

DAFTAR PUSTAKA

- 92or91. (2019). *Jijik, Rendahan, Tidak Berkelas.* Twitter.
<https://twitter.com/92or91/status/1130228621568688128?t=98MQOBclkdDdXG5L5Jp9w&s=08>
- Abelle. (2019). *Balasan Image.* Twitter.
https://twitter.com/annabelleyooo/status/1129152917464915968?t=zeDYSbZR_SVnchKHJAO9vg&s=08
- About Lil Miquela.* (n.d.). Shorthy Awards. Retrieved October 27, 2021, from <https://shortyawards.com/11th/lilmiquela>
- Afiah, I. N. (2020). *Apakah Anda Familiar dengan Virtual Influencer?* Indonesia PR.Id.
<https://indonesiapr.id/apakah-anda-familiar-dengan-virtual-influencer/>
- Allagui, I., & Breslow, H. (2016). Social Media for Public Relations: Lessons from Four Effective Cases. *Public Relations Review*, 42(1), 20–30.
<https://doi.org/10.1016/j.pubrev.2015.12.001>
- Allwood, T. H. (2019). *Bella Hadid and Lil Miquela kissing is... not cool!* Dazed.
<https://www.dazedadigital.com/fashion/article/44516/1/bella-hadid-lil-miquela-lesbian-kiss-calvin-klein-my-truth-campaign-opinion>
- Andrea. (2019). *Balasan Video.* Twitter.
<https://twitter.com/arianadelrae/status/1129105955009060865?t=6vegbVwO7tXfDtJmYgw6Zg&s=08>
- Anjani, S., & Irwansyah. (2020). Peranan Influencer Dalam Mengkomunikasikan Pesan di Media Sosial Instagram [The Role of Social Media Influencers in Communicating Messages Using Instagram]. *Polyglot: Jurnal Ilmiah*, 16(2), 203.
<https://doi.org/10.19166/pji.v16i2.1929>
- Arief, N. N. (2019). *Public Relations in The Era of Artificial Intelligence Bagaimana Big Data dan AI Merevolusi Dunia* P. Simbiosa Rekatama Media.
- Arindita, R. (2019). Personal Branding Mom-Influencer dan Representasi Ibu Millenial di Media Sosial. *Wacana*, 18(1), 11–24.
<https://doi.org/https://doi.org/10.32509/wacana.v18i1.722>
- Aripadono, H. W. (2020). Penerapan Komunikasi Digital Storytelling Pada Media Sosial

- Instagram. *Teknika*, 9(2), 121–128. <https://doi.org/10.34148/teknika.v9i2.298>
- Astagini, N., Kaihatu, V., & Prasetyo, Y. D. (2017). Interaksi dan Hubungan Parasosial dalam Akun Media Sosial Selebriti Indonesia. *Communicology*, 5(1), 67–93.
- Austin, E. W., & Pinkleton, B. E. (2015). Strategic Public Relations Management: Planning and Managing Effective Communication Campaigns. In *Routledge*. <https://doi.org/10.4324/9781315754833>
- Ayu, F., & Permatasari, N. (2018). Perancangan Sistem Informasi Pengolahan Data PKL Pada Divisi Humas PT Pegadaian. *Jurnal Infra Tech*, 2(2), 12–26. <http://journal.amikmahaputra.ac.id/index.php/JIT/article/download/33/25>
- Ayu, T. (2021). *Apa itu Revolusi Industri 4.0 dan Society 5.0?*. Tempo.Co. <https://tekno.tempo.co/read/1464019/apa-itu-revolusi-industri-4-0-dan-society-5-0>
- Block, E., & Lovegrove, R. (2021). Discordant Storytelling, ‘Honest Fakery’, Identity Peddling: How Uncanny CGI Characters are Jamming Public Relations and Influencer Practices. *Public Relations Inquiry*, 10(3), 265–293. <https://doi.org/10.1177/2046147X211026936>
- Bobbitt, R., & Sullivan, R. (2014). *Developing the Public Relations Campaign*. Person Education.
- Brud. (2021). *Brud*. Brud. <https://www.brud.fyi/>
- Calvin Klein. (2019). *CALVIN KLEIN*. Twitter. <https://twitter.com/calvinklein/status/1129521041309614085?lang=en>
- CGI Influencers: What Are They and How to Work With Them*. (n.d.). Grin. Retrieved March 19, 2022, from <https://grin.co/blog/cgi-influencers/>
- Chang, E. (2017). *@LilMiquela Is an Instagram It Girl, Social Influencer, and Recording Artist—She’s Also a Digital Simulation*. Vouge. <https://www.vogue.com/article/lilmiquela-miquela-sousa-instagram-it-girl-digital-simulation>
- Chic, I. S. B. S. and D. C. S. (2019). *Balasan GIF*. Twitter. https://twitter.com/This_Evil_Bunny/status/1129457342746173441?t=d1j_G7CrEKKbgizS0arBTA&s=08
- Chiluwa, I. E., & Samoilenco, S. A. (2019). *Handbook of Research on Deception, Fake News, and Misinformation Online*. IGI Global.

