

DAFTAR PUSTAKA

- Adu, P. (2019). *A step-by-step guide to qualitative data coding*. Routledge. www.routledge.com/9781138486874
- Afni, N. L., Ningsih, S. L., Safitri, W. P. F., & Purwanto, D. (2024). Analisis Struktural Fungsional Strategi Adaptasi Melalui Inovasi Pemasaran UMKM Es The Mase. *Bantenese : Jurnal Pengabdian Masyarakat*, 6(1), 133–149. <https://doi.org/10.30656/ps2pm.v6i1.8574>
- Aji, Y. B., Wijoyo, S. H., & Rachmadi, A. (2017). Analisis Pengaruh Keterjangkauan Teknologi Informasi Pada Live Streaming Shopping Platform Shopee Terhadap Minat Beli Mahasiswa Kota Malang. *Jurnal Pengembangan Teknologi Informasi Dan Ilmu Komputer*, 1(1), 2548–2964. <http://j-ptiik.ub.ac.id>
- Akbar, M. F., Hidayat, & Hendra, J. (2024). *Peran umkm dalam membangun ekonomi kerakyatan*. 8(6), 192–201.
- Alfansyur, A., & Mariyani. (2020). Seni Mengelola Data : Penerapan Triangulasi Teknik , Sumber Dan Waktu pada Penelitian Pendidikan Sosial. *Historis*, 5(2), 146–150.
- Amalina, V., & Riofita, H. (2024). Pengaruh strategi pemasaran live shopee terhadap keputusan pembelian konsumen. *Jurnal Inovasi Pendidikan*, 6(2), 386–400. <https://journalpedia.com/1/index.php/jip/index>
- Ambarwati, D., Wibowo, U. B., Arsyiadanti, H., & Susanti, S. (2022). Studi Literatur: Peran Inovasi Pendidikan pada Pembelajaran Berbasis Teknologi Digital. *Jurnal Inovasi Teknologi Pendidikan*, 8(2), 173–184. <https://doi.org/10.21831/jitp.v8i2.43560>
- Amelia, S. S., & Iswadi. (2023). Strategi Komunikasi Pemasaran Sebagai Media Promosi Dalam Meningkatkan Penjualan Pada PT Tunas Jaya. *Technomedia Journal*, 8(3), 1–13. <https://doi.org/10.33050/tmj.v8i3.2087>
- Amtai, A. (2021). Metode Penelitian Kualitatif. In *Jurnal EQUILIBRIUM* (Issue January). <https://doi.org/10.31237/osf.io/2pr4s>
- Ananda, T. A., Dewi, N. K., & Saleh, M. Z. (2023). Fenomena Perubahan Strategi Pemasaran dalam Menghadapi Tantangan di Era Digital. *Jurnal Publikasi Ilmu Manajemen (JUPIMAN)*, 2(4), 98–107.
- Annisa, D., & Agung, D. (2024). *Sedasawarsa Jokowi Mendigitalisasi Sektor UMKM*. <https://nasional.kompas.com/read/2024/10/06/09030061/sedasawarsa-jokowi-mendigitalisasi-sektor-umkm?page=all>
- Ardiansyah, Risnita, & Jailani, M. S. (2023). Teknik Pengumpulan Data Dan Instrumen Penelitian Ilmiah Pendidikan Pada Pendekatan Kualitatif dan Kuantitatif. *Jurnal IHSAN: Jurnal Pendidikan Islam*, 1(2), 1–9. <https://doi.org/10.61104/ihsan.v1i2.57>

- Ardiyanti, V. D. (2023). The Effect of TikTok Live Streaming Shopping on Impulse Buying Behavior in The 2023 Global Crisis. *Asian Journal of Logistics Management*, 2(1), 1–6. <https://doi.org/10.14710/ajlm.2023.18050>
- Aribowo, H. (2023). Jurnal Mirai Management Peranan Media Sosial terhadap Kenaikan Nilai Omset Penjualan di “Tiktok” pada Pedagang dengan Cara Live Shopping. *Jurnal Mirai Management*, 8(2), 219–239.
- Asshidqi, A. A., & Yuliana, N. (2023). Pengaruh Tiktok Shop Terhadap UMKM Lokal. *Jurnal Penelitian Ilmu-Ilmu Sosial*, 1(5), 149–156. <https://doi.org/10.5281/zenodo.10280058>
- Astuti, D., & Rosita, R. (2024). *Pentingnya Transformasi Digital UMKM dalam Pengembangan Ekonomi Indonesia Politeknik LP3I Jakarta , Indonesia Transformasi digital sangat penting untuk keberhasilan berkelanjutan UMKM di toko online dapat menjangkau audiens yang lebih luas di luar lokasi .*
- Aulia, R. N., & Harto, B. (2024). Membangun Keterlibatan Konsumen Melalui Strategi Konten Marketing dalam Live Streaming: Analisis Kualitatif Terhadap Brand yang Berhasil di Shopee. *Innovative: Journal Of Social Science Research*, 4(2), 5721–5736. <https://doi.org/10.31004/innovative.v4i2.9848>
- Bakhri, A. S., & Hanubun, Y. R. (2018). Pendekatan Kualitatif: Paradigma, Epistemologi, Teori dan Aplikasi. *Sekolah Tinggi Agama Islam Negeri (STAIN) Sorong Email*, 53(9), 1–21.
- Bergquist, G., Soliz, J., Everhart, K., Braithwaite, D. O., & Kreimer, L. (2019). Investigating Layers of Identity and Identity Gaps in Refugee Resettlement Experiences in the Midwestern United States. *Western Journal of Communication*, 83(3), 383–402. <https://doi.org/10.1080/10570314.2018.1552009>
- Bernhold, Q. S., & Giles, H. (2020). Group-based identity accommodation in older adults’ romantic relationships. *Communication Quarterly*, 68(4), 417–437. <https://doi.org/10.1080/01463373.2020.1804960>
- Blazquez, M., Henninger, C. E., Alexander, B., & Franquesa, C. (2020). Consumers’ Knowledge and Intentions towards Sustainability: A Spanish Fashion Perspective. *Fashion Practice*, 12(1), 34–54. <https://doi.org/10.1080/17569370.2019.1669326>
- Brandão, C., & Miguez, J. (2017). Using NVivo to assess a program of goal-corrected empathic attunement skills: a case study in the context of higher education. *Universal Access in the Information Society*, 16(4), 863–876. <https://doi.org/10.1007/s10209-016-0476-x>
- Brydges, T., & Pugh, R. (2017). An “Orphan” Creative Industry: Exploring the Institutional Factors Constraining the Canadian Fashion Industry. *Growth and Change*, 48(4), 942–962. <https://doi.org/10.1111/grow.12203>
- Brydges, T., Retamal, M., & Hanlon, M. (2020). Will COVID-19 support the transition

