

## REFERENCES

Ab Rashid, Radzuwan, et al. "Persuasive elements on the websites promoting fitness programme." *Man In India* 96.12 (2016): 5305-5314.

Aini, A. (2023, December 12). *Tiktok Affiliate: Pengertian, Syarat Daftar, Cara Kerja & Strateginya*. Glints.com. <https://glints.com/id/lowongan/apa-itu-tiktok-affiliate/>

Amblee, N., & Bui, T. (2011). Harnessing the Influence of Social Proof in Online Shopping: The Effect of Electronic Word of Mouth on Sales of Digital Microproducts. *International Journal of Electronic Commerce*, 16(2), 91–114. <https://doi.org/10.2753/jec1086-4415160205>

Amelia, R., Hou, A., Budiman, I., Tambunan, D., & Novirsari, E. (2023a). Pengaruh Content Marketing dan Electronic of Mouth pada Platform TikTok terhadap Keputusan Pembelian di Shopee. *Jurnal Ilmiah Ekonomi Dan Bisnis*, 1(4), 178–190.

Amelia, R., Hou, A., Budiman, I., Tambunan, D., & Novirsari, E. (2023b). Pengaruh Content Marketing dan Electronic of Mouth pada Platform TikTok terhadap Keputusan Pembelian di Shopee. *Jurnal Ilmiah Ekonomi Dan Bisnis*, 1(4), 178–190.

Anthony, L., Kim, Y., & Findlater, L. (2013). Analyzing user-generated youtube videos to understand touchscreen use by people with motor impairments. *Proceedings of the SIGCHI Conference on Human Factors in Computing Systems*. <https://doi.org/10.1145/2470654.2466158>

Assarroudi, A., Heshmati Nabavi, F., Armat, M. R., Ebadi, A., & Vaismoradi, M. (2018). Directed qualitative content analysis: the description and elaboration of its underpinning methods and data analysis process. *Journal of Research in Nursing*, 23(1), 42–55. <https://doi.org/10.1177/1744987117741667>

Babin, J., & Hulland, J. (2019). Exploring online consumer curation as user-generated content. *Spanish Journal of Marketing - ESIC*, 23(3), 325–338. <https://doi.org/10.1108/sjme-07-2019-0053>

Bharti, P. K., & Kumar, A. (2020). TRADITIONAL VS. DIGITAL MARKETING: A COMPARATIVE STUDY. *ZENITH International Journal of Multidisciplinary Research*, 10(12). <http://www.zenithresearch.org.in/images/stories/pdf/2020/DECEMBER/ZIJMR/zijmr3dec20-13797.pdf>

Borchers, T. (2012). Persuasion in the Media Age: Third Edition. In *Google Books*. Waveland Press. [https://books.google.co.id/books/about/Persuasion\\_in\\_the\\_Media\\_Age.html?id=XawQAAAAQBAJ&redir\\_esc=y](https://books.google.co.id/books/about/Persuasion_in_the_Media_Age.html?id=XawQAAAAQBAJ&redir_esc=y)

Briñol, Pablo, and Richard E. Petty. "A history of attitudes and persuasion research." *Handbook of the history of social psychology*. Psychology Press, 2012. 283-320.

Busetto, L., Wick, W., & Gumbinger, C. (2020). How to Use and Assess Qualitative Research Methods. *Neurological Research and Practice*, 2(1), 1–10. BMC. <https://doi.org/10.1186/s42466-020-00059-z>

Chan, I. C. C., Chen, Z., & Leung, D. (2023). The more the better? Strategizing visual elements in social media marketing. *Journal of Hospitality and Tourism Management*, 54, 268–289. <https://doi.org/10.1016/j.jhtm.2022.11.007>

Cialdini, R. B. (2001, March 12). *Harnessing the Science of Persuasion*. Harvard Business Review. <https://hbr.org/2001/10/harnessing-the-science-of-persuasion>

Cyphert, D. (2009). *Powerpoint and the evolution of electronic eloquence: Evidence from the contemporary business presentation*. 11(2).

Dee T Allsop, R Bryce, James A Bassett, Hoskins Word-of-Mouth Research: Principles and Applications *Journal of Advertising Research*, volume 37, issue 4, p. 398 - 411 Posted: 2007

D'souza, D. (2024, February 15). *TikTok: What It Is, How It Works, and Why It's Popular*. Investopedia. <https://www.investopedia.com/what-is-tiktok-4588933>

Dahl, S. (2021). *What Is The Role Of Aspirations In Social Media Influencer Marketing?* <https://aaltodoc.aalto.fi/server/api/core/bitstreams/794397fb-bb87-4707-a73a-fe79302e1e50/content>

Dhanesh, G., Duthler, G., & Li, K. (2022). Social media engagement with organization-generated content: Role of visuals in enhancing public engagement with organizations on Facebook and Instagram. *Public Relations Review*, 48(2), 102174. <https://doi.org/10.1016/j.pubrev.2022.102174>

Duffy, Dennis L. "Affiliate marketing and its impact on e commerce." *Journal of consumer marketing* 22.3 (2005): 161-163.

