

DAFTAR PUSTAKA

- Arianty, N., & Andira, A. (2021). Pengaruh brand image dan brand awareness terhadap keputusan pembelian. 4, 39–50.
- Bhagwat, Y., Warren, N. L., Beck, J. T., & Iv, G. F. W. (2020). Corporate sociopolitical activism and firm value. *Journal of Marketing*, 1–21.
<https://doi.org/10.1177/0022242920937000>
- Chu, S., Kim, H., & Kim, Y. (2022). When brands get real : The role of authenticity and electronic word-of-mouth in shaping consumer response to brands taking a stand. *International Journal of Advertising*, 0(0), 1–28.
<https://doi.org/10.1080/02650487.2022.2138057>
- Galang, T. (2021). Pengaruh youtube beauty vlogger terhadap minat beli konsumen dan dampaknya terhadap keputusan pembelian produk (Studi pada viewers youtube Wardah channel Suhay Salim). *Repository Stie Indonesia (SteI) Jakarta*, 7–39.
- Guha, M., & Korschun, D. (2023). Peer effects on brand activism : evidence from brand and user chatter on Twitter. *Journal of Brand Management, Martinez 2018*. <https://doi.org/10.1057/s41262-023-00318-9>
- HypeAuditor. *Skin Game | Basic Skincare Expert (@skingameofficial) Instagram analysis, net worth & earnings*. Retrieved August 10, 2026, from <https://hypeauditor.com/instagram/skingameofficial/>
- Herzberg, M., & Rudeloff, C. (2022). Should your brand take a stand? Comparing the impact of brand activism and CSR on brand equity. *Journal of Brand*
- Tsabitah Surakhman, 2026116**
PENGARUH KUALITAS ARGUMEN DAN VISUAL KONTEN AKTIVISME
@skingameofficial DI INSTAGRAM TERHADAP BRAND IMAGE
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]

- Strategy*, 11(3), 248–262. <https://doi.org/10.69554/wunz1621>
- Jordan. (2013). The influence of environmental brand activism on millennial environmental consumer behavior. *Journal of Chemical Information and Modeling*, 53(9), 1689–1699.
- Kotler, Philip, & Keller, K. L. (2009). A framework for marketing management (Fourth). *Prentice Hall*.
- Kumar, K., Spry, A., Figueiredo, B., Makkar, M., Kumar, K., Spry, A., Figueiredo, B., Spry, A., Figueiredo, B., Makkar, M., & Gurrieri, L. (2025). Digital brand activism and collective action : Mapping challenges and strategies digital brand activism and collective action : Mapping challenges and strategies. *Journal of Interactive Advertising*, 25(1), 85–101. <https://doi.org/10.1080/15252019.2025.2467051>
- Mirzaei, A., Wilkie, D. C., & Siuki, H. (2022). Woke brand activism authenticity or the lack of it. *Journal of Business Research*, 139(August 2020), 1–12.
- Perloff, R. M. (n.d.). The dynamic of persiasion.
- Petty, Richard E; Cacioppo, J. T. (1986). The elaboration likelihood model of persuasion.
- Pöyry, E., & Laaksonen, S. (2025). Opposing brand activism : triggers and strategies of consumers ' antibrand actions. *European Journal of Marketing*, 56(13), 261–284. <https://doi.org/10.1108/EJM-12-2020-0901>
- Sarkar Christian & Kotler Philip. (2020). Brand activism from purpose to action. In *IDE BITE PRESS*.
- Sibai, O., Mimoun, L., & Boukis, A. (2021). Authenticating brand activism: Negotiating the boundaries of free speech to make a change. *Psychology and Marketing*, 38(10), 1651–1669. <https://doi.org/10.1002/mar.21477>
- Sugiyono. (2013). Metodologi penelitian kuantitatif, kualitatif dan R & D.
- Sutrisno, A. P., & Mayangsari, I. D. (2021). Pengaruh penggunaan media sosial Instagram @humasbdg terhadap pemenuhan kebutuhan informasi followers. *Jurnal Program Studi Ilmu Komunikasi FISIP Unikom*, 5(X).

Tsabitah Surakhman, 2026117

**PENGARUH KUALITAS ARGUMEN DAN VISUAL KONTEN AKTIVISME
@skingameofficial DI INSTAGRAM TERHADAP BRAND IMAGE**

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

- Tressoldi, C., Espartel, L. B., & Rohden, S. F. (2024). Authentic brand positioning or woke washing? LGBTQI+ consumer perceptions of brand activism. *Equality, Diversity and Inclusion*, 43(1), 55–71. <https://doi.org/10.1108/EDI-05-2022-0126>
- Utomo, S. B., Utami, E. Y., & Ardhiyansyah, A. (2023). Pengaruh brand activism , persepsi konsumen terhadap loyalitas merek : Analisis dalam konteks industri fast fashion di Jawa Barat. *Jurnal Bisnisan: Riset Bisnis Dan Manajemen*, 5(2), 1–10.
- Verleghe, P. W. J. (2024). Perspectives: a research-based guide for brand activism. *International Journal of Advertising*, 43(2), 388–402. <https://doi.org/10.1080/02650487.2023.2228117>
- Waruwu, M., Natijatul, S., Utami, P. R., & Yanti, E. (2025). Metode penelitian kuantitatif : Konsep , jenis , tahapan dan kelebihan. *10*, 917–932.
- Widyatama, E. (2025, November 11). Revolusi konsumen! “Tampil cantik” kini jadi penggerak ekonomi baru RI. *CNBC Indonesia*. <https://www.cnbcindonesia.com/research/20251111124211-128-684203/revolusi-konsumen-tampil-cantik-kini-jadi-penggerak-ekonomi-baru-ri>
- Yee, A., & Chong, L. (2014). Examining the antecedents of persuasive eWOM messages in social media. <https://doi.org/10.1108/OIR-04-2014-0089>

Tsabitah Surakhman, 2026118

**PENGARUH KUALITAS ARGUMEN DAN VISUAL KONTEN AKTIVISME
@skingameofficial DI INSTAGRAM TERHADAP BRAND IMAGE**

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]