- to a more sustainable fashion industry? *Sustainability: Science, Practice, and Policy*, 16(1), 298–308. <https://doi.org/10.1080/15487733.2020.1829848>
- Budihardja, L., & Sitinjak, T. (2022). Pengaruh Identitas Merek, Citra Merek, Dan Kepercayaan Merek Terhadap Loyalitas Pada Konsumen Sepatu Nike Di Jakarta. *Jurnal Manajemen*, 11(2), 1–8. <https://doi.org/10.46806/jm.v11i2.870>
- Casaca, J. A., & Miguel, L. P. (2024). The influence of personalization on consumer satisfaction: Trends and challenges. In *Data-Driven Marketing for Strategic Success* (Issue July). <https://doi.org/10.4018/979-8-3693-3455-3.ch010>
- Chehade, M. J., Yadav, L., Kopansky-Giles, D., Merolli, M., Palmer, E., Jayatilaka, A., & Slater, H. (2020). Innovations to improve access to musculoskeletal care. *Best Practice and Research: Clinical Rheumatology*, 34(5), 101559. <https://doi.org/10.1016/j.berh.2020.101559>
- Cheung, T. C., & Choi, S. Y. (2022). Fashion designer's identity self-verification through social media engagement on Instagram. *Fashion and Textiles*, 9(1). <https://doi.org/10.1186/s40691-021-00275-4>
- Chu, Y., Zhang, Y., Wang, S., & Dai, H. (2022). Resilience mediates the influence of hope, optimism, social support, and stress on anxiety severity among Chinese patients with cervical spondylosis. *Frontiers in Psychiatry*, 13. <https://doi.org/10.3389/fpsy.2022.997541>
- Chusumastuti, D., Zulfikri, A., & Rukmana, A. Y. (2023). Pengaruh Digital Marketing dan Kompetensi Wirausaha Terhadap Kinerja Pemasaran (Studi ada UMKM di Jawa Barat). *Jurnal Bisnis Dan Manajemen West Science*, 2(02), 22–32. <https://doi.org/10.58812/jbmws.v2i02.334>
- Ciszek, E. L. (2017). Advocacy Communication and Social Identity: An Exploration of Social Media Outreach. *Journal of Homosexuality*, 64(14), 1993–2010. <https://doi.org/10.1080/00918369.2017.1293402>
- Compton, C. A. (2019). Communicatively Navigating Identities, Silence, and Social Protest. *Communication Studies*, 70(4), 412–432. <https://doi.org/10.1080/10510974.2019.1623279>
- Cross, W. E., Seaton, E., Yip, T., Lee, R. M., Rivas, D., Gee, G. C., Roth, W., & Ngo, B. (2017). Identity Work: Enactment of Racial-Ethnic Identity in Everyday Life. *Identity*, 17(1), 1–12. <https://doi.org/10.1080/15283488.2016.1268535>
- Dacko, S. G. (2017). Enabling smart retail settings via mobile augmented reality shopping apps. *Technological Forecasting and Social Change*, 124, 243–256. <https://doi.org/10.1016/j.techfore.2016.09.032>
- Darmayasa, N., Aneswari, Y. R., Bali, P. N., Kampus, J., Jimbaran, B., & Selatan, K. (2015). Nomor 3 Halaman 341-511 Malang. *Jurnal Akuntansi Multiparadigma JAMAL*, 6(59), 350–361.
- Delpont, M., & Mulder, D. (2023). Me, myself, I: Exploring radio personalities'

