

DAFTAR PUSTAKA

- Aaker, David. (2014). Aaker On Branding. 20 Prinsip Esensial Mengelola dan Mengembangkan Brand. Jakarta: PT Gramedia Pustaka Utama
- All Stars. (2022). Kenalan sama Tasya Farasya, Beauty Influencer Andalan yang Kreatif!. Diakses 29 Desember 2022 . <https://www.allstars.id/blog/2022/10/29/tasya-farasya-beauty-influencer/>
- Ahmadi, A., & Ieamsom, S. (2021). Influencer fit post vs celebrity fit post: which one engages Instagram users more? *Spanish Journal of Marketing - ESIC, ahead-of-p(ahead-of-print)*. <https://doi.org/10.1108/SJME-12-2020-0217>
- Ankasaniscara,P. (2012). Analisis Pengaruh Celebrity Endorsement pada Brand Image terhadap Keputusan Pembelian Studi Kasus: Peter Says Denim. Tesis Magister pada Universitas Indonesia, Jakarta.
- Chakraborty, U.(2019). The Impact of Source Credible Online Reviews on Purchase Intention: The Mediating Roles Of Brand Equity Dimensions. *Journal of Research in Interactive Marketing, 13*(2), 145.
- De Veirman, M., Cauberghe, V., & Hudders, L. (2017). Marketing through instagram influencers: The impact of number of followers and product divergence on brands attitude. *International Journal of Advertising, 36*(5), 798–828. <https://doi.org/10.1080/02650487.2017.1348035>
- Duyen, TranNhu My (2016). Beauty Bloggers' Influence On Vietnamese Young Consumers Thesis Degree Programme In International Business. UacultyOf Business Administration. Saimaa University Of Applied Sciences
- Effendy, Onong Uchjana. (2004). Ilmu Komunikasi Teori dan Praktek. Bandung: Rosdakarya
- Firmansyah, M. A. (2019). Pemasaran Produk dan Merek: Planning dan Strategy. Penerbit Qiara Media.

Ghazali, I. (2003). Aplikasi Analisis Multivariate dengan Program IBM SPSS 21 (cet. ke-7). Semarang: Badan Penerbit Universitas Diponegoro.

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.

Hasibuan, L. (2019, 24 Juni). Inilah Alasan e-Commerce Memilih Social Media Influencer Iklan. CNBC Indonesia. <https://www.cnbcindonesia.com/lifestyle/20190624173015-33-80322/ini-alasan-e-commerce-pilih-influencer-medsos-untuk-iklan> . Diakses 9 November 2022.

Holmes, J. (2021). *Instagram Black Book: Everything You Need To Know About Instagram For Business and Personal-Ultimate Instagram Marketing Book*.

Indrasari, Meithiana. 2019. Marketing and Customer Satisfaction. Surabaya: Unitomo Press.

Jin S. Venus, Muqaddam Aziz, Ryu Ehri, (2019). Instafamous and social media influencer marketing. *Marketing Intelligence & Planning* Vol. 37 No. 5 , 2019.

Jin, S. V., Muqaddam, A., & Ryu, E. (2019). Instafamous and social media influencer marketing. *Marketing Intelligence & Planning*, 37(5), 567-579.

Kotler, P., dan Keller, K.L. 2009. Manajemen Pemasaran, Edisi Ketiga Belas Jilid 1. Jakarta: Erlangga

Kotler, Philip dan Armstrong, Gary. (2016) . Principles of Marketing 16 Global Edition. England: Pearson Education Limited.

Kotler, Phillip dan Keller, Kevin Lane. (2016) Marketing Management 15 Global Edition. England: Pearson Education Limited.

Kotler, P., Kartajaya, H., Setiawan, I. (2019). Marketing 4.0 Bergerak dari Tradisional Ke Digital. Jakarta: PT Gramedia Pustaka Utama.

Lister, M., Dovey, J., Giddings, S., Grant, I., & Kelly, K. (2008). *New media: A critical introduction*. Routledge.

Lita. (2021). APA ITU ENDORSE DAN BAGAIMANA CARA KERJANYA? Keeppack. <https://keeppack.id/apa-itu-endorse-dan-bagaimana-cara-kerjanya/> . Diakses 9 November 2022.

Maulana, I., Manulang, J., & Salsabila, O. (2020). Pengaruh Social Media Influecer Terhadap Perilaku Konsumtif di Era Ekonomi Digital. *Majalah Ilmiah Bijak*, 17.

