

DAFTAR PUSTAKA

- Aaker, J., Fournier, S., & Brasel, A. (2004). When Good Brands Do Bad. *Journal of Consumer Research*, 31, 1-16.
- Abbas, J., Aman, J., Nurunnabi, M., & Bano, S. (2019). The Impact of Social Media on Learning Behavior for Sustainable Education: Evidence. *Sustainability*, 1-23.
- Alamsyah, A., Putra, M. R., Fadhilah, D. D., & Nurwiati, F. (2018). Ontology Modelling Approach for Personality Measurement Based on Social Media Activity. *2018 6th International Conference on Information and Communication Technology (ICoICT)* (hal. 507-513). IEEE.
- Allahyari, M., & Kochut, K. (2015). Automatic topic labeling using ontology-based topic models. *14th International Conference on Machine Learning and Applications (ICMLA)* (hal. 259-264). IEEE.
- Ambroise, e. (2014). From endorsement to celebrity co-branding: Personality transfer. *Journal of Brand Management*, 273-285.
- Aspers, P. (2015). Performing ontology. *Social Studies of Science*, 45, hal. 449-453.
- Azucar, D., Marengo, D., & Settanni, M. (2018). Predicting the Big 5 personality traits from digital footprints on social media: A meta-analysis. *Personality and individual differences*, 124, 150-159.
- Booth, N., & Matic, J. (2011). Mapping and leveraging influencers in social media to shape corporate brand perceptions. *Corporate Communications : An International Journal*, 16(3), 184-191.
- Botha, E., & Mills, A. (2012). Managing the new media: Tools for brand management in social media. In: A. Close (Ed.), *Online consumer behavior: Theory and research in social media, advertising and E-tail*. New York: Taylor & Francis.
- Cleary, J., & Bloom, T. (2011). Gatekeeping at the portal: An analysis of local television websites' user-generated content. *Electronic News*, 5(2), 93-111.
- CNBC Indonesia. (2019). *E-Commerce Makin Moncer*. Diambil kembali dari CNBC Indonesia:

<https://www.cnbcindonesia.com/news/20190709135131-8-83652/e-commerce-makin-moncer>

- CNN Indonesia. (2019). *Tokopedia Tanggapi Riset Soal Terbanyak Dikunjungi di Q2 2019*. Diambil kembali dari CNN Indonesia: <https://www.cnnindonesia.com/teknologi/20190904180318-185-427551/tokopedia-tanggapi-riiset-soal-terbanyak-dikunjungi-di-q2-2019>
- Costa, P. T., & McCrae, R. R. (1992). Normal personality assessment in clinical practice: The NEO Personality Inventory. *Psychological assessment*, 4(1), 5.
- Das, G., Datta, B., & Guin, K. K. (2012). From brands in general to retail brands: A review and future agenda for brand personality measurement. *The Marketing Review*, 12(1), 91-106.
- Das, J. K., & Khattri, V. (2012). Brand personality mapping: A study on colas. *Asian Journal of Management Research*, 3(1), 193-200.
- Das, K., Tamane, T., Vatterott, B., Wibowo, P., & Wintels, S. (2019). *The digital archipelago: How online commerce is driving Indonesia's economic development*. Diambil kembali dari McKinsey & Company: <https://www.mckinsey.com/featured-insights/asia-pacific/the-digital-archipelago-how-online-commerce-is-driving-indonesias-economic-development>
- Davies, G. (2004). A corporate character scale to assess employee and customer views of organization reputation. *Corporate reputation review*, 125-146.
- Dennhardt, S. (2013). *User-generated content and its impact on Branding: How users and communities create and manage brands in social media*. Innsbruck: Springer Science & Business Media.
- Denny, M. J., & Sipriling, A. (2016). Text preprocessing for unsupervised learning: Why it matters, when it misleads, and what to do about it. 26(2), 168-189.
- Duan, W., Cao, Q., Yu, Y., & Levy, S. (2013). Mining online user-generated content: using sentiment analysis technique to study hotel service quality. *6th Hawaii International Conference on System Sciences*, 3119-3128.