- display of identity on social media. *MedieKultur*, 38(73), 190–209. <https://doi.org/10.7146/mk.v38i73.132344>
- Denkin, N. K., & Lincoln, Y. S. (2017). *The SAGE Handbook of Qualitative Research. In Synthese* (5th ed.). Sage Publication, Inc.
- Desvi, T., Sari, V., Irawati, S. A., Ekonomi, F., & Madura, U. T. (2025). *in The Digital Era in Sampang District Strategi Inovatif dan Pengembangan Ekonomi Kreatif Melalui UMKM Kuliner pada Era Digital di Kabupaten Sampang*. 5(2), 5030–5036.
- Dewi, B. K. (2024). *Survei Ungkap Kesiapan Digital Pelaku UMKM Indonesia Masih di Level Pembelajaran*. <https://umkm.kompas.com/read/2024/02/15/214941483/survei-ungkap-kesiapan-digital-pelaku-umkm-indonesia-masih-di-level-pembelajar>
- Dewi, Y., & Indra, I. (2024). Navigating Consumer Behaviour: Exploring the Influence of Fashion Trends and Social Media on Gen Z and Millennial Consumption in West Java. *Journal of Applied Management Research*, 4(1), 1–9. <https://doi.org/10.36441/jamr.v4i1.2117>
- Djasuli, M. (2017). Paradigma Interpretif pada Riset Akuntansi (Sebuah Opini: Peneliti Pemula tidak Terjebak dalam Penelitian Minimalis Akuntansi). *Jurnal Pamator*, 10(2), 104. <http://journal.trunojoyo.ac.id/pamator>
- Dwi N, A., & Zulfiningrum, R. (2023). Strategi Public Relations Dalam Membangun Brand Image Pada Hotel Aruss Semarang. *Ekspresi Dan Persepsi : Jurnal Ilmu Komunikasi*, 6(2), 250–263. <https://doi.org/10.33822/jep.v6i2.5846>
- Dwivedi, Y. K., Ismagilova, E., Hughes, D. L., Carlson, J., Filieri, R., Jacobson, J., Jain, V., Karjaluoto, H., Kefi, H., Krishen, A. S., Kumar, V., Rahman, M. M., Raman, R., Rauschnabel, P. A., Rowley, J., Salo, J., Tran, G. A., & Wang, Y. (2021). Setting the future of digital and social media marketing research: Perspectives and research propositions. *International Journal of Information Management*, 59(June), 102168. <https://doi.org/10.1016/j.ijinfomgt.2020.102168>
- Endah, P. T., Wilujeng, S. A., Rifka, F., Achmad, S., & Imbalan, Z. (2020). *Pemanfaatan NVivo dalam Penelitian Kualitatif*. <https://fip.um.ac.id/wp-content/uploads/2021/10/b5-Pemanfaatan-NVIVO-dalam-Penelitian-Kualitatif.pdf>
- Esterberg, K. G. (2002). Qualitative methods in social research. In *McGraw-Hill, Boston*. McGraw-Hill. <https://doi.org/LK> - <https://worldcat.org/title/46969883>
- Falimu, & Sibay, S. (2023). Perilaku Komunikasi Masyarakat Etnis Bajo dalam Berinteraksi Sosial dengan Masyarakat Pendatang. *Jisos: Jurnal Ilmu Sosial*, 2(6), 1783–1792.
- Feriandy, & Wahyu, E. R. (2023). Dinamika Kolaborasi Tim Dan Efisiensi Kerja: Kunci Keberhasilan Pencapaian Tujuan Organisasi. *Jurnal Cahaya Mandalika*, 3(2), 1763–1770.

<https://www.ojs.cahayamandalika.com/index.php/jcm/article/view/2395/1891>

- Finne, Å., & Grönroos, C. (2017). Communication-in-use: customer-integrated marketing communication. *European Journal of Marketing*, 51(3), 445–463. <https://doi.org/10.1108/EJM-08-2015-0553>
- Firdausya, L. Z., & Ompusunggu, D. P. (2023). Usaha Mikro Kecil Dan Menengah (Umk) Di Era Digital Abad 21. *Tali Jagad Journal*, 1(1), 16–20.
- Fitrah, M., & Luthfiah. (2018). *Metodologi penelitian: penelitian kualitatif, tindakan kelas & studi kasus* (Ruslan & M. M. Effendi (eds.)). CV Jejak (Jejak Publisher). https://www.google.co.id/books/edition/Metodologi_penelitian_penelitian_kualita/UVRtDwAAQBAJ?hl=en&gbpv=0
- Ford, M. (2020). Communication, identity, respect: a case study of collaborative music practice in a community music project. *Music Education Research*, 22(3), 287–303. <https://doi.org/10.1080/14613808.2020.1763287>
- Gerungan, G., Priyowidodo, G., & Lesmana, F. (2022). Konstruksi identitas penggemar Boys ' Love Thailand (studi netnografi fujoshi dan fudanshi pada Facebook). *Jurnal E-Komunikasi*, 10(2), 1–12.
- Griffin, E., Andrew, L., & Glenn Grayson, S. (2019). *A First Look At Communications Theory*. Mc Graw Hill.
- Gron, R., & Albrechtslund, A.-M. B. (2020). To be a bookeater: Literary debate in adolescent reading culture Rasmus Grøn and Anne-Mette Bech Albrechtslund. *MedieKultur: Journal of Media and Communication Research*, 67, 121–141. <https://tidsskrift.dk/mediekultur/article/view/114503>
- Gusti Susmanto, F., Mutiah, R., & Damayanti Rusmana, F. (2024). Implementasi Pengelolaan E-Commerce Terhadap Strategi Pemasaran Keripik Pisang Dalam Perspektif Islam. *Jurnal Ekonomi Syariah Indonesia (JESI)*, 3(1), 34–49. <https://doi.org/10.57171/jesi.v3i1.29>
- Hananto, D., Firozji, M. S., Djalil, R., Handaru, H., Sutiawan, B., & Afra Alfaiza, H. (2024). *New Product Development Strategies in a Competitive Business Environment: Challenges, Approaches, and Successes*. 1(3), 4694–4700. <https://jicnusanantara.com/index.php/jicn>
- Handayani, H. (2023). Implementasi Sosial Media Influencer terhadap Minat Beli Konsumen: Pendekatan Digital Marketing. *Jesya*, 6(1), 918–930. <https://doi.org/10.36778/jesya.v6i1.1023>
- Handayani, R. (2020). Metode Penelitian Sosial. In *Bandung* (Issue September).
- Handayati, R., Rozaq, A. S., Nur, F., Dwi, M. Z., & Ubaidillah, M. M. (2024). *Challenges and Solutions in the Implementation of Digital Technology in MSMEs : Perspectives from Entrepreneurs and Consumers*. 2(2), 244–251. <https://doi.org/10.61100/tacit.v2i2.211>

