

DAFTAR PUSTAKA

- Abdullah, & Naved Khan, M. (2021). Determining mobile payment adoption: A systematic literature search and bibliometric analysis. *Cogent Business and Management*, 8(1). <https://doi.org/10.1080/23311975.2021.1893245>
- Bala, M., & Verma, D. (2018). A Critical Review of Digital Marketing Paper Type: - Review and Viewpoint. *International Journal of Management, IT & Engineering*, 8(10), 321–339.
- Buchholz, K. (2023). *How the Metaverse is Making Money*. STATISTA. <https://www.statista.com/chart/29329/metaverse-revenue/#:~:text=Metaverses%20include%20applications%20of%20virtual,are%20e-commerce%20and%20gaming>
- Buhalis, D., Leung, D., & Lin, M. (2023). Metaverse as a disruptive technology revolutionising tourism management and marketing. *Tourism Management*, 97(June 2022), 104724. <https://doi.org/10.1016/j.tourman.2023.104724>
- Clemens, A. (2022). *Metaverse For Beginners*. 204.
- Cuiyun Xiang, Wang, Y., & Liu, H. (2017). A scientometrics review on nonpoint source pollution research. *Ecological Engineering*, 99(0925–8574), 400–408. <https://doi.org/10.1016/j.ecoleng.2016.11.028>.
- Dantes, N. (2012). *Metode Penelitian*. Percetakan Andi Offset.
- Deloitte China. (2022). *Metaverse Report Future is here Global XR industry insight* (Issue March).
- Dewi, I. R. (2022). *Metaverse “Saudara” Facebook Kian Sepi, 100.000 Orang Minggat*. CNBC Indonesia. <https://www.cnbcindonesia.com/tech/20221017133622-37-380272/metaverse-saudara-facebook-kian-sepi-100000-orang-minggat>
- Dwivedi, Y. K., Hughes, L., Baabdullah, A. M., Ribeiro-Navarrete, S., Giannakis, M., Al-Debei, M. M., Dennehy, D., Metri, B., Buhalis, D., Cheung, C. M. K., Conboy, K., Doyle, R., Dubey, R., Dutot, V., Felix, R., Goyal, D. P., Gustafsson, A., Hinsch, C., Jebabli, I., ... Wamba, S. F. (2022). Metaverse beyond the hype: Multidisciplinary perspectives on emerging challenges, opportunities, and agenda for research, practice and policy. *International Journal of Information Management*, 66(July), 102542. <https://doi.org/10.1016/j.ijinfomgt.2022.102542>
- Earnshaw, R., & Sourin, A. (2017). Case study: shared virtual and augmented environments for creative applications. *Research and Development in the Academy, Creative Industries and Applications*, 49–64.

- Giang Barrera, K., & Shah, D. (2023). Marketing in the Metaverse: Conceptual understanding, framework, and research agenda. *Journal of Business Research*, 155(PA), 113420. <https://doi.org/10.1016/j.jbusres.2022.113420>
- Guo, Y. M., Huang, Z. L., Guo, J., Li, H., Guo, X. R., & Nkeli, M. J. (2019). Bibliometric analysis on smart cities research. *Sustainability (Switzerland)*, 11(13). <https://doi.org/10.3390/su11133606>
- Habib, R., & Afzal, M. T. (2019). Sections-based bibliographic coupling for research paper recommendation. *ACM Digital Library*, 119(2), 643–656. <https://doi.org/https://doi.org/10.1007/s11192-019-03053-8>
- Han, D. I. D., Bergs, Y., & Moorhouse, N. (2022). Virtual reality consumer experience escapes: preparing for the metaverse. *Virtual Reality*, 26(4), 1443–1458. <https://doi.org/10.1007/s10055-022-00641-7>
- Hollensen, S., Kotler, P., & Opresnik, M. O. (2022). Metaverse the new marketing universe. *Journal of Business Strategy*. <https://doi.org/10.1108/JBS-01-2022-0014>
- Indrawati. (2015). *Metode Penelitian Manajemen dan Bisnis : Konvergensi Teknologi Komunikasi dan Informasi*. Refika Aditama.
- Indrawati. (2017). *Perilaku Konsumen Individu* (Nurul Falah Atif (ed.)). PT. Refika Aditama.
- Kessler, M. M. (1963). Bibliographic coupling between scientific papers. *American Documentation*, 14(1), 10–25. <https://doi.org/https://doi.org/10.1002/asi.5090140103>
- Kotler & Keller. (2016). Marketing Management. In *Marketing Management*.
- Lee, L.-H., Braud, T., Zhou, P., Wang, L., Xu, D., Lin, Z., Kumar, A., Bermejo, C., & Hui, P. (2021). *All One Needs to Know about Metaverse: A Complete Survey on Technological Singularity, Virtual Ecosystem, and Research Agenda*. October. <https://doi.org/10.13140/RG.2.2.11200.05124/8>
- Lindawati, S., Hendri, M., & Hutahaean, J. (2020). *Pemasaran Digital*. Yayasan Kita Menulis.
- Metanesia. (2023). *Metaverse Marketing: Cara Baru Branding di Metaverse*. <https://metanesia.id/blog/branding-di-metaverse>
- Morgan, J. P. (2022). *Opportunities in the metaverse*.