- <https://books.google.co.id/books?id=LJGbDwAAQBAJ>
- Chung, S., & Cho, H. (2017). Fostering Parasocial Relationships with Celebrities on Social Media: Implications for Celebrity Endorsement. *Psychology and Marketing*, 34(4), 481–495. <https://doi.org/10.1002/mar.21001>
- Cranley, E. (2019). *Calvin Klein has apologized for “queer-baiting” with a surreal ad that featured Bella Hadid making out with computer-generated Lil Miquela*. Insider. <https://www.insider.com/calvin-klein-apologized-queer-baiting-bella-hadid-lil-miquela-2019-5>
- Darmastuti, K. K. (2020). *PEMBENTUKAN HIPERREALITAS OLEH CGI INFLUENCER (Studi Kasus : Akun Lil Miquela Pada Sosial Media Instagram)*.
- Davies, C., & Hobbs, M. (2020). Irresistible Possibilities : Examining The Uses and Consequences of Social Media Influencers for Contemporary Public Relations. *Public Relations Review*, 46(5), 101983. <https://doi.org/10.1016/j.pubrev.2020.101983>
- Faralli, M. (2020). *Gen Z Influencers: Lil Miquela*. Trybes. <https://www.trybesagency.com/blogs/gen-z-audience-analysis-and-influencers-lil-miquela>
- Faruqi, U. Al. (2019). Survey Paper : Future Service in Industry 5.0. *Jurnal Sistem Cerdas*, 02(01), 67–79.
- Fitriani, Y. (2017). Analisis Pemanfaatan Berbagai Media Sosial Sebagai Sarana Penyebaran Informasi Bagi Masyarakat. *Paradigma*, 19(2), 148–152.
- Frost, K. (2020). *Hey – Listen Up. I’ve Partnered With @WHO To Combat Corona. Let’s Show Them Younger Generations Are In This Fight*. Instagram. <https://www.instagram.com/p/B-hHxX5gE1w/>
- Giby88021831. (2019). *Retweet Unggahan PR Campaign Kedua*. Twitter. <https://twitter.com/lilmiquela/status/1129055690583040000?t=vCCKStl8ByJ5Da2dQvdC1w&s=08>
- Girsang, C. N. (2020). Pemanfaatan Micro-Influencer pada Media Sosial sebagai Strategi Public Relations di Era Digital. *Ultimacomm: Jurnal Ilmu Komunikasi*, 12(2), 206–225. <https://doi.org/10.31937/ultimacomm.v12i2.1299>
- Gogolan, D. (2022). *Engagement Rate for All Social Media Platforms*. Socialinsider.

