

DAFTAR PUSTAKA

- Adnan, A. Z., & Rahmawati, A. (2020). Karakter pemimpin dalam mengelola bisnis di era digital. *Jurnal Manajemen dan Bisnis*, 7(2), 760–768.
- Audrezet, A., de Kerviler, G., & Moulard, J. G. (2018). Authenticity under threat: When social media influencers need to go beyond self-presentation. *Journal of Business Research*, 117, 557–569. <https://doi.org/10.1016/j.jbusres.2018.07.008>
- Aaker, D. A. (2017). *Building strong brands* (2nd ed.). Free Press.
- Brown, D., & Hayes, N. (2008). *Influencer marketing: Who really influences your customers?* Elsevier Butterworth-Heinemann.
- Buyer, L. (2016). *Digital influencer marketing: A guide to achieving influencer marketing success*. Lulu Press.
- Casaló, L. V., Flavián, C., & Ibáñez-Sánchez, S. (2020). Influencers on Instagram: Antecedents and consequences of opinion leadership. *Journal of Business Research*, 117, 510–519. <https://doi.org/10.1016/j.jbusres.2018.07.005>
- Cooper, D. R., & Schindler, P. S. (2019). *Business Research Methods* (13th ed.). New York: McGraw-Hill Education.
- Darma, S. (2021). Strategi influencer dalam meningkatkan brand image melalui media sosial. *Jurnal Ilmu Komunikasi*, 19(1), 45–55.
- Engriani, Y., Lestari, D., & Apriani, D. (2019). Pemanfaatan media sosial untuk pengembangan bisnis digital. *Jurnal Ekonomi dan Bisnis Digital*, 1(2), 55–64.
- 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>
- Gani, A. (2016). Internet sebagai jaringan komputer global: Pengaruhnya terhadap komunikasi modern. *Jurnal Teknologi Informasi dan Komunikasi*, 5(1), 12–20.

- 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.
- Ghozali, I. (2016). *Aplikasi Analisis Multivariate dengan Program IBM SPSS* 23 (8th ed.). Semarang: Badan Penerbit Universitas Diponegoro.
- Ghozali, I. (2018). *Aplikasi Analisis Multivariate dengan Program IBM SPSS* 25 (9th ed.). Semarang: Badan Penerbit Universitas Diponegoro.
- Hardani, et al. (2020). *Metode Penelitian Kuantitatif & Kualitatif*. Yogyakarta: Pustaka Ilmu.
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2021). *Multivariate Data Analysis* (8th ed.). Hampshire: Cengage Learning.
- Hayes, R. A., & Carr, C. T. (2015). Does being social matter? An exploration of social media use and the social capital of college students. *Sociological Perspectives*, 58(4), 694–713. <https://doi.org/10.1177/0731121415581917>
- 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>
- Kantar. (2020). Authentically connecting your brand with Gen Z and Millennials. Kantar. Retrieved from <https://www.kantar.com/inspiration/brands/2022-authentically-connecting-your-brand-with-gen-z-and-millennials>
- Keller, K. L. (2016). *Strategic brand management: Building, measuring, and managing brand equity* (4th ed.). Pearson Education.
- Kurniawan, D., & Puspitaningtyas, Z. (2016). *Statistika untuk Penelitian Pendidikan dan Ilmu Sosial*. Jember: UPT Penerbit & Percetakan Universitas Jember.
- Labrecque, L. I., Markos, E., & Milne, G. R. (2011). Online personal branding: Processes, challenges, and implications. *Journal of Interactive Marketing*, 25(1), 37–50. <https://doi.org/10.1016/j.intmar.2010.09.002>
- Marques, S., Tavares, F., & Ferreira, F. A. F. (2020). The impact of social media influencers on consumer behavior: The role of social comparison and identification. *International Journal of Consumer Studies*, 44(4), 385–399. <https://doi.org/10.1111/ijcs.12584>

- Nurbaiti, S., Anshari, M., & Yuliana, S. (2022). Internet sebagai sarana komunikasi tanpa batas: Studi literatur. *Jurnal Komunikasi Digital*, 10(2), 45–53.
- Nuraeni, L., & Suryani, T. (2019). Minat kewirausahaan dan pengaruhnya terhadap kesuksesan bisnis. *Jurnal Kewirausahaan*, 7(1), 15–22.
- Rahmawati, A. Y. (2020). Perkembangan media digital dalam dunia komunikasi modern. *Jurnal Komunikasi dan Digital*, 5(1), 15–23.
- Sanjiwana, A. G. A., & Suasana, I. G. A. (2019). Media sosial sebagai media promosi bisnis digital. *Jurnal Manajemen dan Bisnis Indonesia*, 6(1), 34–41.
- Singh, J., Zhao, Z., & Hu, X. (2018). Social media influencer marketing: A review and research agenda. *Journal of Marketing*, 82(2), 1–17. <https://doi.org/10.1177/0022242918756400>
- Solis, B. (2010). *Engage! The complete guide for brands and businesses to build, cultivate, and measure success in the new web*. Wiley.
- Sugiyono. (2018). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: Alfabeta.
- Sugiyono. (2022). *Metode Penelitian Pendidikan: Pendekatan Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.
- Supardi, T. (2019). Internet sebagai jaringan komputer global: Dampaknya terhadap komunikasi modern. *Jurnal Teknologi Informasi dan Komunikasi*, 7(1), 10–18.
- Spector, P. E. (2019). *Summated Rating Scale Construction: An Introduction* (Vol. 82). Newbury Park: SAGE Publications.
- Sugiyono. (2012). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: Alfabeta.
- Sugiyono. (2015). *Metode Penelitian Kombinasi (Mix Methods)*. Bandung: Alfabeta.
- Sugiyono. (2013). *Metode Penelitian Pendidikan: Pendekatan Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.
- Tuten, T. L., & Solomon, M. R. (2018). *Social media marketing* (3rd ed.). Sage Publications.

Wardani, D. A., & Dewi, M. A. (2021). Teknologi dan perilaku konsumen digital dalam perspektif pemasaran modern. *Jurnal Ilmu Ekonomi dan Sosial*, 10(2), 89–98.

Wirapraja, I. W., & Haryanti, T. (2018). The effectiveness of influencer marketing in Indonesia. *Journal of Marketing Trends*, 5(1), 23-34.

Maharani, A., & Suryawardani, B. (2023). Analisis Konten Media Sosial Media Marketing UMKM Kripik Bujangan Pada Instagram @bujangankripik Tahun 2023.

Naflah, H. R. (2025). Pengaruh Personal Branding Terhadap Brand Equity Produk Deodorant Jennskin. 501-520.