Duke, D. (2022, December 8). *Council Post: How Influencer Marketing Can Change Your Digital Marketing Trajectory*. Forbes. <https://www.forbes.com/sites/forbesbusinesscouncil/2022/12/08/how-influencer-marketing-can-change-your-digital-marketing-trajectory/?sh=2b02e4df76f8>

Dwi, A., Sutarman, Y., Oxcygentri, O., & Kusumaningrum, R. (2022). Pengaruh Unggahan Dari Content Creator Program Afiliasi E-Commerce Shopee Terhadap Minat Beli (Analisis Regresi Linear Berganda pada Konsumen Shopee Indonesia di media sosial Instagram). *Jurnal Ilmiah Wahana Pendidikan, Desember, 2022(23)*, 70–80. <https://doi.org/10.5281/zenodo.7388329>

Dwivedi, R. (2017, July). *Analyzing Impact of Affiliate Marketing on Consumer Behavior with M-Commerce Perspective*. ResearchGate. [https://www.researchgate.net/publication/320301648\\_Analyzing\\_Impact\\_of\\_Affiliate\\_Marketing\\_on\\_Consumer\\_Behavior\\_withM-Commerce\\_Perspective](https://www.researchgate.net/publication/320301648_Analyzing_Impact_of_Affiliate_Marketing_on_Consumer_Behavior_withM-Commerce_Perspective)

Erfiati, R. D., & Helfi, Y. (2023). Analisis Pemasaran Digital: Strategi Konten Live Streaming Tiktok Untuk Memasarkan Produk Affiliate. *Innovative: Journal of Social Science Research*, 3(4), 3400–3412. <https://doi.org/10.31004/innovative.v3i4.3848>

Erwita, M. A., & Handayani, Y. I. (2022). The Content Marketing Analysis For Indonesia Local Brand Fashion On Instagram. *Jurnal Manajemen*, 12(1), 21–32. <https://doi.org/10.30738/jm.v12i1.3065>

Frank, R. (2023, March 2). *2023 Indonesia Shopping & Retail Instagram Influencers List: Top 4*. IMAI - InfluencerMarketing.ai.

<https://influencermarketing.ai/2023-indonesia-shopping-retail-instagram-influencers-list-top-4/>

Frankenfield, J. (2021, August 26). *How Affiliate Marketing Works*. Investopedia. <https://www.investopedia.com/terms/a/affiliate-marketing.asp>

Franzosi, R. (2008). *Content Analysis: Objective, Systematic, and Quantitative Description of Content*. <https://sociologie.cuso.ch/fileadmin/sociologie/Content-Analysis---Introduction.pdf>

Galetzka, M. (2023). *The Effects of The Addictive Nature Of Short-form Videos On Users' Perceived Attention Span And Mood Table of Content*. [https://essay.utwente.nl/96577/1/Kohler\\_BA\\_BMS.pdf](https://essay.utwente.nl/96577/1/Kohler_BA_BMS.pdf)

Ghosal, I., Prasad, B., & Behera, M. (2020). Impact of Affiliate Marketing on E-Buying Behavior of Millennial – A TAM Based Approach With Text Analysis. *SSRN Electronic Journal*. <https://doi.org/10.2139/ssrn.3638929>

Ghosal, I., Prasad, B., & Singh, P. (2021). Predicting factors influencing consumer's purchase intention: A study of consumers redirected through affiliate marketing program. *Pacific Business Review International*, 13(8), 76-86. Chicago

Hasbullah, Hatta, M., and Arifin, Z. (2018). Communication Pattern of Wilayatul Hisbah, Lhokseumawe City in Implementing Amar Makruf Nahi Mungkar. *Budapest Internation Research and Critics Institute Journal*. Vol. 1, No. 4, 194-205.