- <https://www.socialinsider.io/blog/engagement-rate/#:~:text=The> average engagement rate per tweet by followers on Twitter, and all multiplied by 100.
- Guzman, A. L., & Lewis, S. C. (2020). Artificial Intelligence and Communication: A Human–Machine Communication Research Agenda. *New Media and Society*, 22(1), 70–86. <https://doi.org/10.1177/1461444819858691>
- Halliday, M. A. K. (1978). *Language As Social Semiotic The Social Interpretation Of Language And Meaning*. Edward Arnold.
- Hariani, N. (2020). *Public Relations Berbasis Media Digital di Start Up Tictech Studio*. Islam Negeri Sunan Ampel Surabaya.
- Hartiana, T. I. P. (2014). Penggunaan E-Magazine sebagai Bentuk Public Relations 2.0 Bagi Humas Perguruan Tinggi. *Jurnal Kajian Komunikasi*, 2(1), 61–65.
- Haryono, C. G. (2020). *Ragam Metode Penelitian Kualitatif Komunikasi*. CV Jejak (Jejak Publisher). <https://books.google.co.id/books?id=7RwREAAAQBAJ>
- Heath, L. R. (2013). Encyclopedia of Public Relations 2nd Edition. In *Sage* (p. 1093).
- Holmes, D. C. (2009). New media theory. In *Encyclopedia of Communication Theory* (pp. 684–688). SAGE Publications Ltd.
- Hyundai Unveils Its ‘Re:Style 2021’ Fashion Collection Made From Repurposed Discarded Vehicle Materials.* (2021). Top 10 Lifestyles. <https://www.top10lifestyles.com/hyundai-unveils-its-restyle-2021-fashion-collection-made-from-repurposed-discarded-vehicle-materials/>
- Ibrahim, I. (2014). Filem dan Revolusi Teknologi: Persepsi Penggunaan CGI dari Aspek Estetik & Kreativiti. *Jurnal Komunikasi Malaysian Journal of Communication*, 30(Special Issue), 95–106.
- Jang, H., & Yoh, E. (2020). *Perceptions Of Male And Female Consumers In Their 20s And 30s On The 3D Virtual Influencer*. 28(4), 446–462.
- Jessie. (2019). *The Future is Now #BlackMirror*. Twitter. https://twitter.com/_jssiiie/status/1129430256836698112?t=g31N8aBAiX4n9aV3X6p4Ag&s=08
- Khan, A. A. A. (2021). *Sell Online \& Make Money*. American Business Association Inc. <https://books.google.co.id/books?id=nmY0EAAAQBAJ>
- Khoerunnisa, R., Abidin, Y. Z., & Ma’arif, A. A. (2018). Aktivitas Kampanye Public

