

DAFTAR PUSTAKA

- Afrili, N. L. (2022). *10 Perbedaan IOS dan Android*. [online]. Tersedia: <https://vocasia.id/blog/10-perbedaan-ios-dan-android/> [3 Juni 2022]
- Andi, D. (2019). *Ini Sejarah Samsung dalam Menguasai Industri Elektronik Dunia*. [online]. Tersedia: <https://mobitekno.com/read/2019/17/09/ini-sejarah-samsung-dalam-menguasai-industri-elektronik-dunia/> [7 April 2022]
- Anggraini, M. (2021). *10 Jenis-jenis Media Sosial yang Sering Digunakan, Cocok untuk Kembangkan Bisnis*. [online]. Tersedia: <https://www.merdeka.com/trending/jenis-jenis-media-sosial-yang-sering-digunakan-cocok-untuk-kembangkan-bisnis-klm.html> [3 Juni 2022]
- Apple.com (2022). *Home*. [online]. Tersedia: <https://www.apple.com/> [17 Mei 2022]
- Atillah, M. A. (2022, Maret). *Xiaomi 12 Pro terdapat ultranight video yang dapat merekam dalam kegelapan atau minim cahaya serta baterai yang dibekali 4600 mAh* [Comment on the online YouTube Tes Gaming di Snapdragon 8 Gen 1, Unboxing Xiaomi 12 Pro!]. YouTube. <https://www.youtube.com/watch?v=1fsBoIdWyY0&t=640s>
- Bardutz, E., dan Bigazzi, A. (2022). Communicating Perceptions of Pedestrian Comfort and Safety: Structural Topic Modeling of Open Response Survey Comments. *Transportation Research Interdisciplinary Perspectives*, 1-10. Retrieved from <https://www.sciencedirect.com/>
- Bertrand, M. (2022, Februari). *Baterai 13 pro max awet banget 4352 mAh bisa tahan lebih dari sehari, itupun saya mulai ngecas di kisaran 30%. Samsung S21 Ultra kalah awet walau daya baterainya 5000 mAh* [Comment on the online Youtube Bukan maen Review iPhone 13 Pro Indonesia!]. YouTube. <https://www.youtube.com/watch?v=YcKXdK7g7Hc&t=13s>
- Bhutada, S. (2020). *Topic Modelling Using Variations on Latent Dirichlet Allocation*. United States: Lulu Publishing.
- Bilang, B. (2022, Maret). *Informasi penting, optical zoomnya 10x beda sama s22+ yang hanya pakai 3x oprical zoom. S22 Ultra ini zoom 30x hasilnya jelas banget, peningkatan yang sangat signifikan* [Comment on the online YouTube The Best. – Review Samsung Galaxy S22 Ultra Indonesia]. Youtube. <https://www.youtube.com/watch?v=kMzztdGe0qI&t=303s>

