## **BIBLIOGRAPHY**

Crotty, M. (1998). *The foundations of social research: Meaning and perspective in the research process.* London: Sage Publications.

Cohen, L., Manion, L., & Morrison, K. (2007). *Research methods in education*. London: Routledge.

Johnson, R., B. & Onwuegbuzie, A., J. (2004). *Mixed Methods Research: A Research Paradigm Whose Time Has Come*.

Dyer, J.S., & Jia, J. (2013). Preference theory. in: Gass, S.I., Fu, M.C., (Eds.), Encyclopedia of Operations Research and Management Science. Springer, Boston

Ferdinand, Augusty. (2014). Metode Penelitian Manajemen: Pedoman Penelitian untuk skripsi, Tesis dan Disertai Ilmu Manajemen. Semarang: Universitas Diponegoro.

Belch, G. E., & Belch, M. A. (2004). *Advertising and promotion: An integrated marketing communications perspective*. Boston: McGraw-Hill.

Ros, Frederic & Guillaume, Serge. (2019). Sampling Techniques for Supervised or Unsupervised Tasks. SPRINGER

Dörnyei, Z. (2007). Research methods in applied linguistics: Quantitative, qualitative, and mixed methodologies. Oxford: Oxford University Press.

Sekaran, Uma dan Bougie, Roger. 2016. Research Methods For Business: A Skill Building Approach, 7th Edition. New Jersey: Wiley

Charmaz, K., & Belgrave, L. (2012). Qualitative interviewing and grounded theory analysis.

Freberg, K., Graham, K., McGaughey, K., & Freberg, L.A. (2011). Who are the social media influencers? A study of public perceptions of personality. *Fuel and Energy Abstracts*.

Marijke De Veirman, Veroline Cauberghe & Liselot Hudders (2017) Marketing through Instagram influencers: the impact of number of followers and product divergence on brand attitude, International Journal of Advertising,

Walter J. Carl (2008) *The role of disclosure in organized word-of-mouth marketing programs*, Journal of Marketing Communication.

Boerman, S.C., Reijmersdal, E.V., & Neijens, P. (2012). Sponsorship Disclosure: Effects of Duration on Persuasion Knowledge and Brand Responses. *Journal of Communication*, 62, 1047-1064.

Marian Friestad, Peter Wright, The Persuasion Knowledge Model: How People Cope with Persuasion Attempts, *Journal of Consumer Research* 

Kotler, P. and Keller, K., 2012. Marketing management. Boston [Mass.]: Pearson.

PETER, J. P., & OLSON, J. C. (2009). *Consumer behavior and marketing strategy*. Boston, McGraw-Hill/Irwin.

Sudha, M. and Sheena, K. (2017). Impact of influencers in consumer decision process: the fashion industry. SCMS Journal of Indian Management.

Amornpashara, N., Rompho, N., & Phadoongsitthi, M. (2015). A study of the relationship between using Instagram and purchase intention. *J. for Global Business Advancement*.

Boerman, Sophie. (2020). The effects of the standardized instagram disclosure for micro- and meso-influencers. Computers in Human Behavior.

Obermiller, Carl & Spangenberg, Eric. (2000). On the Origin and Distinctness of

Skepticism Toward Advertising. Marketing Letters.

David M. Hardesty, Jay P. Carlson & William Bearden (2002) Brand Familiarity and Invoice Price Effects on Consumer Evaluations: The Moderating Role of Skepticism toward Advertising, Journal of Advertising

Baek, Tae Hyun & Morimoto, Mariko. (2012). STAY AWAY FROM ME: Examining the Determinants of Consumer Avoidance of Personalized Advertising. Journal of Advertising.

O'Donohoe, Stephanie & Tynan, Caroline. (1998). Beyond sophistication: Dimensions of advertising literacy. International Journal of Advertising.

Shen, G. C.-C., Chiou, J.-S., Hsiao, C.-H., Wang, C.-H. & Li, H.-N. 2016. Effective marketing communication via social networking site: The moderating role of the social tie. Journal of Business Research.

Joireman, J., Liu, R. L. & Kareklas, I. 2018. Images paired with concrete claims improve skeptical consumers' responses to advertising promoting a firm's good deeds. Journal of Marketing Communications,

Obermiller, C., Spangenberg, E. & Maclachlan, D. L. 2005. Ad sketpticism: The consequences of disbelief. Journal of Advertising, 34,

Brauneis, Sabrina. (2016). The Relationship of Body Weight and Skepticism towards Advertising.

