

DAFTAR PUSTAKA

Buku :

- Aaker, David. (2014) *Aaker on Branding: 20 Principles That Drive Success*. New York: Morgan James Publishing
- Anggito, Albi dan Johan Setiawan. (2018). *Metode Penelitian Kualitatif*. Sukabumi: CV Jejak
- Bungin, Burhan. (2005). *Metodologi Penelitian Kualitatif*. Depok: Raja Grafindo Persada
- Creswell, J.W. (1998). *Qualitative Inquiry and Research Design: Choosing among Five Tradition*. London: Sage Publication
- Don E. Schultz dan Beth E. Barnes. (1999). *Strategic Brand Communication Campaigns*. Lincolnwood: NTC Business Books
- Gelder, Sisco van. (2005). *Global Brand Strategy*. London: Kogan Page Limited
- Hardjana, Agus M. (2003). *Komunikasi Intrapersonal dan Interpersonal*. Jakarta: Kanisius
- Jones, Robert. (2017). *Branding: A Very Short Introduction*. United Kingdom: Oxford University Press
- Kertamukti, Rama. (2015). *Strategi Kreatif dalam Periklanan: Konsep Pesan, Media, Branding, Anggaran*. Jakarta: Rajawali Pers
- Keshav, Rudhrav. (2020). *Social Media Influencer Marketing: The Next Big Phenomenon in The Marketing World*. India: Rudhrah Gourav
- Kotler, Philip. (2006). *According to Kotler: Tokoh Paling Kompeten dalam Pemasaran Menjawab Pertanyaan Anda*. Jakarta: PT Bhuana Ilmu Populer
- Kotler, Philip dan Kevin Lane Keller. (2009). *Marketing Management*. New Jersey: Pearson Prentice Hall
- Machfoedz, Mahmud. (2010). *Komunikasi Pemasaran Modern*. Yogyakarta: Cakar Ilmu.
- Mamik. (2015). *Metodologi Kualitatif*. Sidoarjo: Zifatama Publishing
- Moloeng, Lexy J. 2007. *Metodologi Penelitian Kualitatif*. Bandung: PT Remaja Rosdakarya
- Morissan. (2015). *Teori Komunikasi Individu hingga Massa*. Jakarta: Prenada Media Group
- Prasetyo, Bambang D dan Nufian S.Febriani. (2020). *Strategi Branding: Teori dan Perspektif Komunikasi dala, Bisnis*. Malang: UB Press
- Priansa, Donni Juni. (2017). *sosial Komunikasi Pemasaran Terpadu: Pada era media*. Bandung: Pustaka Setia
- Quesenberry, Keith A. (2019). *Social Media Strategy: Marketing, Advertising, and Public Relation in the Consumer Revolution*. Maryland: Rowman & Littlefield

Salma Chaisila, 2021

STRATEGI BRANDING EMINA COSMETICS DENGAN MICRO INFLUENCER PADA MEDIA SOSIAL INSTAGRAM

UPN Veteran Jakarta, Fakultas Ilmu Sosial dan Ilmu Politik, Ilmu Komunikasi

[www.upnvj.ac.id – www.library.upnvj.ac.id – www.repository.upnvj.ac.id]

Rangkuti, Freddy. (2002) *The Power of Brands*, Teknik Mengelola *Brand Equity* dan Strategi Pengembangan Merek. Jakarta: Gramedia Pustaka
Royan, Frans M. (2004). *Marketing Celebrities*. Jakarta: Elex Media Komputindo
Teresa Piñeiro-Otero, Xabier Martínez-Rolán. (2016) *Understanding Digital Marketing – Basics and Actions*. Switzerland: Springer International Publishing

Salma Chaisila, 2021

STRATEGI BRANDING EMINA COSMETICS DENGAN MICRO INFLUENCER PADA MEDIA SOSIAL INSTAGRAM

UPN Veteran Jakarta, Fakultas Ilmu Sosial dan Ilmu Politik, Ilmu Komunikasi

[www.upnvj.ac.id – www.library.upnvj.ac.id – www.repository.upnvj.ac.id]

Jurnal :

