

DAFTAR PUSTAKA

BUKU:

- Ardianto, E., Komala, L., & Karlinah, S. (2014). *Komunikasi Massa: Suatu Pengantar*. Bandung: Simbiosis Rekatama Media.
- Atmoko, B. D. (2012). *Instagram Handbook*. Jakarta: Mediakita.
- Azwar, S. (2013). *Sikap Manusia: Teori dan Pengukurannya*. Yogyakarta: Pustaka Pelajar.
- Belch, G. E., & Belch, M. A. (2004). *Advertising and Promotion: An Integrated Marketing Communications Perspective* (6th ed.). New York: McGraw-Hill.
- Belch, G. E., & Belch, M. A. (2009). *Advertising and Promotion: An Integrated Marketing Communications Perspective* (8th ed.). New York: Irwin McGraw-Hill.
- Copley, P. (2014). *Marketing Communications Management: Analysis, Planning, Implementation* (2nd ed.). Portland, OR: Ringgold, Inc.
- Eagly, A. H., & Chaiken, S. (1993). *The Psychology of Attitude*. Fort Worth, TX: Harcourt, Brace, Jovanovich.
- Efendy, O. U. (2003). *Ilmu Komunikasi Teori dan Praktek*. Bandung: PT Remaja Rosdakarya.
- Fazio, R. H. (1989). *On the Power and Functionality of Attitudes: The Role of Attitude Accessibility*. Hillsdale, NJ: Lawrence Erlbaum Associates.
- Firmansyah, M. A. (2020). *Komunikasi Pemasaran*. Pasuruan: CV. Penerbit Qiara Media.
- Fishbein, M., & Ajzen, I. (1975). *Belief, Attitude, Intention, and Behavior: An Introduction to Theory and Research*. Reading, MA: Addison-Wesley.
- Ghozali, I. (2009). *Aplikasi Analisis Multivariate dengan Program SPSS* (4th ed.). Semarang: Badan Penerbit Universitas Diponegoro.
- Ghozali, I. (2011). *Aplikasi Analisis Multivariate dengan Program SPSS*. Semarang: Badan Penerbit Universitas Diponegoro.
- Gunawan, I. (2016). *Pengantar Statistika Inferensial*. Jakarta: RajaGrafindo Persada.

- Hardani, Andriani, H., Ustiawaty, J., Utami, E. F., Istiqomah, R. R., Fardani, R. A., . . . Auliya, N. H. (2020). *Metode Penelitian Kualitatif dan Kuantitatif*. Yogyakarta: CV. Pustaka Ilmu.
- Ibrahim, I. S. (2007). *Budaya Populer sebagai Komunikasi: Dinamika Popscape dan Mediascape di Indonesia Kontemporer*. Yogyakarta: Jalasutra.
- Kennedy, J. E., & Soemanagara, R. D. (2006). *Marketing Communication: Taktik & Strategi*. Jakarta: Bhuana Ilmu Populer.
- Kotler, P., & Keller, K. L. (2009). *Marketing Management*. Upper Saddle River, NJ: Pearson Prentice Hall.
- Littlejohn, S. W., Foss, K. A., & Oetzel, J. G. (2017). *Theories of Human Communication: Eleventh Edition (7th ed.)*. Long Grove, Illinois: Waveland Press, Inc.
- McQuail, D. (2010). *McQuail's Mass Communication Theory (6th ed.)*. London: SAGE Publications Ltd.
- Moriarty, S., Mitchell, N. D., & Wells, W. D. (2011). *Advertising & IMC: Principles & Practice (9th ed.)*. Upper Saddle River: Prentice Hall.
- Morissan. (2010). *Komunikasi Pemasaran Terpadu*. Jakarta: Kencana Prenada Media Group.
- Nazir, M. (2005). *Metode Penelitian*. Bogor: Ghalia Indonesia.
- Perloff, R. M. (2017). *The Dynamics of Persuasion Communication and Attitudes in the 21st Century (6th ed.)*. New York: Routledge.
- Přikrylová, J., & Jahodová, H. (2010). *Modern Marketing Communication*. Praha: Grada Publishing.
- Priyatno, D. (2010). *Teknik Mudah dan Cepat Melakukan Analisis Data Penelitian dengan SPSS*. Yogyakarta: Gava Media.
- Rukajat, A. (2018). *Pendekatan Penelitian Kuantitatif: Quantitative Research Approach*. Yogyakarta: Deepublish.
- Sarwono, J. (2006). *Metode Penelitian Kuantitatif dan Kualitatif*. Yogyakarta: Graha Ilmu.
- Schiffman, L. G., & Wisenblit, J. (2015). *Consumer Behavior (11th ed.)*. Boston: Pearson.

