

BIBLIOGRAPHY

Agnihotri, A., & Bhattacharya, S. (2018). The Relative Effectiveness Of Endorsers. *Journal of Advertising Research*, 59(3), 357–369.

<https://doi.org/10.2501/jar-2018-039>

Ahmad, N.S., Musa, R., Harris, M. and Harun, M. (2016), “The impact of social media content marketing (SMCM) towards brand health”, *Procedia Economics and Finance*, Vol. 37, pp. 331-336.

Ahn, J. (Jennie), Choi, E.-K. (Cindy), & Joung, H.-W. (2022). Promoting hotel upselling: The effect of message appeal and delivery setting on consumer attitude and purchase intention. *Journal of Hospitality and Tourism Management*, 52, 295–303. <https://doi.org/10.1016/j.jhtm.2022.07.009>

Alamäki, A., Pesonen, J., & Dirin, A. (2019). Triggering effects of mobile video marketing in nature tourism: Media richness perspective. *Information Processing & Management*, 56(3), 756–770.

<https://doi.org/10.1016/j.ipm.2019.01.003>

Alamri, W. A. (2019). Effectiveness of Qualitative Research Methods: Interviews and Diaries. *International Journal of English and Cultural Studies*, 2(1), 65–70. <https://doi.org/10.11114/ijecs.v2i1.4302>

An, J., Kwak, H., Jung, S., Salminen, J., & Jansen, B. J. (2018). Customer segmentation using online platforms: isolating behavioral and demographic

segments for persona creation via aggregated user data. *Social Network Analysis and Mining*, 8(1).

Baer, J. (2013), “YouTILITY: why smart marketing is about help not hype”, Penguin.

Banham, H. C. (2018). External Environmental Analysis For Small And Medium Enterprises (SMEs). *Journal of Business & Economics Research (JBER)*, 8(10). <https://doi.org/10.19030/jber.v8i10.770>

Bartikowski, B., Richard, M.-O., & Gierl, H. (2023). Fit or misfit of culture in marketing communication? Development of the culture-ladenness fit index. *Journal of Business Research*, 167, 114191.

<https://doi.org/10.1016/j.jbusres.2023.114191>

Beaver, G. (2007). The strategy payoff for smaller enterprises. *Journal of Business Strategy*, 28(1), 11–17. <https://doi.org/10.1108/02756660710723161>

Beuker, S. (2024, March). *Movella Knowledge Base* [Face-to-face to Audrey Aryamer].

Blank, S. (2013, May). *Why the Lean start-up Changes Everything*. Harvard Business Review. <https://hbr.org/2013/05/why-the-lean-start-up-changes-everything>

Bob. (2024, March 14). *Eco-Friendly Animation: Sustainable Practices in 2D/3D Video Production* / *Wow-How Studio*. Wow-How Studio - Video

Production, 2D & 3D Animation. <https://wow-how.com/articles/eco-friendly-animation>

Bult, A. (2024, April). *Most used third party software* [Face-to-face to Audrey Aryamer].

Büyüközkan, G., & Ilıcak, Ö. (2018). Integrated SWOT Analysis with Multiple Preference Relations. *Kybernetes*, 48(3). <https://doi.org/10.1108/k-12-2017-0512>

Carter, N., Bryant-Lukosius, D., DiCenso, A., Blythe, J., & Neville, A. (2014). The Use of Triangulation in Qualitative Research. *Oncology Nursing Forum*, 41(5), 545–547. <https://doi.org/10.1188/14.ONF.545-547>

Chaffey, D., & Ellis-Chadwick, F. (2022). *Digital Marketing: Strategy, Implementation and Practice* (8th ed.). Pearson.

