

## DAFTAR PUSTAKA

- Adriennawati, B. (2019). Bridestory Jawab 'I Do' untuk 'Lamaran' dari Tokopedia [online]. <https://www.tokopedia.com/blog/press-release-bridestory-jawab-i-do-untuk-lamaran-dari-tokopedia/>
- Akoka, J., Comyn-Wattiau, I., & Laoufi, N. (2017). Research on Big Data – A systematic mapping study. *Computer Standards and Interfaces*, 54.
- Annisa, R., & Surjandari, I. (2019). Opinion Mining on Mandalika Hotel Reviews Using Latent Dirichlet Allocation. *Procedia Computer Science*, 161, 739-746.
- Bae, S., & Lee, T. (2011). Product type and consumers' perception of online consumer reviews. *Electronic Markets*, 21(4), 255-266.
- Bahtar, A. Z., & Muda, M. (2016). The impact of User-Generated Content (UGC) on product reviews towards online purchasing-A conceptual framework. *Procedia Economics and Finance*, 37(16), 337-342.
- Blei, D. M., Ng, A. Y., & Jordan, M. I. (2003). Latent dirichlet allocation. *Journal of machine Learning research*, 3(Jan), 993-1022.
- Bridestory. Tentang Bridestory [online]. <https://business.bridestory.com/id/about-us>
- Bridestory Mempersiapkan Prediksi Tren Pernikahan 2020 & Rangkuman Data Pernikahan 2019. (2020). [online]. Tersedia: <https://www.bridestory.com/id/blog/bridestory-mempersiapkan-prediksi-tren-pernikahan-2020-and-rangkuman-data-pernikahan-2019>
- Bruns, Axel. (2016). *The International Encyclopedia of Communication Theory and Philosophy*. USA: John Wiley and Sons Inc.
- Buulolo, E. (2020). *Data Mining Untuk Perguruan Tinggi*. Yogyakarta: Deepublish.

- Candiwidoro, R. R. (2017). Menuju Masyarakat Urban: Sejarah Pendatang di Kota Jakarta Pasca Kemerdekaan (1949-1970). *Jurnal Pemikiran Sosiologi*, 4(1), 57-72.
- Career Winner Magazine Editorial (2005). Best steermen of romantic weddings. *Career Winner Magazine*, 9: 22-24.
- Blei, D. M. (2012). Probabilistic topic models. *Communications of the ACM*, 55(4), 77-84.
- Dajan, A. (2008). *Pengantar Metode Statistik (Jilid 1)*. Jakarta: LP3S.
- Deolika, A., Kusrini, K., & Luthfi, E. T. (2019). Analisis Pembobotan Kata Pada Klasifikasi Text Mining. *JurTI (Jurnal Teknologi Informasi)*, 3(2), 179-184.
- Duan, W., Cao, Q., Yu, Y., & Levy, S. (2013). Mining online user-generated content: using sentiment analysis technique to study hotel service quality. *6th Hawaii International Conference on System Sciences*, 3119-3128.
- Fitriasih, M., & Kusumaningrum, R. (2019). Analisis Klasifikasi Opini Tweet pada Media Sosial Twitter menggunakan Latent Dirichlet Allocation (LDA). *Seminar Nasional Teknologi Informasi dan Komunikasi* (pp. 177-186). Yogyakarta: SENTIKA.
- Günther, Wendy Arianne., Mehrizi, Mohammad H. Rezazade., Huysman, Marleen., & Feldberg, Frans. (2017). Debating Big Data: A Literature Review on Realizing Value from Big Data. *Journal of Strategic Information Systems*. Retrieved from ScienceDirect.
- Hagen, L. (2018). Content analysis of e-petitions with topic modeling: How to train and evaluate LDA models?. *Information Processing & Management*, 54(6), 1292-1307.
- Handayani, I. (2020). Nilai Bisnis Industri Pernikahan Capai Rp 56 Triliun [online]. <https://www.beritasatu.com/gaya-hidup/599836/gaya-hidup/599836-nilai-bisnis-industri-pernikahan-capai-rp-56-triliun>