- Bimantoro, D. (2020). *Merk HP Terbaik*. [online]. Tersedia: <https://teknoinside.com/merk-hp-terbaik/> [10 April 2022]
- Chandramouli, S. (2016). Consumer Choice of Smartphone Attributes: An Application of Conjoint Analysis. *The International Journal Research Publications Research Journal of Social Science & Management*, 6(6), 62-72. Retrieved from <https://www.theinternationaljournal.org>
- Chapagain, A. (2019). *Hands-On Web Scraping with Python: Perform Advanced Scraping Operations Using Various Python Libraries and Tools Such as Selenium, Regex, and Others* (1st ed.). India: Packt Publishing.
- Chawla, S., Dubey, G., dan Rana, A. (2017). Product Opinion Mining Using Sentiment Analysis on Smartphone Reviews. *6th International Conference on Reliability, Infocom Technologies and Optimization (Trends and Future Directions) (ICRITO)*, 377-383. Retrieved from <https://ieeexplore.ieee.org/>
- Chen, Y., Liu, D., Liu, Y., Zheng, Y., Wang, B., dan Zhou, Y. (2022). Research on User Generated Content in Q&A and Online Comments Based on Text Mining. *Alexandria Engineering Journal*, 61, 7659-7888. Retrieved from www.elsevier.com/locate/aej
- Chin, A., Trattner, C., Lemmerich, F., Atzmueller, M. (2019). *Behavioral Analytics in Social and Ubiquitous Environments: 6th International Workshop on Mining Ubiquitous and Social Environments*. Jerman: Springer International Publishing.
- Christin, G. N. (2019). *Pengaruh Penggunaan Ponsel Cerdas Terhadap Perilaku Perjalanan Profesional Bergerak* (1st ed.). Pasuruan: CV. Penerbit Qiara Media.
- Christina, S., dan Ronaldo, D. (2016). Peran Opinion Mining dan Sentiment Analysis untuk Mengidentifikasi Sentimen Publik Dalam Sistem E-Governance. *Jurnal Keilmuan dan Aplikasi Bidang Teknik Informatika*, 10(2). Retrieved from <https://e-journal.upr.ac.id/>
- Clinton, B. (2020). *Sejarah 10 Tahun Xiaomi, Lahir Bernama Dami Hingga Termuda di Fortune 500*. [online]. Tersedia: <https://tekno.kompas.com/read/2020/08/14/13140027/sejarah-10-tahun-xiaomi-lahir-bernama-dami-hingga-termuda-di-fortune-500?page=all> [10 Juni 2022]

- Damar, A. M. (2022). *Galaxy 22 Resmi Meluncur di Indonesia, Penjualan Perdana 4 Maret*. [online]. Tersedia: <https://www.liputan6.com/tekno/read/4900458/galaxy-s22-resmi-meluncur-di-indonesia-penjualan-perdana-4-maret> [10 Juni 2022]
- Darmanto., dan Wardaya, S. (2016). *Manajemen Pemasaran Untuk Mahasiswa, Usaha Mikro, Kecil, dan Menengah* (1st ed.). Yogyakarta: Deepublisher.
- Datareportal.com (2022). *Digital 2022: Indonesia*. [online] Tersedia: <https://datareportal.com/reports/digital-2022-indonesia> [9 April 2022]
- Daud, A., Li, J., Zhou, L., dan Muhammad, F. (2010). Latent Dirichlet allocation (LDA) and topic modeling: models, applications, future challenges, a survey. *Frontiers of Computer Science in China*, 4(2). Retrieved from <https://www.semanticscholar.org/>
- Dey, L., Bose, B., dan Chakraborty, S. (2016). Sentiment Analysis of Review Datasets Using Naïve Bayes and K-NN Classifier. *International Journal of Information Engineering and Electronic Business*. 8(4), 54-62. Retrieved from <https://www.researchgate.net/>
- Dihni, F. A. (2022). *10 Smartphone Terlaris Tahun 2021, iPhone Mendominasi*. [online]. Tersedia: <https://databoks.katadata.co.id/datapublish/2022/03/14/10-smartphone-terlaris-tahun-2021-iphone-mendominasi> [9 April 2022]
- Firmansyah, A. (2018). *Perilaku Konsumen Sikap dan Pemasaran* (1st ed.). Yogyakarta: Deepublish.
- Galih, B. (2013). *Nokia Masuki Masa Keemasan, Makin Berkibar Berkat Symbian* [online]. Tersedia: <https://www.liputan6.com/tekno/read/690164/nokia-masuki-masa-keemasan-makin-berkibar-berkat-symbian> [4 Agustus 2022]
- Garg, S., dan Baliyan, N. (2021). Comparative Analysis of Android and iOS from Security Viewpoint. *Computer Science Review*, 40, 100372. Retrieved from <https://www.sciencedirect.com>
- Google. (2022). *Consumer Insights*. [online]. Tersedia: <https://www.thinkwithgoogle.com/consumer-insights/consumer-trends/product-review-video-watch-time-statistics/> [3 Juni 2022]

