

REFERENCES

- Ad Standards. (2019, January). Influencer marketing steering committee: Disclosure Guidelines. Ad Standards. Retrieved from <http://adstandards.ca/wp-content/uploads/2019/02/Influencer-Marketing-Steering-Committee-DisclosureGuidelines-Jan-2019.pdf>
- Cash, M. (2019, April 30). Starbucks' new bright-pink 'Dragon Drink' is about to be all over your Instagram. Insider. Retrieved from <https://www.insider.com/starbuckspink-dragon-drink-2019-4>
- Coates, A. E., Hardman, C. A., Halford, J. C. G., Christiansen, P., & Boyland, E. J. (2019). Food and beverage cues featured in YouTube videos of social media influencers Popular with children: An exploratory study. *Frontiers in Psychology*, 10, 2142. doi:10.3389/fpsyg.2019.02142
- Furidha, B. W. (2023). "Comprehension of the Descriptive Qualitative Research Method: A Critical Assessment of the Literature". *ACITYA WISESA (Journal of Multidisciplinary Research)*, 2(4), 1-8
- Government of Canada. (2019, January 14). Canada's food guide: Be aware of food marketing. Government of Canada. Retrieved from <https://foodguide.canada.ca/en/healthy-eating-recommendations/marketing-can-influence-yourfood-choices>
- Kelly, L., & Daneshjoo, S. (2019). Instagram & body positivity among female adolescents & young adults. *Journal of Adolescent Health*, 64(2), S134-S135. doi:10.1016/j.jadohealth.2018.10.280
- Lambert, M., & Farrington, F. (2019). In their own words: A qualitative study exploring Influences on the food choices of university students. *Health Promotion Journal of Australia*, 30(1), 66-75. doi:10.1002/hpja.180
- Lani, O. P. 2019. Business Marketing Communication in Pekanbaru City. *Journal of Social Religion* 2(2): 1.
- Morissan. 2019. Advertising: Integrated Marketing Communication. Jakarta: Prenadamedia Group.
- Mulitawati, Iga Mauliga, Retnasary, Maya. (2020). Marketing Communication Strategy in Building a Brand Image Through Instagram Social Media

- (Descriptive case study of Marketing Communication for Polycrol Forte Products via the Instagram account @ahlinyaobatmaag). *Journal of Communication and Social Sciences Development*. Vol.4 No.1
- Rizky, N., and S.D. Setiawati. 2020. Use of Haloa Café Instagram Social Media as Online Marketing Communication. *Journal of Communication Sciences* 10(2): 178
- Rizal, Veby Zilfania. (2019). Instagram Social Media Marketing Communication at Bandung Makuta Celebrity Cake Shop (@Bandungmakuta) on Brand Awareness. *Inter Komunika: Journal of Communication*. Vol 4, No 1, Th 2019, 75-87
- Tri Djoko Sulistiyo, Rina Fitriana. (2020). The Influence of Instagram Social Media Marketing on the Brand Image of The Bunker Café, Tangerang. *Ekbis Journal: Analysis, Prediction and Information*. Vol 21, No 2 .
- Adisaputro, G. (2010). *Manajemen Pemasaran Analisis Untuk Perancangan Strategi Pemasaran*. UPP STIM YKPN.
- Afandi, Muhammad Rizal, Trias Setyowati, and N. S. (2019). Dampak kualitas layanan terhadap kepuasan pelanggan dan loyalitas pelanggan pada dira cafe & pool pontang ambulu jember. *Jurnal Penelitian IPTEKS 4, No. 1*, 79–91.
- Ang, L. (2021). *Principles of integrated marketing communications*. Cambridge University Press.
- Aprilya, T. (2019). Strategi Komunikasi Pemasaran Nadyasfashop Melalui Instagram Dalam Meningkatkan Kepercayaan Customer Di Samarinda. *EJournal Ilmu Komunikasi, 5(1)*, 13-23.
- Arifin, I., & Prawiro, A. M. B. (2022). *Prinsip-Prinsip dalam Pemasaran Syariah*. 261–274.
- Harinie, L. T., Triyono, A., Saputri, M. E., Hanafiah, H., Arissaputra, R., Wijaya, N. P. N. P., ... & Mansur, D. M. (2023). *Perilaku Konsumen dan Strategi Pemasaran*. CV. Intelektual Manifes Media.
- Mubarokah, A., Wahyuni, S., & Zulianto, M. (2022). *Strategi Komunikasi Pemasaran Melalui Media Sosial Instagram (Studi Deskriptif Pada Akun@ Osingdeles)*. 98–104.
- Rahmadani, D., Putra, C. A., Ramadhan, A., Sastra, A. O., Salsabil, Y. P.,