Chi, P.-L., Liu, J., Linder, J., Dontcheva, M., Li, W., & Hartmann, B. (2013). *DemoCut*. <https://doi.org/10.1145/2501988.2502052>

Circulars. (2014). *Copyright Registration for Motion Pictures, Including Video Recordings* (pp. 1, 4). U.S. Copyright Office. <https://www.copyright.gov/circs/circ45.pdf>

Claudiu, C. S., Popescu, A., & Gabriela, P. M. (2011, December). (PDF) *INTERNAL ENVIRONMENT ANALYSIS TECHNIQUES*. ResearchGate. https://www.researchgate.net/publication/227462932_INTERNAL_ENVIRONMENT_ANALYSIS_TECHNIQUES

- de las Heras-Rosas, C., & Herrera, J. (2021). Innovation and Competitive Intelligence in Business. A Bibliometric Analysis. *International Journal of Financial Studies*, 9(2), 31. <https://doi.org/10.3390/ijfs9020031>
- Dean, B. (2021, September 7). *How Many People Use YouTube in 2021? [New Data]*. Backlinko. <https://backlinko.com/youtube-users>
- Denzin, N. K. (2017). *The research act : a theoretical introduction to sociological methods*. Routledge.
- Dong, X., Liu, H., Xi, N., Liao, J., & Yang, Z. (2023). Short video marketing: what, when and how short-branded videos facilitate consumer engagement. *Internet Research*. <https://doi.org/10.1108/intr-02-2022-0121>
- Du Plessis, C. (2015), “An exploratory analysis of essential elements of content marketing”, In Proceedings of the Second European Conference on Social Media, pp. 122-129.
- Enginoğlu, D., & Arıkan, C. L. (2016). Creating a corporate entrepreneurship strategy for competitive advantage. *International Review of Economics and Management*, 4(1). <https://doi.org/10.18825/irem.77735>
- Fan, L., Wang, Y., & Mou, J. (2024). Enjoy to read and enjoy to shop: An investigation on the impact of product information presentation on purchase intention in digital content marketing. *Journal of Retailing and Consumer Services*, 76, 103594. <https://doi.org/10.1016/j.jretconser.2023.103594>
- Fang, X., & Thomas K.F. Chiu. (2024). Enhancing business education through video: A conceptual model and research directions based on a

- systematic review. *International Journal of Management Education*, 22(2), 100959–100959. <https://doi.org/10.1016/j.ijme.2024.100959>
- Fleisher, C. S., & Bensoussan, B. (2007). Business and competitive analysis: effective application of new and classic methods. *Choice Reviews Online*, 44(12), 44–692544–6925. <https://doi.org/10.5860/choice.44-6925>
- Google. (2019). *Bounce rate - Analytics Help*. Google.com. <https://support.google.com/analytics/answer/1009409?hl=en>
- Hairi, M. A. (2020). Governance and administrative process of the Light Rail Train project in Palembang, Indonesia. *Public Administration and Policy*, 23(3), 299–313. <https://doi.org/10.1108/pap-06-2020-0031>
- Hansen, H. (1996). International Copyright: An Unorthodox Analysis. *Vanderbilt Journal of Transnational Law*, 29(3), 579. <https://scholarship.law.vanderbilt.edu/vjtl/vol29/iss3/8/>
- Hashempour, P. (2023, June 23). *More than retail or hotels, the film industry is destroying the planet. But sustainable sets like Oscar winner “The Whale” may offer a new way forward*. Business Insider. <https://www.businessinsider.com/sustainable-movie-set-the-whale-2023-6?international=true&r=US&IR=T>
- He, M., Liu, B., & Li, Y. (2021). Tourist Inspiration: How the Wellness Tourism Experience Inspires Tourist Engagement. *Journal of Hospitality & Tourism Research*, 47(7), 109634802110263. <https://doi.org/10.1177/10963480211026376>

Ho, J., Pang, C., & Choy, C. (2020). Content marketing capability building: a conceptual framework. *Journal of Research in Interactive Marketing*, 14(1), 133–151. <https://doi.org/10.1108/jrim-06-2018-0082>

Hofstede. (2023). *Country Comparison Tool*. Hofstede Insights.

<https://www.hofstede-insights.com/country-comparison-tool>

Holliman, G., & Rowley, J. (2014). Business to business digital content marketing: marketers' perceptions of best practice. *Journal of Research in Interactive Marketing*, 8(4), 269–293. <https://doi.org/10.1108/JRIM-02-2014-0013>

Indris, S. (2015). Internal and external environment analysis on the performance of small and medium industries (smes) in indonesia. *International Journal of Scientific & Technology Research*, 4(04).