- Siyoto, S., & Sodik, M. A. (2015). *Metode Penelitian Kuantitatif*. Yogyakarta: Literasi Media Publishing.
- Solomon, M. R. (2014). *Consumer Behavior: Buying, Having, and Being*. Englewood Cliffs: Prentice Hall.
- Sugiyono. (2016). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: ALFABETA.
- Sulaiman, W. (2004). *Analisis Regresi Menggunakan SPSS: Contoh Kasus dan Pemecahannya*. Yogyakarta: Penerbit Andi.
- Syahrum, & Salim. (2014). *Metodologi Penelitian Kuantitatif*. Bandung: Citapustaka Media.
- Wibowo, F. (2006). *Teknik Program Televisi*. Yogyakarta: Pinus Book Publisher.
- Zoebazary, M. I. (2010). *Kamus Istilah Televisi dan Film*. Jakarta: PT Gramedia Pustaka Utama.

JURNAL DAN TESIS:

- Anggeliana, D., Alif, M. G., & Pangaribuan, C. H. (2021). The Effectiveness of Gojek's Product Placement in Keluarga Cemara Movie toward Purchase Intention. *Journal of Business, Management, and Social Studies*, 1(1), 58-68. doi: <https://doi.org/10.53748/jbms.v1i1.11>
- Babacan, E., Akcali, S. İ., & Baytekin, E. P. (2012). Product Placement as a Rising Marketing Communication Activity: An Assessment on Television Serials. *Procedia - Social and Behavioral Sciences*, 1319-1331. doi: <https://doi.org/10.1016/j.sbspro.2012.09.226>
- Bacon, T. R., & Pugh, D. G. (2011, October). *Korn Ferry Institute*. Retrieved from Korn Ferry Web site: <https://www.kornferry.com/content/dam/kornferry/docs/article-migration/Creating%20a%20Behavioral%20Differentiation%20Strategy%20.pdf>
- Balasubramanian, S. K. (1994). Beyond Advertising and Publicity: Hybrid Messages and Public Policy Issues. *Journal of Advertising*, 23, 29-46. Retrieved from <https://www.jstor.org/stable/4188949>