Helversen, B. von , Abramczuk, K., Kope , W., & Nielek, R. (2018). Influence of consumer reviews on online purchasing decisions in older and younger adults. *Decision Support Systems*, 113, 1–10. Sciencedirect. <https://doi.org/10.1016/j.dss.2018.05.006>

Howe, S. (2023, May 31). *Social Media Statistics for Indonesia [Updated 2023]*. Meltwater. <https://www.meltwater.com/en/blog/social-media-statistics-indonesia>

Husnayetti, Ramadhanty, C., & Erion. (2023). *Journal of Business and Management Studies Marketing Affiliates, Influencers, and Purchase Decisions of Shopaholic Users in Jakarta*. <https://al-kindipublisher.com/index.php/jbms/article/download/4758/3983>

Indonesia Millennial Report 2024. (2024). IDN Research Institute. Retrieved from <https://cdn.idntimes.com/content-documents/indonesia-millennial-report-2024.pdf>

Inmar Intelligence. (2021). *Inmar Intelligence Survey Finds 84 Percent Of Shoppers Have Made A Purchase Based On An Influencer's Recommendation*. <https://www.inmar.com/blog/press/inmar-intelligence-survey-finds-84-percent-shoppers-have-made-purchase-based-influencers>

Ithnin, N., Mohd Muhridza, N. H., Abdullah, S. R., Mohd Rosli, N. A., & Jamal, S. N. (2020). Persuasive Strategies on Social Media: A Case of Malaysian Social Media Influencer Asma Nasarudin. *LSP International Journal*, 7(2), 71–87. <https://doi.org/10.11113/lspi.v7.16344>

Jatmika, A., & Widiarini, A. D. (2023, July 14). *Riset Snapcart: Shopee Affiliate Pimpin Pasar Program Afiliasi E-Commerce Halaman all*. KOMPAS.com. <https://money.kompas.com/read/2023/07/14/122912326/riset-snapcart-shopee-affiliate-pimpin-pasar-program-afiliasi-e-commerce?page=all>

Jurišová, V. (2013). Affiliate marketing in the context of online marketing. *Rev. Appl. Socio-. Econ Res J*, 5(1).

Juwariyah, A., Noodiana, N., & Wahyuning, E. (2021). *TikTok Function in the Millennial Era*.

Kathleen Hall Jamieson. (1988). *Eloquence in an electronic age*. Oxford University Press.

Kaur, D. (2023, October 2). *Why is TikTok Shop banned in Indonesia?* TechHQ. <https://techhq.com/2023/10/why-split-tiktok-shop-from-tiktok-in-indonesia/>

Kemp, S. (2024, February 21). *Digital 2024: Indonesia*. DataReportal – Global Digital Insights. <https://datareportal.com/reports/digital-2024-indonesia>

Kompas Cyber Media. (2023, April 15). *Ingin Jadi TikTok Affiliate? Begini Cara Kerja dan Komisi yang Bisa Didapat*. KOMPAS.com. <https://biz.kompas.com/read/2023/04/15/101111828/ingin-jadi-tiktok-affiliate-begini-cara-kerja-dan-komisi-yang-bisa-didapat>

Krippendorff, K. (2018). *Content analysis: An introduction to its methodology*. Sage publications.

Kusuma, T. H., & Sholikah, M. (2023). MARKETING CONTENT ANALYSIS ON THE TIKTOK APPLICATION PLATFORM (CASE STUDY OF THE TIKTOK ACCOUNT @SOLOCARIFOOD). *Jurnal Scientia*, 12(03), 3646–3652. <https://infor.seaninstitute.org/index.php/pendidikan/article/view/1757/1450>

Liyanapathirana, Yasindee. (2021). *Viral Marketing and Impulse Buying with the Mediating Effect of Online Trust: During the Covid-19 Pandemic*.

Macnamara, J. (2011). Media content analysis: Its uses; benefits and best practice methodology. *Asia Pacific Public Relations Journal*, 6(1), 1–34. <https://opus.lib.uts.edu.au/bitstream/10453/10102/1/2007002122.pdf>

Mailchimp. (2021). *What is Digital Marketing? A Beginner's Guide - Mailchimp*. Mailchimp. <https://mailchimp.com/marketing-glossary/digital-marketing/>

Marshall, C. (1989). *Goodness Criteria: Are They Objective Criteria or Judgment Calls?* ERIC. <https://eric.ed.gov/?id=ED318080>

Mathur, A., Narayanan, A., & Chetty, M. (2018). Endorsements on Social Media: An Empirical Study of Affiliate Marketing Disclosures on YouTube and Pinterest. *Proceedings of the ACM on Human-Computer Interaction*, 2(CSCW), 1–26. <https://doi.org/10.1145/3274388>

Mull, J. (2022, July 19). *Council Post: 12 Ways To Effectively Market A Product Or Service*. Forbes. <https://www.forbes.com/sites/forbesbusinessdevelopmentcouncil/2022/07/19/12-ways-to-effectively-market-a-product-or-service/?sh=5c8b6e711b3e>

Ngangom, M. (2020). *How TikTok Has Impacted Generation Z's Buying Behaviour and Their Relationship With Brands?* [https://esource.dbs.ie/bitstream/handle/10788/4116/msc\\_nganom\\_m\\_2020.pdf](https://esource.dbs.ie/bitstream/handle/10788/4116/msc_nganom_m_2020.pdf)

Nurhayati-Wolff, H. (2023, March 15). *Influencer marketing in Indonesia*. Statista. <https://www.statista.com/topics/7090/influencer-marketing-in-indonesia/>

Patria, L. (2023). STORYTELLING AS A MARKETING COMMUNICATION STRATEGY FOR “PRIMADONA-FOOD” BEKASI. *SEEIJ*

(*Social Economics and Ecology International Journal*), 6(1), 55–61.

