

DAFTAR PUSTAKA

Buku

- Cangara, D. H. (2018). *Pengantar Ilmu Komunikasi*. Depok: PT. Rajagrafindo Persada.
- Keller, K. L. (2013). *Strategic Brand Management, Building, Measuring, and Managing Brand Equity 4th Edition*. Pearson.
- Keller, K. L., & Kotler, P. (2016). *Marketing Management*. Pearson Education Limited.
- Littlejohn, S. W., & Foss, K. (2009). *Theories of Human Communication*. Singapore: Cengage Learning Asia Pte Ltd.
- Mulyana, D. (2017). *Ilmu Komunikasi Suatu Pengantar*. Bandung: Penerbit Rosdakarya.
- Panuju, D. R. (2019). *Komunikasi pemasaran : Pemasaran Sebagai Gejala Komunikasi, Komunikasi Sebagai Strategi Pemasaran*. Jakarta: Prenada Media Group.
- Rakhmat, D., & Ibrahim, D. (2017). *Metode Penelitian Komunikasi*. Bandung: Simbiosis Rekatama Media.
- Shimp, T. A. (2010). *Integrated Marketing Communication in Advertising and Promotion*.
- Silalahi, U. (2018). *Metodologi Analisis Data dan Interpretasi Hasil untuk Penelitian Sosial Kuantitatif*. Bandung: Refika Aditama.
- Sugiyono. (2012). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Bandung Alfabeta.

Artikel

- Allen, T. (2020, November 11). *Reviews*. Retrieved from Interactive Artist Magazine: <https://interactiveartistmagazine.org/best-maybelline-products/#:~:text=Maybelline%20is%20a%20popular%20drugstore%20brand%20that%20is,products%20are%20available%20at%20such%20a%20low%20price.>
- Andersson, M., & Ekman, P. (2009). Ambassador networks and place branding. *Journal of Place Management and Development*.
- Anji, J. (2019, December 4). *Sports Chosun*. Retrieved from Daum: <https://entertain.v.daum.net/v/20191204215945784>
- Arini, T. (2021, Juni 21). *Make Up*. Retrieved from Beautynesia: <https://www.beautynesia.id/berita-make-up/grup-kpop-itzy-jadi-brand-ambassador-maybelline-global/b-232607>

- Cangara, D. H. (2018). *Pengantar Ilmu Komunikasi*. Depok: PT. Rajagrafindo Persada.
- Damaledo, Y. (2020, November 4). *Marketing*. Retrieved from Tirto.Id: <https://tirto.id/shopee-1111-big-sale-stray-kids-jadi-brand-ambassador-baru-f6B2>
- Febrianto, D. (2021, Juni 15). *Press Release*. Retrieved from KPOP Chart: <https://kpopchart.net/2021/06/maybelline-indonesia-siapkan-showcase-dan-kompetisi-spesial-bareng-itzy.html>
- Flora, L. (2021, July 6). *Pop*. Retrieved from Glossy: <https://www.glossy.co/beauty/maybelline-and-dove-rank-as-top-gen-z-beauty-brands/>
- Glasby, T. (2019, December 5). *Music*. Retrieved from Dazed Digital: <https://www.dazeddigital.com/music/article/47023/1/the-20-best-k-pop-songs-of-2019>
- Goutam, D. (2013). Influence of Brand Ambassadors on Buying Behavior of Soft Drinks: With Referece to Belgaum City.
- Greenwood, L., R., M., & Bruce, M. (1999). Fashion Marketing Communications. *Journal of Fashion Marketing and Management : An International Journal*.
- Herman, T. (2019, February 11). *JYP Entertainment's New Girl Group ITZY Debuts With 'Dalla Dalla'*. Retrieved from Billboard: <https://www.billboard.com/articles/columns/k-town/8497728/itzy-dalla-dalla-video>
- Jones, G. (2010). *Beauty Imagined : A History of the Global Beauty Industry*. Oxford University Press. Retrieved from Brandyuva.
- Kandio, E. E., & Mochammad Trenggana, S. M. (2020). Pengaruh Karakteristik Psikografis Konsumen, Sikap Terhadap Video Youtube Beauty Vlogger, dan Citra Merek pada Minat Beli. *e-Proceeding of Management*, 6467.
- Keller, K. L. (2013). *Strategic Brand Management, Building, Measuring, and Managing Brand Equity 4th Edition*. Pearson.
- Keller, K. L., & Kotler, P. (2016). *Marketing Management*. Pearson Education Limited.
- Khatimi, H. (2021, April 05). *Entertainment*. Retrieved from Beautynesia: <https://www.beautynesia.id/life/4-fakta-itzy-idol-korea-brand-ambassador-global-maybelline-new-york/b-203417>
- Khatimi, H. (2021, April 05). *Home*. Retrieved from Beautynesia: <https://www.beautynesia.id/life/4-fakta-itzy-idol-korea-brand-ambassador-global-maybelline-new-york/b-203417>
- Littlejohn, S. W., & Foss, K. (2009). *Theories of Human Communication*. Singapore: Cengage Learning Asia Pte Ltd.

