 melalui Kompetitif Multimedia di Era Digital. *Journal of Tourism and Creativity*. *Journal of Tourism and Creativity*, 4(1).
- Susanti et al. (2024). Strategi Promosi Produk dalam Menghadapi Persaingan di Era Digital. *Jurnal Informatika Ekonomi Bisnis*,.
- Tum, J. , N. P. , & W. J. (2006). (2006). Management of Event Operations. In *Management of Event Operations*.
- Widyatama, U. (2024). Identifikasi Potensi Event Venue Dalam Mendukung Kegiatan Mice Di Kota Bandung. *JUREMI: JURNAL RISET EKONOMI*, 4(4).