

DAFTAR PUSTAKA

- Alamsyah, A., Ayu, S. P., & Rikumahu, B. (2019). Exploring relationship between headline news sentiment and stock return. *2019 7th International Conference on Information and Communication Technology, ICoICT 2019*, 1–6. <https://doi.org/10.1109/ICoICT.2019.8835298>
- Alqaryouti, O., Siyam, N., Monem, A. A., & Shaalan, K. (2019). Aspect-based sentiment analysis using smart government review data. *Applied Computing and Informatics*. <https://doi.org/10.1016/j.aci.2019.11.003>
- Anjani, A. (2022). *5 Rekomendasi Channel YouTube Edukatif untuk Pelajar, Apa Saja?* DetikEdu. <https://www.detik.com/edu/detikpedia/d-5911136/5-rekomendasi-channel-youtube-edukatif-untuk-pelajar-apa-saja>
- Asosiasi Penyelenggara Jasa Internet Indonesia. (2022). Profil Internet Indonesia 2022. *Apji.or.Od, June*, 10. apji.or.id
- Boulaire, C., Hervet, G., & Graf, R. (2010). Creativity chains and playing in the crossfire on the video-sharing site YouTube. *Journal of Research in Interactive Marketing*, 4(2), 111–141. <https://doi.org/10.1108/17505931011051669>
- Branch, R. M. (2009). *Approach, Instructional Design: The ADDIE*. Springer New York, NY.
- Brown, S., Bessant, J., & Jia, F. (2018). Strategic Operations Management. *Strategic Operations Management*. <https://doi.org/10.4324/9781315123370>
- Byun, U., Jang, M., & Baek, H. (2022). The effect of YouTube comment interaction on video engagement: focusing on interactivity centralization and creators' interactivity. *Online Information Review, ahead-of-print*(ahead-of-print). <https://doi.org/10.1108/OIR-04-2022-0217/FULL/XML>
- Cielen, D., Meysman, A. D. B., & Ali, M. (2016). *Introducing Data Science*.
- Feldman, R., & Sanger, J. (2007). *The Text Mining Handbook Text*.
- Firmansyah, M. A. (2018). Perilaku Konsumen (Sikap dan Pemasaran). In *Deepublish Publisher*. https://www.academia.edu/37610166/PERILAKU_KONSUMEN_PERILAKU_KONSUMEN_MAKALAH_PERILAKU_KONSUMEN

- Flensyani, I. V. (2021). *KORELASI MOTIF MENONTON DENGAN KEPUASAN MENONTON KONTEN YOUTUBE DI KALANGAN GENERASI Z (Studi Eksplanatif Kuantitatif Pada Subscriber Channel YouTube Nihongo Mantappu)*. <https://e-journal.uajy.ac.id/26319/>
- Google. (2023). *Collaboration tips - YouTube Help*. <https://support.google.com/youtube/answer/12340107?hl=en>
- Heizer, J., Render, B., & Munson, C. (2020). *Principles of Operations Management: Sustainability and Supply Chain Management* (11th ed.). Pearson.
- Hui, K. L., & Chau, P. Y. K. (2002). Classifying digital products. *Communications of the ACM*, 45(6), 73–79. <https://doi.org/10.1145/508448.508451>
- Ilmania, A., Abdurrahman, Cahyawijaya, S., & Purwarianti, A. (2019). Aspect Detection and Sentiment Classification Using Deep Neural Network for Indonesian Aspect-Based Sentiment Analysis. *2018 International Conference on Asian Language Processing (IALP), September 2020*, 62–67. <https://doi.org/10.1109/IALP.2018.8629181>
- Indrawati. (2015). *Metode Penelitian Manajemen dan Bisnis*. PT Refika Aditama.
- Irawan, E., Ahmadi, A., Prianggono, A., Saputro, A. D., & Rachmandani, M. S. (2020). YouTube Channel Development on Education: Virtual Learning Solutions during the Covid-19 Pandemic Institut Agama Islam Negeri Ponorogo , Indonesia Pasca Sarjana Institut Agama Islam Negeri Ponorogo , Indonesia. *International Journal of Advanced Science and Technology*, 29(4), 2469–2478.
- Irawan, H., Akmalia, G., & Masrury, R. A. (2019). Mining tourist's perception toward Indonesia tourism destination using sentiment analysis and topic modelling. *ACM International Conference Proceeding Series, April 2020*, 7–12. <https://doi.org/10.1145/3361821.3361829>
- Irawan, H., Nurdzati, D., & Nurhazizah, E. (2022). *Analysis of Youtube Influencer Collaboration using Social Network Analysis (Case study of youtuber Jerome Polin)*.
- James, D. (2020). *Do Comments Matter on YouTube?*