- Relations dalam Mensosialisasikan Internet Sehat dan Aman. *Humas: Jurnal Ilmu Hubungan Masyarakat*, 3(4), 59–77.
<http://jurnal.fdk.uinsgd.ac.id/index.php/humas/article/view/453>
- Klein, M. (2020). *The Problematic Fakery Of Lil Miquela Explained—An Exploration Of Virtual Influencers and Realness*. Forbes.
<https://www.forbes.com/sites/mattklein/2020/11/17/the-problematic-fakery-of-lil-miquela-explained-an-exploration-of-virtual-influencers-and-realness/?sh=f787edf1b8df>
- Lamarre, H. L., & Suzuki-lambrecht, Y. (2013). Tweeting Democracy ? Examining Twitter as an Online Public Relations Strategy for Congressional Campaigns'. *Public Relations Review*, 39(4), 360–368. <https://doi.org/10.1016/j.pubrev.2013.07.009>
- Lemon. (2021). *Nano dan Micro-Influencer Memiliki Engagement Rate yang Lebih Bagus dibandingkan Selebriti di Sosial Media*. Lemon. <https://lemon.cm/articles/nano-dan-micro-influencer-memiliki-engagement-rate-yang-lebih-bagus-dibandingkan-selebriti-di-sosial-media/>
- Logan, R. K. (2010). *Understanding New Media: Extending Marshall McLuhan*. Peter Lang. <https://books.google.co.id/books?id=QzOjswEACAAJ>
- Madden, S., Janoske, M., Winkler, R. B., & Harpole, Z. (2018). Who Loves Consent ? Social Media and The Culture Jamming of Victoria ' s Secret. *Sage*, 7(2), 171–186. <https://doi.org/10.1177/2046147X18764216>
- Malik, A. (2015). Fungsi Komunikasi Antara Guru dan Siswa dalam Meningkatkan Kualitas Pendidikan (Studi Kasus Proses Belajar Mengajar pada SMP Negeri 3 Sindue). *Interaksi: Jurnal Ilmu Komunikasi*, 3(2), 168–173.
- Manzilati, A. (2017). *Metodologi Penelitian Kualitatif: Paradigma, Metode, dan Aplikasi*. Universitas Brawijaya Press.
<https://books.google.co.id/books?id=7FIVDwAAQBAJ>
- Martin, D. (2020). *THE BOSS (Best on SEO \& SEM): Kitab Besar Panduan Ilmu SEO \& SEM, dari Pemula hingga Mahir*. digimind.id.
<https://books.google.co.id/books?id=F-ruDwAAQBAJ>
- Maulana, T. (2018). *Efektivitas Kampanye Remotivi terhadap Pengguna LINE (Studi Kuantitaif-Survei pada Khalayak Muda)*. Brawijaya.

- Miquela. (2016). *Studio lighting.* Instagram.
<https://www.instagram.com/p/BErpKdVMmxF/>
- Miquela. (2017). *making headlines thank you @voguemagazine for making dreams come true!* link in my story. Instagram.
<https://www.instagram.com/p/BX6hdUhFQ2l/?hl=en>
- Miquela. (2018a). *@Prada And I Are Taking Over Your Phones And The Streets Of Milan For The Upcoming Fashion Show. Stick Around...? #PradaFW18 #MFW.* Instagram.
<https://www.instagram.com/p/BfdpTeKF3k9/>
- Miquela. (2018b). *100% Repeated This Outfit. This Proenza Drip Needs Several Moments.* Instagram. <https://www.instagram.com/p/BhNa1kYltPn/?hl=en>
- Miquela. (2018c). *Balenciaga Baby For Highsnobiety @yimmyayo Remixed By @itsmaysmemes.* Instagram. <https://www.instagram.com/p/BiaZMrKAfB4/?hl=en>
- Miquela. (2018d). *New Interview In V Magazine!! I'm So Honored To Be Featured! Thank You V! Photo: @suman_jack Styling: @miaadrienne Interview: @lisa_mischianti #V112.* Instagram. <https://www.instagram.com/p/BgEqBPmlqNP/?hl=en>
- Miquela. (2019a). *As A Robot, I've Found That Humans Really Like To Tell Me What I Can't Do. #TeamGalaxy And My @samsungmobile Bb Samuel Phonington III Remind Me That Anything Is Possible. #DoWhatYouCant today #ad.* Instagram.
<https://www.instagram.com/p/Bz8uJMgHlHG/?hl=en>
- Miquela. (2019b). *Happy 10th to my bb Samuel Phonington III AKA @samsungmobile #GalaxyS10 (yeah I used your legal name!!), ilu Thanks for keeping all my secrets #TeamGalaxy #ad.* Instagram. <https://www.instagram.com/p/By6Sl-2ntxx/?hl=en>
- Miquela. (2019c). *I'm So Excited to be Part of This, Thank You @CalvinKlein #MYTRUTH #MYCALVINS.* Twitter.
https://twitter.com/lilmiquela/status/1129008657293647877?ref_src=twsrc%5Etfw
- Miquela. (2019d). *I am Here. That is My Truth. #MYTRUTH #MYCALVINS.* Instagram.
<https://www.instagram.com/p/Bxh4AdrnTel/?hl=en>
- Miquela. (2019e). *I am Here. That is My Truth. #MYTRUTH #MYCALVINS.* Facebook.
https://fb.watch/bz28bm8X_6/
- Miquela. (2019f). *I am Here. That is My Truth. #MYTRUTH #MYCALVINS @bellahadid @CalvinKlein.* Twitter.

