

REFERENCES

- Adhabi, E., & Anozie, C. B. (2017). Literature review for the type of interview in qualitative research. *International journal of education*, 9(3), 86-97.
- Andriyani, M., & Ardianto, R. (2020). Pengaruh Kualitas Layanan dan Kualitas Produk Terhadap Kepuasan Nasabah Bank. *EKOMABIS: Jurnal Ekonomi Manajemen Bisnis*, 1(02), 133-140.
- Berliantina, Monica Armelia (2023) *Creating an English Promotional Video of Melung Tourism Village*. Diploma thesis, Universitas Jenderal Soedirman.
- Helmi, H. (2019). THE EFFECT OF THE USE OF VIDEO AS A MEDIUM OF LEARNING ENGLISH TO IMPROVE STUDENTS' SKILLS IN WRITING PROCEDURE TEXTS. *Journal of English Teaching, Applied Linguistics and Literatures (JETALL)*, 2(2), 48.
<https://doi.org/10.20527/jetall.v2i2.7310>
- Indrapura, P. F. S., & Fadli, U. M. D. (2023). ANALISIS STRATEGI DIGITAL MARKETING DI PERUSAHAAN CIPTA GRAFIKA. *JURNAL ECONOMINA*, 2(8), 1970–1978.
<https://doi.org/10.55681/economina.v2i8.699>
- Jannah, I. F., Djakfar, I., & Dianah, A. (2020). Pengaruh kualitas digital banking terhadap kepuasan nasabah pada BNI Syariah Cabang Banda Aceh. *JIHBIZ: Global Journal of Islamic Banking and Finance*, 2(1), 1-17.
- Kumar, A., & Sharma, A. (2023). Observation method: A review study. *Library Philosophy and Practice (e-Journal)*. <https://digitalcommons.unl.edu/libphilprac>.
- Marwa, Kintani Khansa (2023) *Creating English Video Promotion of Elsotel Purwokerto for Instagram*. Diploma thesis, Universitas Jenderal Soedirman.
- Mathory, E. A. S., & Syahna, S. (2022). DAMPAK VIDEO PROMOSI OBJEK WISATA PADA PENINGKATAN PENGUNJUNG DEWI SRI WATERPARK. *Journal of Business Administration Economics & Entrepreneurship*, 4(2), 105–119. Retrieved from <https://jurnal.stialan.ac.id/index.php/jbest/article/view/522>
- Pebiansyah, A. O., Putra, R., Sulaeman, L. R., Sanjaya, M., Utama, D., Padang, E., & Kurnaesih, K. (2024). Membuat Video Promosi Digital Dengan Provocation Method (HOOK & TAGLINE). *J-ABDI: Jurnal Pengabdian kepada Masyarakat*, 3(9), 2049-2058.

- Ponde, S. (2019). DIGITAL MARKETING: CONCEPTS & ASPECTS. *International Journal of Advanced Research*, 7(2), 260–266. <https://doi.org/10.21474/ijar01/8483>
- Rahmanita, M. (2017). *PENGARUH BIAYA PROMOSI DAN BIAYA PRODUKSI TERHADAP LABA BERSIH DENGAN VOLUME PENJUALAN SEBAGAI VARIABEL INTERVENING*. Surakarta: INSTITUT AGAMA ISLAM NEGERI SURAKARTA.
- Rahmatillah, F., & Saefuloh, D. (2022). Analisis pengaruh konten pemasaran Tiktok terhadap niat beli: studi kasus pada produk UMKM makanan. *Prosiding Industrial Research Workshop and National Seminar*, 13(01), 1099–1104.
- Regin, R., Rajest, S. S., & Shynu, T. (2022). Impact of internet banking on the efficiency of traditional banks. *Central Asian Journal of Innovations on Tourism Management and Finance*, 3(11), 85-102.
- Rianita, G., & Fasa, M. I. (2024). Analisis Manfaat Penggunaan Mobile Banking Sebagai Alat Pembayaran Digital. *Jurnal Intelek Dan Cendekiawan Nusantara*, 1(5), 7647-7652.
- Setiawan, S., Dicky, A., & Hellyani, C. A. (2024, September). Pengaruh Kualitas Layanan Digital Banking terhadap Kepuasan Nasabah di Bank Indonesia. In *Prosiding Seminar Nasional Ekonomi dan Bisnis* (Vol. 4, pp. 271-281).
- Sugiyono, P. (2015). Metode penelitian kombinasi (mixed methods). *Bandung: Alfabeta*, 28(1), 12
- Vial, G. (2019). JOURNAL OF STRATEGIC INFORMATION SYSTEMS REVIEW Manuscript title: Understanding digital transformation: A review and a research agenda
- Yip, A. W., & Bocken, N. M. (2018). Sustainable business model archetypes for the banking industry. *Journal of cleaner production*, 174, 150-169