

DAFTAR PUSTAKA

Buku

- Jones, Carrie Melissa dan Charles H. Volg. 2020. *Building Brand Communities: How Organizations Succeed by Creating Belonging*. Oakland: Berrett-Koehler Publisher, Inc.
- Kartajaya, Hermawan. 2010. *Brand Operation*. Jakarta: ESENSI
- Keller, K. L., Parameswaran, M. G., & Jacob, I. (2015). *Strategic Brand management: Building, measuring, and managing brand equity*. Pearson Education India.
- Kotler, Philip dan Armstrong, Gery. 2012. *Principles of Marketing. 14th Edition* New Jersey: Prentice Hall.
- Kotler, Philip and Kevin Lane Keller, 2016. *Marketing Management, 15th Edition, Pearson Education, Inc.*
- Moleong, L.J. 2011. *Metodologi Penelitian Kualitatif Edisi Revisi*. Bandung: PT. Remaja Rosdakarya.
- Shimp, Terence A. 2010. *Integrated Marketing Communication in Advertising and Promotion, 8e*. South-Western: Cengage Learning
- Shimp, Terence A dan J. Craig Andrews. 2013. *Advertising, Promotion, and other aspects of Integrated Marketing Communication Ninth Edition*. USA, South Western: Cengage Learning.
- Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta, CV.

Jurnal

- A. Barreda, Albert, dkk. 2015. *Generating brand awareness in online social networks. Journal of Computers in Humas Behavior* vol.50 pages 600-609.
- Alrubaiee, L dan Al-Nazer, N. 2010. *Investigate the impact of relationship marketing orientation on customer loyalty: The customer's perspective. International Journal of Marketing*. Vol. 2 No. 1, pages 155-174.
- Baldus J, Brian, dkk. 2013. *Engagement in online brand communities and marketing research in online communities. Journal of Business Administration*, Vol 20.

- D'lima, Christine. 2018. *Brand passion and its implication on consumer behaviour*. Mumbai, India. *International Journal Business Forecasting and Marketing Intelligence*, Vol. 4, No.1.
- Fauzi, Viny Putri. 2016. Pemanfaatan Instagram Sebagai Social Media Marketing Er-Corner Boutique Dalam Membangun Brand awareness Di Kota Pekanbaru. Universitas Riau, JOM FISIP Vol. 3 No. 1.
- Wirtz, Jochen, dkk. 2013. *Managing Brands and Customers Engagemet in Online Brand Communities*. *Journal of Service Management*, Vol 24.
- Kumar, Jitender dan Vikas Kumar. 2020. *Drivers of brand community engagement*. *Faculty of Marketing, Birla Institute of Management Technology (BIMTECH), Uttar Pradesh, India, Journal of Retailing and Consumer Services, volume 54*.
- Langi, Kalvin. 2013. *The influence of brand recognition, brand recall, and top of mind to consumer buying decision*. Manado. Jurnal EMBA. Vol.1, No.4, Hal. 1591-1598.
- Martinez-Lopez, Fransisco J, dkk. 2017. *Consumer engagement in an online brand community*. *Business Administration, University of Granada, Granada, Spain, Electronic Commerce Research and Applications, Volume 23, May-June 2017, pages 24-37*.
- Orehek, E., & Human, L. (2017). *Self-Expression on Social Media: Do Tweets Present Accurate and Positive Portraits of Impulsivity, Self-Esteem, and Attachment Style? Personality and Social Psychology Bulletin*, 43(1), 60-70
- Prasanti, Ditha dan Sri Seti Indriani. 2018. Pengembangan Teknologi Informasi dan Komunikasi dalam Sistem *E-Health* Alodokter.com. Universitas Padjadjaran, Bandung, Jurnal Sositoknologi, Vol. 17, no.1.
- Putro, Diki Anjasmoro dan M. Kholid Mawardi. 2017. Peran *Brand Community* dalam Menciptakan *Brand Image*. Universitas Brawijaya, Malang. Jurnal Administrasi Bisnis (JAB) vol.47 no.2.
- Rondhi, M. (2017). Apresiasi Seni dalam Konteks Pendidikan Seni. *Jurnal Imajinasi*, 11(1), 9-18.
- Wang, Yichuan, dkk. 2016. *The impact of sellers' social influence on the co-creation of innovation with customers and brand awareness in online brand communities*. *Journal of Industrial Marketing Management* vol. 54 pages 56-70.