- Balasubramanian, S. K., Karrh, J. A., & Patwardhan, H. (2006). Audience Response to Product Placements: An Integrative Framework and Future Research Agenda. *Journal of Advertising*, 35, 115-141. doi: <http://dx.doi.org/10.2753/JOA0091-3367350308>
- Christanto, D. L., & Azis, E. (2015). Pengaruh Product Placement terhadap Brand Awareness Nissan Juke pada Sitkom Tetangga Masa Gitu. *e-Proceeding of Management*, 2, 2739-2746. Retrieved from <https://openlibrarypublications.telkomuniversity.ac.id/index.php/management/article/view/1557>
- d'Astous, A., & Séguin, N. (1999). Consumer Reactions to Product Placement Strategies in Television Sponsorship. *European Journal of Marketing*, 896-910. doi: <https://doi.org/10.1108/03090569910285832>
- Davtyan, D., & Cunningham, I. (2017). An Investigation of Brand Placement Effects on Brand Attitudes and Purchase Intentions: Brand Placements Versus TV Commercials. *Journal of Business Research*, 70, 160-167. doi: <https://doi.org/10.1016/j.jbusres.2016.08.023>
- Ginosar, A., & Levi-Faur, D. (2010). Regulating Product Placement in the European Union and Canada: Explaining Regime Change and Diversity. *Journal of Comparative Policy Analysis: Research and Practice*, 12(5), 467-490. doi: <https://doi.org/10.1080/13876988.2010.516512>
- Jin, H. S. (2003). Compounding Consumer Interest: Effects of Advertising Campaign Publicity on the Ability to Recall Subsequent Advertisements. *Journal of Advertising*, 32(4), 29-41. doi: <https://doi.org/10.1080/00913367.2003.10639145>
- Karrh, J. A. (1998). Brand Placement: A Review. *Journal of Current Issues & Research in Advertising*, 20(2), 31-49. doi: <https://doi.org/10.1080/10641734.1998.10505081>
- Kristanto, H., & Brahmana, R. K. (2015). Pengaruh Product Placement pada Film Indonesia terhadap Brand Awareness dan Purchase Intention Masyarakat Surabaya. *Jurnal Manajemen Pemasaran Petra*, 1, 1-10. doi: <https://doi.org/10.9744/pemasaran.10.1.20-26>

- Kumar, S. (2017). Influence of Product Placements in Films and Television on Consumers Brand Awareness. *Archives of Business Research*, 5, 163-179. doi: <http://dx.doi.org/10.14738/abr.52.2747>
- Lee, E.-B., Lee, S.-G., & Yang, C.-G. (2017). The Influences of Advertisement Attitude and Brand Attitude on Purchase Intention of Smartphone Advertising. *Industrial Management & Data System*, 117, 1011-1036. doi: <https://doi.org/10.1108/IMDS-06-2016-0229>
- Liu, Z., Pan, D., & Xu, Y. (2019). The Effect of Drama Types and Brand Familiarity on Brand Attitude in Brand Placement. *American Journal of Industrial and Business Management*, 491-502. doi: <https://doi.org/10.4236/ajibm.2019.93033>
- MacKenzie, S. B., & Lutz, R. J. (1989). An Empirical Examination of the Structural Antecedents of Attitude toward the Ad in an Advertising Pretesting Context. *Journal of Marketing*, 53, 48-65. doi: <https://doi.org/10.2307/1251413>
- Mitchell, A. A., & Olson, J. C. (1981). Are Product Attribute Beliefs the Only Mediator of Advertising Effects on Brand Attitude? *Journal of Marketing Research*, 18, 318-332. doi: <https://doi.org/10.2307/3150973>
- Padmi, I. G., & Suparna, G. (2021). The Role of Brand Attitude Mediates the Effect of Electronic Word of Mouth on Purchase Intention at Sekopi Coffee Shop In Denpasar City. *American Journal of Humanities and Social Sciences Research (AJHSSR)*, 5(5), 414-427. Retrieved from <https://www.ajhssr.com/wp-content/uploads/2021/05/ZU2155414427.pdf>
- Pratama, Banyu Arya (2014) Kesuksesan Dalam Brand Placement Yang Berpengaruh Terhadap Brand Attitude Dan Purchase Intention Studi Penelitian Pada Brand Placement Cross Mobile Phone Di Acara Televisi X Factor Indonesia. S1 thesis, STIE Indonesia Banking School.
- Premordia, I., Maulana, A., & Dewi, F. (2008). STUDI EKSPERIMENTAL PENGARUH PENCITRAAN VISUAL IKLAN LABEL DESAINER TERHADAP SIKAP MENYUKAI IKLAN DAN NIAT BELI. *Jurnal Manajemen & Agribisnis*, 5, 98-111. doi: <https://doi.org/10.17358/jma.5.2.98-111>

