

## DAFTAR PUSTAKA

### Buku

- Bungin, B. (2017). *Metodologi Penelitian Kuantitatif* (2nd ed.). KENCANA.
- Creswell, J. W. (2016). *RESEARCH DESIGN: Qualitative, Quantitative, and Mixed Methods Approaches* (4th ed.).
- Dr. M. Anang Firmansyah, SE, M. (2019b). Buku Pemasaran Produk dan Merek. *Buku Pemasaran Produk Dan Merek, August*, 336.
- Dr. Ulani Yunus, M. M. (2019). *Digital Branding: Teori dan Praktik* (I). Simbiosis Rekatama Media.
- Drs. Daryanto & Dr. Muljo Rahardjo, M. P. (2016). *Teori Komunikasi* (1st ed.). Penerbit Gava Media.
- Ellis-Chadwick, D. C. & F. (2019). *Digital Marketing Strategy, Implementation and Practice* (Seventh Ed). Pearson Education Limited.
- Hasan, A. (2010). *Marketing dari Mulut ke Mulut (Word of Mouth Marketing)* (1st ed.). Media Pressindo.
- Ismagilova, E., Dwivedi, Y. K., Slade, E., & Williams, M. D. (2017). Electronic Word of Mouth (eWOM) in the Marketing Context. In *SpringerBriefs in Business*.
- Keller, K. and. (2012). *Marketing Management* (14, Ed.). Pearson Education Limited.
- Nasrullah, R. (2015). *Media Sosial Perspektif Komunikasi, Budaya dan Siosioteknologi* (N. Nurbaya, Ed.; 1st ed.). Simbiosis Rekatama Media.
- Priansa, D. J. (2017). *Komunikasi Pemasaran Terpadu Pada Era Media Sosial* (1st ed.). CV Pustaka Setia.
- Priyono. (2016). *METODE PENELITIAN KUANTITATIF* (T. Chandra, Ed.; 2nd ed.). ZIFATAMA PUBLISHING.
- Prof. Deddy Mulyana, M.A., Ph. D. (2013). *Ilmu Komunikasi Suatu Pengantar* (17th ed.). PT. Remaja Rosdakarya Offset.
- Shimp, A. T., & Andrews, Craig, J. (2013). Advertising, Promotion and Other aspects of Integrated Marketing Communications. *Cengage Learning*, 614.
- Sholihin, R. (2019). *Digital Marketing di Era 4.0: Strategi dan Implementasi Sederhana Kegiatan Marketing Untuk Bisnis dan Usaha* (A. Ishartadi, Ed.; 1st ed.). Quadrant.
- Sugiyono. (2019a). *Metode Penelitian Kuantitatif* (Setiyawami, Ed.; 2nd ed.). Alfabeta.
- Sugiyono, Dr. (2019b). *METODE PENELITIAN KUANTITATIF, KUALITATIF DAN R&D*

## **Jurnal**

- Andata, C. P., & Iflah, I. (2022). Pengaruh Media Sosial Dalam Meningkatkan Brand Awareness “Somethinc” Pada Pengguna Instagram Di JABODETABEK. *Jurnal Komunikasi*, 13(2), 84–92.
- Farah Nabila & Andre Noevi Rahmanto. (2021). *PENGARUH CITY BRAND EXPERIENCE DAN CITY BRAND SATISFACTION TERHADAP CITY BRAND AMBASSADORS*.
- Ferdy, R., & Sari, W. P. (2020). Pengaruh Iklan Billboard Gojek Versi #UninstallKhawatir Terhadap Brand Awareness. *Prologia*, 4(1), 106. <https://doi.org/10.24912/pr.v4i1.6443>
- Hendra, M. D., Muhammad Arif, & M. Hadi. (2022). Efektifitas Word of Mouth (Wom) Dalam Komunikasi Pemasaran Rotte Bakery Pekanbaru. *Medium*, 9(2), 119–135. [https://doi.org/10.25299/medium.2021.vol9\(2\).7907](https://doi.org/10.25299/medium.2021.vol9(2).7907)
- Hennig-Thurau, T., Gwinner, K. P., Walsh, G., & Gremler, D. D. (2004). Electronic word-of-mouth via consumer-opinion platforms: What motivates consumers to articulate themselves on the Internet? *Journal of Interactive Marketing*, 18(1), 38–52. <https://doi.org/10.1002/dir.10073>
- Lintangdesi, E. M. & anindita. (2021). Pengaruh E-Wom Dan Talent Communicator Female Daily Dudes Terhadap Brand Image. *Medium*, 9(1), 1–15. [https://doi.org/10.25299/medium.2021.vol9\(1\).6164](https://doi.org/10.25299/medium.2021.vol9(1).6164)
- Mahaputra, M. R., & Saputra, F. (2021). Relationship Word of Mouth , Advertising and Product Quality To Brand Awareness. *Dinasti International Journal of Digital Business Management*, 2(6), 1099–1108.
- Nurrohman, A., & Adiwijaya, K. (2021). the Effect of Social Media Usage, and Ewom on Purchase Decision Involvement, Brand Image, and Brand Awareness in Subsidized Housing Industry. *International Journal of Business and Economy (IJBEC)*, 3(2), 36–51.
- Raharja. (2020). Impact of Electronic Word -of- Mouth on Brand Awareness in the Video Game Sector: A Study on Digital Happiness. *International Journal of Trade and Global Markets*, 13(1), 1. <https://doi.org/10.1504/ijtgm.2020.10021566>
- Ryzan, K. D., Priyowidodo, G., & Tjahjo, J. D. W. (2020). Pengaruh Electronic Word of Mouth Terhadap Brand Awareness Kedai Kopi Kenangan Pada Warga Kota Surabaya. *Jurnal E-Komunikasi*, 8(2), 1–12.
- Setiawan, H. (2019). MEMILIH DIANTARA 7 TRADISI ILMU KOMUNIKASI DALAM KERANGKA FILOSOFIS. In *Online) Terakreditasi Nasional. SK: Vol. XI*. Cetak.

## **Artikel Berita**

- Dihni, V. A. (2022). *Pengguna TikTok Terus Bertambah sampai Kuartal I 2022*. Databoks. <https://databoks.katadata.co.id/datapublish/2022/07/19/pengguna-tiktok-terus-bertambah-sampai-kuartal-i-2022>

- Maharani, D. (2022). *13 Rekomendasi Hair Mist Terbaik 2022 untuk Rambut Sehat & Wangi Sepanjang Hari* productnation. Productnation.Co. <https://productnation.co/id/product/grace-and-glow-daisy-hair-mist>
- Ridwan, P. P. (2022). *Serba-Serbi perkembangan TikTok*. GoodStats.Id. <https://goodstats.id/article/serba-serbi-perkembangan-tiktok-Uy4n7>
- Rukmana, I. D. (2022). *Bikin Tambah Badai, Intip 10 Top Brand Penjualan Treatment Rambut Terlaris 2022 di e-Commerce*. Kompas. <https://kompas.co.id/article/data-penjualan-10-top-brand-treatment-rambut-terlaris-2022/>
- Winarso, B. (2021). *Apa Itu TikTok?* DailySocial.Id. <https://dailysocial.id/post/apa-itu-tik-tok>