- <https://tuberanker.com/blog/do-comments-matter-on-youtube>
- James, D. (2021). *How to Collaborate With Other YouTubers - The Complete Guide*. <https://tuberanker.com/blog/how-to-collaborate-with-other-youtubers>
- Jo, T. (2019). Text Mining Concepts, Implementation, and Big Data Challenge. In *Перспективы Науки*. [http://moofrnk.com/assets/files/journals/science-prospects/120/science-prospect-9\(120\)-main.pdf#page=18](http://moofrnk.com/assets/files/journals/science-prospects/120/science-prospect-9(120)-main.pdf#page=18)
- Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of Social Media. *Business Horizons*, 53(1), 59–68. <https://doi.org/10.1016/j.bushor.2009.09.003>
- Kavitha, K. M., Shetty, A., Abreo, B., D’Souza, A., & Kondana, A. (2020). Analysis and Classification of User Comments on YouTube Videos. *Procedia Computer Science*, 177, 593–598. <https://doi.org/10.1016/J.PROCS.2020.10.084>
- Koch, C., Lode, M., Stohr, D., Rizk, A., & Steinmetz, R. (2018). Collaborations on YouTube. *ACM Transactions on Multimedia Computing, Communications, and Applications (TOMM)*, 14(4). <https://doi.org/10.1145/3241054>
- Kock, N., Davison, R., Wazlawick, R., & Ocker, R. (2001). Special Edition E-COLLABORATION: A LOOK AT PAST RESEARCH AND FUTURE CHALLENGES. *Journal of Systems & Information Technology*, 5(1).
- Kotler, P., & Armstrong, G. (2018). *Principles of Marketing* (17th ed.). Pearson Education Limited.
- Kotler, P., & Keller, K. L. (2016). Marketing Management. In *Pearson Education Limited*.
- Krumm, J., Davies, N., & Narayanaswami, C. (2008). User-generated content. *IEEE Pervasive Computing*, 7(4), 10–11. <https://doi.org/10.1109/MPRV.2008.85>
- Lim, W. M., Rasul, T., Kumar, S., & Ala, M. (2022). Past, present, and future of customer engagement. *Journal of Business Research*, 140(November 2021), 439–458. <https://doi.org/10.1016/j.jbusres.2021.11.014>
- Liu, B. (2012). Sentiment analysis and opinion mining. In *Synthesis Lectures on Human Language Technologies* (Vol. 5, Issue 1).

<https://doi.org/10.2200/S00416ED1V01Y201204HLT016>

Malak, H. A. (2022). *What is Collaboration: Why Is It Important?*

<https://theecmconsultant.com/what-is-collaboration/>

Manners, J. (2021). *How to Become a YouTuber and Get Paid: 10 Steps to Success.*

Hootsuite. <https://blog.hootsuite.com/how-to-become-a-youtuber/>

Masrury, R. A., Fannisa, & Alamsyah, A. (2019). Analyzing tourism mobile

applications perceived quality using sentiment analysis and topic modeling.

2019 7th International Conference on Information and Communication

Technology, ICoICT 2019, 1–6.

<https://doi.org/10.1109/ICoICT.2019.8835255>

McLachlan, S., & Cooper, P. (2021). *How to Get More Views on YouTube: 16 Tips*

that Actually Work. <https://blog.hootsuite.com/get-views-youtube/>

Moens, M.-F., Li, J., & Chua, T.-S. (2019). *Mining User Generated Content.*

Mothersbaugh, D. L., Hawkins, D. I., & Kleiser, S. B. (2020). *Consumer Behavior:*

Building Marketing Strategy (Vol. 27, Issue 23). McGraw-Hill Education.

Nadia, R., L, D. K. M., & Fhira Nhita, S.T., M. . (2018). Analisis Dan Implementasi

Algoritma Naïve Bayes Classifier Terhadap Pemilihan Gubernur Jawa Barat

2018 Pada Media Online. *E-Proceeding of Engineering*, 5(1), 1678–1700.

Najjichah, H., Syukur, A., & Subagyo, H. (2019). Pengaruh Text Preprocessing

Dan Kombinasinya Pada Peringkat Dokumen Otomatis Teks Berbahasa

Indonesia. *Jurnal Teknologi Informasi*, XV(1), 1–11.

Nylén, D., & Holmström, J. (2015). Digital innovation strategy: A framework for

diagnosing and improving digital product and service innovation. *Business*

Horizons, 58(1), 57–67. <https://doi.org/10.1016/j.bushor.2014.09.001>

Organisation for Economic Co-operation and Development (OECD). (2007).