- <https://twitter.com/lilmiquela/status/1129055690583040000?t=pT6yGIsJaWEguNhxFryGMQ&s=08>
- Miquela. (2019g). *I am Here. This is My Truth. #MYTRUTH #MYCALVINS* @bellahadid @calvinklein. TikTok. <https://vt.tiktok.com/ZSeE7KkoB/>
- Miquela. (2019h). Miquela. In YouTube. YouTube.
<https://www.youtube.com/c/lilmiquela>
- Miquela. (2019i). *Miquela and Bella Hadid Get Surreal / CALVIN KLEIN.* <https://www.youtube.com/watch?v=JuTowFf6B9I>
- Miquela. (2019j). *My Crushes Never Wanna Claim Me, It's Fine.* Instagram.
https://www.instagram.com/p/B1SsPyCHhr8/?utm_medium=share_sheet
- Miquela. (2019k). *No One Else Can Define Our Own Truths. #MYTRUTH #MYCALVINS.* Instagram. <https://www.instagram.com/p/Bxhji4UHnmr/?hl=en>
- Miquela. (2019l). *So Excited to be Part of This Campaign!!!* Facebook.
https://m.facebook.com/story.php?story_fbid=1074686302893823&id=282997948729333
- Miquela. (2019m). *Tips For Spring Cleaning.* Instagram.
https://www.instagram.com/p/BwvRmSlHw1y/?utm_medium=share_sheet
- Miquela. (2020a). *Did I Invent a Thing? IDK, but It Feels Like It. #breakup #feelings #notjustme.* TikTok. <https://vt.tiktok.com/ZSeE73Jvk/>
- Miquela. (2020b). *How Do You Even Make Friends?* Facebook.
https://fb.watch/bKErq52_hc/
- Miquela. (2020c). *I Say “Bitch” As a Term of Endearment. #vibewithme #fy.* TikTok.
<https://vt.tiktok.com/ZSeE7xVfy/>
- Miquela. (2020d). *Throwback To Getting Flewed Out To London By @burberry... More Pop Star Dreams Unlocked In 2020 Please.* Instagram.
https://www.instagram.com/p/B7CRyDIH_xu/?hl=en
- Miquela. (2020e). *What’s Polar Express?* TikTok. <https://vt.tiktok.com/ZSeE7gxqR/>
- Miquela. (2020f). *Y'all. I Am Gushing Over This Unilad Feature. It's Like A 7-minute-digital-memento That I Wish I Could Keep On A Trophy Shelf Forever (Too Bad I Don't Have One).* Facebook.
https://www.facebook.com/permalink.php?story_fbid=1430958570599926&id=28

2997948729333

Miquela. (2020g). *Y'all Have Been Going Off In My DMs.* #MiquelaCovers For #Plus1
For Black Lives And #MuisiCares. Facebook.

https://www.facebook.com/permalink.php?story_fbid=1402848226744294&id=28
2997948729333

Miquela. (2021a). *Cooking with a Robot with No Tastebuds* #fetapasta #food
#foodontiktok. TikTok. <https://vt.tiktok.com/ZSeE7xrsp/>

Miquela. (2021b). *How Is This Tesla Bot Doing Anyways?* #robot #illneverbeher
#teslarobot. TikTok. <https://vt.tiktok.com/ZSdemYk1X/?k=1>

Miquela. (2021c). *I'm Funner Post Upgrade.* TikTok. <https://vt.tiktok.com/ZSeE79uAW/>

Miquela. (2021d). *I Almost Farted Trying To Make This Happen.* TikTok.
<https://vt.tiktok.com/ZSdea3P7f/?k=1>