- Gozal, R. P. (2021). *Ini Tingkatan Smartphone Berdasarkan Harga & Spesifikasi*. [online]. Tersedia: <https://seremonia.kontan.co.id/news/ini-tingkatan-smartphone-berdasarkan-harga-spesifikasi> [9 April 2022]
- Gupta, R. K., Agarwalla, R., Naik, B.H., Evuri, J. R., Thapa, A., dan Singh, T. D. (2022). Prediction of research trends using LDA based topic modeling. *Global Transitions Proceedings*, 3(1), 298-304. Retrieved from <https://www.sciencedirect.com>
- Gupta, D. G., dan Bhathal, D. G. S. (2018). *Sentiment Analysis of English Tweets Using Data Mining: Data Mining, Sentiment Analysis*. Jerman: BookRix.
- Hanlon, A. (2019). *Digital Marketing Strategic Planning and Integration*. UK: Sage.
- Ibox.co.id (2022). *Product Iphone 13 Pro Ibox*. [online]. Tersedia: <https://ibox.co.id/product/iphone-13-pro-ibox> [17 Mei 2022]
- Indra, P., dan Cahyaningrum, I. (2019). *Cara Mudah Memahami Metodologi Penelitian*. Sleman: Deepublish.
- Indrawati. (2015). *Metode Penelitian Manajemen dan Bisnis - Konvergensi Teknologi Komunikasi dan Informasi*. Bandung: Refika Aditama.
- Ipetsss, Y. (2022, October). *Bang coba pake S22 Ultra under bright sunlight di saya entah kenapa kok layarnya jadi gak visible, bahkan brightness bar 50% keatas tidak ada perubahan sama sekali* [Comment on the online YouTube The Best. – Review Samsung Galaxy S22 Ultra Indonesia]. YouTube. <https://www.youtube.com/watch?v=kMzztdGe0qI&t=303s>
- Irawan, D. (2022, Maret). *Displaynya makin tajam tapi 2 tahun bakal light saber tidak?ketahanan LED nya parah* [Comment on the online YouTube The Best. – Review Samsung Galaxy S22 Ultra Indonesia]. YouTube. <https://www.youtube.com/watch?v=kMzztdGe0qI&t=303s>
- Jaworski, B., Drucker, P.F., Lutz, R., Penney, J.C. Marshall, G.W., Harwood, C., Price, L., Knight, P.H., Varadarajan, R., dan Chair, F. (2017). *Definition of Marketing*. [online]. <https://www.ama.org/the-definition-of-marketing-what-is-marketing/> [22 Mei 2022].
- Jo, T. (2018). *Text Mining: Concepts, Implementation, and Big Data Challenge*. Jerman: Springer International Publishing.

- Kavitha, K. M., Shetty, A., Abreo, B., D'Souza, A., dan Kondana, A. (2020). Analysis and Classification of User Comments on Youtube Videos. *International Workshop on Artificial Intelligence for Natural Language Processing*, 593-598. Retrieved from <https://www.sciencedirect.com/>
- Kherwa, P., dan Bansal, P. (2019). Topic Modelling; A Comprehensive Review. *EAI Journal*, 1(1), 1-16. Retrieved from <https://www.semanticscholar.org/>
- Kim, J., Lee, H., dan Lee, J. (2020) Smartphone Preferences and Brand Loyalty: A Discrete Choice Model Reflecting the Reference Point and Peer Effect. *Journal of Retailing and Consumer Services*, 52, 1-9. Retrieved from <https://www.sciencedirect.com/>
- Kotler, K., dan Keller, K.L. (2016). *Marketing Management Global Edition* (14th ed.). United States: Pearson.
- Krüger, F. (2016). *The Influence of Culture and Personality on Customer Satisfaction an Empirical Analysis Across Countries*. Germany: Springer.
- Kulkarni, A., dan Shivananda, A. (2019). *Natural Language Processing Recipes: Unlocking Text Data with Machine Learning and Deep Learning Using Python*. Jerman: Apress.
- Kuncorojati, C. (2022). *Mending Beli Smartphone Murah Terbaru atau Flagship Keluaran Tahun Lalu?*. [online]. Tersedia: <https://www.medcom.id/teknologi/tips-trik/Obz43GgK-mending-beli-smartphone-murah-terbaru-atau-flagship-keluaran-tahun-lalu> [4 Agustus 2022]
- Kwartler, T. (2017). *Text Mining in Practice with R*. United Kingdom: John Wiley & Sons Ltd.
- Lahur, M. F. (2022). *Xiaomi 12 dan 12 Pro Rilis di Indonesia, Ini Spesifikasi dan Harganya*. [online]. Tersedia: <https://tekno.tempo.co/read/1579734/xiaomi-12-dan-12-pro-rilis-di-indonesia-ini-spesifikasi-dan-harganya>[10 Juni 2022]
- Lestari, Y. (2022). *13 Topik Channel Youtube Paling Digemari Masyarakat*. [online]. Tersedia: <https://ngelag.com/topik-channel-youtube-paling-digemari-masyarakat/> [1 Agustus 2022]