- Ainur Rofiq. (2006). Peran Kiai Dalam Perubahan Sosial Politik Pada Masyarakat Desa Sumber Anyar Kecamatan Mlandingan Kabupaten Situbondo.
<http://digilib.uinsby.ac.id/7555/5/bab%202.pdf>
- Anjali Chopra, Vrushali Avhad, Sonali Jaju. (2020). *Influencer Marketing: An Exploratory Study to Identify Antecedents of Consumer Behavior of Millennial*.
https://www.researchgate.net/publication/342181914_Influencer_Marketing_An_Exploratory_Study_to_Identify_Antecedents_of_Consumer_Behavior_of_Millennial/link/5f1008b592851c1eff156560/download
- Aji, Bagas Pamungkas, dan Siti Zuhroh. (2016). Pengaruh Promosi di Media Sosial dan Word of Mouth Terhadap Keputusan Pembelian.
https://www.researchgate.net/publication/312509466_PENGARUH_PROMOSI_DI_MEDIA_SOSIAL_DAN_WORD_OF_MOUTH_TERHADAP_KEPUTUSAN_PEMBELIAN_STUDI_KASUS_PADA_KEDAI_BONTACOS_JOMBANG
- Arum Nurhandayani, Rizal Syarief, Mukhamad Najib. (2019). *The Impact Of Social Media Influencer And Brand Images To Purchase Intention*.
<https://jurnaljam.ub.ac.id/index.php/jam/article/view/1510>
- Bergstrom, T., Backman, L. (2013). How the utilization of Instagram builds and maintains customer relationships. Marketing and PR in social media.
<http://urn.kb.se/resolve?urn=urn:nbn:se:su:diva-90410>
- Erna Susanti, Dimas Perdana Oskar. (2018). Strategi Branding dalam Membangun Ekuitas Merek UMKM (Studi Kasus: Pusat Oleh-Oleh kota Padang)
<https://journals.upi-yai.ac.id/index.php/IKRAITH-EKONOMIKA/article/download/391/274>
- Femi Oktaviani, Yulia Sariwati, Dini Rahmawati, Auliana Gusfiani NF, Dani Ramdani N. (2018).
Penguatan Produk UMKM “Calief” Melalui Strategi Branding Komunikasi.
<https://ejournal.bsi.ac.id/ejurnal/index.php/abdimas/article/view/3722>
- Harnovinsah. (2017). Metodologi Penelitian
<https://mercubuana.ac.id/files/MetodeLogiPenelitian/Met%20Pen%20UMB%203-ok.pdf>
- Hilde A.M Voorveld. 2017. *Brand Communication in Social Media: A Research Agenda*.
https://www.researchgate.net/publication/332306383_Brand_Communication_in_Social_Media_A_Research_Agenda
- I Ketut Surya Diarta, Putu Widhianti Lestari, dan Ida Ayu Putu Citra Dewi. (2016). Strategi Branding dalam Promosi Penjualan Produk Pertanian Olahan PT. Hatten Bali untuk Pasar Pariwisata Indonesia.
<https://ojs.unud.ac.id/index.php/agribisnis/article/download/27852/17540>

Salma Chaisila, 2021

STRATEGI BRANDING EMINA COSMETICS DENGAN MICRO INFLUENCER PADA MEDIA SOSIAL INSTAGRAM
UPN Veteran Jakarta, Fakultas Ilmu Sosial dan Ilmu Politik, Ilmu Komunikasi
[www.upnvj.ac.id – www.library.upnvj.ac.id – www.repository.upnvj.ac.id]

