

Daftar Pustaka

Buku

- Aaker, David and G.Myers. (1992). *Advertising Management*. India: Prentice Hall of India,Private Ltd.
- Ardianto, Elvinaro, Lukiati Komala, Siti Karlinah (2014). *Komunikasi Massa : Suatu Pengantar*. Bandung: Simbiosis Rekatama Media.
- Armstrong, G., Adam, S., Denize, S., & Kotler, P. (2014). *Principle of Marketing*. Pearson Australia.
- Belch, G., & Belch, M. (2003). *Advertising and Promotion: An Integrated Marketing Communicatians Perspective (6th ed.)*. New York: The McGraw-Hill.
- Bilson, Simamora. (2003). *Panduan Riset Perilaku Konsumen*. Surabaya: Pustaka Utama.
- Effendy, Onong Uchjana. (2003). *Ilmu, teori dan filsafat komunikasi*. Bandung : Citra Aditya Bakti
- Ferdinand, Augusty, (2002). *Pengembangan Minat Beli Merek Ekstensi*, Semarang: Badan Penerbit Universitas Diponegoro.
- Kertamukti, R. (2017). *STRATEGI KREATIF dalam PERIKLANAN : Konsep Pesan, Media, Branding Anggaran (kedua)*. Depok: PT RAJA GRAFINDO PERSADA.
- Kotler, Philip., dan Kevin Lane Keller. (2009). *Manajemen Pemasaran Jilid I Edisi ke 13*. Jakarta: Erlangga.
- Kotler, Philip. 2008. *Manajemen Pemasaran Edisi 12 Jilid 2*. Jakarta: Indeks
- Littlejohn, Stephen.W. 2009. *Teori Komunikasi Theories of Human Communication*. Jakarta: Salemba Humanika.
- McQuail, D. (2010). *McQuail's Mass Communication Theory*. Netherlands: SAGE Publications, Ltd.

Neuman, W. L. (2000). *Social research methods: Qualitative and quantitative approaches*. Edisi keempat. Boston: Allyn and Bacon.

Rossiter, John R., & Larry Percy. (1987). *Advertising and Promotion Management*. New York : McGraw-Hill International Book Co.

Sitorus, O.F, & Utami, N. (2017). *Buku Ajar Strategi Promosi Pemasaran*. Jakarta : FKIP UHAMKA.

Sugiyono, (2009). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung : Alfabeta.

Sugiyono. (2016). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung : PT Alfabet.

Lea-Greenwood, Gaynor. (2012). *Fashion Marketing Communication. E-book*. Somerset, NJ, USA: Wiley.

Jurnal

Dewi, L. G. P. S., Oei, S. J., & Siagian, H. (2020). *The Effect of Brand Ambassador, Brand Image, and Brand Awareness on Purchase Decision of Pantene Shampoo in Surabaya, Indonesia* (Doctoral dissertation, EDP Sciences).

Goyette, L., Richard, L., Bergeron, J., & Marticotte, F. (2012). *E-WOM scale : Word-of-mouth measurement scale for eservice context*. Canadian Journal of Administrative Sciences.

Handoko, N. T., & Melinda, T. (2021). *EFFECT OF ELECTRONIC WORD OF MOUTH ON PURCHASE INTENTION THROUGH BRAND IMAGE AS MEDIA IN TOKOPEDIA*. International Journal of Economics, Business and Accounting Research (IJEBAR).

Jalilvand, M. R., & Samiei, N. (2012). *The effect of electronic word of mouth on brand image and purchase intention: An empirical study in the automobile industry in Iran*. Marketing Intelligence & Planning.

Kamilah, L. N. *Pengaruh electronic word of mouth (ewom) pada minat beli pelanggan di situs social commerce media sosial instagram* (Bachelor's thesis, Fakultas Sains dan Teknologi UIN Syarif Hidayatullah Jakarta).

- Nuraini, Atika S, (2016). *Hubungan Terpaan Media Sosial Instagram Akun @pemkot_semarang dan Intensitas Komunikasi Kelompok Referensi Terhadap Minat Berwisata Ke Kota Semarang*, Jurnal UNDIP.
- Rajeev, Batra, Jhon G. Myres & Aaker, 1996. *Advertising Management 5 Edition*. New Jersey: Prentice Hall International, Inc.
- Ramlah, R., Artiningsih, D. W., & Syahrani, S. (2019). *ANALISIS STRATEGI PROMOSI UNTUK MENINGKATKAN MINAT PEMBELI PADA USAHA KAIN TENUN SALMAH PAGATAN KABUPATEN TANAH BUMBU*. Universitas Islam Kalimantan.
- Rosyadi, A. (2021). *Peran Brand Ambassador Terhadap Minat Beli Melalui Brand Awareness*. Jurnal Manajemen dan Bisnis (Performa).
- Sagir, J., Pandika, N. S., & Darwini, S. (2021). *Pengaruh Brand Ambassador Dan Country Of Origin Terhadap Minat Beli Konsumen Pada Skin Care Korea*. Journal of Economics and Business,
- Spears, N. dan Singh, S. (2004). *Measuring Attitudes Toward The Brand And Purchase Intentions*. Journals of Current Issues And Research in Advertising.
- Ujiyanto, U., dan Abdurachman, A. (2004). *Analisis Faktor-Faktor yang Menimbulkan Kecenderungan Minat Beli Konsumen Sarung (Studi Perilaku Konsumen Sarung di Jawa Timur)*. Jurnal Manajemen dan kewirausahaan.
- Usman, O., & Aryani, Y. (2019). *The Effect of Brand Ambassador, Brand Image, Product Quality, and Price on Purchase Intention. Brand Image, Product Quality, and Price on Purchase Intention*.
- Wardhana, H. W., Wahab, Z., Shihab, M. S., & Yuliani, Y. (2021). *Pengaruh Electronic word of mouth (E-Wom) Dan Celebrity Endorsement Terhadap Minat Beli Konsumen: Studi Pada E-Commerce Zalora dengan Brand Image Sebagai Variabel Mediasi*. Coopetition: Jurnal Ilmiah Manajemen.
- Z, Syafaruddin dan Srikandi Kumadji. (2016). *Pengaruh Komunikasi Electronic Word Of Mouth Terhadap Kepercayaan (Trust) dan Niat Beli (Purchase Intention) Serta*

Dampaknya Pada Keputusan Pembelian (Survey Pada Konsumen Online Shopping Zafertech.Com). Jurnal Bisnis dan Manajemen.

Internet

<https://compas.co.id/article/brand-skincare-lokal-terlaris/>

<https://compas.co.id/article/produk-perawatan-tubuh-terlaris/>

<https://wolipop.detik.com/makeup-and-skincare/d-5710443/song-joong-ki-jadi-brand-ambassador-merek-kosmetik-lokal-bikin-fans-heboh>

<https://www.pramborsfm.com/entertainment/setelah-song-joong-ki-kini-twice-jadi-brand-ambassador-scarlett>

<https://www.kapanlagi.com/korea/kontroversi-twice-jadi-brand-ambassador-kosmetik-felicya-angelista-dan-caesar-hito-dikritik-penggemar-karena-promosikan-perawatan-pemutih-kulit-diminta-batalkan-kontrak-9d8af7.html%20diakses%20pada%201/2/2022>

<https://shopee.ee/9K3MkuJmjo>

<https://tokopedia.link/lu2jBTYd6pb>

<https://zapclinic.com/zapbeautyindex/2020>