- Harjanta, A. T. J. (2015). Preprocessing Text untuk Meminimalisir Kata yang Tidak Berarti dalam Proses Text Mining. *Jurnal Informatika Upgris*, 1(1 Juni).
- Hashimi, H., Hafez, A., & Mathkour, H. (2015). Selection criteria for text mining approaches. *Computers in Human Behavior*, 51, 729-733.
- Hofmann, M., & Chisholm, A. (2016). *Text Mining and Visualization: Case Studies Using Open-Source Tools*. New York: CRC Press.
- Huang, H. C., Hou, C. I., & Hong, Y. S. (2017). Analysis Of Importance Of The Professional Abilities Required By Personnel In Wedding Planner Services. *International Journal of Organizational Innovation (Online)*, 9(4), 157-170.
- Indrawati. (2015). *Metode Penelitian Manajemen dan Bisnis Konvergensi Teknologi Komunikasi dan Informasi*. Mengger Girang, Bandung: PT Refika Aditama.
- Jacobi, C., Van Atteveldt, W., & Welbers, K. (2016). Quantitative analysis of large amounts of journalistic texts using *topic modelling*. *Digital Journalism*, 4(1), 89-106.
- Jelodar, H., Wang, Y., Yuan, C., Feng, X., Jiang, X., Li, Y., & Zhao, L. (2019). Latent Dirichlet Allocation (LDA) and Topic modelling: models, applications, a survey. *Multimedia Tools and Applications*, 78(11), 15169-15211.
- Jia, S. (2019). Toward a better fitness club: Evidence from exerciser online rating and review using latent Dirichlet allocation and support vector machine. *International Journal of Market Research*, 61(1), 64-76.
- Jones, T., Doane, W., & Jones, M. T. (2018). Package ‘textmineR’. *Functions for Text Mining and Topic Modeling*, 2(2).
- Khalifa, O., Corne, D. W., Chantler, M., & Halley, F. (2013). Multi-objective topic modeling. In *International Conference on Evolutionary Multi-Criterion Optimization* (pp. 51-65). Springer, Berlin, Heidelberg.

- Kim, D. J., Ferrin, D. L., & Rao, H. R. (2008). A trust-based consumer decision-making model in electronic commerce: The role of trust, perceived risk, and their antecedents. *Decision support systems*, 44(2), 544-564.
- Kotler, P., & Armstrong, G. (2016). *Principles of Marketing*. Sixteen Edition. England: Pearson Edition.
- Kotler, P., & Keller, K. L. (2016). *Marketing management*, Global Edition (15th Edition). England: Pearson.
- Kusniati, A. A. S. (2018). Mengapa Bali Jadi Magnet Destinasi Wedding? Padahal Segini Rincian Biaya Untuk Resepsi Pernikahan [online]. <https://bali.tribunnews.com/2018/11/27/mengapa-bali-jadi-magnet-destinasi-wedding-padahal-segini-rincian-biaya-untuk-resepsi-pernikahan?page=all>
- Kusumasari, D., & Rafizan, O. (2017). Studi Implementasi Sistem Big Data untuk Mendukung Kebijakan Komunikasi dan Informatika. *Jurnal Masyarakat Telematika dan Informasi*, 8(2), 81-96.
- Liu, B., & Zhang, L. (2012). A survey of opinion mining and sentiment analysis. In *Mining text data* (pp. 415-463). Springer, Boston, MA.
- Mansur, A. (2016). Bisnis Wedding Organizer Sangat Prospektif [online]. <http://www.neraca.co.id/article/63399/bisnis-wedding-organizer-sangat-prospektif>
- Matthews, P. (2019). Human-In-The-Loop *Topic modelling*: Assessing topic labelling and genre-topic relations with a movie plot summary corpus. In *The Human Position in an Artificial World: Creativity, Ethics and AI in Knowledge Organization* (pp. 181-207). Ergon-Verlag.
- Mayasari, A (2019). Jadi Destinasi Favorit, Ada 16 Ribu Pasangan Menikah di Bali Dalam Setahun [online]. <https://wolipop.detik.com/wedding-news/d-4555388/jadi-destinasi-favorit-ada-16-ribu-pasangan-menikah-di-bali-dalam-setahun>

- Mimno, D., Wallach, H., Talley, E., Leenders, M., & McCallum, A. (2011). Optimizing semantic coherence in topic models. In Proceedings of the 2011 Conference on Empirical Methods in Natural Language Processing (pp. 262-272).
- Mir, I. A., & Ur REHMAN, K. (2013). Factors affecting consumer attitudes and intentions toward user-generated product content on YouTube. *Management & Marketing*, 8(4).
- Mitra, V., Sujaini, H., & Negara, A. B. P. (2017). Rancang bangun aplikasi web scraping untuk korpus paralel indonesia-inggris dengan metode html dom. *JUSTIN (Jurnal Sistem dan Teknologi Informasi)*, 5(1), 36-41.
- Mo, Z. L. Y. & Fan, P. (2015). Effect of Online Reviews on Consumer Purchase Behavior. *Journal of Service Science and Management*, 8(June), 419-424.
- Moens, M. F., Li, J., & Chua, T. S. (Eds.). (2014). Mining user generated content. CRC press.
- Mohtarom, A. (2017). Pernikahan Multikultural (Pernikahan Antar Agama Perspektif Hukum Islam). *Al Murabbi*, 2(2), 237-248.
- Nisar, T. M., Prabhakar, G., Ilavarasan, P. V., & Baabdullah, A. M. (2020). Up the ante: electronic word of mouth and its effects on firm reputation and performance. *Journal of Retailing and Consumer Services*, 53.
- O'Callaghan, D., Greene, D., Carthy, J., & Cunningham, P. (2015). An analysis of the coherence of descriptors in topic modelling. *Expert Systems with Applications*, 42(13).
- Onny, I. Y., & Kusumawati, A. (2019). Pengaruh User Generated Content (Ugc) Dan Brand Equity Pada Green Purchase (Studi Pada Konsumen The Body Shop Di Brazil Dan Indonesia). *Jurnal Administrasi Bisnis*, 73(1), 187-195.
- Priyanto, A., & Ma'arif, M. R. (2018). Implementasi Web Scrapping dan Text Mining untuk Akuisisi dan Kategorisasi Informasi dari Internet (Studi

Kasus: Tutorial Hidroponik). *Indonesian Journal of Information Systems*, 1(1), 25-33.