- Liu, B. (2020). *Sentiment Analysis: Mining Opinions, Sentiments, and Emotions* (2nd ed.). Britania Raya: Cambridge University Press.
- Lops, P., Musto, C., Narducci, F., dan Semeraro, G. (2019). *Semantics in Adaptive and Personalised Systems: Methods, Tools and Applications*. Jerman: Springer International Publishing.
- Luengo, J., Garcia-Gil, D., Ramírez-Gallego, S., García, S., dan Herrera, F. (2020). *Big Data Preprocessing: Enabling Smart Data*. Jerman: Springer International Publishing.
- Luhur, Y. (2021, December). *Pake apple watch bang, face id nya sudah auto di autentifikasi pake watchnya, tinggal swipe, lagi pake helm pun bisa kok* [Comment on the online YouTube Bukan maen Review iPhone 13 Pro Indonesia!]. YouTube.
<https://www.youtube.com/watch?v=YcKXdK7g7Hc&t=13s>
- Luo, J. M., Vu, H. Q., Li, G., dan Law, R. (2020) Topic Modelling for Theme Park Online Reviews: Analysis of Disneyland. *Journal of Travel & Tourism Marketing*, 37(2), 272-285, Retrieved from <https://www.tandfonline.com/>
- Luttrell, R. (2022). *Social Media How to Engage, Share, and Connect* (4th ed.). United Kingdom: Rowman & Littlefield Publishing Group, Inc.
- Ly, N.T.H., dan Le-Hoang, P.V. (2020). Factors Influence Intention to Buy Smartphone: The Role of E-WOM. *International Journal of Management (IJM)*, 11(7), 953-961. Retrieved from <https://www.researchgate.net/>
- Macnamara, J., Lwin, M., Adi, A., dan Zerfass, A. (2016). ‘PESO’ Media Strategy Shifts to ‘SOEP’: Opportunities and Ethical Dilemmas. *Public Relations Review*. Retrieved from <https://www.sciencedirect.com>
- Manahandar, R.B. (2021). Factors Affecting Buying Decision of Smart Phones – (In Reference to The College Student of Kathmandu). *Nepal Journal of Multidisciplinary Research (NJMR)*, 5 (1), 60-70. Retrieved from <https://www.researchgate.net/>
- Mangan, S. (2022, Mei). *Masih dapat kepala charger 120 watt, kameranya luamayan serem* [Comment on the online Youtube Tes Gaming di Snapdragon 8 Gen 1, Unboxing Xiaomi 12 Pro!]. YouTube.
<https://www.youtube.com/watch?v=1fsBoIdWyY0&t=640s>

