

DAFTAR PUSTAKA

- Berger, J., & Milkman, K. L. (2018). *What Makes Online Content Go Viral?*. Journal of Marketing Research, 49(2), 192–205.
- Boyd, D. (2014). *It's Complicated: The Social Lives of Networked Teens*. Yale University Press.
- Dobele, A., Toleman, D., & Beverland, M. (2007). *Controlled infection! Spreading the brand message through viral marketing*. Business Horizons, 48(2), 143–149.
- Hall, S. (1980). *Encoding/decoding*. In S. Hall et al. (Eds.), *Culture, Media, Language* (pp.128–138). Routledge.
- Jenkins, H. (2009). *Confronting the Challenges of Participatory Culture: Media Education for the 21st Century*. MIT Press.
- Juslin, P. N., & Sloboda, J. A. (Eds.). (2010). *Handbook of Music and Emotion: Theory, Research, Applications*. Oxford University Press.
- Kotler, P., & Armstrong, G. (2021). *Principles of Marketing* (18th ed.). Pearson Education.
- Nahon, K., & Hemsley, J. (2013). *Going Viral*. Polity Press.
- Putri, M. A. (2021). *Resepsi Audiens Terhadap Musik Populer di Kalangan Remaja*. Jurnal Komunikasi dan Budaya, 12(1), 45–58.
- Sugiyono. (2023). *Metode Penelitian Kualitatif, Kuantitatif dan R&D*. Bandung: Alfabeta.
- Bourdieu, P. (1993). *The Field of Cultural Production: Essays on Art and Literature*. Columbia University Press.
- Fiske, J. (2010). *Understanding Popular Culture* (2nd ed.). Routledge.
- Lull, J. (2000). *Media, Communication, Culture: A Global Approach*. Columbia University Press.
- McQuail, D. (2010). *McQuail's Mass Communication Theory* (6th ed.). Sage Publications
- Morley, D. (1992). *Television, Audiences and Cultural Studies*. Routledge.

- Rose, G. (2016). *Visual Methodologies: An Introduction to Researching with Visual Materials* (4th ed.). Sage Publications.
- Storey, J. (2018). *Cultural Theory and Popular Culture: An Introduction* (8th ed.). Routledge.
- Tagg, P. (2013). *Music's Meanings: A Modern Musicology for Non-Musos*. Mass Media Music Scholars' Press.
- Walser, R. (1993). *Running with the Devil: Power, Gender, and Madness in Heavy Metal Music*. Wesleyan University Press.
- Zillmann, D., & Vorderer, P. (Eds.). (2000). *Media Entertainment: The Psychology of Its Appeal*. Lawrence Erlbaum Associates