K, S. (2024, April 4). *Environmental Sustainability in Visual Effects Production*. www.linkedin.com.

<https://www.linkedin.com/pulse/environmental-sustainability-visual-effects-production-sangeetha-k-tdxsc/>

Kang, H., Shin, W., & Huang, J. (2021). Teens' privacy management on video-sharing social media: the roles of perceived privacy risk and parental mediation. *Internet Research*, ahead-of-print(ahead-of-print).

<https://doi.org/10.1108/intr-01-2021-0005>

- Keke, M. E. (2022). The use of digital marketing in information transport in social media: the example of Turkish companies. *Transportation Research Procedia*, 63, 2579–2588. <https://doi.org/10.1016/j.trpro.2022.06.297>
- Knott, E. (2022). Interviews in the social sciences. *Nature Reviews Methods Primers*, 2(73). <https://doi.org/10.1038/s43586-022-00150-6>
- Koronaki, E., Vlachvei, A., & Panopoulos, A. (2023). Managing the online customer experience and subsequent consumer responses across the customer journey: A Review and Future Research Agenda. *Electronic Commerce Research and Applications*, 58, 101242. <https://doi.org/10.1016/j.elerap.2023.101242>
- Krause, D., & Denzin, N. K. (1989). The Research Act: A Theoretical Introduction to Sociological Methods. *Teaching Sociology*, 17(4), 500. <https://doi.org/10.2307/1318434>
- Laakso, J. (2017). *A Competitor Analysis Tool for a Small to Medium Sized Company*. www.theseus.fi. <https://www.theseus.fi/handle/10024/137590>
- Labanauskaitė, D., Fiore, M., & Stašys, R. (2020). Use of E-marketing tools as communication management in the tourism industry. *Tourism Management Perspectives*, 34, 100652. <https://doi.org/10.1016/j.tmp.2020.100652>
- Laitin, D. D., Marcus, G. E., & Fischer, M. M. J. (1987). Anthropology as Cultural Critique: An Experimental Moment in the Human Sciences. *Journal for the Scientific Study of Religion*, 26(3), 423. <https://doi.org/10.2307/1386453>

- Lamontagne, C., Sénécal, S., Fredette, M., Labonté-LeMoyne, É., & Léger, P.-M. (2021). The effect of the segmentation of video tutorials on User's training experience and performance. *Computers in Human Behavior Reports*, 3, 100071. <https://doi.org/10.1016/j.chbr.2021.100071>
- Lee, D., Hosanagar, K., & Nair, H. (2017). Advertising Content and Consumer Engagement on Social Media: Evidence from Facebook. *SSRN Electronic Journal*, 64(11). <https://doi.org/10.2139/ssrn.2290802>
- Levy, M. (2021, April 6). *What you need to know about video production and the law*. Videomaker. <https://www.videomaker.com/how-to/legal/permission/what-you-need-to-know-about-video-production-and-the-law/>
- Li, X., Shi, M., & Wang, X. (Shane). (2019). Video mining: Measuring visual information using automatic methods. *International Journal of Research in Marketing*, 36(2), 216–231. <https://doi.org/10.1016/j.ijresmar.2019.02.004>
- Liu, L.-L., & Teng, H.-Y. (2023). How perceived coolness and wow affect customer engagement: the role of self-image congruity. *Journal of Hospitality and Tourism Insights*. <https://doi.org/10.1108/jhti-07-2023-0477>
- Magolda, P. M., & Cubberley, M. (2003). Qualitative Research in Practice: Examples for Discussion and Analysis. *Journal of College Student Development*, 44(4), 566–568. <https://doi.org/10.1353/csd.2003.0041>

Манолова, Г. (2023, September 18). *The carbon footprint of the film industry* - *ESG News*. Esgnews.bg. <https://esgnews.bg/en/the-carbon-footprint-of-the-film-industry/>

Marcus, G. E., & Fischer, M. M. J. (1999). *Anthropology as cultural critique : an experimental moment in the human sciences*. University of Chicago Press.