- Handraini, H., & Frinaldi, A. (2024). Tantangan Penerapan Inovasi Budaya Organisasi dalam Pengelolaan Alokasi Dana Nagari/Desa dalam Rangka Mewujudkan Pemerintahan Desa yang Baik. *Yasin*, 4(3), 191–203. <https://doi.org/10.58578/yasin.v4i3.2887>
- Hanif, H., Hidayat, T., & Haryadi, R. N. (2023). Pelatihan Keterampilan Manajemen Operasional bagi UMKM: Peningkatan Efisiensi dan Produktivitas. *Jabdimas: Jurnal Pengabdian Masyarakat*, 1(1), 34–38. <https://doi.org/10.56457/jabdimas.v1i1.52>
- Harsono, P., Tabroni, T., Bahits, A., & Romli, O. (2024). Perencanaan Dan Penerapan Metode E-Commerce Baru Untuk Meningkatkan Penjualan Produk Umkm Kota Serang Banten. *Indonesian Journal of Economy, Business, Entrepreneurship and Finance*, 4(1), 207–217.
- Hecht, M. L. (1993). 2002—a research odyssey: Toward the development of a communication theory of identity. *Communication Monographs*, 60(1), 76–82. <https://doi.org/10.1080/03637759309376297>
- Hendriyani, H. (2017). Analisis Isi: Sebuah Pengantar Metodologi yang Mendalam dan Kaya dengan Contoh. *Jurnal Komunikasi Indonesia*, 2(1). <https://doi.org/10.7454/jki.v2i1.7832>
- Heryana, A. (2020). Informan dan Pemilihan Informan dalam Penelitian Kualitatif. *Universitas Esa Unggul, December*, 1–14.
- Holt, L. F., Hovick, S. R., Fete, E. M., & Dailey, P. M. (2017). Taking a Closer Look at the Factors That Influence Ethnic Identity. *Communication Studies*, 68(2), 227–241. <https://doi.org/10.1080/10510974.2017.1303620>
- Horst, S. O., Järventie-Thesleff, R., & Perez-Latre, F. J. (2020). Entrepreneurial identity development through digital media. *Journal of Media Business Studies*, 17(2), 87–112. <https://doi.org/10.1080/16522354.2019.1689767>
- Houghton, C., Murphy, K., Meehan, B., Thomas, J., Brooker, D., & Casey, D. (2017). From screening to synthesis: using nvivo to enhance transparency in qualitative evidence synthesis. *Journal of Clinical Nursing*, 26(5–6), 873–881. <https://doi.org/10.1111/jocn.13443>
- Huang, M., Wang, J., & Su, X. (2024). The Impact of Social Support on Entrepreneurial Well-being: The Role of Entrepreneurial Passion and Entrepreneurial Efficacy. *SAGE Open*, 14(4), 1–14. <https://doi.org/10.1177/21582440241297232>
- Huang, T. K., Wang, Y. T., & Lin, K. Y. (2022). Enhancing brand loyalty through online brand communities: the role of community benefits. *Journal of Product and Brand Management*, 31(5), 823–838. <https://doi.org/10.1108/JPBM-08-2020-3027>
- Huang, Z., & Benyoucef, M. (2017). The effects of social commerce design on consumer purchase decision-making: An empirical study. *Electronic Commerce*

Research and Applications, 25, 40–58.
<https://doi.org/10.1016/j.elerap.2017.08.003>

Husnullail, M., Risnita, Jailani, M. S., & Asbui. (2024). Teknik Pemeriksaan Keabsahan Data Dalam Riset Ilmiah. *Journal Genta Mulia*, 15(0), 1–23.

Iacoviello, V., & Lorenzi-Cioldi, F. (2015). Individualistic tendencies: When group status makes the difference. *Group Processes and Intergroup Relations*, 18(4), 540–556. <https://doi.org/10.1177/1368430214552332>

Idaman, N., & Kencana, W. H. (2021). Identitas Virtual Remaja Pada Media Sosial Instagram. *IKRA-ITH HUMANIORA : Jurnal Sosial Dan Humaniora*, 5(1), 1–9. <https://journals.upi-yai.ac.id/index.php/ikraith-humaniora/article/view/849>

Insani, S., & Adjie, W. H. (2023). Pengukuran Kesiapan Transformasi Digital Umkm Di Kabupaten Sleman. *Secad*, 301. <https://jurnal.asmkencana.ac.id/index.php/SECAD/article/download/112/59>

Izzaty Mindiasri, I., Priharsari, D., & Purmono, W. (2023). Eksplorasi Pengaruh Live Shopping terhadap Minat Beli Konsumen dalam Berbelanja Online dengan Metode Systematic Literature Review. *Jurnal Pengembangan Teknologi Informasi Dan Ilmu Komputer*, 7(3), 1039–1042.

Jacob, D. R. (2024). Live Streaming TikTok Sebagai Strategi Komunikasi Pemasaran Pada Brand Skincare. *Jurnal JTik (Jurnal Teknologi Informasi Dan Komunikasi)*, 8(2), 276–284. <https://doi.org/10.35870/jtik.v8i2.1613>

Jenderal, D., Riset, P., Pengembangan, D., Ritomieaariescy, R., Mawardi, A. I., Sholihatin, E., Aprilisanda, I. D., Pembangunan, U., Veteran, N. ", & Timur, J. (2021). Inovasi Pemasaran Produk Umkm Dalam Meningkatkan Daya Saing. *Jurnal Ilmiah Mahasiswa Ekonomi Manajemen TERAKREDITASI SINTA*, 4(1), 418–432. <http://jim.unsyiah.ac.id/ekm>

Kamil, I., Bakri, A. A., Salingkat, S., Ardenny, A., Tahirs, J. P., & Alfiana, A. (2022). Pendampingan UMKM melalui Pemanfaatan Digital Marketing pada Platform E-Commerce. *Amalee: Indonesian Journal of Community Research and Engagement*, 3(2), 517–526. <https://doi.org/10.37680/amalee.v3i2.2782>

Kemenkop UKM. (2023). *Urutan Jumlah UMKM Terbesar di Indonesia/The Order of the Largest Number of MSMEs in Indonesia*. <https://bumialumni.com/article/99/urutan-jumlahumkm-terbanyak-di-indonesia>

Khotimah, N. T. K., & Nurhastuti. (2018). Hubungan Kampanye Digital dengan Brand Awareness. *Prosiding Manajemen Komunikasi*, 4(1), 28–33.