- Melton, C. A., Olusanya, O. A., Ammar, N., dan Shaban-Nejad, A. (2021). Public Sentiment Analysis and Topic Modeling Regarding COVID-19 Vaccines on the Reddit Social Media Platform: A call to Action for Strengthening Vaccine Confidence. *Journal of Infection and Public Health*. Retrieved from <https://www.sciencedirect.com/>
- Miftah, A. A., dan Angiuk, A. (2020). *Budaya Bisnis Muslim Jambi dalam Perspektif Kearifan Lokal*. Malang: Ahlimedia Book.
- Mishra, N. (2020). *Marketing Management*. India: SBPD Publishing House.
- Nurdin, I., dan Hartanti, S. (2019). *Metodologi Penelitian Sosial*. Indonesia: Media Sahabat Cendekia.
- Novianty, D. (2022). *BlackBerry 5G Dipastikan Mati, Pengembangnya Juga Bangkrut* [online]. Tersedia: <https://amp.suara.com/teknologi/2022/02/20/115009/blackberry-5g-dipastikan-mati-pengembangnya-juga-bangkrut> [4 Agustus 2022]
- O'Donoghue, R., dan Padilla, J. (2020). *The Law and Economics of Article 102 TFEU*. Britania Raya: Bloomsbury Publishing.
- Palmatier, R. W. and Sridhar, S. (2021). *Marketing Strategy: Based on First Principles and Data Analytics*. London: Palgrave Macmillan.
- Prasetyo, E. N. (2022, Februari). *Alhamdulillah kebeli 12 pro max warna graphite, ekspetasinya bakal coba-coba teknologi canggihnya di camera, cinematic mode, tes gaming berat* [Comment on the online YouTube Bukan maen Review iPhone 13 Pro Indonesia!]. YouTube. <https://www.youtube.com/watch?v=YcKXdK7g7Hc&t=13s>
- Prastya, D. (2022). *Jumlah Pengguna Media Sosial Indonesia Capai 191,4 Juta per 2022*. [online]. Tersedia: <https://www.suara.com/teknologi/2022/02/23/191809/jumlah-pengguna-media-sosial-indonesia-capai-1914-juta-per-2022> [9 April 2022]
- Pratama, K. R. (2021). *Bisa Dibeli di Indonesia, Ini Beda Spesifikasi iPhone 13, 13 Mini, 13 Pro, dan 13 Pro Max*. [online]. Tersedia: <https://teknologi.kompas.com/read/2021/11/19/17110047/bisa-dibeli-di-indonesia-ini-beda-spesifikasi-iphone-13-13-mini-13-pro-dan-13> [10 Juni 2022]

- Pratama, K. R. (2022). *Melihat Evolusi 15 Tahun iPhone dari Masa ke Masa*. [online]. Tersedia: <https://tekno.kompas.com/read/2022/01/12/15050087/melihat-evolusi-15-tahun-iphone-dari-masa-ke-masa?page=all>. [10 Juni 2022]
- Pratnyawan, A. (2020). Channel Youtube Gadget No.1 di Indonesia, Berapa Penghasilan GadgetIn?. [online]. Tersedia: <https://www.hitekno.com/internet/2020/02/13/163000/channel-youtube-gadget-no-1-di-indonesia-berapa-penghasilan-gadgetin> [15 Juni 2022]
- Pusparisa, Y. (2021). *Daftar Negara Pengguna Smartphone Terbanyak, Indonesia Urutan Berapa?*. [online]. Tersedia: <https://databoks.katadata.co.id/datapublish/2021/07/01/daftar-negara-pengguna-smartphone-terbanyak-indonesia-urutan-berapa> [7 April 2022]
- Putra, R. (2021, December). *Kalau mau ngerasain beda camera 2,2x lipat di low light set waktunya jadi 10 detik di kedua hp atau pake tripod set 30 detik* [Comment on the online YouTube Bukan maen – Review iPhone 13 Pro Indonesia!]. YouTube. <https://www.youtube.com/watch?v=YcKXdK7g7Hc&t=13s>
- Putranto, Y., Sartono, B., dan Djuraidah, A. (2021). Topic Modelling and Hotel Rating Prediction Based on Customer Review in Indonesia. *Int. J. Management and Decision Making*, 20(3), 282-307. Retrieved from <https://www.semanticscholar.org/>
- Rahman, A. F. (2019). Mengenal David Brendi, Sosok di Balik GadgetIn. [online]. Tersedia: <https://inet.detik.com/cyberlife/d-4408978/mengenal-david-brendi-sosok-di-balik-gadgetin> [15 Juni 2022]
- Rajasekaran, R., Cindhana, S., dan Priya, C. A. (2018). Consumer Perception and Preference Towards Smartphone. *ICTACT Journal on Management Studies*, 4, 788-792. Retrieved from <https://www.semanticscholar.org/>
- Reyza, A. (2022, Juli). *Yang baru di samsung galaxy s22 ultra yaitu adanya s-pen airgesture, new Knox fault, jangka waktu update software 5 tahun* [Comment on the online YouTube The Best. – Review Samsung Galaxy S22 Ultra Indonesia]. YouTube. <https://www.youtube.com/watch?v=kMzztdGe0qI&t=303s>
- Riyadi, H. (2022). *Pengertian Youtube Beserta Manfaat dan Fitur-fitur Youtube yang Perlu Anda Ketahui*. [online]. Tersedia: <https://www.nesabamedia.com/pengertian-youtube/> [9 April 2022]