McCauley, K. (2001). Information Architecture: Building to Have Clients or Having Clients to Build? *LASIE: Library Automated Systems Information Exchange*, 32(1), 7.

Merriam, S. B. (2002). *Qualitative research in practice: Examples for discussion and analysis*. Jossey-Bass.

Miller, A. (2023, May 2). *CAFÉ 2023: An Unmissable Event for Visual Effects and Animation*. 80.Lv. <https://80.lv/articles/caf-2023-an-unmissable-event-for-visual-effects-and-animation/>

Mordor Intelligence™. (2024). *3D Motion Capture Market | Growth, Trends, and Forecasts (2020–2025)*. www.mordorintelligence.com.

<https://www.mordorintelligence.com/industry-reports/3d-motion-capture-market>

Motion Analysis. (2024). *Premium Motion Capture Software and Systems*.

Motion Analysis. <https://www.motionanalysis.com/>

MotionCue. (2021, October). *10 Copyright Laws Every Video Producer Should Know About - MotionCue*. MotionCue.

<https://motioncue.com/copyright-laws-every-video-producer-should-know-about/>

Movella Technologies B.V. (2022, November 11). *Xsens Knowledge base*.

Base.movella.com. [https://base.movella.com/s/article/Welcome-to-](https://base.movella.com/s/article/Welcome-to-BASE?language=en_US)

BASE?language=en_US

Movella Technologies B.V. (2024a, March 2). *About Us | Movella.com*.

Www.movella.com. <https://www.movella.com/company/about-us>

Movella Technologies B.V. (2024b, March 2). *Entertainment*.

Www.movella.com. <https://www.movella.com/applications/entertainment>

Movella Technologies B.V. (2024c, March 2). *Motion Capture | Movella.com*.

Www.movella.com. <https://www.movella.com/products/motion-capture>

Nemliche, K., Nassour, A., & Bouchetara, M. (2019). Firm Growth vs.

External Growth: A Behavioral Approach. *Financial Markets, Institutions and*

Risks, 3(4), 16–23. [https://doi.org/10.21272/fmir.3\(4\).16-23.2019](https://doi.org/10.21272/fmir.3(4).16-23.2019)

Oktaviana, R. F., Muhammad, A. S., Kurnianingsih, F., & Mahadiansar, M.

(2021). Internal Condition Analysis on Tourism Development of Bintan

Regency 2019. *Indonesian Journal of Tourism and Leisure*, 2(1), 51–61.

<https://doi.org/10.36256/ijtl.v2i1.129>

Onwuegbuzie, A. J., Leech, N. L., & Kathleen M T Collins. (2012).

Qualitative Analysis Techniques for the Review of the Literature. *The*

Qualitative Report, 17(56), 1–28.

<http://www.nova.edu/ssss/QR/QR17/onwuegbuzie.pdf>

- Pansari, A., & Kumar, V. (2017). Customer engagement: the construct, antecedents, and consequences. *Journal of the Academy of Marketing Science*, 45(3), 294–311. <https://doi.org/10.1007/s11747-016-0485-6>
- Petrosyan, A. (2024, January 30). *North America: number of internet users 2026*. Statista. <https://www.statista.com/statistics/325653/north-america-number-of-internet-users/>
- Pruitt, J., & Adlin, T. (2006). *The Persona Lifecycle : Keeping People in Mind Throughout Product Design*. Elsevier/Morgan Kaufmann.
- Purmonen, A., Jaakkola, E., & Terho, H. (2023). B2B customer journeys: Conceptualization and an integrative framework. *Industrial Marketing Management*, 113, 74–87. <https://doi.org/10.1016/j.indmarman.2023.05.020>
- Ren, B., & Mei, S. (2024). Evolutionary game analysis of cooperation strategies for core enterprises of film copyright import and export under China's supporting policies. *Kybernetes*. <https://doi.org/10.1108/k-08-2023-1498>
- Rokoko. (2024). *Rokoko - Animation and MoCap Tools for all Creators*. Rokoko.com. <https://www.rokoko.com/>
- Ruzza, M., Tiozzo, B., Mantovani, C., D'Este, F., & Ravarotto, L. (2017). Designing the information architecture of a complex website: A strategy based on news content and faceted classification. *International Journal of Information Management*, 37(3), 166–176. <https://doi.org/10.1016/j.ijinfomgt.2017.02.001>

