

DAFTAR PUSTAKA

- Allkpop. (2022, Desember 1). *Lee Soo Man reveals future plans for SM artists including new unit groups NCT Saudi and NCT Tokyo*. Diambil kembali dari Situs Web Allkpop: <https://www.allkpop.com/article/2022/12/lee-soo-man-reveals-future-plans-for-sm-artists-including-new-unit-groups-nct-saudi-and-nct-tokyo>
- Aini, S. (2019, September 25). *NCT 127 Raih Penghargaan Khusus di Indonesia Television Award 2019*. Diambil kembali dari Tirto: <https://tirto.id/nct-127-raih-penghargaan-khusus-di-indonesia-television-award-2019-eiJD>
- Alam, S., & Nyarimun, A. (2017). Musik K-Pop Sebagai Alat Diplomasi Dalam Soft Power Korea Selatan. *Journal International & Diplomacy Vol 3(1)*, 75-100.
- Amadea, A. D. (2021, April 20). Analisis Strategi Konten Sosial Media SM Entertainment dalam Mendukung Promosi Artis SM di Indonesia. (A. F. Agustinus, Pewawancara)
- Almuftah, H., Weerakkody, V., & Sivarajah, U. (2016). e-Diplomacy: a Systematic Literature Review. *ICEGOV 15-16*, 131-134 DOI: <http://dx.doi.org/10.1145/2910019.2910083>.
- Anholt, S. (2007). *Competitive Identity: The New Brand Management for Nations Cities, and Regions*. New York: Palgrave Macmillan.
- Anholt, S. (2013). Beyond the Nation Brand: The Role of Image and Identity in International Relations. *The Journal of Public Diplomacy, Vol. 2*, 5-12. <https://surface.syr.edu/exchange/vol2/iss1/1>
- Apple Music. (2018, Oktober 2). *NCT 127: Up Next Interview, Apple Music*. Diambil kembali dari Youtube: <https://www.youtube.com/watch?v=c4k1xk1NiuA>
- Arikunto, S. (2013). *Prosedur Penelitian: Suatu Pendekatan Praktik*. Jakarta: Rineka Cipta.
- Aronczyk, M. (2013). *Branding the Nation: The Global Business of National Identity*. New York: Oxford University Press.
- Aydemir, E. (2017). Use of Hollywood as a Soft Power Tool in Foreign Policy Strategy of the United States of America. *International Journal of Humanities and Social Science Invention Vol 6(11)*, 79-83.
- Bakry, U. (2019). *Metode Penelitian Hubungan Internasional. III*. Yogyakarta: Pustaka Pelajar.
- Bakry, U. S. (2016). *Pedoman Penulisan Skripsi Hubungan Internasional*. Yogyakarta: Deepublish.

- Bjola, C., & Holmes, M. (2015). *Digital Diplomacy: Theory and Practice (1st ed.)*. London: Routledge <https://doi.org/10.4324/9781315730844>.
- Boin, A., Hart, P., & Kuipers, S. (2006). *The Crisis Approach*. New York: Springer.
- Bungin, B. (2006). *Metodologi Penelitian Kuantitatif: Komunikasi, Ekonomi, dan Kebijakan Publik Serta Ilmu-Ilmu Sosial Lainnya*. Jakarta: Kencana.
- Cho, Y. (2012). Public Diplomacy and South Korea's Strategies. *The Korean Journal of International Studies Vol. 10(2)*, 275-296.
- Choi, K.-j. (2019). *The Republic of Korea's Public Diplomacy Strategy: History and Current Status*. Los Angeles: Figueroa Press.
- CNN. (2018, October 8). *Trans Media Resmi Jalin Kerja Sama dengan SM Entertainment*. Diambil kembali dari CNN Indonesia: <https://www.cnnindonesia.com/hiburan/20181008124533-227-336572/trans-media-resmi-jalin-kerja-sama-dengan-sm-entertainment>
- CNN Indonesia. (2020, September 8). *Bantu Label Kecil, Korea Siapkan Rp360 M untuk Konser Online*. Diambil kembali dari CNN Indonesia: <https://www.cnnindonesia.com/hiburan/20200907165442-227-543693/bantu-label-kecil-korea-siapkan-rp360-m-untuk-konser-online>
- CNN Indonesia. (2021, Juni 29). *SM Entertainment Ungkap Rincian Rencana NCT Hollywood*. Diambil kembali dari Situs Web CNN Indonesia: <https://www.cnnindonesia.com/hiburan/20210629141233-227-660801/sm-entertainment-ungkap-rincian-rencana-nct-hollywood>
- Creswell, J. W. (2015). *Penelitian Kualitatif & Desain Riset (Indonesia ed.)*. Jakarta: Pustaka Pelajar.
