DAFTAR PUSTAKA

Alfian, Ari Nurul, Mardi Yudhi Putra, Rita Wahyuni Arifin, Agung Barokah, Ahmad Safei, and Novan Julian. 2024. "Pemanfaatan Media Pembelajaran Audio Visual Berbasis Aplikasi Canva." *Jurnal Pengabdian Kepada Masyarakat UBJ* 5 (1): 75–84. https://doi.org/10.31599/mwdwxy87.

Azizah, Rahayu Zahrotul, Yulius Kurnia Susanto, Novia Wijaya, and Dicky Supriatna. 2023. "*Account Manager* PT Abbauf Mulia Konsultan Teknologi." *Jurnal Abdimas Sosial, Ekonomi, Dan Teknologi* 2 (1): 75–84. https://doi.org/10.34208/aset.v2i1.1914.

Bruin, Lars de. 2018. "*Value chain* Analysisis: An Internal Assessment of Competitive Advantage." https://www.business-to-you.com/value-chain/.

Budiastuti, Dewi Retno, Ratna Kartika Sari, and Sanika Sembiring. 2024. "Strategi Pemasaran *Account Manager* PT Telkom Indonesia Di Wilayah Bogor." *Jurnal Minfo Polgan* 13 (1): 637–46. https://doi.org/10.33395/jmp.v13i1.13767.

Curuksu, Jeremy David. 2018. *Management for Professionals Data Driven*. http://www.springer.com/series/10101.

Didy, Irene. 2024. "Berkarier Sebagai Account Manager: Tugasnya Dan Skill Yang Dibutuhkan." 2024. https://glints.com/id/lowongan/karier-account-manager-adalah/.

Duncan, Tom (Thomas R.). 2005. *Principles of Advertising & IMC*. https://archive.org/details/principlesofadve0000dunc/page/n5/mode/2up.

Elliott, V. F. 2018. "Thinking about the Coding Process in Qualitative Data Analysisis." *Qualitative Report* 23 (11): 2850–61. https://ora.ox.ac.uk/objects/uuid:5304bf7f-6214-4939-9f1b-b64415d4fac1.

Ikhsan Febryan, Muhamad. 2023. "Pengaruh Pengembangan Karier, Kompetensi, Dan M o t i v a s i t e r h a d a p K i n e r j a A c c o u n t Ma n a g e r Pada PT. Telkom Indonesia Divisi Business Service Jakarta Barat" 6 (3): 382–93. https://doi.org/10.37817/ikraith-ekonomika.v6i.

Johnson, Devon S., Debika Sihi, and Laurent Muzellec. 2021. "Implementing Big Data Analytics in Marketing Departments : Data-Driven Decision Making." *Informatics* 8 (66): 1–20.

Kaplan, Robert S. 1996. *The Balanced Scorecard: Translating Strategy into Action*. https://www.hbs.edu/faculty/Pages/item.aspx?num=8831.

Khare, Pranav, and Shristi Srivastava. 2023. "Data-Driven Product Marketing Strategies: An in-Depth Analysisis of Machine Learning Applications." *International Journal of Science and Research Archive* 10 (2): 1185–97. https://doi.org/10.30574/ijsra.2023.10.2.0933.

Kotler, Phillip, and K L Keller. 2007. "Marketing Management - 12. Vydání," no. January 2006: 1–5. http://books.google.cz/books?id=pkWsyjLsfGgC.

Lukita Sani, Listy, and Asmai Ishak. 2023. "Strategi Relationship Marketing Yang

Dilakukan Segmen Government PT Telkom Witel Yogyakarta Dalam Mempertahankan Loyalitas Pelanggan." *Journal of Management and Social Sciences* 2 (4): 88–103. https://doi.org/10.55606/jimas.v2i4.651.

Olabode, Segun Oluwaseun, Akeem Abayomi BAKARE, and Olawale Ibrahim OLATEJU. 2018. "An Assessment of the Reliability of Secondary Data in Management Science Research." *LASU Journal of Employment Relations & Human Resource Management* 1 (1): 182–94. https://doi.org/10.36108/ljerhrm/8102.01.0102.

Payne, Adrian, and Pennie Frow. 2005. "A Strategic Framework for Customer Relationship Management." *Journal of Marketing* 69 (4): 167–76. https://doi.org/10.1509/jmkg.2005.69.4.167.

