

## DAFTAR PUSTAKA

- As-Syahri, H. (2024). Peranan Influencer Marketing Sebagai Strategi Pemasaran Digital 5.0. *Socius: Jurnal Penelitian Ilmu-Ilmu Sosial*, 1(12). <https://doi.org/10.5281/zenodo.12783992>
- Booms, B. (1981). *Marketing strategies and organizational structures for service firms. Marketing of services.*
- Bogdan, R., & Biklen, S. K. (1997). *Qualitative research for education* (Vol. 368). Boston, MA: Allyn & Bacon.
- Boyd, D. M., & Ellison, N. B. (2007). Social network sites: Definition, history, and scholarship. *Journal of Computer-Mediated Communication*, 13(1), 210-230. <https://doi.org/10.1111/j.1083-6101.2007.00393.x>
- Brown, D., & Hayes, N. (2008). Influencer marketing. *Routledge*. <https://doi.org/10.4324/9780080557700>
- Caroline, R. P., Kotrunnada, M., Nurhidayah, A., Arizki, L. D., Aliyyah, I. H., & Idham, R. A. (2024). *Analisis Dampak Intensitas Menonton Video Mukbang terhadap Tingkat Rasa Lapar Mahasiswa.* <http://dx.doi.org/10.22441/merpsy.v13i2.24730>
- Chaffey, D., & Ellis-Chadwick, F. (2019). Digital marketing : Strategy and Implementation. *Pearson Education*. Doi: [10.4236/ib.2012.44043](https://doi.org/10.4236/ib.2012.44043)
- Chaffey, D., & Smith, P. R. (2017). *Digital Marketing Excellence: Planning, Optimizing and Integrating Online Marketing.* *Routledge*. <https://doi.org/10.4324/9781315640341>
- Creswell, J. W., & Creswell, J. D. (2017). *Research design: Qualitative, quantitative, and mixed methods approaches.* Sage publications.
- Creswell, J. W. (2017). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches* (4th ed.). SAGE Publications.
- Cravens, D. W., & Piercy, N. F. (2009). *Strategic Marketing* (9th ed.). McGraw-Hill.
- Davenport, T., & Harris, J. (2017). *Competing on analytics: Updated, with a new introduction: The new science of winning.* Harvard Business Press.
- De Veirman, M., Cauberghe, V., & Hudders, L. (2017). Marketing through Instagram influencers: the impact of number of followers and product divergence on brand attitude. *International journal of advertising*, 36(5),

- 798-828. <https://doi.org/10.1080/02650487.2017.1348035>
- Downes, L., & Nunes, P. (2014). *Big bang disruption: Strategy in the age of devastating innovation*. Penguin.
- 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 Behavior*, 68, 1-7. <https://doi.org/10.1016/j.chb.2016.11.009>
- Preston, I. L. (1982). The association model of the advertising communication process. *Journal of Advertising*, 11(2), 3-15. <https://doi.org/10.1080/00913367.1982.10672799>
- Effendy, Onong Uchjana. 2000, Ilmu Komunikasi dan Praktek. Bandung: PT Remaja Rosdakarya
- Evans, D. (2012). *Social media marketing: An hour a day*. John Wiley & Sons.
- Evans, N. J., Phua, J., Lim, J., & Jun, H. (2017). Disclosing Instagram influencer advertising: The effects of disclosure language on advertising recognition, attitudes, and behavioral intent. *Journal of interactive advertising*, 17(2), 138-149. <https://doi.org/10.1080/15252019.2017.1366885>
- Fishkin, R. (2024). *Lost and founder: a painfully honest field guide to the startup world*. Penguin Group.
- Freberg, K., Graham, K., McGaughey, K., & Freberg, L. A. (2011). Who are the social media influencers? A study of public perceptions of personality. *Public relations review*, 37(1), 90-92. <https://doi.org/10.1016/j.pubrev.2010.11.001>
- Hudders, L., De Jans, S., & De Veirman, M. (2021). The commercialization of social media stars: a literature review and conceptual framework on the strategic use of social media influencers. *Social media influencers in strategic communication*, 24-67. <https://doi.org/10.4324/9781003181286>
- Jin, S.V., Muqaddam, A. and Ryu, E. (2019), "Instafamous and social media influencer marketing", *Marketing Intelligence & Planning*, Vol. 37 No. 5, pp. 567-579. <https://doi.org/10.1108/MIP-09-2018-0375>
- Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of Social Media. *Business horizons*, 53(1), 59-68. <https://doi.org/10.1016/j.bushor.2009.09.003>