- Cull, J. (2012). 'Bulging Ideas': Making Korea's Public Diplomacy Work. *The Asan Institute for Policy Studies. Issue Brief, No. 27*, 1-9.
- Cull, N. J. (2009). *Public Diplomacy: Lessons from the Past*. Los Angeles: Figueroa Press.
- Dargan, J. (2022, Desember 2022). <https://metaverseinsider.tech/2022/12/07/korean-entertainment-mogul-soo-man-lee-believes-the-metaverse-is-the-future-of-k-pop/>. Diambil kembali dari Situs Web Metaverse Insider: <https://metaverseinsider.tech/2022/12/07/korean-entertainment-mogul-soo-man-lee-believes-the-metaverse-is-the-future-of-k-pop/>
- Dear U. (t.thn.). *Dear U Overview*. Diambil kembali dari Situs Web Dear U: https://www.dearu.com/en/pages/about_overview.php
- Dinnie, K. (2008). *Nation Branding: Concept, Issues, Practice*. Oxford: Elsevier.
- Dreamers. (2020, October 26). *Fans Indonesia Jadi Penyumbang Views Terbanyak di Kanal YouTube NCT U*. Diambil kembali dari Dreamers: <https://hiburan.dreamers.id/article/92623/fans-indonesia-jadi-penyumbang-views-terbanyak-di-kanal-youtube-nct-u>

- Dreamers.id. (2018, September 21). *Ini Tiga Lokasi Terakhir SM Entertainment Global Audition 2018 di Indonesia, Catat Tanggalnya!* Diambil kembali dari Situs Web Dreamers.id: <https://hiburan.dreamers.id/article/75981/ini-tiga-lokasi-terakhir-sm-entertainment-global-audition-2018-di-indonesia-catat-tanggalnya>
- ensitinct. (2023, Juni 9). *Diplomasi Digital NCT sebagai Implementasi Diplomasi Publik Korea Selatan di Indonesia pada Masa Pandemi COVID-19.* (A. M. Daniati, Pewawancara)
- Faridz, D. (2021, June 6). *dw.com*. Diambil kembali dari K-Pop, Investasi Ekonomi Korsel Jadi Gerakan Sosial Dunia: <https://www.dw.com/id/k-pop-investasi-ekonomi-korsel-jadi-gerakan-sosial-dunia/a-57907912>
- Forum WCIF, World Cultural Industries. (2020, October 28). *2020 WCIF*. Diambil kembali dari Youtube: <https://www.youtube.com/watch?v=WUSthuKPwIw>
- Gilboa, E. (2016). *Digital Diplomacy*. Dalam C. M. Constantinou, P. Kerr, & P. Sharp, *The SAGE Handbook of Diplomacy* (hal. 540-551). London: SAGE Publications.
- Gugah Nurani Indonesia. (t.thn.). *Gugah Nurani Indonesia: About Us*. Diambil kembali dari <https://gnindonesia.org/>
- Hasibuan, L. (2020, Juni 22). *Kpop Dihantam Corona, YG dkk Minta Bantuan Pemerintah Korsel*. Diambil kembali dari CNBC Indonesia: <https://www.cnbcindonesia.com/lifestyle/20200622085754-33-166985/kpop-dihantam-corona-yg-dkk-minta-bantuan-pemerintah-korsel>
- Herald, T. K. (2012, January 30). *Traditional Culture Promoted for New Wave of Hallyu*. Diambil kembali dari The Korea Herald: <https://www.koreaherald.com/view.php?ud=20120130001245>
- Herlin. (2023, Juni 9). *Analisis Diplomasi Digital Neo Culture Technology (NCT) sebagai Implementasi Diplomasi Publik Korea Selatan di Indonesia pada Masa Pandemi COVID-19 (2020-2022)*. (A. M. Daniati, Pewawancara)
- Herman, T. (2020, April 21). *'Beyond Live' K-Pop Concert Streaming Service Launches With SuperM, WayV, NCT Dream And NCT 127*. Diambil kembali dari Situs Web Forbes: <https://www.forbes.com/sites/tamarherman/2020/04/21/beyond-live-k-pop-concert-streaming-service-launches-with-superm-wayv-nct-dream--nct-127/?sh=7876c4df1e12>
- Hermanadi, H., & Rizal, N. S. (2021). *Case Study: Memahami Diplomasi Digital: Implikasi dan Implementasi*. Yogyakarta: Center for Digital Society, FISIPOL UGM.