Miquela. (2021e). *Not Me Avoiding You Since April...My Phine is for Foods and Nudes Only* @ Gjusta. Facebook.
https://m.facebook.com/story.php?story_fbid=331480908343331&id=100044442725948

Miquela. (2021f). *Not Me Avoiding You Since April...My Phone is for Foods and Nudes Only.* Instagram. <https://www.instagram.com/p/CQByr7Ij6sT/?hl=en>

Miquela. (2021g). *Part 4 of My Venus NFT Series Drops Tomorrow @ 10am PST! There are Only 250 Available. They're Still Free.99 and This Time Y'all Get to Participate in The Creation!* Twitter.
<https://twitter.com/lilmiquela/status/1389629561235718148>

Miquela. (2021h). *So... I Did It!* Instagram.
https://www.instagram.com/tv/CVTFkUlJvF4/?utm_medium=copy_link

Miquela. (2021i). *So If I'm 19 Forever, Who's This Baby!? I Guess I Have a Lot More to Figure out About My Programming...* Twitter.
<https://twitter.com/lilmiquela/status/1424842984751837191?t=OXLBezWzYTV7q7zAt-gNMg&s=08>

Miquela. (2021j). *Some of Y'all Spotted The Puzzle in My Last Drop - Love That for You Veronica Mars. Big Hint: I'm Wearing The First Piece of The Next Puzzle, but The 23 After That Wont be So Easy. Clean Your Glasses. Take Your Meds. Stay Tuned.*

- Twitter. <https://twitter.com/lilmiquela/status/1386021181187231745>
- Miquela. (2021k). *Submissions. Are. Closed.* 2021.
<https://twitter.com/lilmiquela/status/1390018618570600452>
- Miquela. (2021l). *The 3rd NFT in My Venus Series Drops Now. It's a Limited Edition of 1,000! We'll be Picking the Recipients at Random.* Twitter.
<https://twitter.com/lilmiquela/status/1384915039547805697?lang=en>
- Miquela. (2022a). @*lilmiquela*. Instagram. <https://www.instagram.com/lilmiquela/?hl=en>
- Miquela. (2022b). *Budget Carpool Karaoke #dontspeak #carpoolkaraoke*. Instagram.
https://www.instagram.com/reel/Caz5MhJAh26/?utm_medium=copy_link
- Miquela. (2022c). *I'm Not Over It If You're Not Over It*. TikTok.
<https://vt.tiktok.com/ZSdeavAgt/?k=1>
- Miquela. (2022d). *Miquela*. Facebook. <https://www.facebook.com/lilmiquela>
- Miquela. (2022e). *Miquela*. Twitter. <https://twitter.com/lilmiquela>
- Miquela. (2022f). *Miquela*. TikTok. <https://vt.tiktok.com/ZSeE7Rgp4/>
- Miquela. (2022g). *Miquela*. Discord. <https://discord.com/invite/lilmiquela>
- Miquela. (2022h). *Sound Miquela*. TikTok. <https://vt.tiktok.com/ZSeE7y1xx/>
- Mizanie, D., & Irwansyah. (2019). Pemanfaatan Media Sosial sebagai Strategi Kehumasan Digital di Era Revolusi Industri 4.0. *Komunikasi*, 13(2), 149–164.
- Mueller, J. P., & Massaron, L. (2018). *Artificial Intelligence For Dummies*. Wiley.
<https://books.google.co.id/books?id=gVFVDwAAQBAJ>
- Muh., F., & Luthfiyah. (2017). *Metodologi penelitian: penelitian kualitatif, tindakan kelas \& studi kasus. CV Jejak Jejak Publisher*.
<https://books.google.co.id/books?id=UVRtDwAAQBAJ>
- Naingolan, Y., Zaini, M., & Althalets, F. (2018). Penggunaan Media Sosial Instagram untuk Menunjang Peran Duta Wisata 2016-2017 dalam Mempromosikan Pariwisata Kalimantan Timur. *E-Journal Ilmu Komunikasi*, 6(3), 136–148.
- Oktavianingsih. (2020). *Hard Skill Praktisi Humas PT. Riau Andalan Pulp & Paper (RAPP) dalam Menghadapi Revolusi Industri 4.0* (Issue 3841). Islam Negeri Sultan Syarif Kasim Riau.
- Ong, T. (2020). *Virtual Influencers Make Real Money While Covid Locks Down Human Stars*. Bloomberg Businessweek. <https://www.bloomberg.com/news/features/2020->