- Kristina Ade Putri Noviyanti. (2017). Strategi Branding Melalui Penggunaan Brand Ambassador di PT Kereta Api Indonesia (PERSERO) Kantor Pusat Bandung. <https://libraryeproceeding.telkomuniversity.ac.id/index.php/management/article/view/5153>
- Lim Sook Huey, Dr. Rashad Yazdanifard. (2014). *How Instagram Can Be Used as a Tool in Social Network Marketing* https://www.researchgate.net/publication/265377226_How_Instagram_can_be_used_as_a_tool_in_social_networking_marketing#:~:text=It%20is%20a%20significant%20marketing,of%20gaining%20feedback%20from%20customers.
- Made Arini Hanindharputri, I Komang Angga Maha Putra. (2019). Peran Influencer dalam Strategi Meningkatkan Promosi dari Suatu Brand. <https://eproceeding.isi-dps.ac.id/index.php/sandyakala/article/view/73/67>
- Morgan Glucksman. (2017). *The Rise of Social Media Influencer Marketing on Lifestyle Branding: A Case Study of Lucie Fink*. https://www.elon.edu/u/academics/communications/journal/wp-content/uploads/sites/153/2017/12/08_Lifestyle_Branding_Glucksman.pdf
- Puji Isyanto, Rahayu Gita Sapitri, Obstar Sinaga. (2019). *Micro Influencers Marketing and Brand Image to Purchase Intention of Cosmetic Products Focallure* <https://www.sysrevpharm.org/fulltext/196-1581325788.pdf>
- Prio Hananto. (2014). Opinion Leader versus New Opinion Leader dalam Komunikasi Pemasaran (Studi Kasus Selebtwit di Twitter untuk Komunikasi Pemasaran) <https://ejournal.undip.ac.id/index.php/interaksi/article/viewFile/8780/7106#:~:text=Opinion%20leader%20dapat%20dikatakan%20sebagai,dari%20media%20massa%20kepada%20khalayak.&text=Teori%20aliran%20komunikasi%20dua%20tahap,interpersonal%20mana%20yang%20lebih%20kuat.>
- Rios Marques, I., Casais, B. & Camilleri, M.A. (2020). *The Effect of Macro Celebrity and Micro Influencer Endorsements on Consumer-Brand Engagement in Instagram* https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3705334
- Rong-Ho Lin, Christine Jan, Chun Ling Chuang. (2019). *Influencer Marketing on Instagram* <https://siim.org.tw/IJiM/DW/V7N1/IJiM-19-020.pdf>
- I Ketut Surya Diarta, Putu Widhianti Lestari, dan Ida Ayu Putu Citra Dewi. (2016). Strategi Branding dalam Promosi Penjualan Produk Pertanian Olahan PT. Hatten Bali untuk Pasar Pariwisata Indonesia. <https://ojs.unud.ac.id/index.php/agribisnis/article/download/27852/17540>
- Sekar Elok Larasati. (2019). Pengembangan *E-Marketing* menggunakan *Seven Stages of Internet Marketing*.

Salma Chaisila, 2021

STRATEGI BRANDING EMINA COSMETICS DENGAN MICRO INFLUENCER PADA MEDIA SOSIAL INSTAGRAM

UPN Veteran Jakarta, Fakultas Ilmu Sosial dan Ilmu Politik, Ilmu Komunikasi

[www.upnvj.ac.id – www.library.upnvj.ac.id – www.repository.upnvj.ac.id]

- <https://repository.unej.ac.id/bitstream/handle/123456789/91593/Sekar%20Elok%20Larasati-152410101094%20%23.pdf?sequence=1>
- Shiromani Gupta, Rachna Mahajan. (2019). *Role of Micro Influencers in Affecting Behavioural Intentions*.
https://www.researchgate.net/profile/Shiromani_Gupta/publication/339552651_Role_of_Micro-Influencers_in_Affecting_Behavioural_Intentions/links/5e58f65392851cefa1ca6d31/Role-of-Micro-Influencers-in-Affecting-Behavioural-Intentions.pdf
- Tian Gan, Shaoukun Wang, Meng Liu, Xueming Song, Yiyang Yao, Liqiang Nie. (2019). *Seeking Micro-influencers for Brand Promotion*
<https://liqiangnie.github.io/paper/Seeking%20Micro-influencers%20for%20Brand%20Promotion%20.pdf>
- Ulrike Gretzel. (2018). *Influencer Marketing in Travel and Tourism*.
<https://dlwqtxts1xzle7.cloudfront.net/>
- Van der Nolk van Gogh, T. (2017). *The Difference Between Micro, Macro and Mega Influencers*. <http://weareanthology.com/we-areanthology-digital-influencer-and-social-media-marketing-blog/2017/4/26/thedifference-between-micro-macro-and-celebrity-influencers>

Sumber Internet :

