

DAFTAR PUSTAKA

- Altschwager, T., Conduit, J., Karpen, I. O., & Goodman, S. (2022). Event engagement: Using event experiences to build *brands*. *Australasian Marketing Journal*, 32(1), 14–26. <https://doi.org/10.1177/14413582221127317>
- Aprianingsih, A., Fachira, I., Setiawan, M., & Pratiwi, I. I. (2025). Live streaming e-commerce: The relationship of interactivity and co-experience on consumer engagement. *Spanish Journal of Marketing – ESIC*. <https://doi.org/10.1108/SJME-11-2023-0322>
- Ashley, C., & Tuten, T. (2015). Creative strategies in social media marketing: An exploratory study of *branded* social content and consumer engagement. *Psychology & Marketing*, 32(1), 15–27.
- Borah, A., Prakhya, S., & Sharma, A. (2025). Real-time marketing messages and consumer engagement in social media. *Journal of Business Research*, 194, 115365. <https://doi.org/10.1016/j.jbusres.2025.115365>
- Castillo-Abdul, B., Perez-Escoda, A., & Nunez-Barriopedro, E. (2022). Promoting social media engagement via *branded* content communication: A fashion *brands* study on Instagram. *Media and Communication*, 10(1), 1–15. <https://doi.org/10.17645/mac.v10i1.4728>
- Creswell, J. W. (2014). *Research design: Qualitative, quantitative, and mixed methods approaches* (4th ed.). SAGE Publications.
- DataReportal. (2025). *Digital 2025: Indonesia*. <https://datareportal.com/reports/digital-2025-indonesia>
- Dessart, L., Veloutsou, C., & Morgan-Thomas, A. (2015). Consumer engagement in online *brand* communities: A social media perspective. *Journal of Product & Brand Management*, 24(1), 28–42. <https://doi.org/10.1108/JPBM-06-2014-0635>
- Dinh, T. C. T., & Lee, Y. (2025). Going viral: How social and personal motivations drive emotional engagement and consumer online *brand*-related activities. *PLOS ONE*, 20(11), e0336907. <https://doi.org/10.1371/journal.pone.0336907>

- DPR RI – Pusat Penelitian. (2025). Potensi pasar industri kecantikan di Indonesia. Pusat Kajian DPR RI. https://berkas.dpr.go.id/pusaka/files/isu_sepekan/Isu%20Sepekan---II-PUSLIT-Februari-2025-2444.pdf
- Felin, F., & Damastuti, R. (2022). Analisis isi konten post akun Instagram @Menantea.Toko dalam membangun engagement followers. *Jurnal Ilmiah Ilmu Komunikasi Communique*, 5(1), 55–69. <https://ejurnal.stikpmedan.ac.id/index.php/JIKQ/article/view/122>
- Fletcher, K. A., & Gbadamosi, A. (2024). Examining social media live stream's influence on the consumer decision-making: A thematic analysis. *Electronic Commerce Research*, 24, 2175–2205. <https://doi.org/10.1007/s10660-022-09623-y>
- Glints. (2023). PT Mirael Natural Indonesia company profile. Glints.
- Heepsy. (2024). Instagram analytics report for @MiraelSugarWax. Heepsy.
- Hollebeek, L. D. (2011). Exploring customer *brand* engagement: Definition and themes. *Journal of Strategic Marketing*, 19(7), 555–573.
- Hollebeek, L. D. (2019). Developing business customer engagement through social media engagement platforms: An integrative S-D logic/RBV-informed model. *Industrial Marketing Management*, 81, 89–98.
- Hollebeek, L. D., Glynn, M. S., & Brodie, R. J. (2014). Consumer *brand* engagement in social media: Conceptualization, scale development and validation. *Journal of Interactive Marketing*, 28(2), 149–165.
- Jiang, Z., Wang, H., Xue, J., & Zhai, T. (2022). Propelling consumer engagement via entrepreneurs' live streaming. *Frontiers in Psychology*, 13, 890707. <https://doi.org/10.3389/fpsyg.2022.890707>
- Kementerian Perindustrian RI. (2025). Kemenperin gadang potensi industri kosmetik semakin gemilang. Ditjen IKMA Kemenperin. <https://ikm.kemenperin.go.id/kemenperin-gadang-potensi-industri-kosmetik-semakin-gemilang>
- Kotler, P., Kartajaya, H., & Setiawan, I. (2021). *Marketing 5.0: Technology for humanity*. John Wiley & Sons.