- 10-29/lil-miquela-lol-s-seraphine-virtual-influencers-make-more-real-money-than-ever
- Pantaleon, K. (2021). *Korea's Virtual Influencer 'Rozy' Bucks Traditional Financial Ads in Campaign for Shinhan Life.* Branding In Asia. <https://www.brandinginasia.com/koreas-first-virtual-influencer-rozy-bucks-traditional-financial-ads-in-campaign-for-shinhan-life/>
- Pasaribu, R. (2021). Analisis Kampanye #diindonesiaaja oleh Kemenparekraf di Media Sosial sebagai Resolusi Kepariwisataan pada Masa Pandemi. *Ilmu Komunikasi*, 4(2), 223–232.
- Poster, M. (1999). Underdetermination. *New Media \& Society*, 1(1), 12–17. <https://doi.org/10.1177/1461444899001001003>
- Prada. (2021). *Milan Take-Over.* Prada. <https://www.prada.com/ww/en/pradasphere/fashion-shows/2018/fw-womenswear.html>
- Raharja, H. Y. (2019). Relevansi Pancasila Era Industry 4.0 dan Society 5.0 di Pendidikan Tinggi Vokasi. *Journal of Digital Education, Communication, and Arts*, 2(1), 11–20.
- Robinson, B. (2020). Towards an Ontology and Ethics of Virtual Influencers. *Australasian Journal of Information Systems*, 24, 1–8.
- Rozy. (2021). *The First Movement! Please Keep An Eye On Me. If You See Me On The Street, Tag Me!* Instagram. <https://www.instagram.com/p/CQxvKLzHMDV/>
- Russel, S. J., & Norvig, P. (2016). *Artificial Intelligence A Modern Approach* (Vol. 48). Pearson Education Limited. <https://doi.org/10.1016/j.pathol.2015.12.053>
- Sabguthrie. (2018). *PERFORMANCE ART OR CYNICAL MANIPULATION? HOW AVATARS ARE TAKING OVER INFLUENCER MARKETING.* Influence. <https://influenceonline.co.uk/2018/10/04/performance-art-or-cynical-manipulation-how-avatars-are-taking-over-influencer-marketing/>
- Samsu. (2017). *Metode Penelitian: Teori dan Aplikasi Penelitian Kualitatif, Kuantitatif, Mixed Methods, serta Research & Development.* <https://en.id1lib.org/book/11482505/c6b024>
- Sang, Z. (2019). *Miquela Talks Being A Robot, Her Song "Money", Kissing Bella Hadid & Collabs.* YouTube. <https://www.youtube.com/watch?v=S6wnHsEoTmc&t=22s>