- Hong, C. (2021, Juni 4). *SM Entertainment And JYP Entertainment To Work Together On Global Mobile Platform*. Diambil kembali dari Situs Web Soompi: <https://www.soompi.com/article/1473026wpp/sm-entertainment-and-jyp-entertainment-to-work-together-on-global-mobile-platform>

- Hye, K. J. (2020, Mei 25). *The body is far away, but the heart is closer.. Corona era, K-pop that 'pays' communication with fans*. Diambil kembali dari Situs Web Khan-kr: https://www-khan-co-kr.translate.google.com/culture/culture-general/article/202005251535011?_x_tr_sl=en&_x_tr_tl=id&_x_tr_hl=id&_x_tr_pto=wapp
- Hyungeun, K. (2012, August 27). *SM Entertainment and the Birth of The Hallyu*. Diambil kembali dari Korea JoongAng Daily: <https://koreajoongangdaily.joins.com/2012/08/27/features/SM-Entertainment-and-the-birth-of-the-Hallyu/2958487.html>
- Hyun, S. (2020, Juni 8). *South Korea's culture ministry launches Hallyu department*. Diambil kembali dari The Jakarta Post: <https://www.thejakartapost.com/life/2020/06/08/south-korean-culture-ministry-launches-hallyu-department.html>
- Indonesian Television Awards. (2019, September 25). *Pemenang "Special Awards" Indonesian Television Awards*. Diambil kembali dari Youtube: <https://www.youtube.com/watch?v=OMo4QFKrhaI>
- Indraini, A. (2020, July 23). *Begini Kondisi Ekonomi Negeri K-Pop yang Dihantam Resesi*. Diambil kembali dari Detik Finance: <https://finance.detik.com/berita-ekonomi-bisnis/d-5105007/begini-kondisi-ekonomi-negeri-k-pop-yang-dihantam-resesi>
- Irawan, I. (2020). Fenomena Covid-19: Dampak Globalisasi Dan Revitalisasi Multilateralisme. *Jurnal Ilmiah Hubungan Internasional*, 47-52.
- Istad, F. (2016). A Strategic Approach to Public Diplomacy in South Korea. Dalam K. Ayhan, *Korea's Public Diplomacy* (hal. 49-80). Seoul: Hangang Network.
- Jääskeläinen, P. (2019). *Brand vs Band, Global Marketing Analysis on Two K-pop Groups, NCT*. Savonia University of Applied Sciences: Kuopio.
- Jae, K. Y. (2021, Juni 15). *[Featured stock] Marching high every day due to SM's 'Triple Favorable News'*. Diambil kembali dari Situs Web Heraldcorp: <http://biz.heraldcorp.com/view.php?ud=20210615000349>
- Ji, K. Y. (2020, April 27). *SM, the world's first online-only concert premiered on the 26th... a new future for concerts*. Diambil kembali dari Situs web Naver Korea: <https://n.news.naver.com/entertain/article/241/0003018923>
- Jie, Y. E. (2021, October 22). *Dear U aims to launch K-pop metaverse platform via IPO*. Diambil kembali dari The Korea Herald : <https://www.koreaherald.com/view.php?ud=20211022000678>
- Jin, D. (2016). *New Korean Wave: Transnational Cultural Power in the Age of Social Media*. Champaign: University of Illinois Press.

- Jin, D. (2016). Cultural Policy in the Korean Wave: An Analysis of Cultural Diplomacy Embedded in Presidential Speeches. *International Journal of Communication Vol 10*, 5514–5534.
- Kang, H. (2015). Contemporary Cultural Diplomacy in South Korea: Explicit and Implicit Approaches. *International Journal of Cultural Policy Vol. 21 No.4*, 433-447.
