

## DAFTAR PUSTAKA

- Belch, M. A., & Belch, G. E. (2021). *Advertising and Promotion: An Integrated Marketing Communications Perspective*. McGraw-Hill Education.
- Blakeman, R. (2018). *Integrated Marketing Communication: Creative Strategy from Idea to Implementation*. Rowman & Littlefield.
- Bungin, B. (2014). *Metode Penelitian Kuantitatif*. Kencana Prenada.
- Bungin, B. (2017). *Metodologi Penelitian Kuantitatif Komunikasi, Ekonomi, dan Kebijakan Publik Serta Ilmu-Ilmu Sosial Lainnya*. Gajah Mada Press.
- Burgess, J., & Green, J. (2018). *YouTube: Online Video and Participatory Culture*. Wiley.
- Creswell, J. D., & Creswell, J. W. (2018). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches*. SAGE Publications.
- Delwis, P. P. (2018). *Product Placement dan Minat Beli (Studi Korelasional Pengaruh Product Placement Laneige dalam Drama Korea Descendant of The Sun terhadap Minat Beli Mahasiswi Fakultas Kesehatan Masyarakat Universitas Sumatera Utara)*. Semantic Scholar. <https://www.semanticscholar.org/paper/Product-Placement-dan-Minat-Beli-%28Studi-Pengaruh-of-Delwis/71004e1ade91d100854f43eecf345ccf70685816>
- Emilia, Chan, A., & Tresna, P. W. (2021). The Influence of Product Placement on Brand Awareness of Ellips Hair Vitamin on Indonesia's Next Top Model Youtube Channel. *Jurnal Inovasi Bisnis*, 9(2), 93- . <http://ejournal.polbeng.ac.id/index.php/IBP/article/view/2115>
- Firmansyah, M. A. (2019). *Pemasaran Produk dan Merek (Planning & Strategy)*. Qiara Media.
- Firmansyah, M. A. (2020). *Komunikasi Pemasaran*. Qiara Media.

- Ghozali, I. (2018). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 25*. Universitas Diponegoro.
- Gordon, B. R., Jerath, K., Katona, Z., Narayanan, S., Shin, J., & Wilbur, K. C. (2020). Inefficiencies in Digital Advertising Markets. *Journal of Marketing*, 85(1), 7-25. <https://journals.sagepub.com/doi/full/10.1177/0022242920913236>
- Gunawan, C. (2018). *Mahir Menguasai SPSS: Mudah Mengolah Data dengan IBM SPSS Statistic 25*. Deepublish.
- Hyejin, B., Jooyoung, K., & Dongwon, C. (2018). Exploring The Effet of Ad-Task Relevance and Ad Salience on Ad Avoidance: The Moderating Role of Internet Use Motivation. *Computers in Human Behavior*, 89, 70-78. <https://www.sciencedirect.com/science/article/abs/pii/S074756321830342X>
- Indratama, A. B., & Artanti, Y. (2014). Pengaruh Citra Merek dan Promosi Penjualan Terhadap Keputusan Nasabah Memilih Tabungan Bank Syariah Mandiri. *Jurnal Ilmu Manajemen*, 2(4), 1261-1272. <https://ejournal.unesa.ac.id/index.php/jim/article/view/10246>
- Ismaini, R., Lubis, F. O., & Kusumaningrum, R. (2022). Product Placement di Web Series Jejak Rasa Sasa dalam Memperkuat *brand image*. *Jurnal Ilmu Pengetahuan Sosial*, 9(9), 19-34. <http://jurnal.um-tapsel.ac.id/index.php/nusantara/article/view/7924>
- Juliana, S., & Sihombing, S. O. (2019). Pengaruh Penempatan Produk dan Kesadaran Merek Terhadap Niat Membeli. *Jurnal Manajemen dan Pemasaran Jasa*, 12(1), 19-34. <https://www.trijurnal.trisakti.ac.id/index.php/jasa/article/view/3702>
- Karimah, K. E., Syafitri, P. I. E., & Wahyudin, U. (2019). Etika Product Placement dalam Film Ayat-Ayat Cinta 2. *Jurnal Manajemen Komunikasi*, 4(1), 60-81. <http://jurnal.unpad.ac.id/manajemen-komunikasi/article/view/23478>

