

## DAFTAR PUSTAKA

- Adjotey, Eugene, Saragih, Mika, Ridwan, & Muhammad. (2021). Methodological Approaches to Reception Analysis Research in Ghanaian Media Studies. . *Budapest International Research and Critics Institute (BIRCI-Journal): Humanities and Social Sciences*.
- Afandi, M. H. (2021, September 01). *PR Kita Adalah Public Relations*. Retrieved from Kemenag.go.id: <https://www.kemenag.go.id/read/pr-kita-adalah-public-relations-m8x83>
- Alijoyo, A., Wijaya, B., & Jacob, I. (2021). *Structured or Semi-structured Interviews*. Bandung: CRMS.
- Apa itu Subjek Penelitian? Pengertian, Macam dan Contohnya*. (2022). Retrieved from Populix: <https://info.populix.co/articles/subjek-penelitian-adalah/>
- B.Bachri. (2010). Meyakinkan Validitas Data Melalui Triangulasi Pada Penelitian Kualitatif. .
- Cheng, J. (2019, May). *Social Media and Public Relations*. Retrieved from Research Gate: [https://www.researchgate.net/publication/341070405\\_Social\\_media\\_and\\_Public\\_Relations](https://www.researchgate.net/publication/341070405_Social_media_and_Public_Relations)
- Collection, M. (2018). Sampling and Generalization. In U. Flick, *The SAGE Handbook of Qualitative Data* (pp. 88,). London: SAGE Publication.
- Department Global Communication and Contents Division, Ministry of Culture, Sports and Tourism and Korean Culture and Information Service. (n.d.). *Hallyu*. Retrieved from Korea.net: <https://www.korea.net/AboutKorea/Culture-and-the-Arts/Hallyu>
- Dr.J.R.Raco, M. (2010). *Metode Penelitian Kualitatif: Jenis, Karakterisrik, dan Keunggulannya*. . Jakarta: PT Gramedia Widiasarana Indonesia.
- Espinal, V. (2021). *Parasocial Relationship In K-POP: Emotional Support Capitalism*. Retrieved from Envimedia: <https://www.envimedia.co/parasocial-relationships-k-pop/>
- Eunyoung, H., & Eyun-Jung, K. (2009). Research in brief: Developing a measure of celebrity reputation. *Public Relations Review* 36 , 199-201.
- Fawkes, J. (2011). What is Public Relation? In A. Theaker, *The Public Relations Handbook (4th ed.)* (pp. 6, 23). London: Routledge. <https://doi.org/10.4324/9780203804827>.
- Gooch, B. (2008). The Communication of Fan Culture: The Impact of New Media on Science. 3.
- Hadi, P. I. (2009). Penelitian Khalayak Dalam Prespektif Reception Analysis. *Jurnal Ilmiah SCRIPTURA, Vol. 3, No. 1*.
- Hamidi. (2010). *Metode Penelitian Kualitatif*. Malang: UMM Press.
- Herbrink, K. (2020). Oppa didn't mean it: Examining parasocial interaction and social responsibility in K-pop fandom. .

- Horton, D., & Wohl, R. R. (1956). Mass Communication and Para-Social Interaction. *Psychiatry: Interpersonal and Biological Processes*, 19:3, 215-229.
- Jun, Y. (2021, October 18). *DearU: A K-pop fan engagement platform success story*. Retrieved from Kedglobal: <https://www.kedglobal.com/music-entertainment/newsView/ked202110180002>
- Kim, Kim, Park, & Choi. (2022). The Phenomenon and Development of K-Pop: The Relationship between Success Factors of K-Pop and the National Image, Social Network Service Citizenship Behavior, and Tourist Behavioral Intention. *Sustainability. MDPI*, 4.
- Kozinets, R. (1999). E-Tribalized Marketing?: The Strategic Implications of Virtual Communities of Consumption. *European Management Journal*. 17, 252-264.
- Lacalle, C., Gómez-Morales, B., & Narvaiza, S. (2021). Friends or just fans? Parasocial relationships in online television fiction communities. . *Communication & Society, Vol 34 No 3* , 34(3), 61-76.
- Leavy, P. (2017). *Research Design: Quantitative, Qualitative, Mixed Methods, Arts-Based, and Community-Based Participatory Research Approaches*. . New York: The Guilford Press.
- Lloyd, J., & Toogood, L. (2015). *Journalism and PR: News Media and Public Relations in a Digital Age*. London : y I.B.Tauris & Co.
- Marshall, P., Moore, C., & Barbour, K. (2015). Persona as method: exploring celebrity and the public self through persona studies. *Celebrity Studies Vol. 6, No. 3*,, pp. 288–305.
- Miles, M., & A.M, H. (1992). *Analisis Data Kualitatif*. Jakarta: Penerbit Universitas Indonesia.
- Mulyana, D. (2007). *Ilmu Komunikasi: Suatu Pengantar*. Bandung: Remaja Rosdakarya.
- Neuman, W. (2000). *Social Research Methods: Qualitative and Quantitative Approaches*. Allyn and Bacon.
- Riduawan. (2006). *Metode & Teknik Penyusunan Tesis*. Bandung: Alfabeta.
- Samuels, A. S. (1986). *A Critical Dictionary of Jungian Analysis (1st ed.)*. London: Routledge. <https://doi.org/10.4324/9780203713822>. Retrieved from Pacifica Graduate Institute Library Guide: <https://pacificalibguides.com/Jung/persona>
- Sermchaiwong, P. (2021). Just Right: Gaining and Maintaining Brand Loyalty Through the Lens of K-Pop.
- Taylor, Bogdan, & DeVault. (2015). *Introduction to Qualitative Research Methods 4th Edition*. John Wiley & Sons.
- THE GLOBAL APPEAL OF K-POP: HOW PUBLIC RELATIONS SHAPES THE SUCCESS OF KOREAN MUSIC*. . (2023, April 08). Retrieved from GPPRUSA: <https://www.gpprusa.com/entertainment-pr/2023/3/25/gpprusa-the-global-appeal-of-k-pop-how-public-relations-shapes-the-success-of-korean-music>.

- Tracy, S. J. (2019). *Qualitative research methods: collecting evidence, crafting analysis, communicating impact (2nd Ed)*. UK: Wiley Blackwell.
- Tripathi, M. (Jan-Jun 2023.). Analysis of Celebrity PR in India (A Case Study of PR Strategies of Priyanka Chopra). *Journal of Public Relation and Advertising*. Vol 2, Issue 1, .
- Umar, H. (2013). *Metode Penelitian untuk Skripsi dan Tesis*. Jakarta: Rajawali .
- Zhang, Y. (2022). A Study on the Para-social Interaction Between Idols and Fans in Virtual Applications Case Study of Lysn Bubble. *Advances in Social Science, Education and Humanities Research, Volume 631*.