- Ligagame.tv. (2026, 26 Februari). Cuma butuh 6 hari, YB Reza Arap kuasai YouTube global lewat Maraphon S3. <https://www.ligagame.tv/ligagame-best/cuma-butuh-6-hari-yb-reza-arap-kuasai-youtube-global-lewat-maraphon-s3>
- Miles, M. B., Huberman, A. M., & Saldana, J. (2014). *Qualitative data analysis: A methods sourcebook* (3rd ed.). SAGE Publications.
- Moleong, L. J. (2017). *Metodologi penelitian kualitatif* (edisi revisi). Remaja Rosdakarya.
- NapoleonCat. (2025). Instagram users in Indonesia, January 2025. <https://napoleoncat.com/stats/instagram-users-in-indonesia/2025/01/>
- Noor, A. H. (2013). *Manajemen event*. Alfabeta.
- Pandrianto, N., & Sukendro, G. G. (2018). Analisis strategi pesan *event marketing* untuk mempertahankan *brand engagement*. *Jurnal Komunikasi*, 10(2), 167–176. <https://doi.org/10.24912/jk.v10i2.2619>
- Pulizzi, J. (2014). *Epic content marketing: How to tell a different story, break through the clutter, and win more customers by marketing less*. McGraw-Hill Education.
- Putri, D. A., & Safitri, R. (2023). Pemanfaatan Instagram sebagai media pemasaran digital dalam meningkatkan *brand engagement*. *Jurnal Komunikasi Digital*, 5(2), 120–134.
- Rahmawati, N. (2022). Pengaruh *event marketing* terhadap engagement pada media sosial Instagram. *Jurnal Ilmu Komunikasi*, 10(1), 45–60.
- Sahabatsetara.id. (2026, 8 Maret). Apa itu Maraphon? <https://sahabatsetara.id/apa-itu-maraphon/>
- Sakti, T. A., & Deslia, I. F. (2024). Analisis isi konten marketing akun Instagram @mop.beauty dalam meningkatkan engagement followers. *Syntax Idea*, 6(9). <https://doi.org/10.46799/SYNTAX-IDEA.V6I9.4462>
- Salim, M. A. M., & Asyifa, M. S. (2025). The effectiveness of Instagram in *event marketing*: An empirical study of engagement strategies. *Daengku: Journal of Humanities and Social Sciences Innovation*, 5(1), 78–87. <https://doi.org/10.35877/454RI.daengku3214>

- Sanjaya, R. (2020). Pengaruh dimensi social media marketing terhadap minat beli. *Jurnal Manajemen dan Start-Up Bisnis*, 5(1).
- Santos, S., Gonçalves, H. M., & Brito, P. Q. (2023). Social media engagement and *real-time marketing*: Using net-effects and set-theoretic approaches to understand audience and content-related effects. *Psychology & Marketing*, 40(3), 458–479. <https://doi.org/10.1002/mar.21756> [CEK ULANG: pada sumber asli artikel yang sama juga tercatat dengan penulis "Santos, Z. R., Cheung, C. M. K., Coelho, P. S., & Rita, P." dan rentang halaman 631–652 — perlu verifikasi ke jurnal aslinya]
- Sari, M., & Hidayat, A. (2023). Strategi pemasaran digital dalam industri kecantikan di Indonesia. *Jurnal Manajemen dan Bisnis*, 8(1), 78–92.
- Setiawan, R., Wibisono, D., & Purwanegara, M. S. (2022). Defining *event marketing* as engagement-driven marketing communication. *Gadjah Mada International Journal of Business*, 24(2), 151–177. <https://doi.org/10.22146/gamaijb.66789>
- Skadinavion, M. O. D., & Aliami, S. (2024). Kolaborasi *event marketing* dan experiential marketing sebagai strategi meningkatkan loyalitas pelanggan wisata Korea Fantasy. *Jurnal Nusantara Aplikasi Manajemen Bisnis*, 9(2), 356–367. <https://doi.org/10.29407/nusamba.v9i2.19485>
- Slice.id. (2024). Berapa engagement rate yang bagus di Instagram? <https://www.slice.id/blog/berapa-engagement-rate-yang-bagus-di-instagram>
- Sugiyono. (2019). Metode penelitian kuantitatif, kualitatif, dan R&D. Alfabeta.
- Tuten, T. L., & Solomon, M. R. (2020). *Social media marketing* (3rd ed.). SAGE Publications.
- Vaharani, A. A., & Halim, R. E. (2024). The dynamics of Indonesia's local beauty market: An analysis of the impact of social media engagement on purchase intention. *Journal of Entrepreneurial Economics*, 1(1), 39–44. <https://doi.org/10.61511/jane.v1i1.2024.706>
- Willemsen, L. M., Mazerant, K., Kamphuis, A. L., & van der Veen, G. (2019). Let's get real (time)! The potential of *real-time marketing* to catalyze the sharing

- of *brand* messages. *International Journal of Advertising*, 38(5), 828–846.
<https://doi.org/10.1080/02650487.2019.1580470>
- Wood, E. H. (2009). Evaluating *event marketing*: Experience or outcome? *Journal of Promotion Management*, 15(1), 247–268.
<https://doi.org/10.1080/10496490902892580>
- Yin, R. K. (2018). *Case study research and applications: Design and methods* (6th ed.). SAGE Publications.
- Zarantonello, L., & Schmitt, B. H. (2013). The impact of *event marketing* on *brand* equity: The mediating roles of *brand* experience and *brand* attitude. *International Journal of Advertising*, 32(2), 255–280.
<https://doi.org/10.2501/IJA-32-2-255-280>
- Zhang, Q., Wang, Y., & Ariffin, S. K. (2024). Consumers' purchase intention in live-streaming e-commerce: A consumption value perspective and the role of streamer popularity. *PLOS ONE*, 19(2), e0296339.
<https://doi.org/10.1371/journal.pone.0296339>