Rozendaal, Esther & Lapierre, Matthew & Reijmersdal, Eva & Buijzen, Moniek. (2011). Reconsidering Advertising Literacy as a Defense Against Advertising Effects. Media Psychology.

Boerman, Sophie & Reijmersdal, Eva & Neijens, Peter. (2014). Effects of Sponsorship Disclosure Timing on the Processing of Sponsored Content: A Study on the Effectiveness of European Disclosure Regulations. Psychology & Marketing.

Boerman, Sophie & Reijmersdal, Eva & Neijens, Peter. (2012). Sponsorship Disclosure: Effects of Duration on Persuasion Knowledge and Brand Responses. Journal of Communication.

Taylor, D.C., & Nelson, B. (2012). Measuring the influence of persuasion marketing on young wine consumers. Journal of Food Products Marketing,

Wang, L., Lee, J.H. The impact of K-beauty social media influencers, sponsorship, and product exposure on consumer acceptance of new products.

Abdullahi, F. (2020). The Effects of Social Media Influencers' Advertising Disclosure on Consumer Responses on Instagram. *International Journal of Contents* 

Evans, Nathaniel & Phua, Joe & Lim, Jay & Jun, Hyoyeun. (2017). Disclosing Instagram Influencer Advertising: The Effects of Disclosure Language on Advertising Recognition, Attitudes, and Behavioral Intent. Journal of Interactive Advertising.

Amalia, Nuriyah & Sekarasih, Laras. (2020). Efek Pengungkapan Pos Berbayar di Instagram Terhadap Intensi Membeli dan Preferensi Produk. Jurnal Psikologi Sosial.

Djafarova, Elmira & Rushworth, Chloe. (2017). Exploring the credibility of online celebrities' Instagram profiles in influencing the purchase decisions of young female users. Computers in Human Behavior.

van Reijmersdal, E., Boerman, S., Buijzen, M. and Rozendaal, E., 2016. This is Advertising! Effects of Disclosing Television Brand Placement on Adolescents. *Journal of Youth and Adolescence*, 46(2), pp.328-342.

Bayón, T., Eisend, M., Koch, J., Söllner, A., Vodosek, M. and Wagner, H., n.d. *Dynamic capabilities and relationships*.

Nelson, Michelle R., Michelle L. M. Wood, and Hye-Jin Paek (2009), "Increased Persuasion Knowledge of Video News Releases: Audience Beliefs About News and Support for Source Disclosure," Journal of Mass Media Ethics, 24 (4), 220--237

Jin, S. A., Phua J. (2014). Following Celebrities' Tweets About Brands: The Impact of Twitter-Based Electronic Word-of-Mouth on Consumers' Source Credibility Perception, Buying Intention, and Social Identification With Celebrities., Journal of Advertising, 43(2), 181-195.

Utz, S. (2010). Show me your friends and I will tell you what type of person you are: How one's profile, number of friends, and type of friends influence impression formation on social network sites. Journal of Computer-Mediated Communication, 15(2), 314-335.

Graham, G. S. (2014). More Than Friends: Popularity on Facebook and its Role in Impression Formation. Journal of Computer-Mediated Communication, 19(3), 358–372.

De Veirman, M., Cauberghe, V. and Hudders, L., 2017. Marketing through Instagram influencers: the impact of number of followers and product divergence on brand attitude. *International Journal of Advertising*, 36(5), pp.798-828.

McGuire, W.J. (1985), "Attitudes and attitude change", The Handbook of Social Psychology, pp. 233-346.

Reinhard, M.A. and Messner, M. (2009), "The effects of source likeability and need for cognition on advertising effectiveness under explicit persuasion", Journal of Consumer Behaviour, Vol. 8 No. 4, pp. 179-191.

