

## DAFTAR PUSTAKA

- Adams, S. (2021). Visual marketing in the digital age: Food industry perspectives. *Journal of Digital Marketing*, 15(3), 45–62.
- Ali-Alsaadi, A. A., Cabeza-Ramírez, L. J., Santos-Roldán, L., & Looor-Zambrano, H. Y. (2023). Digital marketing and fast-food intake in the UAE: The role of firm-generated content among adult consumers. *Foods*, 12(22), 4089. <https://doi.org/10.3390/foods12224089>
- Anderson, M. (2020). *Food styling for commercial photography*. New York: Creative Press.
- Anderson, M. (2021). Scaling visual content for restaurant chains. *International Journal of Hospitality Management*, 28(4), 123–138.
- Baker, R. (2020). Consumer decision making in digital food environments. *Digital Commerce Review*, 12(2), 78–91.
- Brown, J. (2019). *Fundamentals of food photography*. London: Culinary Arts Publishing.
- Brown, J. (2019). Investment strategies for small restaurant marketing. *Small Business Journal*, 34(7), 201–215.
- Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital marketing: Strategy, implementation and practice* (7th ed.). Harlow: Pearson Education Limited.
- Creswell, J. W. (2018). *Research design: Qualitative, quantitative, and mixed methods approaches* (5th ed.). Thousand Oaks: SAGE Publications.
- Dewi, S. K. (2021). Strategi digital marketing dalam meningkatkan brand awareness produk kuliner lokal (Tesis). Institut Teknologi Sepuluh Nopember, Surabaya.

- Fauzi, M. R. (2019). Analisis pengaruh social media marketing terhadap keputusan pembelian konsumen pada restoran di Jakarta (Skripsi). Universitas Indonesia, Jakarta.
- Kotler, P., & Armstrong, G. (2020). *Principles of marketing* (17th ed.). Boston: Pearson.
- Kotler, P., Kartajaya, H., & Setiawan, I. (2021). *Marketing 5.0: Technology for humanity*. New Jersey: John Wiley & Sons.
- Mulya, H. D., Shabrina Samsulhadi, Z., Jonathan, G., & Syarib, A. I. (2024). Effect of colorful food photography and consumer intentions to purchase food and beverages. *Eduvest – Journal of Universal Studies*, 4(4), 1678–1688. <https://doi.org/10.59188/eduvest.v4i4.1056>
- Qin, Z., Chen, Y., Yan, Y., & Huang, Y. (2024). Influencer marketing platforms' effect on light meal purchase intention and behavior. *Sustainability*, 16(11), 4369. <https://doi.org/10.3390/su16114369>
- Sakri, N. A. N., Mohd Shahril, A., Tamby Chik, C., & Tuti, M. (2024). The impact of sensory cues and demographic characteristics on consumers' online food shopping behavior. *Journal of Emerging Economies and Islamic Research*, 12(1), 594. <https://doi.org/10.24191/jeeir.v12i1.594>
- Santosa, G. N. R., Liu, J. P., Juliana, & Pakasi, D. A. (2024). The effect of food authenticity, trend awareness and social influence on purchase decision at Seroja Bake Cafe. *Jurnal Ilmiah Global Education*, 5(4), 2811–2823. <https://doi.org/10.55681/jige.v5i4.3590>