Khoza, S. B. (2023). Can Teachers' Identities Come to the Rescue in the Fourth Industrial Revolution? *Technology, Knowledge and Learning*, 28(2), 843–864. <https://doi.org/10.1007/s10758-021-09560-z>

Kim, J., Wolfe, R., Chordia, I., Davis, K., & Hiniker, A. (2024). "Sharing, Not Showing Off": How BeReal Approaches Authentic Self-Presentation on Social

Media Through Its Design. *Proceedings of the ACM on Human-Computer Interaction*, 8(CSCW2). <https://doi.org/10.1145/3686909>

Kinanti, A. P., Karimah, A. D., Karmila, K., & Fahra, C. A. (2024). Live Shopping TikTok dalam Perspektif Ekonomi Syariah serta Keberlanjutan Pasar. *Jihbiz : Jurnal Ekonomi, Keuangan Dan Perbankan Syariah*, 8(1), 29–46. <https://doi.org/10.33379/jihbiz.v8i1.3592>

Kinasih, M. P., & Wuryandari, N. E. R. (2023). Pengaruh Price Discount, Product Knowledge, Dan Time Pressure Terhadap Impulse Buying Pada Fitur Shopee Live. *Jurnal Ilmiah Multidisiplin*, 2(05), 88–101. <https://doi.org/10.56127/jukim.v2i05.940>

Kmieciak, R. (2019). Improving SME performance through organizational memory. *Journal of Organizational Change Management*, 32(4), 473–491. <https://doi.org/10.1108/JOCM-01-2019-0003>

Koudenburg, N., Jetten, J., Enz, K. F., & Haslam, S. A. (2024). The social grounds of personal self: Interactions that build a sense of ‘we’ help clarify who ‘I’ am. *European Journal of Social Psychology*, July 2023, 1153–1167. <https://doi.org/10.1002/ejsp.3070>

Kułaga, W. (2024). Revolutionizing Visual Communication and Digital Creative Engagement: The Game-Changing Impact of TikTok. *Przegląd Socjologii Jakościowej*, 20(3), 212–235. <https://doi.org/10.18778/1733-8069.20.3.10>

Kusumasondjaja, S., Febrianti, I., Ayumi, M., & Panjaitan, A. (2016). Kusumasondjaja 296 - 312 MIX: Jurnal Ilmiah Manajemen, Volume VI, No. 2, Juni 2016. *Jurnal Ilmiah Manajemen*, 6(2), 296–312.

Kusumastuti, A., & Khoiron, A. M. (2019). *Metode Penelitian Kualitatif*. Lembaga Pendidikan Sukarno Pressindo.

Kusumawati, R. (2024). Pengaruh Karakteristik Pimpinan dan Inovasi Produk Baru Terhadap Kinerja Perusahaan untuk Mencapai Keunggulan Bersaing Berkelanjutan. *AKSES: Jurnal Ekonomi Dan Bisnis*, 6(9), 53–64. <https://www.publikasiilmiah.unwahas.ac.id/index.php/AKSES/article/view/526/648>

Kuswidiarto, A. (2022). Strategi Identitas Merek Agrowing.Co.Id Sebagai Startup Ecommerce Agribusiness Tahun 2019. *Jurnal Visi Komunikasi*, 20(02), 244. <https://doi.org/10.22441/visikom.v20i02.14516>

Leach, T. (2015). Graduates’ experiences and perceptions of career enactment: identity, transitions, personal agency and emergent career direction. *Research in Post-Compulsory Education*, 20(1), 50–63. <https://doi.org/10.1080/13596748.2015.993872>

Littlejohn, S. W. (2008). *Little John*. Thomson Wadsworth.

Littlejohn, S. W. (2009). *Teori Komunikasi Theories of Human Communication*.

- Locke, K., Feldman, M., & Golden-Biddle, K. (2022). Coding Practices and Iterativity: Beyond Templates for Analyzing Qualitative Data. *Organizational Research Methods*, 25(2), 262–284. <https://doi.org/10.1177/1094428120948600>
- Loo, M. K., Ramachandran, S., & Raja Yusof, R. N. (2023). Unleashing the potential: Enhancing technology adoption and innovation for micro, small and medium-sized enterprises (MSMEs). *Cogent Economics and Finance*, 11(2). <https://doi.org/10.1080/23322039.2023.2267748>
- Maghfiroh, F. M., Natalina, S. A., & Efendi, R. (2023). Transformasi Ekonomi Digital: Connection Integration E-Commerce Dan S-Commerce Dalam Upaya Perkembangan Ekonomi Berkelanjutan. *Proceedings of Islamic Economics, Business, and Philanthropy*, 2(1), 01–10. <https://jurnalfebi.iainkediri.ac.id/index.php/proceedings>
- Maher, C., Hadfield, M., Hutchings, M., & de Eyto, A. (2018). Ensuring Rigor in Qualitative Data Analysis: A Design Research Approach to Coding Combining NVivo With Traditional Material Methods. *International Journal of Qualitative Methods*, 17(1), 1–13. <https://doi.org/10.1177/1609406918786362>
- Majumdar, A., Shaw, M., & Sinha, S. K. (2020). COVID-19 debunks the myth of socially sustainable supply chain: A case of the clothing industry in South Asian countries. *Sustainable Production and Consumption*, 24, 150–155. <https://doi.org/10.1016/j.spc.2020.07.001>
- Margaretta, M., Andajani, E., Novika, F., & Margaretta, M. (2024). *Jurnal Informatika Ekonomi Bisnis Pengaruh Interpersonal Interactions terhadap Purchase Intention pada TikTok Shop Live Streaming*. 6, 10–11. <https://doi.org/10.37034/infv6i4.1013>
- Michna, A., & Kmiecik, R. (2020). Open-mindedness culture, knowledge-sharing, financial performance, and industry 4.0 in smes. *Sustainability (Switzerland)*, 12(21), 1–17. <https://doi.org/10.3390/su12219041>
- Milan, S. (2015). From social movements to cloud protesting: the evolution of collective identity. *Information Communication and Society*, 18(8), 887–900. <https://doi.org/10.1080/1369118X.2015.1043135>
- Mindiasari, I. I., Priharsari, D., & Purnomo, W. (2023). Eksplorasi Pengaruh Teknologi Live Shopping terhadap Minat Beli Pelanggan dengan Systematic Literature Review. *Jurnal Pengembangan Teknologi Informasi Dan Ilmu Komputer*, 7(3), 1039–1042. <https://j-ptiik.ub.ac.id/index.php/j-ptiik/article/view/12370>
- Monicha, A., Sania, F., & Febriana, P. (2023). Live Streaming TikTok Meningkatkan Penjualan dan Keterlibatan Merek di Indonesia. *CONVERSE: Journal Communication Science*, 1, 37–48.
- Moore, J. (2017). Performative face theory: A critical perspective on interpersonal identity work. *Communication Monographs*, 84(2), 258–276. <https://doi.org/10.1080/03637751.2017.1315891>

