

DAFTAR PUSTAKA

- Alejandro, A., & Zhao, L. (2024). Multi-method qualitative text and discourse analysis: A methodological framework. *Qualitative Inquiry*, 30(6), 461–473.
- Ali, F., Suveatwatanakul, C., Nanu, L., Ali, M., & Terrah, A. (2024). Social media marketing and brand loyalty: exploring interrelationships through symmetrical and asymmetrical modeling. *Spanish Journal of Marketing - ESIC*, 29(1), 114–135. <https://doi.org/10.1108/SJME-08-2023-0219>
- Andriani, H. (2023). Efektivitas penerapan teknologi digital marketing di pelayanan kesehatan (Literature Review). *BEST Journal (Biology Education, Sains and Technology)*, 6(1).
- Appel, G., Grewal, L., Hadi, R., & Stephen, A. T. (2020). The future of social media in marketing. *Journal of the Academy of Marketing Science*, 48(1), 79–95.
- Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital marketing*. Pearson uk.
- Creswell, J. W., & Poth, C. N. (2016). *Qualitative inquiry and research design: Choosing among five approaches*. Sage publications.
- Efendioglu, I. H., & Durmaz, Y. (2022). The impact of perceptions of social media advertisements on advertising value, brand awareness and brand associations: Research on Generation Y Instagram users. *ArXiv Preprint ArXiv:2209.13596*.
- Fattah, R., & Nadjib, M. (2023). Efektivitas pemasaran melalui media sosial dalam meningkatkan kunjungan pasien di rumah sakit: Literature review. *Media Publikasi Promosi Kesehatan Indonesia (MPPKI)*, 6(4), 545–552.
- Gshayyish, A. M. (2025). Content marketing and brand awareness. *International Journal Of Management And Economics Fundamental*, 5(01), 42–49.
- Gunawan, I. (2022). *Metode Penelitian Kualitatif: teori dan praktik*. Bumi Aksara.
- Hidayat, T., & Nashirah, A. F. (2024). Analisis pengaruh pemasaran sosial media pada usaha mikro, kecil, dan menengah di Kota Semarang. *Prosiding Management Business Innovation Conference (MBIC)*, 7(1), 218–236.
- Ismail, A. R. (2017). The influence of perceived social media marketing activities on brand loyalty: The mediation effect of brand and value consciousness. *Asia Pacific Journal of Marketing and Logistics*, 29(1), 129–144.
- Kim, A. J., & Ko, E. (2012). Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand. *Journal of Business Research*, 65(10), 1480–1486.

- Kothari, H., Choudhary, A., Jain, A., Singh, S., Prasad, K. D. V, & Vani, U. K. (2025). Impact of social media advertising on consumer behavior: role of credibility, perceived authenticity, and sustainability. *Frontiers in Communication*, 10, 1595796.
- Kotler, P., & Lane Keller, K. (2016). *A framework for marketing management*. Pearson.
- Mardiati, S., & Achadi, A. (2022). Pengaruh Digital Marketing terhadap Kunjungan Pasien Baru di Rumah Sakit: Studi Systematic Review. *Syntax Literate; Jurnal Ilmiah Indonesia*, 7(12), 17431–17442.
- Nadiyah, S. N. A., & Prayoga, D. (2024). Transformasi Digital Sebagai Bagian dari Strategi Pemasaran Rumah Sakit: Literature Review. *Media Publikasi Promosi Kesehatan Indonesia (MPPKI)*, 7(2), 265–272.
- Nasrullah, R. (2017). Media Sosial Prespektif Komunikasi. *Budaya, Dan Sosioteknologi*, (Bandung: Simbiosis Rekatama).
- Nugraha, H. P. (2021). Pengaruh elemen pemasaran media sosial terhadap keterlibatan konsumen pada merek, kesadaran merek dan citra merek.
- Pornomo, J., & Mustika, I. F. (2021). Penggunaan Sosial Media Sebagai Strategi Marketing Rumah Sakit. *Jurnal Medika Indonesia*, 2(2), 1–7.
- Pourkabirian, A., Habibian, M., & Pourkabirian, A. (2021). Brand attitude in social networks: The role of eWoM. *ArXiv Preprint ArXiv:2109.15315*.
- Raharjo, J. S. D., & Idris, J. (2024). Pengaruh Media Sosial Instagram Terhadap Peningkatan Jumlah Kunjungan Pasien di Sebuah Rumah Sakit. *Prosiding Seminar Nasional Administrasi Banten*, 1(1).
- Sugiyono, P. D. (2014). Populasi dan sampel. *Metode Penelitian Kuantitatif, Kualitatif Dan R&D*, 291, 292.
- Wardhana, A. (2024). Brand Management In The Digital Era–Edisi Indonesia. *Eureka Media Aksara*, 36.
- Wati, D. K., Sriatmi, A., & Arso, S. P. (2025). Role of Social Media and Digital Platforms in Healthcare Marketing: A Scoping Review. *Journal of Public Health for Tropical and Coastal Region*, 8(1), 59–67.
- Yin, R. K. (2018). *Case study research and applications* (Vol. 6). Sage Thousand Oaks, CA.

detikInet. (2024, Agustus 25). *Indonesia nomor satu pengguna TikTok sedunia, kalahkan Amerika*. detikInet. <https://inet.detik.com/cyberlife/d-7575343/indonesia-nomor-satu-pengguna-tiktok-sedunia-kalahkan-amerika>

GoodStats. (2022). *Alasan utama masyarakat Indonesia menggunakan media sosial*. GoodStats. <https://goodstats.id>

Kementerian Komunikasi dan Informatika & Katadata Insight Center. (2023). *Status literasi digital di Indonesia 2022*. Kemenkominfo. <https://databoks.katadata.co.id/telecommunications/statistik/02948dc293fe4c9/media-sosial-sumber-informasi-utama-masyarakat-indonesia>

Kompas.com. (2024, Agustus). *Jumlah pengguna TikTok di Indonesia capai 157,6 juta orang per Juli 2024*. Kompas. <https://www.kompas.com>

Populix. (2022). *The social commerce landscape in Indonesia*. Populix. <https://cms.dailysocial.id/post/laporan-populix-86-masyarakat-belanja-melalui-platform-media-sosial>

We Are Social. (2025, Juni). *Digital 2024: Indonesia*. We Are Social. <https://wearesocial.com/id/blog/2024/01/digital-2024/>

<https://ejurnal.kampusakademik.co.id/index.php/jaem/article/view/7398>