- N. J., van E., & Waltman, L. (2010). Software survey: VOSviewer, a computer program for bibliometric mapping. *Scientometrics*, 84(2), 523–538. <https://doi.org/10.1007/s11192-009-0146-3>
- Parr, T. J., & Rohaly, T. F. (1995). Language for creating and manipulating VRML. *Proceedings of the Annual Symposium on the Virtual Reality Modeling Language, VRML*, 123–131. <https://doi.org/10.1145/217306.217323>
- Paul, J., & Criado, A. R. (2020). The art of writing literature review: What do we know and what do we need to know? *International Business Review*, 29(4), 101717. <https://doi.org/10.1016/j.ibusrev.2020.101717>
- PT. WIR ASIA Tbk. (2022). *Annual Report and Sustainability Report PT. WIR ASIA Tbk.*
- Purwanti, Y., Erlangga, H., Kurniasih, D., Pratama, A., Sunarsi, D., Manan, A., Imam Duta Waskita, N., Ilham, D., Aditya Dwiwarman, D., & Purwanto, A. (2021). The Influence Of Digital Marketing & Innovation On The School Performance. *Turkish Journal of Computer and Mathematics Education*, 12(7), 118–127.
- Rauschnabel, P. A., Felix, R., Hinsch, C., Shahab, H., & Alt, F. (2022). What is XR? Towards a Framework for Augmented and Virtual Reality. *Computers in Human Behavior*, 133(May 2021), 107289. <https://doi.org/10.1016/j.chb.2022.107289>
- Saura, J. R., Palos-Sánchez, P., & Suárez, L. M. C. (2017). Understanding the digital marketing environment with kpis and web analytics. *Future Internet*, 9(4), 1–13. <https://doi.org/10.3390/FI9040076>
- Sekaran, U. (2006). *Metodologi Penelitian Untuk Bisnis I* (4th ed.). Salemba Empat.
- Sekaran, U. (2011). *Metodologi Penelitian Untuk Bisnis I* (4th ed.). Salemba Empat.
- Sugiyono. (2011). *Metode Penelitian Kombinasi*. Penerbit Alfabeta.
- Sugiyono. (2019). *Metode Penelitian Bisnis*. Alfabeta.
- Themistocleus, M., Da Cunha, P. R., & Treiblmaier, H. (2023). Metaverse. *Proceedings of the Annual Hawaii International Conference on System Sciences, 2023-Janua*, 6034. <https://doi.org/10.4018/ijea.316537>
- Wahono, R. S. (2015). A Systematic Literature Review of Software Defect Prediction: Research Trends, Datasets, Methods and Frameworks. *Journal of Software Engineering*, 1(1), 1–16.

Zhao, Y., Jiang, J., Chen, Y., Liu, R., Yang, Y., Xue, X., & Chen, S. (2022). Metaverse: Perspectives from graphics, interactions and visualization. *Visual Informatics*, 6(1), 56–67. <https://doi.org/10.1016/j.visinf.2022.03.002>