- Morgan, T., Soliz, J., Minniear, M., & Bergquist, G. (2020). Communication Accommodation and Identity Gaps as Predictors of Relational Solidarity in Interfaith Family Relationships. *Communication Reports*, 33(1), 41–54. <https://doi.org/10.1080/08934215.2019.1692052>
- Mulitawati, I. M., & Retnasary, M. (2020). Strategi Komunikasi Pemasaran dalam Membangun Brand Image Melalui Sosial Media Instagram (Studi kasus deskriptif komunikasi pemasaran prodak polycrol forte melalui akun instagram @ahlinyaobatmaag). *Komunikologi: Jurnal Pengembangan Ilmu Komunikasi Dan Sosial*, 4(1), 23. <https://doi.org/10.30829/komunikologi.v4i1.7616>
- Nanda, C. S. (2022). Analisis Marketing Communication dalam Membangun Brand Image melalui Sosial Media Instagram (Studi Kasus pada Kopiria Samarinda). *Jurnal Administrasi Bisnis FISIPOL UNMUL*, 10(2), 166. <https://doi.org/10.54144/jadbis.v10i2.8337>
- Nasution, Y., & Pramesti, M. (2024). *Strategi Respon atas Digitalisasi Bisnis pada Perempuan Pelaku Usaha Mikro dan Kecil*. 17, 123–134.
- Nazar, M., & Tertia Salsabila. (2024). Pemanfaatan Potensi E-Commerce pada Peningkatan Keragaman Bisnis Lokal di Sulawesi Selatan; Perspektif Transformasi Digital. *GIAT: Teknologi Untuk Masyarakat*, 3(1), 25–37. <https://doi.org/10.24002/giat.v3i1.9152>
- Nurhidayah, S., Ekasari, A., Muslimah, A. I., Pramintari, R. D., & Hidayanti, A. (2021). Dukungan Sosial, Strategi Koping Terhadap Resiliensi Serta Dampaknya Pada Kesejahteraan Psikologis Remaja Yang Orangtuanya Bercerai. *Paradigma*, 18(1), 60–77. <https://doi.org/10.33558/paradigma.v18i1.2674>
- Pedersen, E. R. G., Gwozdz, W., & Hvass, K. K. (2018). Exploring the Relationship Between Business Model Innovation, Corporate Sustainability, and Organisational Values within the Fashion Industry. *Journal of Business Ethics*, 149(2), 267–284. <https://doi.org/10.1007/s10551-016-3044-7>
- Permana, E., Hadityaputri, A. A., & Azzahra, F. I. (2024). *Strategi Pemasaran Flash Sale Live Shopping Tiktok Shop Terhadap Minat Konsumen Dalam Membeli Produk Maybelline yang dinamakan TikTok Shop . TikTok Shop bekerjasama dengan salah satu platform E-Commerce di Indonesia yaitu Tokopedia . Berdasarkan Data surv. 2(4)*.
- Porcu, L., Del Barrio-García, S., & Kitchen, P. J. (2017). Measuring integrated marketing communication by taking a broad organisational approach: The firm-wide IMC scale. *European Journal of Marketing*, 51(3), 692–718. <https://doi.org/10.1108/EJM-08-2015-0587>
- Pradana, M. (2015). Pemasaran Digital: Adopsi Media Sosial Pada Ukm. In *Klasifikasi Bisnis E-Commerce Di Indonesia* (Vol. 27, Issue 1).
- Pramadyanto, M. R., & Irwansyah. (2023). Pemanfaatan Digital Marketing Dalam Membangun Brand Awareness Brand Fashion Streetwear Urbain Inc. *Jurnal InterAct*, 11(2), 121–134. <https://doi.org/10.25170/interact.v11i2.3312>