- <https://republika.co.id/share/qhgibx335> Diakses pada 22 November 2020, pukul 11.02 WIB
- <https://andi.link/hootsuite-we-are-social-indonesian-digital-report-2020/> Diakses 22 November 2020, pukul 14.32 WIB
- <https://www.kompasiana.com/habib31079300/5b50a860ab12ae6a3632a722/pemanfaatan-media-sosial-instagram-sebagai-sarana-pemasaran?page=all> Diakses pada 22 November 2020, pukul 11.22 WIB
- <https://www.inews.id/techno/internet/era-online-ini-manfaat-konten-digital?page=all> Diakses pada 23 November 2020, pukul 14.05 WIB
- <https://andi.link/hootsuite-we-are-social-indonesian-digital-report-2020/> Diakses pada 22 November 2020, pukul 12.26 WIB
- <https://www.goodnewsfromindonesia.id/> Diakses pada 22 November 2020, pukul 14.09 WIB
- https://www.unaids.org/sites/default/files/sub_landing/files/10_4-Intro-to-triangulation-MEF.pdf Diakses pada 5 Desember 2020, pukul 10.39 WIB
- <https://www.harapanrakyat.com/2020/03/strategi-pemasaran-produk/> Diakses pada 22 November 2020, pukul 13.10 WIB

Salma Chaisila, 2021

STRATEGI BRANDING EMINA COSMETICS DENGAN MICRO INFLUENCER PADA MEDIA SOSIAL INSTAGRAM

UPN Veteran Jakarta, Fakultas Ilmu Sosial dan Ilmu Politik, Ilmu Komunikasi

[www.upnvj.ac.id – www.library.upnvj.ac.id – www.repository.upnvj.ac.id]

<https://www.brandwatch.com/blog/instagram-stats/> Diakses pada 22 November 2020, pukul 12.25 WIB

<https://en.antaranews.com/news/159929/perfect-corp-and-paragon-technology-and-innovation-bring-ar-virtual-makeup-try-on-experience-to-indonesian-beauty-shoppers> Diakses pada 22 November 2020, pukul 15.52 WIB

<https://pressrelease.kontan.co.id/release/guardian-top-stars-2019-award-inilah-deretan-merek-favorit-pelanggan> Diakses pada 22 November 2020, pukul 14.33 WIB

<https://bogor.tribunnews.com/2019/05/23/gathering-emina-girl-gang-ambassador-ajang-pengembangan-diri-di-dunia-kosmetik> Diakses pada 22 November 2020, pukul 12.05 WIB

<https://www.instagram.com/eminacosmetics/> Diakses pada 23 November 2020, pukul 15.26 WIB

<https://kumparan.com/kumparantech/memahami-micro-influencer-yang-dianggap-paling-optimal-dalam-pemasaran-1sFL2eyJWQG/full>) Diakses pada 22 November 2020, pukul 15.56 WIB

<http://weareanthology.com/we-areanthology-digital-influencer-and-social-media-marketing-blog/2017/4/26/thedifference-between-micro-macro-and-celebrity-influencers> Diakses pada 20 November 2020, pukul 12.11 WIB

<https://www.facebook.com/eminacosmetics/> Diakses pada 4 Januari 2021, pukul 16.05 WIB

<https://www.youtube.com/channel/UCtSF-R4egVKkxIaeUGt8fSg> Diakses pada 4 Januari 2021, pukul 16.22 WIB

<https://pressrelease.kontan.co.id/release/guardian-top-stars-2019-award-inilah-deretan-merek-favorit-pelanggan?page=all> Diakses pada 8 Februari 2021, pukul 9.42 WIB

<https://komunikasiana.files.wordpress.com/2013/11/ejbm-dimensions-of-brand-image-a-conceptual-review.pdf> Diakses pada 6 Februari 2021, pukul 7.00 WIB

Salma Chaisila, 2021

STRATEGI BRANDING EMINA COSMETICS DENGAN MICRO INFLUENCER PADA MEDIA SOSIAL INSTAGRAM

UPN Veteran Jakarta, Fakultas Ilmu Sosial dan Ilmu Politik, Ilmu Komunikasi

[www.upnvj.ac.id – www.library.upnvj.ac.id – www.repository.upnvj.ac.id]