- Kang, H. S. (2015). Contemporary Cultural Diplomacy in South Korea: Explicit and Implicit Approaches. *International Journal of Cultural Policy, Vol. 21 No. 4*, 433-447.
- Karnita, Y. (2022, Juky 25). *Survei KIC-Zigi: BTS dan Blackpink Jadi Grup Terfavorit di Indonesia*. Diambil kembali dari Zigi: <https://korea.zigi.id/survei-kic-zigi-bts-dan-blackpink-jadi-grup-terfavorit-di-indonesia-11207>
- Kartikasari, W. (2010, December 28). *Kebudayaan dalam Hubungan Internasional*. Dipetik September 25, 2022, dari Hubungan Internasional UMY: <https://hi.umy.ac.id/kebudayaan-dalam-hubungan-internasional/>
- Katadata Insight Center. (2022, Juli). *10 Boyband K-Pop Favorit Orang Indonesia*. Diambil kembali dari databoks: <https://databoks.katadata.co.id/datapublish/2022/07/25/ini-10-boyband-k-pop-favorit-orang-indonesia-menurut-survei-kic-zigi>
- Kemlu RI. (2021). *International Conference on Digital Diplomacy*. Diambil kembali dari Kemlu RI: <https://icdd.kemlu.go.id/id/conference>
- Kim, T., & Jin, D. (2016). Cultural Policy in the Korean Wave: An Analysis of Cultural Diplomacy Embedded in Presidential Speeches. *International Journal of Communication (10)*, 5514–5534.
- KOFICE. (2020). *Global Hallyu Trends 2020*. Seoul: Korean Foundation for International Culture .
- Korea Foundation. (t.thn.). *Article 1 of Korea Foundation Act*. Diambil kembali dari Situs Web Korea Foundation: <https://www.kf.or.kr/kfEng/main.do?menuno=3781&kfiinbindex=1#fullMenu>
- Kurniawati, E. (2018, September 12). *Jokowi Bertemu Super Junior di Korea Selatan Ini Kata Sandiaga*. Diambil kembali dari Tempo: <https://nasional.tempo.co/read/1125738/jokowi-bertemu-super-junior-di-korea-selatan-ini-kata-sandiaga>
- Kyun, J. H. (2021, November 16). *MoFA Indonesia*. Diambil kembali dari International Conference on Digital Diplomacy (ICDD) 2021 | Opening Session: https://www.youtube.com/watch?v=BbkONy_coE4
- Lee, H. (2016, March 15). *K-pop Academies Open at Korean Cultural Centers*. Diambil kembali dari Korea.net: <https://www.korea.net/NewsFocus/Culture/view?articleId=133863>

- Lemonilo. (2022, Januari 10). *Lemonilo Umumkan NCT DREAM Sebagai Brand Ambassador Terbaru*. Diambil kembali dari Situs Web Lemonilo: <https://www.lemonilo.com/amp/blog/lemonilo-umumkan-nct-dream-sebagai-brand-ambassador-terbaru>
- Leonard, M., Stead, C., & Smewing, C. (2002). *Public Diplomacy*. London: The Foreign Policy Centre.
- Leonard, M., Stead, C., & Smewing, C. (2002). *Public Diplomacy*. London: The Foreign Policy Centre.
- Leonardo. (2019). Diplomasi Budaya Korea Selatan dan Implikasinya Terhadap Hubungan Bilateral Korea Selatan-Indonesia. *Global Political Studies Journal Vol 3(1)*, 1-32.
- Leong, M. (2014, August 2). *How Korea became the world's coolest brand*. Diambil kembali dari Financial Post: <http://business.financialpost.com/news/retail-marketing/how-korea-became-the-worlds-coolest-brand>
- Lewis, A. (2021, May 11). *NCT 127, BLACKPINK, and More: These are the Best-Selling K-Pop Groups that Debuted in 2016 on Gaon*. Diambil kembali dari Kpop Starz: <https://www.kpopstarz.com/articles/298922/20210511/nct-127-blackpink-best-selling-k-pop-groups-debuted-2016.htm>
- Lubis, A. H. (2019, September 6). *Konser Korean Wave 2019: NCT Dream*. Diambil kembali dari Trans TV: <https://www.transtv.co.id/corporate/press-release/115>
- Martha, J. (2020). Pemanfaatan Diplomasi Publik oleh Indonesia dalam Krisis Covid-19. *Jurnal Ilmiah Hubungan Internasional Edisi Khusus*, 121-130.
