

DAFTAR PUSTAKA

- Abdi, H. (2021, April 08). *Tujuan Evaluasi, Pengertian, Fungsi, dan Tahapannya yang Perlu Dipahami*. Retrieved from hot.liputan6.com: <https://hot.liputan6.com/read/4526515/tujuan-evaluasi-pengertian-fungsi-dan-tahapannya-yang-perlu-dipahami>
- Annur, C. M. (2021, Mei 05). *Jumlah Pengangguran Capai 8,75 Juta Orang per Februari 2021*. Retrieved from databoks.katadata.co.id: <https://databoks.katadata.co.id/datapublish/2021/05/05/jumlah-pengangguran-capai-875-juta-orang-per-februari-2021>
- Atarita, I. (2016, 09 14). *Meningkatkan Pengalaman Berbelanja Online*. Retrieved from id.wantedly.com: <https://id.wantedly.com/journals/140>
- Cutlip, M. C. (2011). *Effective Public Relations 9th Edition*. Jakarta: Kencana.
- DANA Indonesia. (2018, November 30). *5 Skill Wajib untuk Bekerja di Startup - Ludwina Triananda | #AdaCerita*. Retrieved from Dana Indonesia YouTube: <https://www.youtube.com/watch?v=k87Mr6uBux8>
- eCom Scotland. (2020). *Top 10 skills your workforce will need in 2020*. Retrieved from <https://www.ecomscotland.com/>: <https://www.ecomscotland.com/news/top-10-skills-your-workforce-will-need-in-2020/>
- Ezeanaka, Michael. (2021). *Affiliate Marketing and Amazon FBA*.
- Firdiansyah, A. (2021, Agustus 09). *Kupas Tuntas Affiliate Marketing, Strategi Pemasaran Modern yang Sedang Populer*. Retrieved from glints.com: <https://glints.com/id/lowongan/apa-itu-affiliate-marketing/#.YRNorogzBIU>
- Hopper. (2021). *Engagement Rate*. Retrieved from hopperhq.com: <https://www.hopperhq.com/social-media-marketing-glossary/engagement-rate/>
- Humas Indonesia. (2019, Februari 03). *Cara 'Digital PR' Membangun 'Brand'*. Retrieved from humasindonesia.id: <https://humasindonesia.id/berita/cara-digital-pr-membangun-brand--37>

- Islam, F. (2016). Evaluasi Pelaksanaan Program Corporate Social Responsibility (CSR) PT. Midi Utama Indonesia, TBK. Dalam Kegiatan Posyandu Melati Bona Indah Cikokol-Tangerang. *repository.uinjkt*.
- Ismail, I. (2020, Oktober 13). *Apa itu Marketplace? Inilah Pengertian dan Jenis-jenisnya*. Retrieved from Accurate.id: <https://accurate.id/marketing-manajemen/apa-itu-marketplace/>
- Jaya, U. P. (2020). Buku Pedoman Kerja Profesi. Tangerang Selatan: Universitas Pembangunan Jaya
- Jeko. (2015, December 01). *Shopee, Aplikasi Belanja Online C2C Meluncur di Indonesia*. Retrieved from liputan6.com: <https://www.liputan6.com/tekn/read/2379136/shopee-aplikasi-belanja-online-c2c-meluncur-di-indonesia>
- Lemon. (2021, July 22). *Yuk Memahami Arti KOL Management dan Endorsement*. Retrieved from Lemon.cm: <https://lemon.cm/articles/endorsement-artinya-dan-kol-management-adalah/#KOLManagement>
- Leonard, K. (2019, Maret 09). *What Is Marketing Communication Strategy?* Retrieved from <https://smallbusiness.chron.com/https://smallbusiness.chron.com/breakthrough-advertising-36576.html>
- (2021, July 26). Marketing New Hire Onboarding. (B. Wijaya, Interviewer)
- Miller, M. (2020). *Dropshipping and Affiliate Marketing*. United States: American Bar Association and the Committee of Publishers Association.
- Oliver, A. (2021, Februari 15). *Mengupas Tuntas Engagement Rate Beserta Fungsinya untuk Marketing di Media Sosial*. Retrieved from glints.com: <https://glints.com/id/lowongan/engagement-rate-adalah/#.YSHVnY4zbIV>
- Oliver, A. (2021, Maret 09). *Yuk, Pahami KOL Management dan Berbagai Fungsinya di Dunia Marketing*. Retrieved from glints.com: <https://glints.com/id/lowongan/kol-management-adalah/#.YOqerOgzblU>

Pusparisa, Y. (2021, Mei 30). *BPS: Sarjana yang Mengganggu Hampir 1 Juta Orang pada Februari 2021*. Retrieved from databoks.katadata.co.id: <https://databoks.katadata.co.id/datapublish/2021/05/31/bps-sarjana-yang-mengganggu-hampir-1-juta-orang-pada-februari-2021>

Redcomm. (2021). *KOL MANAGEMENT ITU APA DAN DI MANA BISA MENDAPATKANNYA?* Retrieved from Redcomm.co.id: <https://redcomm.co.id/knowledges/kol-management-itu-apa-dan-di-mana-bisa-mendapatkannya>

Rossa, V., & Frizona, V. D. (2019, November 14). *Nadya Hutagalung: Semua Orang Berpotensi Jadi Influencer, Ini Syaratnya*. Retrieved from suara.com: <https://www.suara.com/lifestyle/2019/11/14/150000/nadya-hutagalung-semua-orang-berpotensi-jadi-influencer-ini-syaratnya>

Sea. (2021). *Shopee: Shop online anytime, anywhere*. Retrieved from sea.com: <https://www.sea.com/products/shopee>

Shopee Indonesia. (2021). *Bekerja dengan memberikan perubahan pada banyak orang*. Retrieved from Shopee Web site: <https://careers.shopee.co.id/>

Shopee Karir Indonesia. (2021). *About Us: Shopee is the leading e-commerce platform in Southeast Asia and Taiwan*. Retrieved from careers.shopee.co.id: <https://careers.shopee.co.id/about/>

Shopee Karir Indonesia. (2021). *Mengapa Bergabung di Shopee?* Retrieved from <https://careers.shopee.co.id/>: <https://careers.shopee.co.id/why-shopee>

Werner, G. (2019, December 19). *Cara Menggunakan Influencer untuk Meningkatkan Pemasaran Afiliasi Anda*. Retrieved from Influencermarketinghub.com: <https://influencermarketinghub.com/influencers-affiliate-marketing/>

Widyananda, R. F. (2020, Maret 11). *10 Penyebab Pengangguran di Indonesia dan Alasannya*. Retrieved from Merdeka.com: <https://www.merdeka.com/jatim/10-penyebab-pengangguran-di-indonesia-dan-alasannya-klm.html?page=all>