Safanta, A., Shihab, M. R., Budi, N. F. A., Hastiadi, F. F., & Budi, I. (2019). Digital Marketing Strategy for Laboratories Marketplace. *Journal of Physics: Conference Series*, 1196(1), 012078. <https://doi.org/10.1088/1742-6596/1196/1/012078>

Saha, S. (2023, April). *3D Motion Capture Market*.

www.futuremarketinsights.com.

<https://www.futuremarketinsights.com/reports/3d-motion-capture-market>

Salonen, A., Mero, J., Munnukka, J., Zimmer, M., & Karjaluoto, H. (2024).

Digital content marketing on social media along the B2B customer journey:

The effect of timely content delivery on customer engagement. *Industrial Marketing Management*, 118, 12–26.

<https://doi.org/10.1016/j.indmarman.2024.02.002>

Seadle, M. (2006). Copyright in the networked world: using facts. *Library Hi*

Tech, 24(3), 463–468. <https://doi.org/10.1108/07378830610692217>

Sharan, A. (2024, February 11). *Target market discussion* (A. Aryamer,

Interviewer) [Personal communication].

Sharan, A. (2024, February 22). *Content marketing discussion* (A. Aryamer,

Interviewer) [Personal communication].

Sharma, H., & Tripathi, K. (2023). The Importance of Website Usability in

Digital Marketing- A Review. *International Journal of Innovative Research in Computer Science and Technology*, 11(3), 27–31.

<https://doi.org/10.55524/ijircst.2023.11.3.5>

- Silliman, M., Alber, J. M., Gib, S., Gee, M., Conover, S., Chan, C., Cohen, C., Freeland, C., & Racho, R. (2022). Comparing lengths and inclusion of information in storytelling videos: Implications for Hepatitis B education. *PEC Innovation, 1*, 100049. <https://doi.org/10.1016/j.pecinn.2022.100049>
- Similarweb LTD . (2024). *Competitive Analysis Tool*. https://www.similarweb.com/corp/get-data/competitive-analysis?utm_medium=ppc&utm_source=adwords&utm_campaign=dmng_search_brand_cross_both_tier1&utm_id=21309765250&utm_content=699914175255&utm_term=similarweb&utm_network=g&utm_group=168282957528&utm_placement=&utm_matchtype=p&utm_adposition=&affiliate_id=similarweb&gad_source=1&gclid=Cj0KCQjwjLGyBhCYARIsAPqTz18UWhPycGz8ThRgcC-dfsJpUDEB63fYdu2LBE50sa-mQW7Yl-1_SCUaAjjyXEALw_wcB
- Sirt. (2020). *What We Do*. Sirt. <https://www.sirtcentre.com/what-we-do/>
- Soares, A. M., Farhangmehr, M., & Shoham, A. (2007). Hofstede's dimensions of culture in international marketing studies. *Journal of Business Research, 60*(3), 277–284. Scienccdirect. <https://doi.org/10.1016/j.jbusres.2006.10.018>
- Soeropaiman, J. (2024, April). *Most used third party software* [Face-to-face to Audrey Aryamer].
- Spanjer, S. (2024, February 9). *Organization chart* (A. Aryamer, Interviewer) [Personal communication].