- Mardana, A. (2019, September 19). *Lifestyle Beauty*. Retrieved from Woman Indonesia: <https://www.womanindonesia.co.id/maybelline-menjadi-salah-satu-brand-kecantikan-populer-shopee/>
- Maybelline. (2021). *Tentang Maybelline New York*. Retrieved from Maybelline New York: <https://www.maybelline.co.id/about-maybelline>
- Mehta, C. R., & Patel, N. R. (2010). *IBM SPSS Exact Test*. Massachusetts: Cytel Software Corporation.
- Mulyana, D. (2017). *Ilmu Komunikasi Suatu Pengantar*. Bandung: Penerbit Rosdakarya.
- Pantaleon, K. (2020, September 25). *Insight*. Retrieved from Branding in Asia: <https://www.brandinginasia.com/celebrating-10-years-of-kpoptwitter-in-20-markets-worldwide/>
- Panuju, D. R. (2019). *Komunikasi pemasaran : Pemasaran Sebagai Gejala Komunikasi, Komunikasi Sebagai Strategi Pemasaran*. Jakarta: Prenada Media Group.
- Pradana, B. (2020, November 13). *Weekend*. Retrieved from Media Indonesia: <https://mediaindonesia.com/weekend/360820/k-pop-fenomena-yang-terlahir-dari-krisis-monetee>
- Rakhmat, D., & Ibrahim, D. (2017). *Metode Penelitian Komunikasi*. Bandung: Simbiosis Rekatama Media.
- Ratnaningsih, D. N. (2021, September 2). *Music*. Retrieved from Lifestyle Sindonews: <https://lifestyle.sindonews.com/read/529942/157/spesial-buat-midzy-maybelline-tampilkan-itzy-di-maybellinepressplay-1630588159/>
- Shimp, T. A. (2010). *Integrated Marketing Communication in Advertising and Promotion*.
- Silalahi, U. (2018). *Metodologi Analisis Data dan Interpretasi Hasil untuk Penelitian Sosial Kuantitatif*. Bandung: Refika Aditama.
- Sugiyono. (2012). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Bandung Alfabeta.
- Williams, S., & Youngs, B. (2010). The Maybelline Story and the Spirited Family Dynasty Behind It. In S. Williams, & B. Youngs, *The Maybelline Story and the Spirited Family Dynasty Behind It*. Florida: Bettie Youngs Books Publishing.
- Yusron, A. (2020, Februari 25). *Detik Hot*. Retrieved from Detik.com: <https://hot.detik.com/kpop/d-4913437/indonesia-jadi-negara-ke-2-terbanyak-memutar-lagu-k-pop>

- Andersson, M., & Ekman, P. (2009). Ambassador networks and place branding. *Journal of Place Management and Development*.
- Eroglu, S. A., Machleit, K. A., & Davis, L. M. (2001). Atmospheric qualities of online retailing: A conceptual model and implications. *Journal of Business Research*, 54(2). [https://doi.org/10.1016/S0148-2963\(99\)00087-9](https://doi.org/10.1016/S0148-2963(99)00087-9)
- Goutam, D. (2013). Influence of Brand Ambassadors on Buying Behavior of Soft Drinks: With Referece to Belgaum City.
- Greenwood, L., R., M., & Bruce, M. (1999). Fashion Marketing Communications. *Journal of Fashion Marketing and Management : An International Journal*.
- Jacoby, J. (2002). Stimulus-organism-response reconsidered: An evolutionary step in modeling (consumer) behavior. *Journal of Consumer Psychology*, 12(1), 51–57. <https://doi.org/10.1207/153276602753338081>
- Jones, G. (2010). *Beauty Imagined : A History of the Global Beauty Industry*. Oxford University Press. Retrieved from Brandyuva.
- Mehrabian, A., & Russel, J. A. (1974). *An approach to environmental psychology*. The MIT Press.
- Yuan, R., Liu, M. J., Luo, J., & Yen, D. A. (2016). Reciprocal transfer of brand identity and image associations arising from higher education brand extensions. *Journal of Business Research*, 69(8), 3069–3076. <https://doi.org/10.1016/j.jbusres.2016.01.022>