- Melissen, J. (2005). *The New Public Diplomacy: Soft Power in International Relations*. New York: Palgrave Macmillan.
- Mellisen, J., & Hocking, B. (2015). *Diplomacy in The Digital Age*. Den Haag: Clingendael Institute.
- Mezmir, E. (2020). Qualitative Data Analysis: An Overview of Data Reduction Data display and Interpretation. *Research on Humanities and Social Sciences*, 18-24.
- Miles, M., Huberman, A., & Saldana, J. (2014). *Qualitative Data Analysis: A Methods Soucebook - Third Edition*. Arizona: Sage.
- MOFA Republic of Korea. (t.thn.). *Public Diplomacy of Korea*. Diambil kembali dari Ministry of Public Affairs Republic of Korea: https://www.mofa.go.kr/eng/wpge/m_22841/contents.do
- Moleong, L. J. (2010). *Metodologi Penelitian Kualitatif*. Bandung: Remaja Rosda Karya.

- Mundy, S. (2015, June 24). *South Korea aims for creative economy to end reliance on chaebol*. Diambil kembali dari Financial Times: <https://www.ft.com/content/9203e38c-0dab-11e5-9a65-00144feabdc0>
- Murphy, J. (1990). *Brand Strategy*. Englewood Cliffs, N.J.: Prentice Hall.
- nct_addict. (2023, Juni 9). Analisis Diplomas Digital Neo Culture Technology (NCT) sebagai Implementasi Diplomas Publik Korea Selatan di Indonesia pada Masa Pandemi COVID-19 (2020-2022). (A. M. Daniati, Pewawancara)
- NCT_Indonesia. (2023, Juli 9). Diplomas Digital NCT sebagai Implementasi Diplomas Publik kOrea Selatan di Indonesia pada Masa Pandemi COVID-19. (A. M. Daniati, Pewawancara)
- NCTZEN Indonesia. (2018, November 13). *Perkiraan Unit NCT*. Diambil kembali dari Facebook NCTZEN Indonesia: <https://m.facebook.com/114237332509236/photos/perkiraan-unit-nctjika-dilihat-dari-presentasi-mr-kim-se-min-maka-list-indeks-de/305038043429163/>
- nctzone.idn. (2023, Juli 6). Diplomas Digital NCT sebagai Implementasi Diplomas Publik Korea Selatan di Indonesia pada Masa Pandemi COVID-19. (A. M. Daniati, Pewawancara)
- Norman, K. D. (2007). *Metodologi Penelitian Kualitatif Edisi Revisi*. Bandung: Remaja Rosdakarya.
- Nye, J. (2008). Public Diplomacy and Soft Power. *The ANNALS of the American Academy of Political and Social Science Vol 616 (1)*, 94–109.
- Nye, J. S. (2004). *Soft Power: The Means to Success in World Politics*. New York: Public Affairs.
- Olsson, E. (2013). Public Diplomacy as a Crisis Communication Tool. *Journal of International Communication Vol 19(2)*, 219-234.
- Otmazgin, N. (2011). A Tail that Wags the Dog? Cultural Industry and Cultural Policy in Japan and South Korea. *Journal of Comparative Policy Analysis Vol. 13 No. 3*, 307–325.
- Pamungkas, R. T. (2013). “*Sosial Budaya: Strategi Efektif dalam Diplomas Terkini, dalam Sekolah Dinas Luar Negeri Angkatan 37 Kementerian Luar Negeri Republik Indonesia. Refleksi Diplomas Indonesia pada Abad Ke-21*”. Jakarta: Kementerian Luar Negeri Republik Indonesia.
- Poerwandari, E. K. (1998). *Pendekatan Kualitatif dalam Penelitian*. Depok: Lembaga Pengembangan dan Pengukuran Psikologi Fakultas Psikologi Universitas Indonesia.
- Praselia, A. (2015). Nation Branding: Komunikasi (Kenegaraan) atau Komunikasi Pemasaran? . *Conference on Communication and New Media Studies: Peran dan Kontribusi Kajian Komunikasi dalam Era Komunitas ASEAN*, (hal. 1-23). Jakarta.

