

REFERENCE

- Abu-Rumman, H., & Alhadid, A. Y. (2014). The Impact of Social Media Marketing on Brand Equity: An Empirical Study on Mobile Service Providers in Jordan. *Rev. Integr. Bus. Econ. Res*, 3(1), 316. www.sibresearch.org
- Akbarov, S. (2020). The Impact of Social Media Marketing on Consumer - Moderating Role of Gender and Income. *Scholedge International Journal of Multidisciplinary & Allied Studies* ISSN 2394-336X, 7(7), 147. <https://doi.org/10.19085/sijmas070701>
- Axelsson, E., & Reinholdsson, J. (2022). *Customer engagement in Formula 1*.
- Babac, R. (2011). *Impact of Social Media Use on Brand Equity of Magazine Brands* **IMPACT OF SOCIAL-MEDIA USE ON BRAND EQUITY OF MAGAZINE BRANDS** A Qualitative Study of Vogue Turkey.
- Bagus ramadhan. (2021, December 17). Konten dan Media, Strategi yang berhasil Mengubah Nasib Formula 1. *TEKNOIA*. <https://teknoia.com/konten-dan-media-mengubah-nasib-formula-1-dc50e3e1b81e>
- Bening, B., & Kurniawati, L. (2019). *The Influence of Content Marketing toward the Customer Engagement of Tokopedia Users in Yogyakarta*. <http://jurnal.ustjogja.ac.id/index.php/incotes/index>
- Berselli Scott Burger Jocelyn Close, S., Madan Kristen Billiar, R., & Williams, S. (2012). *Crisis Mapping Community Social Media Information During and After Large-Scale Disasters in Victoria*.
- Brodie, R., Hollebeek, L. D., Juric, B., & Ilic, A. (2011). Customer engagement: Conceptual domain, fundamental propositions, and implications for research. In *Article in Journal of Service Research*. <https://www.researchgate.net/publication/285726483>
- Content Marketing Institute. (2015). *What Is Content Marketing?* <https://Contentmarketinginstitute.Com/>.
- Dewiningrat, A. I. (2023). *Social Media As Marketing Tool In Coffee Industry: A Literature Review*.
- Fischer, E., & Reuber, A. R. (2011). Social interaction via new social media: (How) can interactions on Twitter affect effectual thinking and behavior? *Journal of*

- Business Venturing*, 26(1), 1–18.
<https://doi.org/10.1016/j.jbusvent.2010.09.002>
- Hanna, R., Rohm, A., & Crittenden, V. L. (2011). We're all connected: The power of the social media ecosystem. *Business Horizons*, 54(3), 265–273.
<https://doi.org/10.1016/j.bushor.2011.01.007>
- Harmeling, C. M., Moffett, J. W., Arnold, M. J., & Carlson, B. D. (2017). Toward a theory of customer engagement marketing. *Journal of the Academy of Marketing Science*, 45(3), 312–335. <https://doi.org/10.1007/s11747-016-0509-2>
- Hsu, Y. L. (2012). Facebook as international eMarketing strategy of Taiwan hotels. *International Journal of Hospitality Management*, 31(3), 972–980.
<https://doi.org/10.1016/j.ijhm.2011.11.005>
- Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of Social Media. *Business Horizons*, 53(1), 59–68.
<https://doi.org/10.1016/j.bushor.2009.09.003>
- Karr, D. (2016). *How to Map Your Content to Unpredictable Customer Journeys*.
http://contentmarketinginstitute.com/wp-content/uploads/2014/10/2015_B2C_Research.pdf
- Leonardi, P. M., Huysman, M., & Steinfield, C. (2013). Enterprise social media: Definition, history, and prospects for the study of social technologies in organizations. *Journal of Computer-Mediated Communication*, 19(1), 1–19.
<https://doi.org/10.1111/jcc4.12029>
- Limandono, J. A., Dharmayanti, D., & Si, M. (2017). *Pengaruh Content Marketing Dan Event Marketing Terhadap Customer Engagement Dengan Sosial Media Marketing Sebagai Variabel Moderasi Di Pakuwon City*.
- Mayastika, E., Program, S., Manajemen, S., Stie, B., Karya, T., & Tinggi, I. (2020). *Seminar Nasional Teknologi Komputer & Sains (SAINTEKS) Channel YouTube Untuk Meningkatkan Customer Engagement*.
<https://prosiding.seminar-id.com/index.php/sainteks>
- Muchardie, B. G., Yudiana, N. H., & Gunawan, A. (2016). Effect of Social Media Marketing on Customer Engagement and its Impact on Brand Loyalty in Caring Colours Cosmetics, Martha Tilaar. *Binus Business Review*, 7(1), 83.
<https://doi.org/10.21512/bbr.v7i1.1458>
- Nhan PHAN, T., Vi, T. H., & Phuong LE-HOANG, V. (2020). The Impact of Content Marketing on Customer Engagement on Instagram-A Case Study of Fashion Brands. *International Journal of Management (IJM)*, 11(7), 859–868.
<https://doi.org/10.34218/IJM.11.7.2020.076>

- Patrutiu Baltes, L. (2015). Content marketing-the fundamental tool of digital marketing. In *Bulletin of the Transilvania University of Braşov Series V: Economic Sciences* • (Vol. 8, Issue 57).
- Safwa Farook, F., & Abeysekera, N. (2016). *Influence of Social Media Marketing on Customer Engagement*. www.ijbmi.org
- Shields, B., & Reavis, C. (2020). *Formula 1: Unleashing The Greatest Spectacle On The Planet*.
- STELMACH, J. (2021, July 14). *Sponsorship in Sports: How to Attract Businesses to Your Organisation?* TISA.
- strauss, J., & Frost, R. (2012). E-Marketing. *E-Marketing*.
- van Doorn, J., Lemon, K. N., Mittal, V., Nass, S., Pick, D., Pirner, P., & Verhoef, P. C. (2010). Customer engagement behavior: Theoretical foundations and research directions. *Journal of Service Research*, 13(3), 253–266. <https://doi.org/10.1177/1094670510375599>
- Varinder Taprial, & Priya Kanwar. (2012). *Understanding Social Media*.
- Vinerean, S., & Opreana, A. (2015). Consumer Engagement in Online Settings: Conceptualization and Validation of Measurement Scales. *Expert Journal of Marketing*, 3(2), 35–50. <http://Marketing.ExpertJournals.com>
- Wijaya, T. (2022a). The Moderation of Gender and Level of Vividness in The Effect of Content Types on Consumer Engagement. *Jurnal Aplikasi Bisnis Dan Manajemen*. <https://doi.org/10.17358/jabm.8.3.667>
- Wijaya, T. (2022b). The Moderation of Gender and Level of Vividness in The Effect of Content Types on Consumer Engagement. *Jurnal Aplikasi Bisnis Dan Manajemen*. <https://doi.org/10.17358/jabm.8.3.667>