
REFERENCES

Khan, F. and Siddiqui, K. (2018) . The importance of digital marketing. an exploratory study to find the perception and effectiveness of digital marketing amongst the marketing professionals in pakistan. *Journal of Information Systems & Operations Management*, 7(2).

Abdila, R 2021, Survei: Milenial dan Gen Z Makin Melek Investasi Saham dan Reksa Dana, *Tribunnews.com*, pp. 1–2, .

Yasonna H, PERATURAN PEMERINTAH REPUBLIK INDONESIA NOMOR 7 TAHUN 2021 TENTANG KEMUDAHAN, PELINDUNGAN, DAN PEMBERDAYAAN KOPERASI DAN USAHA MIKRO, KECIL, DAN MENENGAH

R Felix, PA Rauschnabel, C Hinsch, 2017 , ‘Elements of strategic social media marketing’ *A holistic framework*

Tracy L. Tuten. (2020). *Social Media Marketing* (FORTH EDITION, Vol. 1). Sofia University.

SI, S. (2015). Social Media and Its Role in Marketing. *Business and Economics Journal*, 07(01). <https://doi.org/10.4172/2151-6219.1000203>

YAL Hermanto (2020), *Online marketplace characteristics for freelance designers* Anikó Hannák, Claudia Wagner, David Garcia, Alan Mislove, Markus Strohmier, Christo Wilson (2017), *Bias in Online Freelance Marketplaces: Evidence from TaskRabbit and Fiverr*

Fiverr 2021, *Fiverr - Freelance Service Marketplace for Business*, viewed 12 December 2021, <<https://www.fiverr.com/>>

TaskRabbit 2021, *TaskRabbit Same day Handyman* , viewed 12 December 2021, <<https://www.fiverr.com/>>