

## DAFTAR PUSTAKA

- Aaker, D. A. (2009). *Managing Brand Equity*. United Kingdom: Free Press.
- Ali, A., & Salameh, A. A. (2020, August). Increasing the awareness of overweight among Saudi people using different social media networks such as Twitter and Snapchat: A Case of PSAU. *International Journal of Data and Network Science*, 4(3), 329-336.
- Annur, C. M. (2023, September 20). *Pengguna Internet di Indonesia Tembus 213 Juta Orang hingga Awal 2023*. Retrieved from katadata.co.id:  
<https://databoks.katadata.co.id/datapublish/2023/09/20/pengguna-internet-di-indonesia-tembus-213-juta-orang-hingga-awal-2023>
- Basri, A. I., & Setiadi, D. (2022, July). Pengaruh Elemen Pemasaran Media Sosial Terhadap Brand Awareness Pada Instagram Hmp Prodi Pendidikan Matematika Universitas Pabri Yogyakarta. *Bisman*, 5(2).
- Belch, G. E., & Belch, M. A. (2018). *Advertising and Promotion: An Integrated Marketing Communication Perspectives*.
- Bilgin, Y. (2018, April). THE EFFECT OF SOCIAL MEDIA MARKETING ACTIVITIES ON BRAND AWARENESS, BRAND IMAGE AND BRAND LOYALTY. *Business And Management Studies An International Journal*, 6(1), 128-148.
- Cheung, C. M., & Thadani, D. R. (2012, December). The impact of electronic word-of-mouth communication: A literature analysis and integrative model. *Decision Support Systems*, 54(1), 461-470.
- Dahnil, M. I., & Langgat, J. (2014). Factors Influencing SMEs Adoption of Social Media Marketing. *Procedia Social and Behavioral Science*(148), 119-126.
- Fathrani, N. A., & Nurfebriani, S. (2023, Agustus). Pengaruh Electronic Word Of Mouth Somethinc di Media Sosial Tiktok terhadap Brand Awareness. *e-Proceeding of Management*, 10(4), 2904.
- Garbollah, H. B., & Zarei, A. (2021, August). How Social Media Marketing Activities (SMMAs) and Brand Equity Affect the Customer's Response: Does Overall Flow Moderate It? *Journal of Internet Commerce*, 21(1), 1-23.
- Ghozali, I. (2017). *Model persamaan struktural konsep dan aplikasi dengan program AMOS 24*. Badan Penerbit Universitas Diponegoro.
- Ghozali, I. (2018). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 25*. Semarang: Badan Penerbit Universitas Diponegoro.
- Godey, B., & Pederzoli, D. (2016). Social media marketing efforts of luxury brands: Influence on brand equity and consumer behavior. *Journal of Business Research*, 69(12), 5833-5841.
- Hasbun, B., & Ruswanti, E. (2016). Komperasi Antara Kelompok Yang Melihat Iklan dan Tidak Melihat Iklan Dengan Moderasi Brand Awareness Terhadap Niat Beli (Studi Pada Commuter Line). *JOURNAL OF BUSINESS STUDIES*, 2(1).