Participative Web and User-Created Content. In *Participative Web and User-*

Created Content. <https://doi.org/10.1787/9789264037472-en>

Pandian, S. (2023). *K-Fold Cross Validation Technique and its Essentials.*

[https://www.analyticsvidhya.com/blog/2022/02/k-fold-cross-validation-](https://www.analyticsvidhya.com/blog/2022/02/k-fold-cross-validation-technique-and-its-essentials/)

[technique-and-its-essentials/](https://www.analyticsvidhya.com/blog/2022/02/k-fold-cross-validation-technique-and-its-essentials/)

Patterson, P. G., & Robots, S. (2015). Understanding Customer Engagement in

- Services. *European Journal of Marketing*, 49(3/4), 491–511.
- Rizal, J. G. (2021). *Alasan YouTube Hilangkan Tampilan Jumlah “Dislikes” dan Tanggapan Kreator*.
[https://www.kompas.com/tren/read/2021/11/15/193000265/alasan-youtube-hilangkan-tampilan-jumlah-dislikes-dan-tanggapan-kreator?page=all#:~:text=KOMPAS.com - YouTube resmi menghilangkan,video pada 10 November 2021.](https://www.kompas.com/tren/read/2021/11/15/193000265/alasan-youtube-hilangkan-tampilan-jumlah-dislikes-dan-tanggapan-kreator?page=all#:~:text=KOMPAS.com-YouTube resmi menghilangkan,video pada 10 November 2021.)
- Scuotto, V., Serravalle, F., Murray, A., & Viassone, M. (2019). The Shift Towards a Digital Business Model: A Strategic Decision for the Female Entrepreneur. *Https://Services.Igi-Global.Com/Resolvedoi/Resolve.aspx?Doi=10.4018/978-1-5225-7479-8.Ch007*, 120–143. <https://doi.org/10.4018/978-1-5225-7479-8.CH007>
- Sekaran, U., & Bougie, R. (2016). Research Method for Business. In *Journal of Chemical Information and Modeling* (Vol. 53).
- Shah, S. R., Kaushik, A., Sharma, S., & Shah, J. (2020). Opinion-mining on marglish and devanagari comments of youtube cookery channels using parametric and non-parametric learning models. *Big Data and Cognitive Computing*, 4(1), 1–19. <https://doi.org/10.3390/bdcc4010003>
- Sholehat, R. A., Setiawan, E. B., & Sibaroni, Y. (2023). Aspect-Based Sentiment Analysis on Twitter Using Bidirectional Long Short-Term Memory. *Jurnal Media Informatika Budidarma*, 7. <https://doi.org/10.30865/mib.v7i2.5636>
- Sijabat, J. P. (2019). *Buku Latihan Soal Mantappu Jiwa*. PT Gramedia Pustaka Utama.
- Social Blade. (2023). *Nihongo Mantappu’s YouTube Stats (Summary Profile)*. https://socialblade.com/youtube/channel/UC1Gmqqs_MyZl2KHIEqfUC9A/monthly
- Stasik, S., & Vrabat, P. (2022, May). *What Is a Content Creator? | State of Digital Publishing*. <https://www.stateofdigitalpublishing.com/content-strategy/what-is-a-content-creator/>
- The New York Times. (2018). *What Is Content Development?* <https://nytlicensing.com/latest/marketing/what-is-content-development/>

- Thomson, A. M., Perry, J. L., & Miller, T. K. (2009). Conceptualizing and measuring collaboration. *Journal of Public Administration Research and Theory, 19*(1), 23–56. <https://doi.org/10.1093/jopart/mum036>
- Ulrich, K. T., & Eppinger, S. D. (2016). Product Design and Development. In *Handbook of Research on New Product Development*. <https://doi.org/10.4337/9781784718152.00017>
- van Doorn, J., Lemon, K. N., Mittal, V., Nass, S., Pick, D., Pirner, P., & Verhoef, P. C. (2010). Customer engagement behavior: Theoretical foundations and research directions. *Journal of Service Research, 13*(3), 253–266. <https://doi.org/10.1177/1094670510375599>
- VAZ Corporation. (2021). *7.32 million registered users! YouTube channel “Nihongo Mantappu” and VAZ sign an agent contract!* <https://prtimes.jp/main/html/rd/p/000000215.000015757.html>
- Vivek, S. D., Beatty, S. E., & Morgan, R. M. (2014). Customer Engagement: Exploring Customer Relationships Beyond Purchase. *Http://Dx.Doi.Org/10.2753/MTP1069-6679200201, 20*(2), 122–146. <https://doi.org/10.2753/MTP1069-6679200201>
- We Are Social, Hootsuite, & DataReportal. (2022). *DIGITAL 2022: INDONESIA*. <https://datareportal.com/reports/digital-2022-indonesia?rq=indonesia>
- Wibowo, G. A. (2021). *Nihongo Mantappu: Channel Motivasi Kids Zaman Now*. <https://www.kompasiana.com/giselle45938/6097d66e8ede4813755aee62/nihonggo-mantappu-channel-motivasi-kids-zaman-now?page=all>
- Wood, D. J., & Gray, B. (1991). Theory of Collaboration. In *Journal of Applied Behavioral Science* (Vol. 27, Issue 2, pp. 139–162).
- Zong, C., Xia, R., & Zhang, J. (2021). Text Data Mining. In *Text Data Mining*. <https://doi.org/10.1007/978-981-16-0100-2>