- Erdogan, B., & Baker, M. J. (2001). Selecting celebrity endorsers: The practitioner's perspective. *Journal of advertising research*, 41(3), 39-48., 41(3), 39-48.
- Farnadi, G., Sitaraman, G., Sushmita, S., Celli, F., Kosinski, M., Stillwell, D., & De Cock, M. (2016). Computational personality recognition in social media. *User modeling and user-adapted interaction*, 26(2-3), 109-142.
- Farr, J. L., & Tippins, N. T. (2013). Handbook of Employee selection. New York: Taylor & Francis.
- Feldman, R., & Sanger, J. (2007). The text mining handbook: advanced approaches in analyzing unstructured data. Cambridge university press.
- Freberg, K., Graham, K., & McGaughey, K. (2011). Who are the social media influencers? A study of public perceptions of personality. *Public Relations Review*, 37(2) (hal. 90-92). ScienceDirect.
- Gandomi, A., & Haider, M. (2015). Beyond the hype: Big data concepts, methods, and analytics. 35(2), 137-144.
- Gao, R., Hao, B., Bai, S., Li, L., Li, A., & Zhu, T. (2013). Improving user profile with personality traits predicted from social media content. *In Proceedings of the 7th ACM conference on Recommender systems* (hal. 355-358). ACM.
- Glucksman, M. (2017). The rise of social media influencer marketing on lifestyle branding: A case study of Lucie Fink. *Elon Journal of Undergraduate Research in Communications*, 8(2), 77-87.
- Golbeck , J., Robles, C., Edmonson, M., & Turner, K. (2011). Predicting personality from twitter. *2011 IEEE third international conference on social computing* (hal. 149-156). IEEE.
- Goutam, D. (2013). Influence of Brand Ambassadors on Buying Behavior of Soft Drinks: With Reference to Belgaum City. *IMPACT: International Journal of Research in Business Management*, 1, 9-18.
- Graziano, W., & Eisenberg, N. (1997). *Agreeableness: A dimension of personality*. San Diego, CA: Academic Press.
- Helgeson, J. G., & Suphellen, M. (2004). A conceptual and measurement comparison of self-congruity and brand personality. *International Journal of Market Research*, 46(2), 205-233.

- Indrawati, P. (2015). *Metode Penelitian Manajemen dan Bisnis*. Bandung: Refika Aditama.
- IPrice. (2019). *Peta E-commerce Indonesia*. Diambil kembali dari IPrice: <https://iprice.co.id/insights/mapofecommerce/>
- Jimenez-Ruiz, E., & Grau, B. (2011). Logmap: Logic-based and scalable ontology matching. *International Semantic Web Conference* (hal. 273-288). Berlin: Springer.
- Jin, S. V., Muqaddam, A., & Ryu, E. (2019). Instafamous and social media influencer marketing. *Marketing Intelligence & Planning* (hal. 567-579). Emerald Insight.
- Keller, K. L. (2012). *Strategic Brand Management: Building, Measuring, and Managing Brand Equity*. Pearson Education.
- Kertamukti, R. (2015). *Strategi Kreatif Dalam Periklanan: Konsep, Media, Branding, Anggaran*. Jakarta: Rajawali Pers.
- King, L. (1995). Wishes, motives, goals, and personal memories: Relations of measures of human motivation. *Journal of Personality*, 63(4), 985-1007.
- King, L., & Broyles, S. (1997). Wishes, gender, personalitv, and well-being. *Journal of Personality*, 65(1), 49-76.
- Kotler, P., & Armstrong, G. (2017). *Principles of Marketing*. New Jersey: Prentice-Hall.
- Kotler, P., & Keller, K. L. (2015). *Marketing Management*. Edinburgh: Pearson.
- Kumar, R. (2019). *A step-by-step guide for beginners*. Sage Publications Limited.
- Lambiotte, R., & Kosinski, M. (2014). Tracking the digital footprints of personality. *Proceedings of the IEEE*. 102, hal. 1934-1939. IEEE.
- Laure, A., Patin-Sohier, G., Valette-Florence, P., & Albert, N. (2014). From endorsement to celebrity co-branding: Personality transfer. *Journal of Brand Management*, 21(4), 273-285.
- Lea-Greenwood, G. (2012). *Fashion Marketing Communications E-book*. New Jersey: Wiley.
- Leary, M. R., & Hoyle, R. H. (2009). *Handbook of Individual Differences In Social Behaviour*. New York: The Guilford Press.