Pujianto, A., Mulyati, A., & Novaria, R. (2018). Pemanfaatan Big Data dan Perlindungan Privasi Konsumen di Era Ekonomi Digital. *Majalah Ilmiah BIJAK*, 15(2), 127 - 137.

Rangkuti, F. (2017). *Customer Care Excellence: Meningkatkan Kinerja Perusahaan Melalui Pelayanan Prima Plus Analisis Kasus Jasa Raharja*. Gramedia Pustaka Utama.

Ratniasih, N. L., Sudarma, M., & Gunantara, N. (2017). Penerapan Text Mining dalam Spam Filtering untuk Aplikasi Chat. *Teknologi Elektro*, 16(3), 13-18.

Republik Indonesia. 2019. Undang-Undang No. 16 Tahun 2019 tentang Perubahan atas Undang-undang Nomor 1 Tahun 1974 tentang Perkawinan. Lembaran Negara RI Tahun 2019, No. 186. Sekretariat Negara. Jakarta.

Röder, M., Both, A., & Hinneburg, A. (2015). Exploring the space of topic coherence measures. In *Proceedings of the eighth ACM international conference on Web search and data mining* (pp. 399-408).

Sekaran, U., & Bougie, R. (2016). *Research Methods for Business* (7th ed.). United Kingdom: John Wiley & Sons.

Rosid, M. A., Fitriani, A. S., Astutik, I. R. I., Mulloh, N. I., & Gozali, H. A. (2020, June). Improving Text Preprocessing For Student Complaint Document Classification Using Sastrawi. In *IOP Conference Series: Materials Science and Engineering* (Vol. 874, No. 1, p. 012017). IOP Publishing.

Salim, M. (2013). *A Strategic Analysis Of A Company In The Wedding Industry*. Master degree requirements in Simon Fraser University in Canada.

Saura, J. R., & Bennett, D. R. (2019). A Three-Stage method for Data Text Mining: Using UGC in Business Intelligence Analysis. *Symmetry*, 11(4), 519.

- Sia, K. S., Lim, K. H., Leung, K., Lee, M. K. O. and Huang, W. W. (2009). Web strategies to promote Internet shopping: Is cultural-customization needed? *MIS Quarterly*, 33(3), 419-512.
- Silawati. (2018). Bali International Wedding Forum, Menuju Bali Best Destination Wedding [online]. <https://swa.co.id/swa/trends/bali-international-wedding-forum-menuju-bali-best-destination-wedding>
- Strong, C. (2015). *Humanizing big data: Marketing at the meeting of data, social science and consumer insight*. Kogan Page Publishers.
- Sugiyono. (2017). *Metodologi Penelitian*. Bandung: Alfabeta.
- Syed, S., & Spruit, M. (2017). Full-text or abstract? Examining topic coherence scores using latent dirichlet allocation. In 2017 IEEE International conference on data science and advanced analytics (DSAA) (pp. 165-174). IEEE.
- Wahyudi, T., Indrajit, R. E., & Fauzi, M. (2017). Pemanfaatan Status Kredit Nasabah untuk Mengevaluasi Pembiayaan KPR pada Bank Muamalat Indonesia menggunakan Data Mining. Seminar Nasional Sains dan Teknologi (pp. 1-6). Jakarta: Seminar Nasional Sains dan Teknologi.
- Wang, Z., Ma, L., & Zhang, Y. (2016, June). A hybrid document feature extraction method using latent Dirichlet allocation and word2vec. In 2016 IEEE First International Conference on Data Science in Cyberspace (DSC) (pp. 98-103). IEEE.
- Wayasti, R. A., & Surjandari, I. (2018, May). Mining Customer Opinion for Topic Modelling Purpose: Case Study of Ride-Hailing Service Provider. In 2018 6th International Conference on Information and Communication Technology (ICoICT) (pp. 305-309). IEEE.
- Zhai, C., & Massung, S. (2016). *Text data management and analysis: a practical introduction to information retrieval and text mining*. Association for Computing Machinery and Morgan & Claypool.

Zhang, Y., Wei, H., Ran, Y., Deng, Y., & Liu, D. (2020). Drawing openness to experience from user generated contents: An interpretable data-driven topic modeling approach. *Expert Systems with Applications*, 144, 113073.