- Riyanto, G. P. (2022). *Termahal, Samsung Galaxy S22 Ultra Paling Banyak Dipesan di Indonesia*. [online]. Tersedia: <https://tekno.kompas.com/read/2022/03/02/08010097/termahal-samsung-galaxy-s22-ultra-paling-banyak-dipesan-di-indonesia?page=all>. [10 Juni 2022]
- Rossanty, Y., Nasution, M. D. T. P., dan Ario, F. (2018). *Consumer Behaviour in Era Millennial* (1st ed.). Medan: Lembaga Penelitian dan Penulisan Ilmiah AQLI.
- Rukmana, M. F. (2022, Maret). *Saya trauma pernah pakai Samsung S10 jika LCD nya rusak bisa seharga HP Xiaomi baru* [Comment on the online YouTube The Best. – Review Samsung Galaxy S22 Ultra Indonesia]. YouTube. <https://www.youtube.com/watch?v=kMzztdGe0qI&t=303s>
- Saji, J. (2020). *What Does Consumer Preference Actually Mean?*. [online]. Tersedia: <https://medium.com/@jessicatreesasaji/what-does-consumer-preference-actually-mean-5ae6a3c93055> [10 April 2022]
- Samsung.com (2022). *About Us*. [online]. Tersedia: <https://www.samsung.com/id/about-us/company-info/> [7 April 2022]
- Saputra, R. (2020). *Pengaruh Handphone di Masa Kini*. [online]. Tersedia: <https://wowbabel.com/2020/02/26/pengaruh-handphone-di-masa-kini> [8 April 2022]
- Sarkar, D. (2019). *Text Analytics with Python: A Practitioner's Guide to Natural Language Processing*. Jerman: Apress.
- Sekaran, U., dan Bougie, R. (2016). *Research Methods for Business: A Skilled Building Approach* (7th ed.). United Kingdom: John Wiley & Sons Ltd.
- Septiana, A. (2017). *Analisis Perilaku Konsumen Dalam Perspektif Ekonomi Kreatif* (1st ed.). Pamekasan: Duta Media Publishing.
- Sethna, B.N., Hazari, S., & Bergiel, B.J. (2017). Influence of User Generated Content in Online Shopping: Impact of Gender on Purchase Behaviour, Trust, and Intention to Purchase. *International Journal of Electronic Marketing and Retailing*, 8, 344-371. Retrieved from <https://www.semanticscholar.org/>