- Ibrahim, B., & Sawaftah, D. (2021). Linking Social Media Marketing Activities to Revisit Intention through Brand Trust and Brand Loyalty on the Coffee Shop Facebook Pages: Exploring Sequential Mediation Mechanism. *Sustaianability*, 13(4).
- Jasin, M. (2022, August). The Role of Social Media Marketing and Electronic Word of Mouth on Brand Image and Purchase Intention of SMEs Product. *Journal of Information System and Management (JISMA)*, 1(4), 54-62.
- John, D. R., & Loken, B. (2023). When Do Bad Things Happen to Good Brands? Understanding Internal and External Sources of Brand Dilution. *In book: Brands and Brand Management*, 233-270.
- Killian, G., & McManus, K. (2015, September-October). A marketing communications approach for the digital era: Managerial guidelines for social media integration. *Business Horizons*, 58(5), 539-549.
- Kim, A. J., & Ko, E. (2010). Impacts of Luxury Fashion Brand's Social Media Marketing on Customer Relationship and Purchase Intention. *Journal of Global Fashion Marketing*, 1(3), 164-171.
- Kim, A. J., & Ko, E. (2012). Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand. *Journal of Business Research*, 65(10), 1480-1486.
- Lim, Z. W., Yong, Y. C., Tan, C. H., & Chan, M. S. (2024). Impact of Social Media Marketing on Gen Z's Cosmetic Brand Awareness. *International Journal of Management, Finance and Accounting*, 5(1).
- Lwin, C. M. (2022, July). The Effect os Social Media Marketing on Brand Equity of Myanmar Cosmetic. *Yangon University Of Economins Departement Of Commerce*.
- LYU, M.-S., & Cha., S.-S. (2019). Influence of SNS Characteristics on the Brand Image of Infant Food Products. *The Journal of Industrial Distribution & Business*, 10(8), 7-15.
- Machali, I. (2021). *METODE PENELITIAN KUANTITATIF : Panduan Praktis Merencanakan, Melaksanakan*. (A. Q. Habib, Ed.) Yogyakarta: Fakultas Ilmu Tarbiyah dan Keguruan.
- Mahendra, D. P., & Nigrahani, R. U. (2021). PENGARUH SOCIAL MEDIA MARKETING ACTIVITIES TERHADAP BRAND AWARENESS HEARO DI INSTAGRAM. 8(3).
- Malarvizhi, C. A. (2022, August). Modelling the Significance of Social Media Marketing Activities, Brand Equity and Loyalty to Predict Consumers' Willingness to Pay Premium Price for Portable Tech Gadgets. *Heliyon*, 8(8).
- Manthiou, A. (2013, July). Identifying and Responding to Customer Needs on Facebook Fan Pages. *International Journal of Technology and Human Interaction*, 9(3).
- Martin, K., & Torodov, I. (2010, March). How Will Digital Platforms be Harnessed in 2010, and How Will They Change the Way People Interact with Brands? *Journal of Interactive Advertising*, 10(2), 61-66.
- Mon, T. H. (2022, April). The Effect of Social Media Marketing Activities on Brand Equity and Purchase Intention towards Sebamed Skin Care Products.

- Naaman, M., Becker, H., & Gravano, L. (2011). Hip and Trendy: Characterizing Emerging Trends on Twitter. *JOURNAL OF THE AMERICAN SOCIETY FOR INFORMATION SCIENCE AND TECHNOLOGY*, 62(5), 902-918.
- NapoleonCat. (2023, September). *Instagram users in Indonesia*. Retrieved from [napoleoncat.com: https://napoleoncat.com/stats/instagram-users-in-indonesia/2023/12/](https://napoleoncat.com/stats/instagram-users-in-indonesia/2023/12/)
- Osei-Frimpong, K., & McLean, G. (2018). Examining online social brand engagement: A social presence theory perspective. *Technological Forecasting and Social Change*, 12(C), 10-21.
- Paquette, H. (2013). Social Media as a Marketing Tool: A Literature Review. *Major Papers by Master of Science Students*.
- Paramita, R. W., & Rizal, N. (2021). *METODE PENELITIAN KUANTITATIF: Buku Ajar Perkuliahan Metodologi Penelitian Bagi Mahasiswa Akuntansi & Manajemen*. Widya Gama Press.
- Patel, R. K., & Nishant K Fofaria. (2022). Sentiment analysis of customers loyalty on marketing activities by online marketplaces in India: a social media perspective. *UGC Care Group 1 Journal*.
- Portal Informasi Indonesia. (2023, Desember 3). *Fenomena Cantik Industri Kosmetik*. Retrieved from [indonesia.go.id: https://indonesia.go.id/kategori/editorial/7804/fenomena-cantik-industri-kosmetik?lang=1](https://indonesia.go.id/kategori/editorial/7804/fenomena-cantik-industri-kosmetik?lang=1)
- Priadana, H. S., & Sunarsi, D. (2021). *Metode Penelitian Kuantitatif*. Pascal Books.
- Putri, I. P., Rifqy, F. J., & Juddi, M. F. (2023). Pengaruh Brand Ambassador Shenina Cinnamon dan Electronic Word of Mouth Terhadap Brand Awareness Barenbliss (bnb). *e-Proceeding of Management*, 10(6), 4439.
- Ramadhani, H. S. (2019, August). PENGARUH AKTIVITAS PEMASARAN MEDIA SOSIAL TERHADAP BRAND AWARENESS, BRAND IMAGE, DAN BRAND LOYALTY (STUDI KASUS : FOLLOWERS PADA INSTAGRAM LAZADA.CO.ID). *e-Proceeding of Management*, 6(2).
- Rifqy, F. J., Putri, I. P., & Juddi, M. F. (2023, Desember). Pengaruh Brand Ambassador Shenina Cinnamon dan Electronic Word of Mouth Terhadap Brand Awareness Barenbliss. *e-Proceeding of Management*, 10(6).
- Rinaldi, M. A., Millanyani, H., & Trianasari, N. (2024). Pengaruh Aktivitas Pemasaran Media Sosial Melalui Brand Awareness Dan Brand Image Terhadap Brand Loyalty Dan Emotional Attachment Di Traveloka. *International Journal of Science, Technology & Management*, 5(1).
- Sanny, L., & Nadhila, V. (2020, March). Effect of social media marketing on Instagram towards purchase intention: Evidence from Indonesia's ready-to-drink tea industry. *International Journal of Data and Network Science*, 4(2), 91-104.
- Schivinski, B., & Dabrowski, D. (2015, March 9). The Impact Of Brand Communication On Brand Equity Through Facebook. *Journal of Research in Interactive Marketing*, 9(1), 31-53.