Penyelenggara Jasa Internet Indonesia)APJII (Asosiasi. 2024. "Internet Indonesia." *Survei Penetrasi Internet Indonesia*, 1–90. https://survei.apjii.or.id/survei/group/9.

Pirnay, Lhorie. 2021. "Data-Driven Strategy Maps: A Hybrid Approach to Strategic and Performance Management Combining Hard Data and Experts' Knowledge." *CEUR Workshop Proceedings* 2906 (June): 59–68.

Porter, M.E. 1985. *Competitive Advantage: Creating and Sustaining Superior Performance*. Vol. 18.

Porter, Michael. E. 1985. *The Competitive Advantage: Creating and Sustaining Superior Performance*. https://www.hbs.edu/faculty/Pages/item.aspx?num=193.

Prasetiyo, Sofyan Mufti, Rehan Gustiawan, Faarhat, and Fabian Rizzel Albani. 2024. "Analisis Pertumbuhan Pengguna Internet Di Indonesia." *Jurnal Buletin Ilmiah Ilmu Komputer Dan Multimedia* 2 (1): 65–71. https://jurnalmahasiswa.com/index.php/biikma.

Purbohastuti, Arum Wahyuni. 2021. "EFEKTIVITAS BAURAN PEMASARAN PADA KEPUTUSAN PEMBELIAN KONSUMEN INDOMARET." *VISA: Journal of Vision and Ideas* 1 (2): 101–12. https://doi.org/10.47467/visa.v1i2.783.

Semara, Onhi Yuliarty, Universitas Islam, Kalimantan Muhammad, and Arsyad Al-banjari Banjarmasin. 2024. "Adaptasi Komunikasi Personal *Account Manager* Dalam Peningkatan Merek Dan Penjualan (Studi Aplikasi MyTEnS GoBeyond PT. Telkom Witel Kalsel)" 4 (12): 1086–1104.

Sholeh, Muhammad, Rr. Yuliana Rachmawati, and Erma Susanti. 2020. "Penggunaan Aplikasi Canva Untuk Membuat Konten Gambar Pada Media Sosial Sebagai Upaya Mempromosikan Hasil Produk Ukm." *SELAPARANG Jurnal Pengabdian Masyarakat Berkemajuan* 4 (1): 430. https://doi.org/10.31764/jpmb.v4i1.2983.

Telkom, Indonesia. 2024a. "Laporan Keuangan Telkom Kuartal III 2024 - Lanjutkan Transformasi, Telkom Bukukan Pertumbuhan Pendapatan Positif Rp112,2 T Ditopang Bisnis Digital Yang Semakin Tumbuh." 2024. https://www.telkom.co.id/sites/profil-telkom/id_ID/news/laporan-keuangan-telkom-kuartal-iii-2024--lanjutkan-transformasi%2C-telkom-bukukan-pertumbuhan-pendapatan-positif-rp112%2C2-t-ditopang-bisnis-digital-yang-semakin-tumbuh-2690?utm

———. 2024b. “Perkuat Bisnis Teritori, Telkom Transformasi Strategi Organisasi.” 2024. https://www.telkom.co.id/sites/berita/id_ID/news/perkuat-bisnis-teritori%2C-telkom-transformasi-strategi-organisasi-2544?utm.

Uddin, Md Ashraf, Md Alamin Talukder, Md Redwan Ahmed, Ansam Khraisat, Ammar Alazab, Md Manowarul Islam, Sunil Aryal, and Ferdaus Anam Jibon. 2024. “Data-Driven Strategies for Digital Native Market Segmentation Using Clustering.” *International Journal of Cognitive Computing in Engineering* 5 (April): 178–91. https://doi.org/10.1016/j.ijcce.2024.04.002.

Wedel, Michel, and P. K. Kannan. 2016. “Marketing Analytics for Data-Rich Environments.” *Journal of Marketing* 80 (6): 97–121. https://doi.org/10.1509/jm.15.0413.

Wijaya, Dicko. 2017. “*Value chain* Analysisis.” https://sis.binus.ac.id/2017/04/20/value-chain-Analysisis/#:~:text=*Value chain* Analysisis adalah proses,produk unggulan%2C ia memperoleh keuntungan.