- Prawiraputri, F., & Meganingratna, A. (2021). Peranan Sm Entertainment Sebagai Media Diplomasi Publik Korea Selatan di Indonesia. *Jurnal Ilmu Hubungan Internasional LINO Vol 1(2)*, 120-136.
- Prayuda, R., & Sundari, R. (2020). Diplomasi dan Power: Sebuah Kajian Analisis. *Journal of Diplomacy and International Studies*, 80-93.
- Putri, I. Y., Suyastri, C., & Sasmi, D. T. (2018). Diplomasi Digital Korea Selatan di Era Revolusi Industri Studi Kasus: Korea Selatan Mempengaruhi Indonesia. *Jurnal Diplomasi dan Kajian Internasional Vol 1(1)*, 61-77 <https://journal.uir.ac.id/index.php/jdis/index> .
- Putri, M., & Trisni, S. (2021). Corporate Diplomacy: Peran SM Entertainment melalui New Culture Technology dalam Diplomasi Publik Korea Selatan. *Journal of International Relation Vol 2 (1)*, 73-88.
- Ramadhan, A. I. (2009). *Diplomasi Indonesia dalam Dinamika Internasional: Film sebagai Alat Diplomasi RI (Peluang dan Tantangannya)*. Jakarta: Pusat Pendidikan dan Pelatihan Departemen Luar Negeri Republik Indonesia.
- Rashica, V. (2018). The Benefits and Risks of Digital Diplomacy. *SEEU Review Vol 17(1)*, 75-89 <https://doi.org/10.2478/seeur-2018-0008>.
- Ries, A., & Trout, J. (1982). *Positioning: The Battle For Your Mind*. New York: Warner Books.
- Roy, S. (1995). *Diplomasi*. Jakarta: PT. Raja Grafindo Persada.
- Sanjaya, Y. (2022, January 31). *BTS, Grup K-Pop Paling Sering Dibicarakan di Twitter; Indonesia Penyumbang Terbesar*. Diambil kembali dari Kompas: <https://lifestyle.kompas.com/read/2022/01/31/130822220/bts-grup-k-pop-paling-sering-dibicarakan-di-twitter-indonesia-penyumbang?page=all>
- Septadinusantara, V. (2021). Industri Musik Korea di Masa Pandemi Covid-19 (Sebuah Kajian Komunikasi dan Budaya Populer). *Jurnal Ilmu Komunikasi Prolistik Vol 6(2)*, 1-8.
- Setiawan, T. (2019, February 8). *SM Entertainment Buka Kantor Perwakilan di Indonesia, Apa Saja Isinya?* Diambil kembali dari Kompas: <https://entertainment.kompas.com/read/2019/02/08/181035310/sm-entertainment-buka-kantor-perwakilan-di-indonesia-apa-saja-isinya?page=all>
- Setiawan, T. (2019, February 8). *SM Entertainment Buka Kantor Perwakilan di Indonesia, Apa Saja Isinya?* Diambil kembali dari Kompas: <https://entertainment.kompas.com/read/2019/02/08/181035310/sm-entertainment-buka-kantor-perwakilan-di-indonesia-apa-saja-isinya?page=all>
- SMEntertainment. (t.thn.). *Company Introduction*. Diambil kembali dari SM Enterianment: <https://translate.google.com/translate?sl=auto&tl=en&hl=en&u=https://www.smentertainment.com/Overview/Introduction&client=webapp>

- SM Entertainment. (2018, Januari 4). *SM Audition '2018 SM Global Audition' 45 cities accross 10 countries around the world*. Diambil kembali dari Situs Web SM Entertainment: <https://www.smentertainment.com/PressCenter/Details/1026>
- SM Entertainment. (2020, Mei 11). *NCT DREAM (SM) successfully wrapped up their 'Beyond LIVE' concert with their lively, captivating stages*. Diambil kembali dari SM Entertainment : <https://www.smentertainment.com/PressCenter/Details/4433#>
- SM Entertainment. (2021, Juni 29). *[SM Entertainment Group] SM Congress 2021*. Diambil kembali dari Youtube SMTOWN: <https://www.youtube.com/watch?v=SsM4QeEdGEM>
- SM Entertainment. (2021, Desember 31). *The world's first online-only concert BEYOND LIVE platforms opens globally*. Diambil kembali dari Situs Web SM Entertainment: <https://www.smentertainment.com/PressCenter/Details/7742#>
- SMTOWN. (2016, February 2). *SMTOWN; New Culture Technology, 2016*. Diambil kembali dari SMTOWN: New Culture Technology
- SMTOWN Indonesia. (2020, Desember 27). *Pertunjukan Spesial NCT 'Beyond LIVE' Ditonton Oleh 200.000 Orang dari 124 Negara*. Diambil kembali dari Facebook SMTOWN Indonesia: https://web.facebook.com/smtown.idn/posts/743383396278677?_rdc=1&_rdr
- Snow, N. (2020). Public Diplomacy. *Oxford Research Encyclopedia, International Studies*.
