

Referensi

- Chaney, D., Touzani, M., & Slimane, K.B. (2017). Marketing to the (new) generations: Summary and perspectives. *Journal of Strategic Marketing*, 25(3), 179–189.
- Cheung, C.M.K., & Thadani, R.T. (2012). The impact of electronic word-of-mouth communication: A literature analysis and integrative model. *Decision Support Systems*, 54(1), 461–470.
- CNBC (2017, January 11), Generation Z likely to avoid advertising, use ad block and skip content: Study. CNBC, Retrieved from: <http://www.cnbc.com/2017/01/11/generation-z-avoids-advertising-uses-ad-blockers-and-skips-content.html>. Accessed 13.2.2017.
- Corkery, Joy., 2019. What is a Brand Funnel and How to Use it to Grow. Retrieved From: [What is a Brand Funnel and How to Use it to Grow | Latana](#)
- Creswell, J. W. (2010). *Research design: pendekatan kualitatif, kuantitatif, dan mixed*. Yogyakarta: PT Pustaka Pelajar
- Djafarova, E., & Rushworth, C. (2017). Exploring the credibility of online celebrities' Instagram profiles in influencing the purchase decisions of young female users. *Computers in Human Behaviour*, 68(March 2017), 1–7.
- Dodwani, B., & Agarwal, S. (Volume-6, Issue-1, 2017). Digital Branding. *International Journal of Research and Development -A Management Review (IJRDMR)*, 31-16
- Erkan, I., & Evans, C. (2016). The Influence of eWOM in social media on consumers' purchase intentions: An extended approach to information adoption. *Computers in Human Behavior*, 61(August 2016), 47–55
- Fromm, J. (2016, December 19). What marketers need to know about social media and gen Z. *Forbes*, Retrieved from: <http://www.forbes.com/sites/jefffromm/2016/12/19/what-marketers-need-to-know-about-social-media-and-gen-z/#1ad8513256a7>.
- Global Consumer Commerce Centre. (2016). Gen Z are focused on social reputation and rely more heavily on virtual communities than face-to-face recommendations. Retrieved from: <http://www.iorma.com/news/gen-z->

are-focused-on-social-reputation-and-rely-more-heavily-on-virtual-communities-over-face-to-face-for-recommendation

Hanlon, Annmarie., 2022. AIDA Model Explained: Examples and Tips for Using This Strategic Marcomms Planning Model the Real World

Hastuti, Ana Putri, Mardialis, SE, MBA (2017) Analisis Pengaruh Media Sosial Instagram Terhadap Pembentukan Brand Attachment

Hennig-Thurau, T., Gwinner, K.P., Walsh, G., & Gremler, D. (2004). Electronic word of-mouth via consumer opinion platforms. *Journal of Interactive Marketing*, 18(1), 18–52

Ismagilova, E., Dwivedi, Y.K., Slade, E., Williams, M.D. (2017). Electronic word of mouth (eWOM) in the marketing context.

[Jumlah Mitra GoFood Meningkat 2,43 Kali Lipat Dibanding Tahun Lalu - Katadata.co.id](#)

Kelly, L., Kerr, G., & Drennan, J. (2010). Avoidance of advertising in social networking sites: The teenage perspective. *Journal of Interactive Advertising*, 10(2), 16–27.

Kozinets, R.V., de Valck, K., Wojnicki, A.C., & Wilner, S.J.S. (2010). Networked narratives: Understanding word-of-mouth marketing in online communities. *Journal of Marketing*, 74(March 2010), 71–89.

Lischer, Brian., (2020). The Sequence of Cognition: How to Leverage the Subconscious Language of Design. Retrieved from: [Sequence of Cognition: Leveraging Subconscious Language of Design \(ignytebrands.com\)](#)

Loveland, E., 2017, 'Instant generation', *Journal of College Admission* 235(1), 34–38.

Lotta Back, E. I.-J 2018. Digital Brand Management: A Company and Consumer Perspective. Arcadia Working Paper, 1-18.

Matt Berringer (2020). Developing and Sustaining a Digital Branding Strategy

Mary Rani Thomas & Kavya .V. & Mary Monica, 2018. "Online Website Cues Influencing the Purchase Intention of Generation Z Mediated by Trust," *Indian Journal of Commerce and Management Studies*, Educational Research Multimedia & Publications, India, vol. 9(1), pages 13-23, January.

Okoeguale, K., & Loveland, R. (2017). Telecommunications deregulation and the motives for mergers. *Journal of Economics and Business*, 94, 15–31.

Pietro, D. L., & Pantano, E. (2012). An Empirical Investigation of Social Network Influence on Consumer Purchasing Decision: The Case of Facebook. *Journal of Direct Data and Digital Marketing Practice*, 14, 18-29.

Ozkan, M., & Solmaz, B. (2015). Mobile addiction of Generation Z and its effects on their social lives. *Procedia – Social and Behavioral Sciences*, 205(May 2015), 92–98.

Priporas, C., Stylos, N., & Fotiadis, A. K. (2017). Computers in Human Behavior Generation Z consumers ' expectations of interactions in smart retailing : A future agenda. *Computers in Human Behavior*, 77, Pp: 374–381.

[Portal Jabar - Satu Portal untuk Semua Hal Tentang Jawa Barat \(jabarprov.go.id\)](http://jabarprov.go.id)

Rizkiyah, R., Istikomah, I., & Nurdiyansyah, N. (2020). Strategies to Build a Branding School in Efforts to Improve the Competitiveness of Islamic Education Institutions: In Strategi Membangun Branding School dalam Upaya Meningkatkan Daya Saing Lembaga Pendidik

Rick, F. (2008). Word of mouth and viral marketing: taking the temperature of the hottest trends in marketing. *Journal of Consumer Marketing*, 25, 178-182.

Rosario, A.B., Sotgiu, F., De Valck, K., & Bijmolt, T.H.A. (2016). The effect of electronic word of mouth on sales: A meta-analytic review of platform, product, and metric factors. *Journal of Marketing Research*, 53(June 2016), 297–318.

Rumelt , R. P. (2011). *Good Strategy/ Bad Strategy The Difference Why It Matters*. London : Profile Books.

Scott M. Debb., Daniel R. Schaffer., Darlene G. Colson., 2020. *A Reverse Digital Divide: Comparing*
Sugiyono. 2011. *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: Afabeta

Information Security Behaviors of Generation Y and Generation Z Adults.

Tsao, W.C., & Hsieh, M.T. (2015). eWOM persuasiveness: Do eWOM platforms and product type matter?

Electronic Commerce Research, 15(4), 509–541

Truong, Y., & Simmons, G. (2010). Perceived intrusiveness in digital advertising: strategic marketing implications. *Journal of Strategic Marketing*, 18(3), 239– 256.

Weinswig, D. (2016, October 5). Influencers are the new brands. *Forbes*, Retrieved from: <http://www.forbes.com>.

Wheeler, Alina. (2019). A Definitive Guide to Rebranding

Wirasari, Ira. (2019). Perancangan Promosi Clothing Brand Cotton Button

Zangeneha, S.K., Mohammadkazemib, R., & Rezvanib, M. (2014). Investigating the effect of electronic word of mouth on customer's purchase intention of digital products. *Management Science Letters*, 4(11), 2433–2440.