- Shalihah, N. F. (2020). *Hari Ini Dalam Sejarah: Apple Inc. Didirikan, Bagaimana Awalmulanya?*. [online]. Tersedia: <https://www.kompas.com/tren/read/2020/04/01/083000665/hari-ini-dalam-sejarah--apple-inc-didirikan-bagaimana-awal-mulanya-?page=all> [10 Juni 2022]
- Sinaga, A. (2021, September). *Format raw di hp S22 ultra udah ada gak perlu download. Dibagian opsi setting, trus pilih di bagian mode pro nanti hasil fotonya jadi ada 2 file nya ada yang format jpg. sama raw. Sekali foto ukurannya bisa sampe 23 mb* [Comment on the online YouTube The Best. – Review Samsung Galaxy S22 Ultra Indonesia]. YouTube. <https://www.youtube.com/watch?v=kMzztdGe0qI&t=303s>
- Shopee (2022). *Shopee Mall Ibox Official Shop*. [online]. Tersedia: <https://shopee.co.id/iboxofficial> [4 Agustus 2022]
- Shopee (2022). *Shopee Mall Samsung Official Shop*. [online]. Tersedia: <https://shopee.co.id/samsung.official> [4 Agustus 2022]
- Shopee (2022). *Shopee Mall Xiaomi Official Store*. [online]. Tersedia: <https://shopee.co.id/xiaomi.official.id> [4 Agustus 2022]
- Shresta, A., dan Singh, D. (2021). Factors Affecting Smartphones Buying Decisions Among Youths in Kathmandu. *Journal of Science, Technology and Management*, 3(2), 14-28. Retrieved from <https://www.lbef.org/>
- Slayer, F. (2022, Maret). *Untuk Genshin bisa 60 fps itu harus pake game booster+, pilih max fps. Lalu, ubah setting di baterai dengan performa tinggi. Untuk RAM supaya apps tidak tertutup matikan pilihan tutup aplikasi otomatis di management baterai* [Comment on the online YouTube The Best. – Review Samsung Galaxy S22 Ultra Indonesia]. YouTube. <https://www.youtube.com/watch?v=kMzztdGe0qI&t=303s>
- Smith, W. (2022, Maret). *Janji update 4 tahun software smartphone flagship* [Comment on the online YouTube The Best. – Review Samsung Galaxy S22 Ultra Indonesia]. YouTube. <https://www.youtube.com/watch?v=kMzztdGe0qI&t=303s>
- Social Blade. (2022). *GadgetIn's YouTube Stats (Summary Profile)*. [online]. Tersedia: <https://socialblade.com/YouTube/c/GadgetIn> [18 Mei 2022]

- Srinivasa, K. G., Siddesh, G. M., dan Srinindhi, H. (2018). *Network Data Analytics: A Hands-On Approach for Application Development*. Jerman: Springer International Publishing.
- Stephanie, C. (2021). *iPhone 13 Resmi Dijual Hari Ini di Indonesia*. [online]. Tersedia: <https://tekno.kompas.com/read/2021/11/19/09585867/iphone-13-resmi-dijual-hari-ini-di-indonesia?page=all>. [10 Juni 2022]
- Stephanie, C. (2021). *Ini Dua Model iPhone 13 yang Paling Laris di Indonesia*. [online]. Tersedia: <https://tekno.kompas.com/read/2021/11/19/13272957/ini-dua-model-iphone-13-yang-paling-laris-di-indonesia?page=all>. [10 Juni 2022]
- Stephanie, C. (2020). *Samsung Bikin Fitur File Sharing Pesaing AirDrop*. [online]. Tersedia: <https://tekno.kompas.com/read/2020/01/26/16330007/samsung-bikin-fitur-file-sharing-pesaing-airdrop?page=all> [5 Desember 2022]
- Sudaryono. (2018). *Metodologi Penelitian* (1st ed.). Depok: Rajawali Pers.
- Tlapan, T. (2018). Customer Experience with Smartphones Relative to Expectations and Actual Perceptions: A University Student Perspective. *Journal of Business Science (JBS)*, 2(1), 20-42. Retrieved from <https://www.researchgate.net/>
- Tran, T. (2018). Factors Affecting the Purchase and Repurchase Intention Smartphones of Vietnamese Staff. *International Journal of Advanced and Applied Sciences*, 5(3), 107-119. Retrieved from <https://www.semanticscholar.org/>
- Tuten, T. L. (2021). *Social Media Marketing*. United Kingdom: SAGE Publishing.
- Twenefour, F. B. K. (2017). Major Determinants that Influence the Choice of Brand of Mobile Phone. *Open Journal of Statistics*, 7, 663-675. Retrieved from <https://www.scirp.org/>
- Versus. (2022). *Perbandingan Antara Ponsel iPhone 13 Pro, Samsung Galaxy S22 Ultra, dan Xiaomi 12 Pro*. [online]. Tersedia: <https://versus.com/id/iphone-13-pro-vs-samsung-galaxy-s22-ultra-vs-xiaomi-12-pro> [28 November 2022]
- Wibowo, S. P. (2021). *Suka miui karena kostumisasinya, bisa always on display cuma 10 detik, bisa setting aplikasi agar tidak ada iklan, bisa menggunakan 2 app yang berbeda, dan video toolbox* [Comment on the online YouTube