- Pramesti, A., Novitasari, C., & Oktaviani, D. (2023). Penerapan Manajemen Operasional Di Era Digital Dan Perkembangan E – Commerce. *Economics Business Finance and Entrepreneurship*, 1(1), 88–97.
- Prayoga, R. A., Wijaya, G., Fitriyah, N., Wicaksono, A., & Wahyono, E. (2024). Strengthening digital capital on social media for collective social action in micro, small, and medium enterprises (MSMEs). *Bricolage : Jurnal Magister Ilmu Komunikasi*, 10(1), 001. <https://doi.org/10.30813/bricolage.v10i1.5133>
- Puspita, I. M. (2020). Strategi Marketing Public Relations PT. Berjaya Sally Ceria (Sour Sally) melalui Rejuvenation dalam Membangun Citra “All New Sour Sally.” *Ultimacomm: Jurnal Ilmu Komunikasi*, 12(1), 110–125. <https://doi.org/10.31937/ultimacomm.v12i1.1082>
- Rachmat, Z., Baali, Y., Rukmana, A. Y., Wonua, A. R., Sudirjo, F., Handiman, U. T., Ekopriyono, A., & Irawan, I. A. (2023). *Pengembangan pengembangan kewirausahaan kewirausahaan* (Issue 8).
- Rakhmaniar, A. (2023). Peran Komunikasi Interpersonal dalam Meningkatkan Loyalitas Pelanggan (Studi Kuantitatif pada Industri Retail). *Jurnal Ilmu Komunikasi Dan Sosial*, 2(3), 188–201. <https://doi.org/10.59581/harmoni-widyakarya.v1i3.3774>
- Rakhmawati, H., & Tuti, M. (2023). Brand Experience Affects Brand Attitude, Brand attachment, Brand Satisfaction, and Brand Loyalty On Customer Make Over. *Jurnal Dinamika Manajemen*, 14(1), 124–136. <https://doi.org/10.15294/jdm.v14i1.41488>
- Rashid, A., & Barnes, L. (2017). *Country of Origin: Reshoring Implication in the Context of the UK Fashion Industry*. 183–201. https://doi.org/10.1007/978-3-319-58883-4_9
- Rijali, A. (2019). Analisis Data Kualitatif. *Alhadharah: Jurnal Ilmu Dakwah*, 17(33), 81. <https://doi.org/10.18592/alhadharah.v17i33.2374>
- Riofita, H., Rifky, Mg., Raudatul Salamah, L., Asrita, R., Nurzanah, S., & Islam Negeri Sultan Syarif Kasim Riau, U. (2024). Perubahan Strategi Pemasaran Dalam Menghadapi Tantangan Pasar Konsumen Di Era Digital. *Jurnal Ekonomi Manajemen Dan Bisnis*, 1(3), 21–26. <https://doi.org/10.62017/jemb>
- Riswandi, R., Permadi, I., Zainnudin Hamidi, D., & Tinggi Ilmu Ekonomi PGRI Sukabumi, S. (2021). Kesiapan Teknologi Pelaku Umkm Dalam Adopsi E-Commarce : Karateristik Demografi. *Jurnal Ilmiah MEA (Manajemen, Ekonomi, Dan Akuntansi)*, 5(3), 1488–1501.
- Rukhmana, T. (2024). Memahami Sumber Data Penelitian:Primer, Sekunder, dan Tersier. *Jurnal Edu Research : Indonesian Institute For Corporate Learning And Studies (IICLS)*, 5(3), 110.
- Safrudin, R., Zulfamanna, Kustati, M., & Sepriyanti, N. (2023). Penelitian Kualitatif. *Journal Of Social Science Research*, 3(2), 1–15.

- Saleh, S. (2017). Penerbit Pustaka Ramadhan, Bandung. *Analisis Data Kualitatif*, 1, 180. <https://core.ac.uk/download/pdf/228075212.pdf>
- Santoso, B. J., & Febiyana, A. (2022). Faktor-Faktor Penentu Efektifitas Kerja Para Pelaku Usaha UMKM Baznas di Wilayah DKI Jakarta. *Jurnal Pendidikan Tambusai*, 6(2), 9448–9463. <https://www.jptam.org/index.php/jptam/article/view/3910>
- Saragih, J. F. L., Faradilla, A. J., Nasution, R. A., Tafonao, D. F. A., Pitaloka, D., Amelia, B., & Dongoran, D. (2024). Menutup Kesenjangan Digital: Studi tentang Meningkatkan Kehidupan UMKM Melalui Literasi Digital. *Jurnal Kolaboratif Sains*, 7(5), 1788–1795. <https://jurnal.unismuhpalu.ac.id/index.php/JKS>
- Sarjana, S., Susandini, A., & Azmi, Z. (2021). Manajemen UMKM. In *Angewandte Chemie International Edition*, 6(11), 951–952. [http://repository.usahid.ac.id/2296/1/22-11-77-EBOOK-Manajemen UMKM.pdf](http://repository.usahid.ac.id/2296/1/22-11-77-EBOOK-Manajemen%20UMKM.pdf)
- Shrikant, N. (2019). “Who’s the face?”: communication and white identity in a Texas business community. *Ethnic and Racial Studies*, 42(2), 254–271. <https://doi.org/10.1080/01419870.2018.1430842>
- Sirodjudin, M., & Sudarmiati. (2023). Implementasi Digital Marketing Oleh UMKM Di Indonesia: A Scoping Review. *Jurnal Ekonomi, Bisnis Dan Manajemen*, 2(2), 20–35.
- Slamet, R., Nainggolan, B., Roessobiyatno, R., Ramdani, H., Hendriyanto, A., & Ilma, L. L. (2017). Strategi Pengembangan Ukm Digital Dalam Menghadapi Era Pasar Bebas. *Jurnal Manajemen Indonesia*, 16(2), 136. <https://doi.org/10.25124/jmi.v16i2.319>
- Suarna, I. F. (2022). Purchase Decision pada Live Streaming Shopping Pengguna Media Sosial Tiktok di Bandung. *Ekono Insentif*, 16(2), 138–152. <https://doi.org/10.36787/jei.v16i2.942>
- Suhaeni, T. (2018). Pengaruh Strategi Inovasi Terhadap Keunggulan Bersaing di Industri Kreatif (Studi Kasus UMKM Bidang Kerajinan Tangan di Kota Bandung). *Jurnal Riset Bisnis Dan Investasi*, 4(1), 57. <https://doi.org/10.35697/jrbi.v4i1.992>
- Sultan, M. (2022). Kolaborasi Stakeholder’s Dalam Penyelenggaraan Corporate University Pada Badan Pengembangan Sumber Daya Manusia Provinsi Sulawesi Selatan. *Jurnal Widyaiswara Indonesia*, 3(2), 81–94. <https://doi.org/10.56259/jwi.v3i2.135>
- Sultoni, M. H., Mujaddidi, A. S., & Priyadi, I. H. (2021). Pelaku UMKM Muslim Madura dalam Menghadapi Era Bisnis Digital: Analisis Peluang dan Ancaman. *Jurnal Manajemen Bisnis Dan Kewirausahaan*, 5(3), 325. <https://doi.org/10.24912/jmbk.v5i3.10018>
- Sunuantari, M., Mandjusri, A., Gunawan, I., & Farhan, R. M. (2023). The