- Sensatia Botanicals. (2024). *Sensatia Botanicals*. Retrieved from sensatia.com:  
<https://www.sensatia.com/id/>
- Seo, E.-J., & Park, J. W. (2018). A study on the effects of social media marketing activities on brand equity and customer response in the airline industry. *Journal of Air Transport Management*, 66, 36-41.
- Sugiyono, P. D. (2013). *METODE PENELITIAN KUANTITATIF, KUALITATIF DAN R & D*. Alfabeta Bandung.
- Suryani, P. D. (2022). *Strategi Pengelolaan Aktivitas Pemasaran di Media Sosial*. (D. Wandana, Ed.) Surabaya: CV. Jakad Media Publishing.
- Suryani, T., & Nurhadi, M. (2021, September-Desember). Enhancing Brand Image in the Digital Era: Evidence from Small and Medium-sized Enterprises (SMEs) in Indonesia. *Gadjah Mada International Journal of Business*, 23(3), 314-340.
- Tandoh, I. (2015). THE IMPACT OF BRAND AWARENESS ON CUSTOMER LOYALTY: A CASE STUDY OF SINAPI ABA SAVINGS AND LOANS GHANA LIMITED. *South American Journal of Management*, 1(1).
- Tsimonis, G., & Dimitriadis, S. (2014, April 29). Brand strategies in social media. *Marketing Intelligence & Planning*, 32(3), 328-344.
- Udayani, A. R. (2022, Juni). PENGARUH AKTIVITAS PEMASARAN MEDIA SOSIAL TERHADAP KESADARAN MEREK DAN CITRA MEREK ADIDAS SERTA DAMPAKNYA PADA NIAT BELI KONSUMEN. *K&K\_JURNAL MANAJEMEN*, 1(2).
- Wang, H. (2012). Six P's Of Youth Social Media From A Young Consumer's Perspective. *Young Consumers*, 13(3), 303-317.
- We Are Social. (2023, Januari 26). *The Changing World Of Digital In 2023*. Retrieved from wearesocial.com:  
<https://wearesocial.com/id/blog/2023/01/the-changing-world-of-digital-in-2023-2/>
- Wibowo, A. (2021). Customer Behavior as an Outcome of Social Media Marketing: The Role of Social Media Marketing Activity and Customer Experience. *Sustainability*, 13(1), 189.
- Yadav, M., & Rahman, Z. (2018). The influence of social media marketing activities on customer loyalty : A study of e-commerce industry. *Benchmarking : An International Journal*.
- Zafira, Y. N. (2023). Pengaruh Aktivitas Pemasaran Media Sosial Instagram Terhadap Kesadaran Merek dan Loyalitas Pelanggan.
- Zakiyyah, I., & Kurniawati, E. (2023, October 4). PERAN BRAND AMBASSADOR BOYBAND BTS PADA IKLAN GOFOOD DALAM MEMBANGUN BRAND AWARENESS. *Jurnal Ilmiah Bidang Ilmu Ekonomi*, 21(4), 803-810.