

## DAFTAR PUSTAKA

### Buku

- Annisa, T. (2021, November 10). Ektrut Media. Retrieved from <https://www.ekrut.com/>: <https://www.ekrut.com/media/sentiment-analysis-adalah>
- Bonafix, D. N. (2011). VIDEOGRAFI:. *media.neliti.com*, 845-848.
- Farmer, A. a. M. (2016, September 13). Breeding a Better Chicken in the Name of Art (and Science). *Smithsonian Magazine*.
- Bowen, G., & Ozuem, W. (2016). *Competitive social media Marketing Strategies*. Business Science Reference.
- Mahoney, L. M., & Tang, T. (2016). *Strategic social media: From Marketing to Social Change*. John Wiley & Sons.

### Website

- Marais, A. (2019). Pengelolaan Partnership Dalam Divisi Marketing Communication Pt Mitra Talenta Group (Celerates).
- Selatan, P. K. (2020, September Senin). Diskominfo Tangerang Selatan Kota. Diambil Kembali Dari Sekilas Diskominfo- Tangerang Selatan Kota: <https://diskominfo.tangerangselatankota.go.id/>
- Jaringan Dokumentasi & Informasi Hukum Kota Tangerang Selatan. (2022, March)[tangerangselatankota.go.id.https://jdih.tangerangselatankota.go.id/frontend/home/index.html](https://jdih.tangerangselatankota.go.id/frontend/home/index.html)
- Memahami Social Media Engagement dan Tips Meningkatkan. (2023, October 20). Dewaweb. <https://www.dewaweb.com/blog/pengertian-engagement-media-sosial/#:~:text=Social%20media%20engagement%20adalah%20sebuah,satu%20konten%20di%20media%20sosial>.
- Putri, V. K. M. (2021, December 15). Fotografi: Pengertian, Tujuan, dan Prinsipnya. KOMPAS.com. <https://www.kompas.com/skola/read/2021/12/15/123000069/fotogra-fi-pengertian-tujuan-dan-prinsipnya>.
- Arviana, G. N. (2021, February 1). Glints. Retrieved from <https://glints.com/id/lowongan/sentiment-analysis/#.Yne2ModBzb1>
- Hidayati, K. F. (2021, May 23). Glints. Retrieved from <https://glints.com/id/lowongan/art-director-creative-director/#.YnewFIdBzb1>
- Hidayatullah , S. (2020, May 26). Marketing Craft. Retrieved from <https://marketingcraft.getcraft.com/>: <https://marketingcraft.getcraft.com/id-articles/pengertian-engagement-di-media-sosial-dan-cara-mengukurnya>

Jessica, C. (2022, January 27). Glints. Retrieved from <https://glints.com/>:  
[https://glints.com/id/lowongan/social-media-strategist  
adalah/#.YnevmodBzb1](https://glints.com/id/lowongan/social-media-strategist-adalah/#.YnevmodBzb1)

#### **Jurnal**

Yulianti, D. N. (2018). Laporan Kerja Profesi Kegiatan Dan Proses Kerja Kehumasan Dala Unit Kerja Dinas Komunikasi Dan Informatika Kota Tangerang Selatan. Gambaran Umum Dinas Komunikasi Dan Informatika Kota Tangerang. Kc. Umn.Ac.Id. (2022). Umn Universitas Multimedia Nusantara. <https://Kc.Umn.Ac.Id>.

Dunia Pendidikan. (2022, April 10). Retrieved from <https://duniapendidikan.co.id/>:  
<https://duniapendidikan.co.id/arti-reporting/>

Mutu Institute. (2021, june 3). Retrieved from <https://mutuinstitute.com/>:  
[https://mutuinstitute.com/post/sistem-pendidikan-indonesia-kelebihan-  
dan-kekurangan/](https://mutuinstitute.com/post/sistem-pendidikan-indonesia-kelebihan-dan-kekurangan/)