<https://doi.org/10.21512/seeij.v6i1.9318>

Populix. (2020, November 11). *5 E-commerce Indonesia Paling Banyak Dikunjungi Menurut Data* | Populix. Populix.

<https://info.populix.co/articles/ecommerce-indonesia/>

Power Digital. (2019, January 19). *TikTok SEO: How to Appear in TikTok Searches* | Power Digital. Powerdigitalmarketing.com.

<https://powerdigitalmarketing.com/blog/tiktok-seo/>

Ross, A. (2022, September 8). *Council Post: The Current State And Future Potential Of Affiliate Marketing*. Forbes.

<https://www.forbes.com/sites/forbesbusinesscouncil/2022/09/08/the-current-state-and-future-potential-of-affiliate-marketing/?sh=4c93b50be0b0>

Safitri, K., & Ika, A. (2024, April 30). *Merger Tiktok Shop dan Tokopedia Dinilai Ciptakan Model Belanja Baru di Industri Digital*. KOMPAS.com.

<https://money.kompas.com/read/2024/04/30/140000926/merger-tiktok-shop-dan-tokopedia-dinilai-ciptakan-model-belanja-baru-di>

SALEE, THANAWARNKAMOL, and Aranya Srijongjai. "JAMIESON'S PERSUASIVE ELEMENTS OF ENGLISH SUBTITLES ON THAI TRAVEL VLOGS." (2022).

Shahbaznezhad, H., Dolan, R., & Rashidirad, M. (2022). The Role of Social Media Content Format and Platform in Users' Engagement Behavior. *Journal of Interactive Marketing*, 53(1), 47–65. SagePub.

Shopee Indonesia. (n.d.). *Apa Syarat dan Ketentuan untuk bergabung di Shopee Affiliate Program?* Help.shopee.co.id. Retrieved October 15, 2023, from <https://help.shopee.co.id/portal/article/72051-%5BShopee-Affiliates-Program%5D-Apa-Syarat-dan-Ketentuan-untuk-bergabung-di-Shopee-Affiliates-Program%3F>

Shopee Indonesia. (2024, April 18). *Bagaimana Perhitungan Komisi dari Shopee Affiliate Program?* Help.shopee.co.id. <https://help.shopee.co.id/portal/10/article/123866-%5BShopee%20Affiliate%20Program%5D%20Bagaimana%20Perhitungan%20Komisi%20dari%20Shopee%20Affiliate%20Program%3F>

Srijongjai, A. (2019). *Digital Rhetoric of Cosmopolitanism: A Case Study of Thai Students at Michigan Technological University - ProQuest*. Proquest.com. <https://www.proquest.com/openview/cffdeb887c5eacabe8671e3ee7379eb2/1?pq-origsite=gscholar&cbl=18750&diss=y>

Standard Insights. (2022, March 9). *Consumer Insights Indonesia: 2022*. Standard Insights. <https://standard-insights.com/consumer-reports/indonesia-2022/>

Sumner Group. (2021, October 28). *4 Ways TikTok Differs from Other Social Media Platforms - Sumner Group*. <https://www.sumnergroup.com/tips/business-tips/4-ways-tiktok-is-different/>

Times Square Chronicles. (2018, September 13). *How Affiliate Marketing Remains an Excellent Source of Passive Income - Times Square Chronicles*. T2online.com. <https://t2online.com/how-affiliate-marketing-remains-an-excellent-source-of-passive-income/>

Toften, K., & Hammervoll, T. (2013). Niche marketing research: status and challenges. *Marketing Intelligence & Planning*, 31(3), 272–285. <https://doi.org/10.1108/02634501311324618>

Webster, M. (2023, September 4). *136 Affiliate Marketing Statistics in 2023*. [Www.authorityhacker.com](https://www.authorityhacker.com). <https://www.authorityhacker.com/affiliate-marketing-statistics/>

Yakimin, Y., Talib, A., & Saat, R. (2017). *Social proof in social media shopping: An experimental design research*. [https://www.shs-conferences.org/articles/shsconf/pdf/2017/02/shsconf\\_four2017\\_02005.pdf](https://www.shs-conferences.org/articles/shsconf/pdf/2017/02/shsconf_four2017_02005.pdf)