- Saraswati, A. J., & Irwansyah. (2020). Praktek Ephemeral Storytelling di Media Sosial dalam Perspektif Industri Teknologi Komunikasi. *Jurnal Komunikasi Dan Kajian Media*, 4(2), 119–130.
- Saussure, F. de, & Baskin, W. (trans). (2011). *Course in General Linguistics*. Columbia University Press.
- Setiawan, D. P., Putri, R. L. M. B., & Mahdalena, V. (2020). Strategi “Kampanye Produk” PR Agency di Sosial Media. *Jurnal Ilmu Komunikasi Dan Bisnis*, 5(2), 268–291.
- Shudu. (2021). @shudu.gram X @hyundai.lifestyle #HyundaiReStyle. Instagram. https://www.instagram.com/p/CVQhZzuIMV8/?utm_source=ig_embed&ig_rid=3e14f31c-7dbd-40f2-b0a2-ee808114ed29
- Siagian, H. F. (2015). Pengaruh dan Efektivitas Penggunaan Media Sosial Sebagai Saluran Komunikasi Politik dalam Membentuk Opini Publik. *Al-Kihtabah*, 2(1), 17–26.
- Silviani, I. (2020). *PUBLIC RELATIONS SEBAGAI SOLUSI KOMUNIKASI KRISIS*. SCOPINDO MEDIA PUSTAKA. <https://books.google.co.id/books?id=OyrbDwAAQBAJ>
- Sitoresmi, A. R. (2021). *14 Macam Media Sosial yang Sering Digunakan, Beserta Penjelasannya*. Liputan 6. <https://hot.liputan6.com/read/4645781/14-macam-media-sosial-yang-sering-digunakan-beserta-penjelasannya>
- Sookkaew, J., & Saephoo, P. (2021). “Digital Influencer”: Development and Coexistence with Digital Social Groups. *International Journal of Advanced Computer Science and Applications*, 12(12), 326–332. <https://doi.org/10.14569/IJACSA.2021.0121243>
- Spangler, T. (2020). *CGI-Based Influencer Miquela Launching Snapchat Show*. Variety. <https://variety.com/2020/digital/news/miquela-snapchat-show-1234834939/>
- Sucahyo, G. (2019). *Strategi Public Relations Kementerian Komunikasi dan Informatika Republik Indoensia dalam Mengelola Hoax*. Isalm Negeri.
- Sugiyono. (2013). *Metode Penelitian Kuantitatif Kualitatif dan R&D*. Alfabeta.
- Tampubolon, R., Yansen, E., & SociaBuzz, T. (n.d.). *Story of SociaBuzz*. SociaBuzz. Retrieved February 27, 2022, from <https://sociabuzz.com/our-story>
- Tesalonica. (2020). *Jumlah Influencer Indonesia Meningkat di Tengah Pandemi*. Tek.Id. <https://www.tek.id/culture/jumlah-influencer-indonesia-meningkat-di-tengah->

pandemi-b1ZVp9jeZ

- Thompson, G. (2021). *Archetypes and the Future of Brand Personification*. Brandingmag. <https://www.brandingmag.com/2021/11/25/archetypes-and-the-future-of-brand-personification/>
- Tiffany, K. (2019). *Lil Miquela and the virtual influencer hype, explained*. Vox. <https://www.vox.com/the-goods/2019/6/3/18647626/instagram-virtual-influencers-lil-miquela-ai-startups>
- Tinubu, A. (2019). *Bella Hadid Sizzled Without The Weeknd at the 2019 Met Gala*. Style Caster. <https://stylecaster.com/bella-hadid-the-weeknd-met-gala-2019/>
- Wahyudi, D. (2020). *Strategi Kampanye Public Relations PT. Pelindo 1 dalam Mensosialisasikan Bisnis Kepelabuhanan*. Muhammadiyah Sumatera Utara.
- Williams, R. (2020). *WHO Enlists Virtual Influencer For COVID-19 Prevention Campaign*. Marketing Dive. <https://www.marketingdive.com/news/who-enlists-virtual-influencer-for-covid-19-prevention-campaign/575493/>
- Zarasas. (2019). *Retweet Unggahan PR Campaign Pertama*. Twitter. https://twitter.com/lilmiquela/status/1129008657293647877?t=TlfNTlGiuKkMZ_CpRJQnEg&s=08
- Zubaedi, Utomo, P., & Musofa, A. A. (2021). Perilaku Sosial Masyarakat Bengkulu terhadap Penggunaan Media Sosial sebagai Diseminasi Informasi , Bimbingan Pribadi-Sosial dan Deradikalisasi. *Indonesian Journal of Community Services*, 3(2), 193–202.