- Lestari, N. M., Putra, I. K., & Cahayawan, A. K. (2013). Personality types classification for Indonesian text in partners searching website using naïve bayes methods. *IJCSI International Journal of Computer Science Issues*, *10*, 1-8.
- Li, J., Monroe, W., Ritter, A., Galley, M., Gao, J., & Jurafsky, D. (2016). Deep reinforcement learning for dialogue generation. *arXiv*.
- Liu, L., Preotiuc-Pietro, Samani, Z., Moghaddam, M. E., & Ungar, L. H. (2016). Analyzing personality through social media profile picture choice. *ICWSM*, (hal. 211-220).
- Mairesse, F., Walker, M. A., Mehl, M. R., & Moore, R. K. (2007). Using linguistic cues for the automatic recognition of personality in conversation and text. *Journal of artificial intelligence research*, *30*, 457-500.
- Malär, L., Krohmer, H., Hoyer, D., & Nyffenegger, B. (2011). Emotional Brand Attachment and Brand Personality: The Relative Importance of the Actual and the Ideal Self. *Journal of Marketing*, 35-52.
- McCusker, & Gunaydin, S. (2015). Research using qualitative, quantitative or mixed methods and choice based on the research. *30*(7), 537-542.
- Moens, F., Li, J., & Chua, T. S. (2014). Mining user generated content. Chapman and Hall.
- Mustaqhfiri, M., Abidin, Z., & Kusumawati, R. (2012). *MATICS*. Peringkasan teks otomatis berita berbahasa Indonesia menggunakan metode Maximum Marginal Relevance.
- Noviandari, L. (2014). *5 hal menarik yang perlu Anda ketahui tentang Tokopedia*. Diambil kembali dari Techinasia: <https://id.techinasia.com/daftar-fakta-menarik-tentang-tokopedia-william-tanuwijaya>
- Noy, N., & McGuinness, D. L. (2001). *Ontology development 101*. Knowledge Systems Laboratory, Stanford University.
- O'Hern, M. S., & Kahle, L. R. (2013). The empowered customer: User-generated content and the future of marketing. *Global Economics and Management Review*, *18*, hal. 22-30.

- Park, G., Schwartz, H. A., Eichstaedt, Kern, M. L., Kosinski, M., & Stillwell, D. J. (2015). Automatic Personality Assessment Through Social Media Language. *Journal of personality and social psychology*, 108(6), 934.
- Quercia, D., Kosinski, M., Stillwell, D., & Crowcroft, J. (2011). Our twitter profiles, our selves: Predicting personality with twitter. *2011 IEEE third international conference on social computing* (hal. 180-185). IEEE.
- Rahayu. (2019). *Pertumbuhan E-Commerce Pesat di Indonesia*. Diambil kembali dari [Wartaekonomi: https://www.wartaekonomi.co.id/read216302/pertumbuhan-e-commerce-pesat-di-indonesia.html](https://www.wartaekonomi.co.id/read216302/pertumbuhan-e-commerce-pesat-di-indonesia.html)
- Rakhma, S. (2019). *E-commerce Apa yang Pimpin Pasar Indonesia?* . Diambil kembali dari [Kompas: https://money.kompas.com/read/2019/08/26/122218226/e-commerce-apa-yang-pimpin-pasar-indonesia](https://money.kompas.com/read/2019/08/26/122218226/e-commerce-apa-yang-pimpin-pasar-indonesia)
- Rehmet, J., & Dinnie, K. (2013). Citizen brand ambassadors: Motivations and perceived effects. *Journal of Destination Marketing & Management*, 2, 31-38.
- Reiliy, M. (2019). *Rilis ByMe, Tokopedia Gaet 13 Influencer untuk Rekomendasikan Produk* Artikel ini telah tayang di [Katadata.co.id](https://katadata.co.id) dengan judul "Rilis ByMe, Tokopedia Gaet 13 Influencer untuk Rekomendasikan Produk". Diambil kembali dari [KataData: https://katadata.co.id/berita/2019/04/22/rilis-byme-tokopedia-gaet-13-influencer-untuk-rekomendasikan-produk](https://katadata.co.id/berita/2019/04/22/rilis-byme-tokopedia-gaet-13-influencer-untuk-rekomendasikan-produk)
- Roberts, B., & Robins, R. (2000). The intersection of personality traits and major life goals. *Personality and Social Psychology Bulletin*, 26(10), 1284-1296.
- Royan, F. (2004). *Marketing Celebrities*. Jakarta: Elex Media Komputindo.
- Ryan, D. (2016). *Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation*. London: Koganpage.
- Saad, A., & Shahnita, S. (2016). The Methodology for Ontology Development in Lesson Plan Domain. *Methodology*, 7, hal. 4.