- Purnomo, Z. V. (2015). Product Placement: Film, Program Televisi, Video Games, atau Musik? *Jurnal Studi Manajemen*, 9(1), 100-114. Retrieved from <https://journal.trunojoyo.ac.id/kompetensi/article/view/1417>
- Rafika Rosa, A., & Budi Lestari, S. (2019). Pengaruh Terpaan Iklan di Televisi (Brand Awareness dan Brand Attitude) Vivo Smartphone dan Tingkat Kepercayaan tentang Informasi Vivo Smartphone dalam Peer Group terhadap Keputusan Pembelian Produk Vivo Smartphone. *Interaksi Online*, 7(3), 25-31. Retrieved from <https://ejournal3.undip.ac.id/index.php/interaksi-online/article/view/23911>
- Russell, C. A. (1998). Toward a Framework of Product Placement in Television Shows: The Role of Modality and Plot Connection Congruence on Brand Memory and Attitude. *Journal of Consumer Research*, 25, 357-362. doi: <https://doi.org/10.1086/344432>
- Russell, C. A. (2002). Investigating the Effectiveness of Product Placements in Television Shows: The Role of Modality and Plot Connection Congruence on Brand Memory and Attitude. *Journal of Consumer Research*, 29(3), 306-318. doi: <https://doi.org/10.1086/344432>
- Russell, C. A., & Belch, M. A. (2005). A Managerial Investigation Into The Product Placement Industry. *Journal of Advertising Research*, 73-92. doi: <http://dx.doi.org/10.1017/S0021849905050038>
- Siagian, A. O. (2019). Pengaruh Daya Tarik dan Penempatan Produk terhadap Kesadaran Merek Grab di Acara Indonesian Idol 2018. *Jurnal Pemasaran Kompetitif*, 3, 88-98. doi: <http://dx.doi.org/10.32493/jpkpk.v3i1.3621>
- Singh, R. P., & Banerjee, N. (2019). Exploring The Influence of Celebrity Worship on Brand Attitude, Advertisement Attitude, and Purchase Intention. *Journal of Promotion Management*, 25(2), 225-251. doi: <https://doi.org/10.1177%2F0972150918794974>
- Spears, N., & Singh, S. (2004). Measuring Attitude toward the Brand and Purchase Intentions. *Journal of Current Issues & Research in Advertising*, 26, 53-66. doi: <https://doi.org/10.1080/10641734.2004.10505164>
- Srivastava, R. K. (2016). Promoting Brands through Product Placement in Successful and Unsuccessful Films in Emerging Markets. *Journal of*

- Promotion Management*, 22(3), 281-300. doi: <https://doi.org/10.1080/10496491.2015.1095831>
- Subianti, T., & Hudrasyah, H. (2013). Analysis of Movies Product Placement and Its Effect Towards The Audience Case Study: Ayat-Ayat Cinta, Perahu Kertas, Habibie & Ainun Movie. *Journal of Business and Management*, 2, 163-189. Retrieved from <https://journal.sbm.itb.ac.id/index.php/jbm/article/view/721>
- Till, B. D., & Baack, D. W. (2005). RECALL AND PERSUASION: Does Creative Advertising Matter? *Journal of Advertising*, 34(3), 47-57. doi: <http://dx.doi.org/10.1080/00913367.2005.10639201>
- Vidyanata, D., Sunaryo, S. A., & Hadiwidjojo, D. (2018). THE ROLE OF BRAND ATTITUDE AND BRAND CREDIBILITY AS A MEDIATOR OF THE CELEBRITY ENDORSEMENT STRATEGY TO GENERATE PURCHASE INTENTION. *Journal of Applied Management*, 16, 402-411. doi: <https://doi.org/10.21776/UB.JAM.2018.016.03.04>
- Widiyanti, O. W. (2019). Pengaruh Product Placement Terhadap Brand Awareness "Mie Sedaap Cup" Film "Cinta Brontosaurus" di Kalangan Remaja Surakarta. *Jurnal Common*, 3, 180-194. doi: <https://doi.org/10.34010/common>
- Yang, L., & Yin, C. (2018). Influence of Product Plot Connection of Product Placement on Purchase Intention. *Proceedings of the 2018 2nd International Conference on Education Science and Economic Management (ICESEM 2018)*, 184, 107-111. doi: <http://dx.doi.org/10.2991/icesem-18.2018.24>
- Yasin, S., Anwar, S., & Sajid, M. (2013). Consumer Attitude towards TV Advertising Based Upon Consumer Age & Gender. *Information and Knowledge Management*, 3, 163-172. Retrieved from <https://www.iiste.org/Journals/index.php/IKM/article/view/4551>

