

DAFTAR PUSTAKA

- Aisyah, S. (2022). *PENGARUH LABEL HALAL DAN GAYA HIDUP TERHADAP MINAT BELI DAN KEPUTUSAN PEMBELIAN PRODUK ROTI PADA MAHASISWA UIN SYARIF HIDAYATULLAH JAKARTA SKRIPSI*. UIN Syarif Hidayatullah.
- Amelia, N. D., & Falah, A. M. (2022). *THE ROLE OF INFLUENCERS IN INSPIRING PEOPLE'S FASHION IN BANDUNG*. *CAIJ: Creative Arts Interdisciplinary Journal*, 2(2), 50–51. <https://doi.org/https://doi.org/10.26742/caij.v2i2.2434>
- americaneagle. (2025, July 23). *Posters up. Secrets out: Sydney Sweeney has great jeans*. Americaneagle. https://www.instagram.com/reel/DMdlUoRYAL/?utm_source=ig_web_copy_link
- Anggraeni, D., & Tabitha Deborah. (2022). *Pengaruh Terpaan Media Terhadap Minat Berkunjung pada Sial Interfood Expo Jakarta 2022*. *Jurnal Publish (Basic and Applied Research Publication on Communications)*, 1(2), 92–110. <https://doi.org/10.35814/publish.v1i2.4204>
- Ardianto, E. (2014). *Metodologi Penelitian untuk Public Relations. Kuantitatif dan Kualitatif*. Simbiosis Rekatama Media.
- Aryabima, S., & Hannany, Z. (2025, August 19). *JPMorgan ramal The Fed pangkas suku bunga 4 kali pada 2025*. IDN FINANCIALS. <https://www.idnfinancials.com/id/news/56665/jpmorgan-ramal-the-fed-pangkas-suku-bunga-4-kali-pada-2025>
- Atmadja, A. T. (2013). *Pergulatan Metodologi dan Penelitian Kualitatif dalam Ranah Ilmu Akuntansi*. *Jurnal Akuntansi Profesi*, 3(2), 122–141.

- Badan Pusat Statistik Indonesia. (2023). *Proporsi Individu yang Menguasai/Memiliki Telepon Genggam Menurut Kelompok Umur*. <https://www.bps.go.id/id/statistics-table/2/MTIyMiMy/proporsi-individu-yang-menguasai-memiliki-telepon-genggam-menurut-kelompok-umur.html>
- Badan Pusat Statistik Indonesia. (2024). *Rata-rata Pengeluaran per Kapita Sebulan Makanan dan Bukan Makanan di Daerah Perkotaan dan Perdesaan Menurut Provinsi (rupiah)*. https://www.bps.go.id/id/statistics-table/3/V1ZKMWVrSTNOek5ZZUZOcVZEZGFValJvV0hWalFUMDkjMyMwMDAw/rata-rata-pengeluaran-per-kapita-sebulan-makanan-dan-bukan-makanan-di-daerah-perkotaan-dan-perdesaan-menurut-provinsi-rupiah.html?spm=a2ty_o01.29997173.0.0.191c55fbLKpX7H&year=2024
- Balchandani, A., Rölkens, F., D'Auria, G., Barrelet, D., & Amed, I. (2024). *The global fashion industry faces economic uncertainty, a dynamic market, and consumer behavior shifts. Finding pockets of growth means navigating a complex maze*. <https://www.mckinsey.com/industries/retail/our-insights/state-of-fashion>
- Batra, R., & Stayman, D. M. (1990). *The Role of Mood in Advertising Effectiveness*. In *The Journal of Consumer Research* (Vol. 17, Number 2).
- Devi, A. C., Candra, A., Universitas, D., Perjuangan, B., Uus, K., Fadli, M. D., Buana, U., & Karawang, P. (2023). *Analisis Keputusan Pembelian Produk E-Commerce Shopee Di Kalangan Mahasiswa Universitas Buana Perjuangan Karawang*. *Journal of Student Research (JSR)*, 1(5), 113–123. <https://doi.org/10.55606/jsr.v1i5>
- Duurzaam. (2024). *Why Is Fast-Fashion Polyester A Problem?* <https://thrifftale.com/blogs/thrifftalk/why-is-fast-fashion-polyester-a->

[problem?srsId=AfmBOooMCSVhGjuf-
cc7yaTZQdsDtUNAmV5RHxiFyCSpI7Voa88R2o4O](https://doi.org/10.1080/23311975.2021.1923355)

Einstein, M. (2017). *Advertising: What Everyone Needs to Know*. Oxford University Press.