- Steenburgh, T., Avery, J. and Dahod, N. (2011), *Hubspot: Inbound Marketing and Web 2.0*, Harvard Business School Press, Boston.
- Steenkamp, J. E. M. (2001). The role of national culture in international marketing research. *International Marketing Review*, 18(1), 30–44.
- Sudhir, K. (2016). Editorial—The Exploration-Exploitation Tradeoff and Efficiency in Knowledge Production. *Marketing Science*, 35(1), 1–9.
<https://doi.org/10.1287/mksc.2015.0974>
- Szigeti, H., Eynard, B., Messaadia, M., & Majumdar, A. (2011). *STEEP analysis as a tool for building technology roadmaps* *STEEP analysis as a tool for building technology roadmaps*.
- Tardan, P. P., Shihab, M. R., & Yudhoatmojo, S. B. (2017). Digital marketing strategy for mobile commerce collaborative consumption startups. 2017 *International Conference on Information Technology Systems and Innovation (ICITSI)*. <https://doi.org/10.1109/icitsi.2017.8267962>
- Teixeira, T., Wedel, M., & Pieters, R. (2012). Emotion-Induced Engagement in Internet Video Advertisements. *Journal of Marketing Research*, 49(2), 144–159. <https://doi.org/10.1509/jmr.10.0207>
- Tian, F., Guo, Y., Liu, W., Li, D., & Yang, Z. (2018). Energy Efficiency Optimization Based on Context Awareness in Wearable Computing. *Procedia Computer Science*, 129, 291–297. <https://doi.org/10.1016/j.procs.2018.03.078>
- Tjiptono, F., & Diana, A. (2017). *Pemasaran: Esensi dan Aplikasi* (1st ed.). Andi Publisher.

- Tung, V. W. S., & Au, N. (2018). Exploring customer experiences with robotics in hospitality. *International Journal of Contemporary Hospitality Management*, 30(7), 2680–2697. <https://doi.org/10.1108/ijchm-06-2017-0322>
- U.S. Copyright Office. (2023, November). *U.S. Copyright Office Fair Use Index*. [www.copyright.gov](https://www.copyright.gov/fair-use/#:~:text=Section%20107%20of%20the%20Copyright). <https://www.copyright.gov/fair-use/#:~:text=Section%20107%20of%20the%20Copyright>
- Udemy. (2023). *Online Courses - Learn Anything, On Your Schedule*. Udemy; Udemy. <https://www.udemy.com/>
- Urs, S. R. (2004). Copyright, academic research and libraries: balancing the rights of stakeholders in the digital age. *Program*, 38(3), 201–207. <https://doi.org/10.1108/00330330410547250>
- van der Meij, H., & van der Meij, J. (2016). The effects of reviews in video tutorials. *Journal of Computer Assisted Learning*, 32(4), 332–344. <https://doi.org/10.1111/jcal.12136>
- Vicon Motion Systems Ltd. (2024). *Vicon | Award Winning Motion Capture Systems*. Vicon. <https://www.vicon.com/>
- Visser, M. (2024, February 28). *Xsens revitalization* (A. Aryamer, Interviewer) [Personal communication].
- Wang, Q., Cui, X., Huang, L., & Dai, Y. (2016). Seller reputation or product presentation? An empirical investigation from cue utilization perspective. *International Journal of Information Management*, 36(3), 271–283. <https://doi.org/10.1016/j.ijinfomgt.2015.12.006>

Where Giants Roam. (2024). *Can CGI & VFX help your business reduce its environmental impact?* Where Giants Roam.

<https://www.wheregiantsroam.co.uk/play/can-cgi-help-your-business-reduce-its-environmental-impact>

Yadav, G. (2020, December 24). *Marketing Concept | 5S Of Digital Marketing*. The Brand Hopper.

<https://thebrandhopper.com/2020/12/24/marketing-concept-5s-of-digital-marketing/#:~:text=These%205s%20cover%20a%20range>

Youtube. (2024). *YouTube Copyright & Fair Use Policies - How YouTube Works*. YouTube Copyright & Fair Use Policies - How YouTube Works.

<https://www.youtube.com/howyoutubeworks/policies/copyright/#making-claims>

Zhou, Q., Lee, C. S., Sin, S.-C. J., Lin, S., Hu, H., & Fahmi Firdaus Bin Ismail, M. (2020). Understanding the use of YouTube as a learning resource: a social cognitive perspective. *Aslib Journal of Information Management*,

72(3), 339–359. <https://doi.org/10.1108/ajim-10-2019-0290>