WEBSITE:

- Benke, B. (2021, August 2). *Suara Merdeka Hiburan*. Retrieved from Suara Merdeka Web site: <https://www.suaramerdeka.com/hiburan/pr->

Rizka Noer Anisa, 2022

PENGARUH PRODUCT PLACEMENT JENIUS PADA FILM "ALI & RATU-RATU QUEENS" TERHADAP BRAND ATTITUDE PENGIKUT INSTAGRAM @alidanratuqueens

UPN Veteran Jakarta, Fakultas Ilmu Sosial dan Ilmu Politik, S1 Ilmu Komunikasi
[www.upnvj.ac.id-www.library.upnvj.ac.id-www.repository.upnvj.ac.id]

[04511126/film-ali-ratu-ratu-queens-penerimaan-melepaskan-dan-persoalan-kemanusiaan](https://www.cnnindonesia.com/hiburan/20210615215244-220-654814/sinopsis-ali-ratu-ratu-queens-perjalanan-mencari-ibu-di-as)

CNN Indonesia Hiburan. (2021, June 17). Retrieved from CNN Indonesia Web site:

<https://www.cnnindonesia.com/hiburan/20210615215244-220-654814/sinopsis-ali-ratu-ratu-queens-perjalanan-mencari-ibu-di-as>

Fauzan, R. (2021, April 22). *Ekonomi & Bisnis*. Retrieved from Bisnis Web site:

<https://ekonomi.bisnis.com/read/20210422/12/1384960/belanja-iklan-2020-moncer-nielsen-ini-proyeksi-untuk-2021>

Google. (2021, January 18). *Year in Search 2021*. Retrieved from Google Trends:

<https://trends.google.com/trends/yis/2021/ID/>

Hsu, T. (2019, December 16). *The New York Times*. Retrieved from The New York

Times Web site:
<https://www.nytimes.com/2019/12/16/business/media/netflix-commercials.html>

Prasasti, G. D. (2021, August 26). *Tekno: Ulah ke-5, Jenius Gaet Lebih dari 3,3*

Juta Pengguna. Retrieved from Liputan6 Web site:
<https://www.liputan6.com/tekno/read/4641651/ulah-ke-5-jenius-gaet-lebih-dari-33-juta-pengguna#:~:text=Liputan6.com%2C%20Jakarta%20%20Jenius.pengguna%20platform%20digital%20banking%20tersebut.>

PRWeb . (2020, May 27). Retrieved from PRWeb Web site:

https://www.prweb.com/releases/global_product_placement_spend_up_14_5_to_20_6b_in_2019_but_covid_19_impact_to_end_10_yr_growth_streak_in_2020_strong_rebound_seen_in_21_on_tv_digital_music_growth/prweb17146134.htm

Rewatch, P. S. (2021, June 19). *Entertainment*. Retrieved from Kumparan Web site:

<https://kumparan.com/playstoprewatch/review-film-ali-and-ratu-ratu-queens-pencarian-ibu-dan-potret-tki-di-new-york-1vyKKNExmLk/full>

Yuniar, N. (2019, November 23). *ANTARANEWS Berita*. (M. R. Putri, Editor)

Retrieved from ANTARA Web site:
<https://www.antaraneWS.com/berita/1176828/tahun-depan-iqbaal-ramadhan-main-film-ali-ratu-ratu-queens>