- Sohn, J. (2016, March 2). *Park Administration Promotes Cultural Industries, Welfare*. Diambil kembali dari Korea.net: <https://www.korea.net/NewsFocus/policies/view?articleId=133205>
- Soo, P. S. (2019, Februari 14). *NCT 127 to promote Gangnam, tourist attractions*. Diambil kembali dari Situs Web Korea Times: https://www.koreatimes.co.kr/www/art/2023/07/398_263791.html
- Soompi. (2020, Agustus 2020). *BoA, Park Hae Jin, NCT 127, WJSN, ASTRO's Cha Eun Woo, And More Win Awards At 2020 Newsis K-Expo*. Diambil kembali dari Situs Web Soompi: <https://www.soompi.com/article/1421807wpp/boa-park-hae-jin-nct-127-wjsn-astros-cha-eun-woo-and-more-win-awards-at-2020-newsis-k-expo>
- Temporal, P. (2002). *Advanced Brand Management: From Vision to Valuation*. Hoboken: John Wiley & Sons.
- The Jakarta Post. (2019, Februari 9). *Korea-based SM Entertainment opens office in Jakarta*. Diambil kembali dari Situs Web The Jakarta Post: <https://www.thejakartapost.com/life/2019/02/09/korea-based-sm-entertainment-opens-office-in-jakarta.html>

- TransTv. (2019, Februari 9). *SM ENTERTAINMENT GROUP DAN PT TRANS MEDIA CORPORA MENGUMUMKAN DIMULAINYA KERJASAMA STRATEGIS DAN KOLABORASI ARTIS PERDANA*. Diambil kembali dari Situs Web Trans TV: <https://www.transtv.co.id/corporate/press-release/97/sm-entertainment-group-dan-pt-trans-media-corpora-mengumumkan-dimulainya-kerjasama-strategis-dan-kolaborasi-artis-perdana>
- Turner, J. (2020, June 15). *Here's How Much Super Junior And NCT 127's Beyond The Live Concerts Made According To This Journalist*. Diambil kembali dari Koreaboo: <https://www.koreaboo.com/news/sales-nct127-super-junior-beyond-live-concert/>
- UK The Foreign and Commonwealth Office. (2012). *Digital Strategy*. London: UK The Foreign and Commonwealth Office.
- Wang, J. (2006). Public Diplomacy and Global Business. *Journal of Business Strategy Vol 27(3)*, 41-49.
- Westcott, N. (2008). *Digital Diplomacy: The Impact of The Internet on International Relation*. Oxford <http://ssrn.com/abstract=1326476>: Oxford Internet Institute.
- World Scout Foundation. (2019, Juli 11). *Welcome to our first Global Ambassador: NCT DREAM!* Diambil kembali dari Situs Web World Scout Foundation: <https://worldscoutfoundation.org/news/welcome-our-first-global-ambassador-nct-dream>
- Yamin, M., & Kristiawan, A. (2020). Implementasi Konsep Nation Branding Anholt dalam Penyelenggaraan Asian Games Jakarta-Palembang 2018 . *Indonesian Journal of International Relations Vol. 4(2)*, 114-141.
- Yeonsoo, K. (2021, January 3). *K-pop in 2021: Social Media-Friendly Musicians Survive Pandemic*. Diambil kembali dari The Korea Times: https://www.koreatimes.co.kr/www/art/2022/11/398_301592.html
- Youngdae, K. (2018, Agustus 28). *What the Rise of Black Pink and BTS Says About the Future of K-pop*. Diambil kembali dari Vulture: <https://www.vulture.com/2018/08/bts-black-pink-and-the-continued-success-of-k-pop.html>