

DAFTAR PUSTAKA

- Alifia, A. W. (2018). Pengaruh *Brand ambassador* Terhadap Minat Beli Konsumen Bandung Kunafe Cake. 6.
- Cheng, K. B., & Jia, Y. C. (2020). Effects of Social Media Advertising on Consumers. *Global Business and Management Research: An International Journal*.
- Dong, Y. H., & Um, N.-H. (2019). Actual Dove versus ideal L'Oréal: Impact of self-related *Brand image* on advertising persuasiveness. *JOURNAL OF MARKETING COMMUNICATIONS*.
- Doucett, E. (2008). Creating Your Library Brand. The American Library Association
- Effendy., & Onong, U. (2003). Ilmu, Teori dan Filsafat Komunikasi. Bandung: PT. Citra Aditya Bakti.
- Firmansyah, M. A. (2019). Pemasaran Produk dan Merek: Planning dan Strategy. Penerbit Qiara Media.
- Hackley, C. (2005). Advertising and Promotion: Communicating Brands. London: SAGE
- Kotler, P., & Keller, K. L (2007). Marketing Management. Global Edition. New Jersey: Pearson Education
- Kotler, P. (2012). Prinsip-prinsip Pemasaran. Alih Bahasa: A.B. Susanto. Jilid 1 dan 2. Penerbit Erlangga. Jakarta
- Krisyantono, R. (2017). Teori – Teori Public Relation Perspektif Barat & Lokal : Aplikasi Peneleitian dan Praktik. Jakarta : Prenadamedia Group
- Maja, D. G. (2018). Consumer-Generated Reviews on Social Media and Brand Relationship Outcomes in the Fast-Food Chain Industry.
- Nickels, W. G. (2008). Manajemen Pemasaran Modern. Yogyakarta: Liberty Offset
- Ningrum, N. S. (2017). Pengaruh *Brand ambassador* terhadap minat beli konsumen MD Clinic by Lazeta. *Majalah Bisnis Dan IPTEK*, 9(2), 141-152.
- Nursalam. (2008). Konsep dan Penerapan Metodologi Penelitian Ilmu Keperawatan : Jakarta: Salemba Medika.
- Pertiwi, S. G. (2019). Pengaruh Boyband Bangtansonyeondan (BTS) Terhadap Pembentukan *Brand image* Puma (Doctoral dissertation, Universitas Bakrie).

- Philipp, L. W. (2018). Identity and destination branding among residents: How does brand self-congruity influence brand attitude and.
- Raswen, R. N. (2019). Pengaruh *Brand ambassador* Blackpink Terhadap Citra. 9-10.
- Restu, E. S. (2016). Pengaruh Celebrity Endorser Terhadap Keputusan Pembelian.
- Sasmita, Y. (2019). Pengaruh *Brand ambassador* Dan *Brand image* Terhadap Keputusan Pembelian Pada Handphone Oppo (Studi Kasus Pada Mahasiswa Fakultas Ekonomi).
- Sugiyono. (2013). Metode Penelitian Kuantitatif, Kualitatif, dan R & D. Bandung: Alfabeta.
- Sugiyono. (2014). Metode Penelitian Kuantitatif, Kualitatif dan R&D. Bandung: Alfabeta.
- Sumartono. (2002). Terperangkap dalam Iklan. Bandung: Alfabeta.
- Superwiratni. (2018). Pengaruh Celebrity Endorsement Terhadap Keputusan Menginap Di Cottage Daarul Jannah. The Journal : Tourism and Hospitality Essentials Journal, Vol. 8, No. 2, 2018 - 99.
- Wang, X., Y. Z. (2010). The Effect of Brand Credibility on Consumers' brand Purchase Intention in Emerging Economies: The Moderating Role of Brand Awareness and Brand Image. Journal of Global Marketing vol.23, issue 3, 177-188.
- Wiedmann, K. P. Mettenheim, W. (2020). Attractiveness, trustworthiness and expertise: Social influencers' winning formula. Journal of Product & Brand Management, vol.30 no.5 pp.707-725.
- Yaping, Y. L., & Jun, V. K. (2019). Getting more likes: the impact of narrative person and *Brand image* on customer-brand interactions.

Website:

- Mediheal.com. About Us. Diakses pada 27 Maret 2020, dari <https://Medihealus.com/pages/about-us>
- Wearesocial.com. (2020, 30 Januari). DIGITAL 2020: 3.8 BILLION PEOPLE USE SOCIAL MEDIA. Diakses pada 30 Oktober 2020, dari <https://wearesocial.com/blog/2020/01/digital-2020-3-8-billion-people-use-social-media>
- kumparan.com. (2020,13 April). NCT 127 Didapuk Jadi *Brand ambassador* Terbaru Nature Republic. Diakses pada 2 November 2020, dari

<https://kumparan.com/kumparank-pop/nct-127-didapuk-jadi-brand-ambassador-terbaru-nature-republic-1tDJFRb9ugp/full>

teenvogue.com. (2017, 7 Desember) BTS Collaborates With South Korean Skin-Care Brand Mediheal. Diakses pada 3 November 2020, dari <https://www.teenvogue.com/story/BTS-collaborates-with-south-korean-skincare-brand-Mediheal>

tirto.id. (2017, 23 Oktober) Tampil Cantik dengan Budget Murah lewat K-Beauty. Diakses pada 3 November 2020, dari <https://tirto.id/tampil-cantik-dengan-bujet-murah-lewat-k-beauty-cyRi>