- Schoene, C., Iza-Teran, R., & Garcke, J. (2013). A framework for simulation process management and data mining. *1st International Simulation Data and Process Management Conference*. Salzburg.
- Schulz, A., & Ortmann, J. (2014). Getting user-generated content structured: Overcoming information overload in emergency management. *IEEE Global Humanitarian Technology Conference* (hal. 143-148). IEEE.
- Sewwandi, D., Perera, K., Sandaruwan, S., Lakchani,), Nugaliyadde, A., & Thelijjagoda, S. (2017). Linguistic features based personality recognition using social media data. *6th National Conference on Technology and Management* (hal. 63-68). IEEE.
- Shadish, W., Cook, T., & Campbell, D. (2002). *Experimental and quasi-experimental designs for generalizied causal inference*. Boston: Houghton Mifflin.
- Smith, B. G. (2018). Smith, B. G., Kendall, M. C., Knighton, D., & Wright, T. (2018). Rise of the brand ambassador: Social stake, corporate social responsibility and influence among the social media influencers. *Communication Management Review 03(01)* (hal. 6-29). HRC AK.
- Sugiyono. (2017). *Metodologi Penelitian*. Bandung: Alfabeta.
- Tokopedia. (2019). *Tokopedia/Kisah Kami*. Diambil kembali dari Tokopedia: <https://www.tokopedia.com/about/our-story>
- Tong, z., & Zhang, H. (2016). A Text MINING RESEARCH BASED ON LDA TOPIC MODELLING. (hal. 201-210). In *International Conference on Computer Science, Engineering and Information Technology*.
- Triwijinarko, R. (2019). *Tokopedia Masih Kuasai Kompetisi di Industri e-Commerce*. Diambil kembali dari Marketeers: <https://marketeers.com/tokopedia-masih-kuasai-kompetisi-di-industri-e-commerce/>
- Vijayarani, S., & Janani, R. (2016). Text mining: open source tokenization tools-an analysis. *Advanced Computational Intelligence: An International Journal (ACIJ)*, 3(1), 37-47.

- Wang, S., & Chen, X. (2019). Recognizing CEO personality and its impact on business performance: Mining linguistic cues from social media. *Information & Management*.
- Widowati, H. (2019). *Indonesia Jadi Negara dengan Pertumbuhan E-Commerce Tercepat di Dunia*. Diambil kembali dari Databoks KataData: <https://databoks.katadata.co.id/datapublish/2019/04/25/indonesia-jadi-negara-dengan-pertumbuhan-e-commerce-tercepat-di-dunia>
- Woo, H., & Ahn, H. J. (2015). Big Five Personality and Different Meanings of Happiness of Consumers. *Economics & Sociology*, 8(3), 145.
- Yohannes, M. (2019). *Daftar Influencer Tokopedia By Me*. Diambil kembali dari Tokopedia: <https://www.tokopedia.com/blog/daftar-influencer-tokopedia-by-me/>
- Zhao, Y., & Cen, Y. (2014). *Data mining applications with R*. Academic Press.