- Tes Gaming di Snapdragon 8 Gen 1, Unboxing Xiaomi 12 Pro!].
YouTube. <https://www.youtube.com/watch?v=eZbrMyGc0K0&t=257s>
- Wijayanti, T. (2017). *Marketing Plan! Dalam Bisnis* (3rd ed.). Jakarta: Elex Media Komputindo.
- Wise, J. (2022). *The 14 Most Popular Types of Youtube Videos In 2022*. [online]. Tersedia: <https://earthweb.com/most-popular-types-of-youtube-videos/> [10 Juli 2022].
- Wiseword, J. (2022, Maret). *Sekarang beli HP flagship brand atas berasa kaya beli hp batangan second, no battery charger, no earphone, no free good product* [Comment on the online YouTube The Best. – Review Samsung Galaxy S22 Ultra Indonesia]. YouTube. <https://www.youtube.com/watch?v=kMzztdGe0qI&t=303s>
- Worral, R. (2021). *Ikon Gaya Hidup, Ponsel Pintar Bukan Lagi Sekadar Alat Komunikasi*. [online]. Tersedia: <https://mediaindonesia.com/weekend/427549/ikon-gaya-hidup-ponsel-pintar-bukan-lagi-sekadar-alat-komunikasi> [8 April 2022]
- Xiaomi.com (2022). *Tentang Kami*. [online]. Tersedia: <https://www.mi.co.id/id/about/> [9 April 2022]
- Yordan. (2022). *IDC Numbers Confirm Global Smartphone Market Growth in 2021* [online]. Tersedia: https://www.gsmarena.com/idc_global_smartphone_market_grows_in_2021_brings_a_breath_of_fresh_air-news-52944.php [15 Mei 2022].
- Youtube.com (2022). *Fitur Produk*. [online]. Tersedia: https://www.youtube.com/intl/ALL_id/howyoutubeworks/product-features/ [9 April 2022]
- Zheng, Y. (2019). *Urban Computing*. Britania Raya: MIT Press.
- Zarkasi, A. (2022, Maret). *Bang, kenapa sample videonya pakai 4k 30fps? 4k 60fps lebih mantap di S22 Ultra, padahal di YouTube sudah bisa set quality 4k 60 fps* [Comment on the online YouTube The Best. – Review Samsung Galaxy S22 Ultra Indonesia]. YouTube. <https://www.youtube.com/watch?v=kMzztdGe0qI&t=303s>
- Zidan (2022, Mei). *Kekurangan utama dari xiaomi adalah softwarena, bayangin aja beli hp flagship tapi didalamnya masih ada iklan, belum lagi ada bugnya*

[Comment on the online YouTube Tes Gaming di Snapdragon 8 Gen 1, Unboxing Xiaomi 12 Pro!]. YouTube.
<https://www.youtube.com/watch?v=eZbrMyGc0K0&t=257s>

Zvornicanin. E. (2022). *When Coherence Score is Good or Bad in Topic Modeling?*. [online]. Tersedia: <https://www.baeldung.com/cs/topic-modeling-coherence-score#:~:text=There%20is%20no%20one%20way,want%20to%20maximize%20this%20score> [7 Desember 2022]