

DAFTAR PUSTAKA

- Aggerholm, K., & Breivik, G. (2021). Being, having and belonging: values and ways of engaging in sport. *Sport in Society*, 24(7), 1141–1155. <https://doi.org/10.1080/17430437.2020.1734562>
- Appel, G., Grewal, L., Hadi, R., Stephen, A. T., Stephen, A. T., & Appel, G. (2020). *The future of social media in marketing*. 79–95.
- Belch, G. E., & Belch, M. A. (2021). *Advertising and Promotion: An Integrated Marketing Communications Perspective* (12th Editi). McGraw-Hill Education.
- Coakley, J. (2021). *Sports in Society: Issues and Controversies* (13th Editi). McGraw Hill.
- Creswell, J. W., & Creswell, J. D. (2018). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches* (5th Editio). SAGE Publications.
- David, Fred R.; David, Forest R.; David, M. E. (2019). *Strategic Management: A Competitive Advantage Approach*, (17th Editi). Pearson.
- Denzin, N. K., & Lincoln, Y. S. (2018). *The SAGE Handbook of Qualitative Research* (5th Editio). SAGE Publications.
- Dewantara, N., & Rosdiana, L. (2025). *Analisis Komunikasi Pemasaran Terpadu Terhadap Perilaku Konsumen*. 10(Maret).
- Diaz, Aisa Lusinta, A., Titin, & Azizah, L. N. (2019). *Analisis Segmenting , Targeting Dan Positioning Untuk Merumuskan Strategi Pemasaran Global Pada Ukm Kacang Mede “ Bawang Mas ” Surabaya*. 4(2), 907–920.
- Febilincia, S. D., & Nasution, R. A. (2020). *The Effect of Customer Experience Towards Engagement in Soco by Sociolla*. 19(3), 249–265.

- Hartono, R., Arifin, R., & Hufron, M. (2020). Pengaruh Strategi Promosi Sosial Media (Instagram) Dan Word Of Mouth Terhadap Keputusan Pembelian Kuliner Mbok taya. *e – Jurnal Riset Manajemen PRODI MANAJEMEN*, 167–184. www.fe.unisma.ac.id
- Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th Globa). Pearson Education Limited.
- Lupi, F. R., & N. (2016). *Manajemen Pemasaran*. DEEPUBLISH.
- Mullin;, B. J., Stephen Hardy., & Sutton, W. A. (2014). *Sport Marketing* (4th Editio). Human Kinetics.
- Muniz Jr., A. M., & O’Guinn, T. C. (2001). Brand Community. *Journal of Consumer Research*, 27(4), 412–432. <https://doi.org/10.1086/319618>
- Panjaitan, R. (2018). *Manajemen Pemasaran*. Yayasan Prima Agus Teknik.
- Rahmi, S., Kamaruddin, S. A., & Adam, A. (2024). Pierre Bourdieu dan Kajian Pendidikan Sosiologi Olahraga. *Jurnal Review Pendidikan dan Pengajaran*, 7(2), 4684–4690. <https://doi.org/10.31004/jrpp.v7i2.27272>
- Rogers, E. M. (2003). *Diffusion of Innovations* (5th Editio). Free Press.
- Satriadi, Wanawir, Hendrayani, E., Siwiyanti, L., & Nursaidah. (2021). *Manajemen Pemasaran*. Samudra Biru.
- Schiffman, L. G., & Kanuk, L. L. (2010). *Consumer Behavior* (10th Editi). Pearson Education.
- Shank, M. D. (2009). *Sports Marketing: A Strategic Perspective* (4th Editio). Pearson Prentice Hall.
- Sugiyono. (2023). *Metode Penelitian Kualitatif: Untuk Penelitian yang Bersifat Eksploratif, Interpretif, Interaktif, dan Konstruktif* (Edisi 3 (C)). CV Alfabeta.
- Sunyoto, D. (2015). *Strategi Pemasaran: Konsep Memenangkan Persaingan Bisnis dan Menakar Keberhasilan Strategi Menarik Konsumen*. CAPS (Center for

Academic Publishing Service).

Susanto, D., & Jailani, M. S. (2023). Teknik Pemeriksaan Keabsahan Data Dalam Penelitian Ilmiah. *Jurnal Pendidikan, Sosial & Humaniora*, 1(1), 53–61.

Tjiptono, F. (2019). *Pemasaran Jasa: Prinsip, Penerapan, dan Penelitian* (Edisi Terb).

Widyaningrum, S. T. (2012). Analisis Ekuitas Merek (Brand Equity) Melalui Komunikasi Pemasaran Terpadu (Integrated Marketing Communications - Imc) Pada Pt. Nasmoco Majapahit Semarang. *Jurnal Administrasi Bisnis, Volume I N*, 65–71. <https://doi.org/https://doi.org/10.14710/jab.v1i1.4319>