Oliver.A. 2021. 8 Jenis Konten Video Terbaik untuk Keperluan Marketing di Instagram. Diakses 29 Desember 2022. <https://glints.com/id/lowongan/konten-untuk-igtv/#.Y-QvkRaLYIQ>

Mulyana, Deddy. (2005) *Ilmu Komunikasi Suatu Pengantar* Bandung: PT. Remaja Rosdakarya, hlm. 62

Nouri, M. (2018). The power of influence: traditional celebrity vs social media influencer.

Nugroho, C., Sos, S., & Kom, M. I. (2020). *Cyber Society: Teknologi, Media Baru, dan Disrupsi Informasi*. Prenada Media.

Nurhayati-Wolff, H. (2021). *Social media in Indonesia – statistics & facts*. Statista. <https://www.statista.com/topics/8306/social-media-in-indonesia/> . Diakses 15 Desember 2022.

Ohanian, R. (1990). *Construction and validation of a scale to measure celebrity endorsers' preceived expertise, trustworthiness, and attractiveness*. *Journal of Advertising*, 19(3) : 39-52.)

Peter dan Olson. (2014). *Perilaku Konsumen dan Strategi Pemasaran*. (9th ed). Jakarta : Salemba Empat.

Prasetyo, B. D., Febriani, N. S., Asmara, W. W., Tamitiadini, D. D., Destrity, N. A., Avina, D. A. A., & Illahi, A. K. (2018). *Komunikasi pemasaran terpadu: pendekatan tradisional hingga era media baru*. Universitas Brawijaya Press.

Prilia, I., & Ardhiyansyah, A. (2022). Pengaruh *Social media influencer* Terhadap Brand Image Pada E-Commerce Indonesia. In *SENMABIS: Conference Series* (Vol. 1, No. 1, pp. 38-44).

Redaksi CNBC Indonesia. 2022. "*Beauty Influencer Ternama RI, Ini Sumber Cuan Tasya Farasya*". <https://www.cnbcindonesia.com/lifestyle/20220811135652-33-362976/beauty->

[influencer-ternama-ri-ini-sumber-cuan-tasya-farasya](#) . Diakses 29 Oktober 2022.

- Rossiter, John R, Larry Percy. (2015). Advertising Communication and Promotion Management (2nd ed.) Singapura: McGraw-Hill.
- Rukajat, A. (2018). Pendekatan Penelitian Kuantitatif. Yogyakarta : Deepublish.
- Sekaran, U., dan Bougie, R. (2016). *Research Methods for Business (7th ed)*. United Kingdom : John Wiley and Sons.
- Smith, B. G., Kendall, M. C., Knighton, D., & Wright, T. (2018). Rise of the *social media influencer*: Social stake, corporate social responsibility and influence among the social media influencers. *Communication Management Review*, 3(01), 6-29.
- Siregar, S. (2017) . Metodologi Penelitian Kuantitatif : Dilengkapi dengan Perbandingan Perhitungan Manual & SPSS Edisi Pertama (cet.ke-4). Jakarta: Penerbit Kencana.
- Stathopoulou, A., Borel, L., Christodoulides, G., & West, D. (2017). Consumer branded# hashtag engagement: can creativity in TV advertising influence hashtag engagement?. *Psychology & Marketing*, 34(4), 448-462.
- Suryani T, Fauzi A, Nurhadi M. *Enhancing Brand Image in the Digital Era: Evidence from Small and Medium-sized Enterprises (SMEs) in Indonesia*. GadjahMada International Journal of Business, 23(3), 314 – 340
- Sugiyono.(2019). Metode Penelitian Pendidikan(Kuantitatif, Kualitatif, Kombinasi, R&D dan Penelitian Pendidikan. Bandung :Alfabeta.
- TheAsianparent. 2021. 10 Beauty Influencer Unik, dari yang Pakai Logat Jawa sampai yang Eksis di Luar Negeri!. Diakses 29 Desember 2022. <https://id.theasianparent.com/beauty-influencer-indonesia/amp>
- Wulandari, S. P., Hutaaruk, W. R. B., & Prasetyaningtyas, S. W. (2021). Pengaruh *Social media influencer* Terhadap Purchase Intention Yang Dimediasi Brand Image Dan Brand Awareness. *Jurnal Ilmu Manajemen dan Bisnis*, 12(2), 127-1
- Yuen, K. F., Ong, K. W., Zhou, Y., & Wang, X. (2023). Social media engagement of stakeholders in the oil and gas sector: Social presence, triple bottom line and source credibility theory. *Journal of Cleaner Production*, 382, 135375.