Yuan, Denghua, dkk. 2020. *Managing the product-harm crisis in the digital era: The role of consumer online brand community engagement*. School of Business, Guangdong University of Foreign Studies, Guangzhou, China, *Journal of Business Research*. Volume 115, July 2020, pages 38-47.

Website

(<https://insights.sirclo.com/> diakses pada 22 Oktober 2020)

(<https://dailysocial.id/post/lifepack-apotek-digital-penyakit-kronis> diakses pada 22 Oktober 2020)

(<https://www.liputan6.com/lifestyle/read/4207855/lifepack-apotek-digital-yang-jadi-solusi-penderita-penyakit-kronis> diakses pada 22 Oktober 2020)

(<https://surabaya.tribunnews.com/2020/08/18/berikan-training-pada-dokter-cilik-lifepack-dan-jovee-ingatkan-pentingnya-seimbangkan-gizi> diakses pada 22 Oktober 2020)

(<https://www.sirclo.com/mengenal-jenis-jenis-website-e-commerce-berdasarkan-model-bisnisnya/> diakses pada 22 Oktober 2020)

(<https://banten.antarane.ws.com/berita/131853/lifepack-for-corporate-ringankan-biaya-kesehatan-di-masa-pandemi> diakses pada 22 Oktober 2020)

(<https://databoks.katadata.co.id/datapublish/2019/10/10/indonesia-20-negara-terbaik-untuk-berbisnis> diakses pada 27 Oktober 2020)

(<https://us.pg.com/community-impact/#brands-leading-the-way> diakses pada 28 Oktober 2020)

(<https://us.pg.com/blogs/DayoftheGirl2018/> diakses pada 28 Oktober 2020)

(<https://lout.plus/Projekte/pg-does-it-again-with-beinggirlcom.html> diakses pada 28 Oktober 2020)

(<https://databoks.katadata.co.id/datapublish/2019/04/29/jumlah-penduduk-indonesia-269-juta-jiwa-terbesar-keempat-dunia#:~:text=Indonesia%20berada%20di%20peringkat%20keempat,penduduk%20Indonesia%20adalah%20masyarakat%20urban> diakses pada 28 Oktober 2020)

(<https://www.statista.com/study/60342/e-commerce-in-indonesia/> diakses pada 28 Oktober 2020)

(<https://dailysocial.id/post/natali-ardianto-optimism-into-healthtech-segment> diakses pada 13 Desember 2020)

(<https://infobrand.id/lifepack-hadirkan-apotek-digital-pertama-di-indonesia.phtml> diakses pada 13 Desember 2020)

(<https://swa.co.id/swa/trends/komunitas-untuk-membantu-merek-lokal> diakses pada 13 Desember 2020)

(<https://biz.kompas.com/read/2017/03/31/112235028/belajar.dari.merek.yang.memulai.pemasaran.lewat.komunitas.bagian.1> diakses pada 13 Desember 2020)

(<http://news.unair.ac.id/2019/10/15/fenomena-komunitas-online-di-indonesia/> diakses pada 6 Januari 2021)

(<https://www.biworldwide.ca/research-materials/blog-posts/hedonic-vs.-non-hedonic-rewards-which-is-most-effective-at-inspiring-performance/> diakses pada 7 Januari 2021)

(<https://www.biworldwide.ca/research-materials/blog-posts/experiences-to-reward-your-employees/> diakses pada 8 Januari 2021)

(https://eventbrite-s3.s3.amazonaws.com/marketing/Millennials_Research/Gen_PR_Final.pdf diakses pada 8 Januari 2021)

(<https://www.dreambox.id/blog/ketahui-4-tingkatan-dalam-brand-awareness/> diakses pada 12 Januari 2021)