

DAFTAR PUSTAKA

- Foss, S. W. (2009). *Theories of Human Communication 9th Edition*. Jakarta: Salemba Humanika.
- Hongjin Shim, S. L. (2018). I hate binge-watching but I can't help doing it: the moderating effect of immediate gratification and need for cognition on binge-watching attitude-behavior relation. *Telematics and Informatics*.
- Ida, R. (2014). *Metode Penelitian Studi Media dan Kajian Budaya*. Jakarta: Prenada Media Group.
- Ida, R. (2017). *Budaya Populer Indonesia Diskursus Global/ Lokal dalam Budaya Populer Indonesia*. Surabaya: Airlangga University Press.
- Iuliana Cetina, M.-C. M. (2012). Psychological and social factors that influence online consumer behavior . *Procedia - Social and Behavioral Science*, 184-188.
- Kemp, S. (2020, April 23). Special Report: Digital Around The World in April 2020. Retrieved from wearesocial.com: <https://wearesocial.com/blog/2020/04/digital-around-the-world-in-april-2020>
- Kim, H. S. (2017). An Exploration of the Motivations for Binge-Watching TV Dramas among South Korean Viewers and the Role of Individual Differences. *Computers in Human Behaviour*.
- Kirana, I. (2019, Juni 22). Perjalanan Sinetron Indonesia, dari Masa Kejayaan hingga Tergerus Kejar Tayang. Retrieved from kincir.com: <https://www.kincir.com/movie/series/sinetron-indonesia-masa-kejayaan-kejar-tayang>
- Matrix, S. (Summer 2014). The Netflix Effect: Teens, Binge-watching, and On-Demand Digital Media Trends. *Jeunesse: Young People, Texts, Cultures*, Volume 6, Issue 1, page 119-138.
- Mikos, L. (2016). Digital Media Platforms and the Use of TV Content: Binge-watching and Video-on-Demand in Germany. *Media and Communication*, Volume 4, Issue 3, Pages 154-161.
- Petty, J. T. (1982). The Need for Cognition. *Journal of Personality and Social Psychology*, Vol. 42, No. 1, 116-131.
- Rasyid Sartuni, Z. A. (2015). *Implementasi Bahasa Akademik*. Jakarta: Pustaka Mandiri.
- Setiadi, N. J. (2013). *Perilaku Konsumen: Edisi Revisi*. Jakarta: Kencana Prenada Media Grup.
- Shadia Imanuella Pradsmadji, I. (January 2020). Media Convergence in the Platform of Video-on-Demand: Opportunities, Challenges, and Audience Behaviour . *ASPIKOM*, Vol. 5, No. 1, page 115-128.

- Shaw, R. B. (2017). *Extreme Teams: Why Pixar, Netflix, AirBnB, and Other Cutting-Edge Companies Succeed Where Most Fail*. New Jersey: AMACOM.
- Solomon, M. R. (2015). *Consumer Behaviour*. London: Pearson Education.
- Solomon, M. R. (2018). *Consumer Behaviour: Buying, Having, and Being 12th Edition*. Essex: Pearson Education Limited.
- Turow, J. (2011). *Media Today :Aan Introduction to Mass Communication 7th Edition*. New York: Routledge.
- Zaenudin, A. (2020, Januari 24). Johnny G. Plate Tak Usah Gelisah: Netflix Memang Butuh Konten Lokal. Retrieved from [tirto.id: https://tirto.id/johnny-g-plate-tak-usah-gelisah-netflix-memang-butuh-konten-lokal-eujh](https://tirto.id/johnny-g-plate-tak-usah-gelisah-netflix-memang-butuh-konten-lokal-eujh)