Reinhard, M.A., Messner, M. and Sporer, S.L. (2006), "Explicit persuasive intent and its impact on success at persuasion: the determining roles of attractiveness and likeableness", Journal of Consumer Psychology, Vol. 16 No. 3, pp. 249-259

Kumar, A. (2011). Celebrity Endorsements and Its Impact on Consumer Buying Behaviour. SSRN Electronic Journal. https://doi.org/10.2139/ssrn.1802531

La Ferle, C., & Choi, S. M. (2005). The importance of perceived endorser credibility in south korean advertising. Journal of Current Issues and Research in Advertising, 27(2), 67–81. https://doi.org/10.1080/10641734.2005.10505182

Wang, S. W., Kao, G. H. Y., & Ngamsiriudom, W. (2017). Consumers' attitude of endorser credibility, brand and intention with respect to celebrity endorsement of the airline sector. Journal of Air Transport Management, 60, 10–17. https://doi.org/10.1016/j.jairtraman.2016.12.007

Xiao, M., Wang, R., & Chan-Olmsted, S. (2018). Factors affecting YouTube influencer marketing credibility: a heuristic-systematic model. Journal of Media Business Studies, 15(3), 188–213. https://doi.org/10.1080/16522354.2018.1501146

Uzunoğlu, E., & Kip, S. M. (2014). Brand communication through digital influencers: Leveraging blogger engagement. International Journal of Information Management, 34(5), 592-602.

Abidin, C. (2016). Visibility labour: Engaging with Influencers' fashion brands and OOTD advertorial campaigns on Instagram. Media International Australia, 161(1), 86-100.

Vyatkina, O. L. (2020). The impact of influencer marketing on the global economy. European Proceedings of Social and Behavioural Sciences. https://doi.org/10.15405/epsbs.2020.03.187

Preckeler, J. (2019). "Paid partnership with...": the effect of advertising disclosures on the followers' behaviour with regard to an influencer on Instagram.

Boyer, J., Albert, N., Valette-Florence, P. (2006), Le scepticisme du consommateur face à la publicité: Définition conceptuelle et proposition de mesure, Actes de la Conférence de l'Association Française de Marketing, Nantes.

Koslow, S. (2000), Can the truth hurt? How honest and persuasive advertising can unintentionally lead to increased consumer skepticism, The Journal of Consumer Affairs, 34, 2, 245–268.

Forbes, K. (2016). Examining the Beauty Industry's Use of Social Influencers. Elon Journal of Undergraduate Research in Communications, 7(2), 79.

Boerman, S.C., Willemsen, L.M., van der Aa, E.P. (2017), "This Post Is Sponsored," Journal of Interactive Marketing, 38, 82–92.

Campbell, M.C., Mohr, G.S., Verlegh, P.W. (2013), "Can Disclosures Lead Consumers to Resist Covert Persuasion? The Important Roles of Disclosure Timing and Type of Response," Journal of Consumer Psychology, 23 (4), 483–95.

Thomas, B. (2017). The ultimate guide to instagram analytics.

Foxwell, B. (2020), A Guide to Social Media Influencers: Mega, Macro, Micro, and Nano. *Iconosquare*Blog. https://blog.iconosquare.com/guide-to-social-media-influencers/.

Kay, S., Mulcahy, R. & Parkinson, J., 2020. When less is more: The impact of Macro and Micro Social Media influencers' disclosure. *Journal of Marketing Management*, 36(3-4), pp.248–278.

https://wearesocial.com/digital-2021: accessed on 28th July 2021

https://wearesocial.com/digital-2021 : accessed on 28th July 2021

https://influencermarketinghub.com/influencer-marketing-benchmark-report-2021/: accessed on 30<sup>th</sup> July 2021

https://influencermarketinghub.com/influencer-marketing-benchmark-report-2020/: accessed on 30th July 2021

https://influencermarketinghub.com/influencer-marketing-benchmark-report-2021/: accessed on 6<sup>th</sup> August 2021

https://www.ftc.gov/news-events/blogs/business-blog/2014/09/full-disclosure: accessed on 30th July 2021

https://compas.co.id/article/data-penjualan-kosmetik/ accessed on 30th July 2021

https://ekonomi.bisnis.com/read/20210412/257/1379994/industri-kosmetika-diproyeksi-tumbuh-7-persen-tahun-ini: accessed on 30<sup>th</sup> July 2021

https://iprice.co.id/trend/insights/produk-skincare-mana-yg-paling-banyak-ditonton-di-tiktok/: accessed on 20th August 2021

https://katadata.co.id/merek-lokal: accessed on 20th August 2021

https://compas.co.id/article/top-5-brand-perawatan-wajah/: accessed on 13<sup>th</sup> August 2021)

Forums, O., Lists, D., 2020. Tiga Merek Skincare Lokal yang Laris di E-Commerce. URL: https://cantik.tempo.co/read/1386897/ tiga-merek-skincare-lokal-yang-laris-die-commerce/full{&}view=ok

https://hbr.org/2019/08/do-influencers-need-to-tell-audiences-theyre-getting-paid