- Katz, E., Lazarsfeld, P. F., & Roper, E. (1955). *Personal Influence: The Part Played by People in the Flow of Mass Communications*. Routledge.
- Kemp, S. (2024). Digital 2024: Indonesia. DataReportal. <https://datareportal.com/reports/digital-2024-indonesia>
- Ki, C. W. C., & Kim, Y. K. (2019). The Mechanism by Which Social Media Influencers Persuade Consumers: The Role of Consumers' Desire to Mimic. *Psychology & Marketing*, 36(10), 905-922. <https://doi.org/10.1002/mar.21244>
- Kotler, P., & Armstrong, G. (2018). *Principles of Marketing* (17th ed.). Pearson Education.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). Pearson Education.
- Kotler, P., Kartajaya, H., & Setiawan, I. (2021). *Marketing 5.0: Technology for Humanity*. John Wiley & Sons.
- Kotler, P., Kartajaya, H., & Setiawan, I. (2019). Marketing 4.0: Moving from Traditional to Digital. New Jersey: John Wiley & Sons, Inc.
- Kurniawan, Y. A., & Sastiaka, W. (2024). *Analisis Strategi Influencer Marketing pada Instagram Studio Dapur Tahun 2024*. Jurnal Lentera Bisnis, 13(3), 1538-1549. <https://doi.org/10.34127/jrlab.v13i3.1202>
- Lamb, C. W., Hair, J. F., & McDaniel, C. (2001). *Marketing* (7th ed.). South-Western College Publishing.
- Lazarsfeld, P., Berelson, B. and Gaudet, H. (1948) *The People's Choice: How the Voter Makes up His Mind in a Presidential Campaign*. Columbia University Press, New York.
- Lemon, K. N., & Verhoef, P. C. (2016). Understanding Customer Experience Throughout the Customer Journey. *Journal of Marketing*, 80(6), 69-96. <https://doi.org/10.1509/jm.15>.
- Li dan Yu , 2013. An Innovative Marketing Model Based on AIDA: - A Case from E-bank Campus-marketing by China Construction Bank. <http://dx.doi.org/10.4236/ib.2013.53B010>.
- Lipschultz, J. H. (2018). *Social Media Communication: Concepts, Practices, Data, Law, and Ethics*. Routledge.

- Lou, C., & Yuan, S. (2019). Influencer Marketing: How Message Value and Credibility Affect Consumer Trust of Branded Content on Social Media. *Journal of Interactive Advertising*, 19(1), 58-73. <https://doi.org/10.1080/15252019.2018.1533501>
- Mackay, A. (Ed.). (2005). The practice of advertising. Routledge. <https://doi.org/10.4324/9780080473925>
- McCarthy, E. J. (1960). Basic Marketing: A Managerial Approach. Homewood (Illinois): R. D. Irwin. DOI: 10.12691/jbms-2-3-1
- Miles, M. B., & Huberman, A. M. (1994). Qualitative data analysis: An expanded sourcebook (2nd ed.). Sage Publications, Inc. <https://doi.org/10.1177/109821409902000122>
- Moleong, L. J. (2017). Metodologi Penelitian Kualitatif. *PT Remaja Rosdakarya*.
- Nurudin. (2004). *Pengantar Komunikasi Massa*. Raja Grafindo Persada.
- Przybylski, A. K., Murayama, K., DeHaan, C. R., & Gladwell, V. (2013). *Motivational, Emotional, and Behavioral Correlates of Fear of Missing Out*. Computers in Human Behavior, 29(4), 1841-1848. <https://doi.org/10.1016/j.chb.2013.02.014>
- Pulizzi, J. (2016). *Content Inc.: How Entrepreneurs Use Content to Build Massive Audiences and Create Radically Successful Businesses*. McGraw-Hill.
- Rogers, L. D. (2016) The Digital Transformation Playbook: Rethink Your Business for the Digital Age. Columbia Business School Publishing, Columbia University Press. <https://doi.org/10.7312/roge17544>
- Ryan, D. (2016). *Understanding digital marketing: marketing strategies for engaging the digital generation*. Kogan Page Publishers.
- Sari, I. N., Lestari, L. P., Kusuma, D. W., Mafulah, S., Brata, D. P. N., Iffah, J. D. N., ... & Sulistiana, D. (2022). Metode penelitian kualitatif. *Unisma Press*.
- Schwab, K. (2016). The Fourth Industrial Revolution. *World Economic Forum*.
- Sugiyono, P. D. (2017). *Metode penelitian bisnis: pendekatan kuantitatif, kualitatif, kombinasi, dan R&D*. Penerbit CV. Alfabetia: Bandung, 225(87), 48-61.

- Stanton, W. J. (1994). *Fundamentals of Marketing* (10th ed.). McGraw-Hill.
- Syarifuddin, M. I. (2022). *Strategi Pemasaran Bisnis Menggunakan Influencer pada Media Sosial Instagram UMKM Sweetdrips.id* (Ditinjau dari Teori AISAS) [Doctoral dissertation, Universitas International Semen Indonesia].
- Thalib, M. A. (2022). Pelatihan teknik pengumpulan data dalam metode kualitatif untuk riset akuntansi budaya. Seandanan: *Jurnal Pengabdian Pada Masyarakat*, 2(1), 44-50. <https://doi.org/10.23960/seandanan.v2i1.29>
- Tristanto, T. A., Hurriyati, R., Dirgantari, P. D., & Muhammin, A. (2021). AIDA Model as a Marketing Strategy to Influence Consumer Buying Interest in the Digital Age. Budapest International Research and Critics Institute (*BIRCI-Journal: Humanities and Social Sciences*, 4(4), 12575-12586. DOI:10.33258/birci.v4i4.3319
- Warieda, W .(2022) Program Bimbingan dan Konseling Dalam Membangun Budaya Disiplin Peserta Didik Melalui Penerapan Model Komunikasi Tahap (*Two Step Flow of Communicarion*). *Vocational : Jurnal Inovasi Pendidikan Kejuruan*, 2(3), 204-218
- Wellman, M. L., Stoldt, R., Tully, M., & Ekdale, B. (2020). Ethics of authenticity: Social media influencers and the production of sponsored content. *Journal of media ethics*, 35(2), 68-82. <https://doi.org/10.1080/23736992.2020.1736078>
- Westerman, G., Bonnet, D., & McAfee, A. (2014). *Leading Digital: Turning Technology into Business Transformation*. *Harvard Business Review Press*.
- Wiryanto. (2000). *Teori Komunikasi Massa*. Jakarta: Grasindo.
- Wood, M. (2018). *Marketing Automation for Dummies*. Wiley.
- Yin, R. K. (2018). *Case Study Research and Applications: Design and Methods* (6th ed.). SAGE Publications.