- Attractiveness of TikTok Live Shopping to User Emotional Satisfaction 1. *Jurnal Komunikasi*, 16(1), 170–181. <https://doi.org/10.29313/mediator.v16i1.2176>
- Susanto, D., Risnita, & Jailani, M. S. (2023). Teknik Pemeriksaan Keabsahan Data Dalam Penelitian Ilmiah. *Jurnal QOSIM Jurnal Pendidikan Sosial & Humaniora*, 1(1), 53–61. <https://doi.org/10.61104/jq.v1i1.60>
- Swasty, W., & Utama, J. (2017). Warna sebagai Identitas Merek pada Website. *ANDHARUPA: Jurnal Desain Komunikasi Visual & Multimedia*, 3(01), 1–16. <https://doi.org/10.33633/andharupa.v3i01.1294>
- Sweeney, A., Kelly, K., Kennedy, A., Clement, S., Ion, M., Kothari, G., & Gillard, S. (2022). Balancing closeness and distance through identity enactment: Psychological therapy assessments explored through the assessor-client dyad. *Qualitative Research in Psychology*, 19(3), 722–746. <https://doi.org/10.1080/14780887.2020.1808748>
- Tambunan, T. (2020). MSMEs IN TIMES OF CRISIS. EVIDENCE FROM INDONESIA. *Journal of Developing Economies*, 5(2), 91. <https://doi.org/10.20473/jde.v5i2.20848>
- Tambunan, T. (2022). Recent Development of Micro, Small and Medium Enterprises in Indonesia. *International Journal of Social Sciences and Management Review*, 06(01), 193–214. <https://doi.org/10.37602/ijssmr.2022.6112>
- Teece, D. J. (2018). Business models and dynamic capabilities. *Long Range Planning*, 51(1), 40–49. <https://doi.org/10.1016/j.lrp.2017.06.007>
- Thaha, S., Hatidja, S., & Hasniati, H. (2021). Pelatihan Digital Marketing untuk meningkatkan Penjualan UMKM di Masa Pandemi Covid-19 Di Kecamatan Turikale Kabupaten Maros. *ABDINE: Jurnal Pengabdian Masyarakat*, 1(2), 133–139. <https://doi.org/10.52072/abdine.v1i2.208>
- Upshaw, S. J. (2021). Using communication theory of identity to evaluate decision aids: Focus group research with African American prostate cancer survivors. *Health Communication*, 36(4), 457–467.
- Utami, D. A., & Ramadhani, Y. C. (2025). *Change Management Strategies in Improving Organizational Resilience: An Approach Based on Innovation, Digitalization, and Adaptive Leadership*. 2(1), 201–212.
- Wahyuni, R., Perdana Oskar, D., Mariana, R., Irfani, H., & Theozard Fikri, H. (2023). Faktor Psikologis dan Intensitas Penggunaan Media Sosial Sebagai Prediktor Keputusan Pembelian pada Live Shopping TikTok. *Psyche 165 Journal*, 16(3), 161–167. <https://doi.org/10.35134/jpsy165.v16i3.254>
- Wardani, S. (2023). Analisis Strategis Komunikasi Pemasaran Dalam Meningkatkan Kinerja Ekonomi Perusahaan. *Jurnal Ilmiah Manajemen Profetik*, 1(2), 76–80.
- Warsiyah, W., Luviadi, A., Huwaina, M., & Fakhrurozi, M. (2023). Pemberdayaan Umkm Melalui Optimasi Media Digital Pada Komunitas Inkusi (Inovasi

- Kewirausahaan Syariah). *AKM: Aksi Kepada Masyarakat*, 4(1), 135–142. <https://doi.org/10.36908/akm.v4i1.838>
- Weaver, M. S., Hinds, P., Kellas, J. K., & Hecht, M. L. (2021). Identifying as a Good Parent: Considering the Communication Theory of Identity for Parents of Children Receiving Palliative Care. *Journal of Palliative Medicine*, 24(2), 305–309. <https://doi.org/10.1089/jpm.2020.0131>
- Williams, T. A., Zhao, E. Y., Sonenshein, S., Ucbasaran, D., & George, G. (2021). Breaking boundaries to creatively generate value: The role of resourcefulness in entrepreneurship. *Journal of Business Venturing*, 36(5), 106141. <https://doi.org/10.1016/j.jbusvent.2021.106141>
- Yuningsih, Y., Lukita, C., & Pranata, S. (2024). Literature Review: Siaran Langsung Tiktok Terhadap Kesadaran Merek, Kepercayaan Merek, Dan Keputusan Pembelian. *Jurnal EBI*, 6(1), 53–62. <https://doi.org/10.52061/ebi.v6i1.241>
- Yupi, Y., & Heryadi Putri, A. (2023). Analisis Konten Strategi Komunikasi Pemasaran Pada Aplikasi Tiktok. *Komversal*, 5(1), 70–92. <https://doi.org/10.38204/komversal.v5i1.1214>
- Zahra, F. (2017). Komunikasi Pemasaran Terpadu Make Over Melalui Beauty Vlogger Dalam Membangun Citra Merek. *LONTAR: Jurnal Ilmu Komunikasi*, 5(2), 29–42. <https://doi.org/10.30656/lontar.v5i2.489>