

Daftar pustaka

- Alalwan, A. A., Rana, N. P., Dwivedi, Y. K., & Algharabat, R. (2017). Social media in marketing: A review and analysis of the existing literature. *Telematics and Informatics*, 34(7), 1177-1190.
- Anisa, Dina Fitri. (25, Oktober, 2018). 2018 Bisa Menjadi Tahunnya Film Indonesia. www.beritasatu.com.
- B2B Market Segmentation. (12 November, 2018). Retrieved from <https://www.circle-research.com/report/b2b-market-segmentation/>.
- Barnwell, R. G. (2018). *Guerrilla Film Marketing: The Ultimate Guide to the Branding, Marketing and Promotion of Independent Films & Filmmakers*. Routledge.
- Belch, George E., Michael A. Belch. (2015). *Advertising and Promotion: an Integrated Marketing Communications Perspective*. Langara College.
- Boyd, Linzi. (2014). *Brand Famous: How to Get Everyone Talking about Your Business*. John Wiley & Sons.
- Carah, Nicholas, Eric Louw. (2015). *Media & Society: Production, Content and Participation*. SAGE Publication.
- Dilham, Ami, Fivi Rahmatus Sofiyah, Iskandar Muda. (2018). "The Internet Marketing Effect on the Customer Loyalty Level with Brand Awareness as Intervening Variables". *International Journal of Civil Engineering and Technology*. Volume 09, No. 09. Universitas Sumatera Utara, Medan.
- Ekhlassi, Amir et al.. (2018). *Building Brand Identity in the Age of Social Media: Emerging Research and Opportunities*. IGI Global, Hershey.
- Elkington, Ruari Baroona. (2016). *The Education Market for Documentary Film: Digital Shifts In An Age Of Content Abundance* (Bachelor). Queensland University of Technology.
- Elliot, A. J., & Maier, M. A. (2014). Color psychology: Effects of perceiving color on psychological functioning in humans. *Annual review of psychology*, 65, 95-120.
- Elrifi, Muhammad Yudhika. (2013). *Pengaruh Competing Accountability Requirements Terhadap Kinerja Kerja NGO di Indonesia*. Fakultas Ekonomika dan Bisnis Universitas Gadjah Mada, Yogyakarta.

- How Taking Your Audience 'Behind The Scenes' Can Grow Your Business. (12 November, 2018). Retrieved From <https://www.planthat.com/behind-the-scenes-on-instagram/>
- Järvinen, Joel, Heini Taiminen. (2015). *"Harnessing Marketing Automation for B2B Content Marketing"*. *Industrial Marketing Management*. Volume 54. University of Jyväskylä, Finlandia.
- Kee, Angel Wong An. Rashan Yazdanifard. (2015). *"The Review of Content Marketing as a New Trend in Marketing Practices"*. *International Journal of Management, Accounting, and Economics*. Volume 02, No. 09. HELP College of Arts and Technology, Kuala Lumpur.
- LaRocca, David. (2016). *The Philosophy of Documentary Film: Image, Sound, Fiction Truth*. Lexington Books.
- Lepore, O. E. (2014). *Movie Trailers: Appealing to Millennials*.
- Lupton, E. (2015). *Graphic design: the new basics: second edition, revised and expanded*. Princeton Architectural Press.
- Marich, R. (2013). *Marketing to moviegoers: a handbook of strategies and tactics*. SIU Press.
- Mandaag, Michiel, Liisa Puolakka. (2015). *The Only Book You Will Ever Need on Branding*. Hachette UK Company, London.
- Newberry, Patrick, Kevin Farnham. (2013). *Experience Design: A Framework for Integrating Brand, Experience, and Value*. John Wiley & Sons.
- Nichols, B. (2017). *Introduction to Documentary, Third Edition*.
- Putra, Yudha Manggala P. (25 Oktober, 2018). *Film Alat Komunikasi Paling Efektif*. www.republika.co.id.
- Pulizzi, Joe. (2013). *Epic Content Marketing: How to Tell a Different Story, Break Through the Clutter, and Win More Customers by Marketing Less*. McGraw Hill Education.
- Pulizzi, Joe. (2015). *Content Inc.: How Entrepreneurs Use Content to Build Massive Audiences and Create Radically Successful Businesses*. McGraw Hill Education.
- Rabiger, Michael. (2015). *Directing the Documentary*. Focal Press by Taylor & Francis Group.
- Robertson, M. (2018). *Instagram marketing*.

- Rogers, Holly. (2014). *Music and Sound in Documentary Film*. Routledge, New York.
- Rosenthal, Alan, Ned Eckhardt. (2016). *Writing, Directing, and Producing Documentary Films and Digital Videos*. Southern Illinois University Press, Carbondale.
- Soegoto, E. S., & Fahreza, T. H. (2018, August). Email Marketing as a Business Promotional Media. In *IOP Conference Series: Materials Science and Engineering* (Vol. 407, No. 1, p. 012182). IOP Publishing.
- Steimer, Sarah. (25, Oktober, 2018). *From News to Advertising, Documentary-style Production Catches Viewers' Attention*. www.ama.org.
- Tejada, K. (2015). Social Media Marketing in the Film Industry.
- Wang, Wei-Lin, Edward Carl Malthouse, Bobby Calder, Ebru Uzunoglu. (2017). "B2B Content Marketing for Professional Services: In-person versus Digital Contacts". *Industrial Marketing Management*. Elsevier. Inc.

