

DAFTAR PUSTAKA

BUKU

- Ardian, F. (2021). *Evaluating Digital Marketing Effectiveness*. Bumi Aksara.
- Asosiasi Digital Marketing Indonesia. (2022). *Types of Digital Marketing for Business Growth*. ADMI Press.
- Bogdan, R. C., & Biklen, S. K. (2018). *Qualitative research for education: An introduction to theories and methods* (6th ed.). Pearson.
- Bowen, G. A. (2019). *Document analysis as a qualitative research method*. *Qualitative Research Journal*, 9(2), 27-40.
- Christensen, L. T., & Cornelissen, J. (2020). *Strategic communication: Coordinating internal and external messaging for positive audience perceptions*. Oxford University Press.
- Creswell, J. W. (2016). *Research design: Qualitative, quantitative, and mixed methods approaches* (4th ed.). SAGE Publications.
- Creswell, J. W. (2018). *Qualitative inquiry and research design: Choosing among five approaches* (3rd ed.). SAGE Publications.
- Creswell, J. W. (2021). *Educational research: Planning, conducting, and evaluating quantitative and qualitative research* (6th ed.). Pearson.
- Denzin, N. K., & Lincoln, Y. S. (2018). *The SAGE handbook of qualitative research* (5th ed.). SAGE Publications.
- Fill, C., & Turnbull, S. (2019). *Marketing communications: Discovery, creation and conversations* (8th ed.). Pearson Education.
- Hasanudin, A. (2021). *Fundamentals of Digital Marketing*. Gramedia Pustaka Utama.
- Heath, R. L., & Coombs, W. T. (2019). *Strategic issues management: Organizations and public policy challenges* (2nd ed.). SAGE Publications.
- Littlejohn, S. W. (2016). *Theories of human communication* (10th ed.). Waveland Press. Moleong, L. J. (2017). *Metode penelitian kualitatif* (Revised ed.). PT Remaja Rosdakarya.
- Nazir, M. (2014). *Metodologi penelitian*. Ghalia Indonesia.
- Oktaviani, S. (2023). *Digital marketing goals: Strategies for effective marketing*. Erlangga.
- Patton, M. Q. (2015). *Qualitative research & evaluation methods* (4th ed.). SAGE Publications.
- Prasetyo, R. (2023). *SEO Strategy for Competitive Markets*. Media Nusantara. Pratama, B. (2023). *Market analysis in digital strategy*. Andi Publisher.

- Rahman, M. A. (2021). *Digital Marketing Strategies for Modern Businesses*. Sage Publications.
- Rauf, A. (2021). Pengertian digital marketing. *Digital Marketing: Konsep dan Strategi*, 1(2).
- Santoso, B. (2018). *Pengantar metode penelitian sosial*. Bumi Aksara.
- Shimp, T. A., & Andrews, J. C. (2020). *Advertising, promotion, and other aspects of integrated marketing communications* (10th ed.). Cengage Learning.
- Strauss, A., & Corbin, J. (2019). *Basics of qualitative research: Techniques and procedures for developing grounded theory* (4th ed.). SAGE Publications
- Sugiyono. (2016). *Metode penelitian kuantitatif, kualitatif, dan R&D*. Alfabeta.
- Sugiyono. (2019). *Metode penelitian pendidikan: Pendekatan kuantitatif, kualitatif, dan R&D* (Revised ed.). Alfabeta.
- Suryani, T. (2019). *Keabsahan data dalam penelitian kualitatif*. Universitas Terbuka.
- Susanto, H. (2023). *Strategic Digital Marketing for Businesses*. Salemba Empat.
- Yulianti, D., & Susanto, A. (2022). *Digital Marketing in the New Era*. Andi Publisher.
- Astuti, R. D. (2022). *Analisis Strategi Komunikasi Pemasaran Digital untuk Meningkatkan Brand Awareness di Era Digital*. Jakarta: Universitas Padjadjaran.
- Fitriani, S., & Nur, A. (2021). *Strategi Komunikasi Pemasaran Digital dalam Meningkatkan Brand Awareness pada Platform E-Learning*. Yogyakarta: Universitas Gadjah Mada.
- Rahmadani, D. (2023). *Penerapan Strategi Pemasaran Digital untuk Meningkatkan Kesadaran Merek di Sektor Pendidikan*. Medan: Universitas Sumatera Utara.
- Fauzan, M. (2023). *Digital Marketing Strategy in Education: Case Studies from Indonesia*. Jakarta: EduPress.
- Fauzan, M. (2024). *The Future of Educational Marketing in the Digital Era*. Yogyakarta: Pustaka Cendekia.
- Putra, A. H. (2021). "The Impact of COVID-19 on Education in Indonesia". *Journal of Education Policy*, 35(2), 123-134.
- Rahayu, S., & Ahmad, T. (2023). "Marketing Strategies for Non-Formal Education". *Indonesian Journal of Marketing*, 15(1), 89-101.
- Santoso, B. (2022). "Digital Transformation in Education Marketing: Lessons from Indonesia". *Journal of Digital Communication*, 14(3), 45-67.
- Nastasia, R. I. (2020). *Strategi Komunikasi Pemasaran Homeschooling Kak Seto: Studi Deskriptif Kualitatif Mengenai Strategi Komunikasi Pemasaran Homeschooling Kak Seto dalam Menarik Minat Masyarakat di Surakarta*. *Jurnal Komunikasi dan Pendidikan*, 12(1), 45-55
- Saputri, S. A. S. (2022). *Strategi Digital Marketing dalam Meningkatkan School*

Branding di SMA Yadika 6 Pondok Aren. Universitas Islam Negeri Jakarta.

Rahayu, I., & Ahmad, A. (2023). *Strategi Komunikasi Pemasaran Terpadu Digital pada Proses Penerimaan Mahasiswa Baru Universitas Tarumanagara. Jurnal Komunikasi dan Pemasaran Pendidikan*, 5(3), 45-60.

JURNAL

Hasyim, S. (2022). [Cited in] Yasin, A. (2022). Understanding the paradigms in qualitative research. *Journal of Social and Educational Studies*, 15(3), 45-57.

Pujileksono, S. (2015). *Paradigm in qualitative research*. *Research Journal of Methodology and Philosophy*, 8(2), 55-66.

Suswanto, P., & Setiawati, S. D. (2020). Strategi komunikasi pemasaran Shopee dalam membangun positioning di tengah pandemi Covid-19 di Indonesia. *Linimasa: Jurnal Ilmu Komunikasi*, 3(2), 16-29.

WEBSITE

Andi.link. (2024). *Laporan Data Digital Indonesia 2024*. Diakses dari <https://www.andi.link>.

Hootsuite & We Are Social. (2023). *Digital 2023: Indonesia*. Diakses dari <https://www.hootsuite.com>.

Homeschooling Kak Seto. (2024). *Visi dan Misi Homeschooling Kak Seto*. Diakses dari <https://hskakseto.com>.

Indriani, S. (2023). *EdukasiHomeschooling: Fleksibilitas Pendidikan di Rumah*.

EdukasiHomeschooling. Retrieved from <https://edukasihomeschooling.id>