Febriani, N. S., & Dewi, W. W. A. (2022). *Sejarah dan Evolusi Strategi Manajemen Periklanan di Indonesia*. UB Press.

Ghozali, Imam. (2011). *Structural Equation Modeling: Metode Alternatif dengan Partial Least Square (PLS)* (3rd ed.). Badan Penerbit Undip.

Ghozali, Imam. (2013). *Aplikasi analisis multivariate dengan program IBM SPSS 21 : update PLS regresi* (7th ed.). Badan Penerbit Undip.

Hair, J. F. ., Hult, G. T. M. ., Ringle, C. M. ., & Sarstedt, Marko. (2017). *A primer on partial least squares structural equation modeling (PLS-SEM)*. Sage.

Hameed, F., Malik, I. A., Hadi, N. U., & Raza, M. A. (2023). *Brand awareness and purchase intention in the age of digital communication: A moderated mediation model of celebrity endorsement and consumer attitude*. *Online Journal of Communication and Media Technologies*, 13(2).
<https://doi.org/10.30935/ojcm/12876>

Han, H. E., Cui, G. Q., & Jin, C. H. (2021). *The role of human brands in consumer attitude formation: Anthropomorphized messages and brand authenticity*. *Cogent Business and Management*, 8(1). <https://doi.org/10.1080/23311975.2021.1923355>

Iriyanto, R. (2024). *Influencer sebagai Human Brand: Pengaruh Pemenuhan Kebutuhan Pengikut Instagram Tasya Farasya terhadap Transfer Kelekatan pada Produk Kosmetik*. UNIVERSITAS ISLAM INDONESIA.

- Iyansyah, M. , P. H. , & Wardani, R. (2021). *Etika dalam Periklanan: Studi atas Kode Etik Periklanan Indonesia*. *Jurnal Komunikasi Pemasaran*, 4(2), 51–60.
- Kotler, Philip., & Keller, K. Lane. (2012). *Marketing management*. Prentice Hall.
- Loureiro, S. M. C., Sarmiento, E. M., Vinagre, F., & Ferreira, M. (2025). *Human branding: from attachment strength to loyalty*. *Journal of Marketing Communications*, 31(4), 2–6. <https://doi.org/10.1080/13527266.2023.2245826>
- macrotrends. (n.d.). *American Eagle Outfitters Revenue*. Retrieved October 14, 2025, from <https://www.macrotrends.net/stocks/stockcomparison?s=revenue&axis=multiple&comp=AEO>
- Min, J. H. J., Chang, H. J. J., Jai, T. M. C., & Ziegler, M. (2019). *The effects of celebrity-brand congruence and publicity on consumer attitudes and buying behavior*. *Fashion and Textiles*, 6(1). <https://doi.org/10.1186/s40691-018-0159-8>
- Mitchell, A. A., & Olson, J. C. (1981). *Are Product Attribute Beliefs the Only Mediator of Advertising Effects on Brand Attitude? In Source: Journal of Marketing Research* (Vol. 18, Number 3).
- Pasaribu, Benny. S., Herawati, A., Utomo, Kabul. W., & Aji, Rizqon. Halal. S. (2022). *METODOLOGI PENELITIAN Untuk Ekonomi dan Bisnis* (A. Muhaimin, Ed.). MEDIA EDU PUSTAKA. www.mediaedupustaka.co.id
- Perpres Nomor 12 Tahun 2025. (2025). *PERATURAN PRESIDEN REPUBLIK INDONESIA NOMOR 12 TAHUN 2025 TENTANG RENCANA PEMBANGUNAN JANGKA MENENGAH NASIONAL TAHUN 2025-2029*.