- Pambudi, B. W. T., ... & Erbinavydho, A. A. Y. (2022). (2022). *Pelatihan dan Pendampingan Melalui Digital Marketing, Legalitas dan Manajemen Keuangan dalam Pengembangan UMKM di Kelurahan Plosokerep Kota Blitar*. *Literasi: Jurnal Pengabdian Masyarakat dan Inovasi*, 2(2).
- Rahmat, R. M. (2019). Analisis Strategi Pemasaran Pada PT. Koko Jaya Prima Makassar. *Univ. Hasanuddin*, 1–79.
- Rohmah, N. N. M. (2020). *Media sosial sebagai media alternatif manfaat dan pemuas kebutuhan informasi masa pandemik global covid 19 (kajian analisis teori uses and gratification*. 1–16.
- Salsiyah, S. M., & Sadriatwati, S. E. (2020). *Developing Creative Business Brands for Entrepreneurial Students through Differentiation and Positioning Strategies*. 181–192.
- Saputri, A. D., & Nugroho, F. J. (2021). STRATEGI KOMUNIKASI PEMASARAN DELIYASHOP MELALUI INSTAGRAM DALAM MENINGKATKAN KEPERCAYAAN CUSTOMER. *Universitas Kristen Satya Wacana Vol.1, No.2*,.
- Smith, R. D. (2020). *Strategic planning for public relations*. Routledge.
- Taylor, C. R. (2022). *Research on advertising in the metaverse: a call to action*. 383–384.
- Widjaya, A., & Padmoprayitno, A. I. (2022). *The Effect of Promotion Mix, Price, and Service Quality on Study Decisions*. *Annals of Management and Organization Research*, 3(3).
- Wildan, A. A., & Nurfebriyaning, S. (2021). *Strategi Komunikasi Pemasaran Sustainable Fashion Brand Iameccu Melalui Media Sosial Instagram*. 1–12.
- Adisaputro, G. (2010). *Manajemen Pemasaran Analisis Untuk Perancangan Strategi Pemasaran*. UPP STIM YKPN.
- Afandi, Muhammad Rizal, Trias Setyowati, and N. S. (2019). Dampak kualitas layanan terhadap kepuasan pelanggan dan loyalitas pelanggan pada dira cafe & pool pontang ambulu jember. *Jurnal Penelitian IPTEKS 4, No. 1*, 79–91.
- Ang, L. (2021). *Principles of integrated marketing communications*. Cambridge University Press.
- Aprilya, T. (2019). Strategi Komunikasi Pemasaran Nadyasfashop Melalui

- Instagram Dalam Meningkatkan Kepercayaan Customer Di Samarinda. *EJournal Ilmu Komunikasi*, 5(1), 13-23.
- Arifin, I., & Prawiro, A. M. B. (2022). *Prinsip-Prinsip dalam Pemasaran Syariah*. 261–274.
- Harinie, L. T., Triyono, A., Saputri, M. E., Hanafiah, H., Arissaputra, R., Wijaya, N. P. N. P., ... & Mansur, D. M. (2023). *Perilaku Konsumen dan Strategi Pemasaran*. CV. Intelektual Manifes Media.
- Mubarokah, A., Wahyuni, S., & Zulianto, M. (2022). *Strategi Komunikasi Pemasaran Melalui Media Sosial Instagram (Studi Deskriptif Pada Akun@ Osingdeles)*. 98–104.
- Rahmadani, D., Putra, C. A., Ramadhan, A., Sastra, A. O., Salsabil, Y. P., Pambudi, B. W. T., ... & Erbinavydho, A. A. Y. (2022). (2022). *Pelatihan dan Pendampingan Melalui Digital Marketing, Legalitas dan Manajemen Keuangan dalam Pengembangan UMKM di Kelurahan Plosokerep Kota Blitar*. *Literasi: Jurnal Pengabdian Masyarakat dan Inovasi*, 2(2).
- Rahmat, R. M. (2019). Analisis Strategi Pemasaran Pada PT. Koko Jaya Prima Makassar. *Univ. Hasanuddin*, 1–79.
- Rohmah, N. N. M. (2020). *Media sosial sebagai media alternatif manfaat dan pemuas kebutuhan informasi masa pandemik global covid 19 (kajian analisis teori uses and gratification)*. 1–16.
- Salsiyah, S. M., & Sadriatwati, S. E. (2020). *Developing Creative Business Brands for Entrepreneurial Students through Differentiation and Positioning Strategies*. 181–192.
- Saputri, A. D., & Nugroho, F. J. (2021). STRATEGI KOMUNIKASI PEMASARAN DELIYASHOP MELALUI INSTAGRAM DALAM MENINGKATKAN KEPERCAYAAN CUSTOMER. *Universitas Kristen Satya Wacana Vol.1, No.2*,.
- Smith, R. D. (2020). *Strategic planning for public relations*. Routledge.
- Taylor, C. R. (2022). *Research on advertising in the metaverse: a call to action*. 383–384.
- Widjaya, A., & Padmoprayitno, A. I. (2022). *The Effect of Promotion Mix, Price, and Service Quality on Study Decisions*. *Annals of Management and*

Organization Research, 3(3).

Wildan, A. A., & Nurfebiaraning, S. (2021). *Strategi Komunikasi Pemasaran Sustainable Fashion Brand Iameccu Melalui Media Sosial Instagram*. 1–12.