- Polhemus, & Procter. (2011). *Fashion and Anti-Fashion, dalam Malcolm Barnard, Fashion Sebagai Komunikasi Cara Mengkomunikasikan Identitas Sosial, Seksual, Kelas, dan Gender*. In *Jalasutra*. Jalasutra.
- Rodrigues, P., Junaid, M., Sousa, A., & Borges, A. P. (2024). *Brand addiction's mediation of brand love and loyalty's effect on compulsive buying: the case of human brands*. *Journal of Brand Management*, 31(4), 382–400.
<https://doi.org/10.1057/s41262-023-00346-5>
- Sholihin, M., & Ratmono, D. (2020). *Analisis SEM-PLS dengan WarpPLS 7.0 untuk Hubungan Nonlinier dalam Penelitian Sosial dan Bisnis* (C. Mitak, Ed.). PENERBIT ANDI.
- Spangler, T. (2025, September 3). *American Eagle Credits Controversial Sydney Sweeney 'Great Jeans' Campaign With Boosting Sales and Brand Awareness*. Variety. <https://variety.com/2025/tv/news/american-eagle-sydney-sweeney-great-jeans-sales-boost-1236506947/>
- Strassel, A. E. (2008). *Redressing Women: Feminism in Fashion and the Creation of American Style, 1930-1960*.
- Sugiyono. (2013). *METODE PENELITIAN KUANTITATIF*. Penerbit ALFABETA.
https://digi-lib.stekom.ac.id/assets/dokumen/ebook/feb_35efe6a47227d6031a75569c2f3f39d44fe2db43_1652079047.pdf
- Sundaro, H. (2022). *POSITIVISME DAN POST POSITIVISME: REFLEKSI ATAS PERKEMBANGAN ILMU PENGETAHUAN DAN PERENCANAAN KOTA DALAM TINJAUAN FILSAFAT ILMU DAN METODOLOGI PENELITIAN*. *MODUL*, 22(1), 21–30. <https://doi.org/10.14710/mdl.22.1.2022.21-30>

- Tabachnick, B. G. ., & Fidell, L. S. . (2014). *Using multivariate statistics* (6, Ed.). Pearson.
- Thomson, M. (2006). *Human Brands: Investigating Antecedents to Consumers' Strong Attachments to Celebrities*. *Source: Journal of Marketing*, 70(3), 104–119.
- Ulbeka, M. (2025). *International Journal Of Literature And Languages The Pragmatic Aspects of Wordplay in Advertising Slogans for Halal Products in English*. 05(3), 43–48. <https://doi.org/10.37547/ijll/Volume05Issue03-12>
- UNDANG-UNDANG REPUBLIK INDONESIA NOMOR 2 TAHUN 2024 TENTANG PROVINSI DAERAH KHUSUS JAKARTA (2024).
- Vargas, R. A. (2025, August 3). *Sydney Sweeney's Republican voter registration revealed amid jeans ad controversy*. The Guardian. <https://www.theguardian.com/us-news/2025/aug/03/sydney-sweeney-jeans-ad-republican-voter-registration>
- Wardhana, A. (n.d.). *PERILAKU KONSUMEN DI ERA DIGITAL PENERBIT CV.EUREKA MEDIA AKSARA*.
- Wells, W., Burnett, J., & Moriarty, Sandra. E. (2003). *Advertising: Principle & Practice*. Prentice Hall.
- Wulansari, V. (2024). *KAJIAN KARYA BUSANA WANITA POSTMODERN "MASTERPIECE ON THE RUNWAY"* (Vol. 06, Number 03).
- Young, Vicky. M. (2024). *Rivet: Young at Heart – How American Eagle Became Gen Z's Favorite Brand for Jeans*. AEO Inc. . <https://www.aeo-inc.com/2024/10/01/rivet-young-at-heart-how-american-eagle-became-gen-zs-favorite-brand-for-jeans/>