- Kemenparekraf RI. (2020). *Industri Televisi dan Radio di Indonesia Tetap Berkembang di Era Digital*. Kementerian Pariwisata dan Ekonomi Kreatif. <https://kemenparekraf.go.id/ragam-ekonomi-kreatif/Industri-Televisi-dan-Radio-di-Indonesia-Tetap-Berkembang-di-Era-Digital>
- Khuong, M. N., & Tran, N. T. H. (2018). The Impacts of Product Packaging Elements on *brand image* and Purchase Intention — An Empirical Study of Phuc Long's Packaged Tea Products. *International Journal of Trade, Economics, and Finance*, 9(1), 8-13. <http://www.ijtef.org/index.php?m=content&c=index&a=show&catid=90&id=923>
- Kotler, P., & Keller, K. L. (2016). *A Framework for Marketing Management*. Pearson.
- Kpopmap. (2023). *Top 3 Funniest Recent K-Pop Group Variety Show That Even A Non-K-Pop Fan Would Enjoy Too According To Kpomap Readers*. KPOP STORIES. [http://kpopmap.com/top-3-funniest-recent-kpop-group-variety-show-that-even-a-non-k-pop-fan-would-enjoy-too-according-to-kpomap-readers/?ads\\_id=86cefafe18472015a4db1b611a68b42e](http://kpopmap.com/top-3-funniest-recent-kpop-group-variety-show-that-even-a-non-k-pop-fan-would-enjoy-too-according-to-kpomap-readers/?ads_id=86cefafe18472015a4db1b611a68b42e)
- Kristanto, H., & Brahmana, R. K. M. R. (2016). Pengaruh Product Placement Pada Film Indonesia. *Jurnal Manajemen Pemasaran*, 10(1). <https://jurnalpemasaran.petra.ac.id/index.php/mar/article/view/19770>
- Kriyantono, R. (2014). *Teknik Praktis Riset Komunikasi Disertai Contoh Praktis Riset Media, Public Relations, Advertising, Komunikasi Organisasi, Komunikasi Pemasaran*. Kencana.
- Kusuma, D. F., & Sugandi, M. S. (2018). Strategi Pemanfaatan Instagram sebagai Media Komunikasi Pemasaran Digital yang dilakukan oleh Dino Donuts. *Jurnal Manajemen Komunikasi*, 3(1), 18-33. <https://jurnal.unpad.ac.id/manajemen-komunikasi/article/view/12963>
- Laban, G., Zeidler, C., & Brussee, E. (2020, May 12). *Binge-Watching (Netflix)*

*Product Placement: A Content Analysis on Different Product Placements in Netflix Originals Vs. Non-Netflix Originals, and Drama Vs. Comedy Shows.* MediArXiv. <https://mediarxiv.org/hxjgf/>

Naratama. (2013). *Menjadi Sutradara Televisi: Dengan Single Dan Multi Camera.* PT Grasindo.

Neuman, W. L. (2013). *Social Research Methods: Qualitative and Quantitative Approaches: Pearson New International Edition.* Pearson Education.

Populix. (2022). *Social Media Habit and Internet Safety.* Populix. <https://info.populix.co/report/social-media-habit-and-internet-safety-2/>

Prakasi, L. D. (2018, April 15). *Pengaruh Product Placement Terhadap Brand Awareness dan brand image (Studi Kuantitatif Pengaruh Product Placement Tora Cafe di Tayangan Sinetron Anak Langit SCTV dalam Membangun Brand Awareness dan brand image ...* Semantic Scholar. <https://www.semanticscholar.org/paper/PENGARUH-PRODUCT-PLACEMENT-TERHADAP-BRAND-AWARENESS-Prakasi/b52db38850b87da4e9615f3478a716b68cba8a49>

Pramesthi, J. A. (2021). Product Placement Indomilk pada Video TokopediaX BTS dan Pengaruhnya Terhadap Sikap Audiens. *Jurnal Manajemen Komunikasi*, 6(1), 44-65. <https://jurnal.unpad.ac.id/manajemen-komunikasi/article/view/30527>

Praminia, I. G. A. A. R., Purnawan, N. L. R., & Gelgel, N. M. R. A. (2022). Pengaruh Product Placement dalam Drama Korea Vincenzo Terhadap *brand image* Kopiko. *Jurnal Ilmiah Mahasiswa Ilmu Komunikasi*, 3(1), 1-12. <https://ojs.unud.ac.id/index.php/komunikasi/article/view/86249>

Rahmawati, & Ma'ruf. (2020). Analisis Pengaruh Brand Awareness, *brand image*, Brand Trust Terhadap Brand Loyalty Minute Maid Pulpy Orange di Kota Padang. *Jurnal Ekonomi dan Bisnis*, 22(2), 109-118. <https://e-jurnal.pnl.ac.id/ekonis/article/view/1984/0>

- Riduwan. (2015). *Dasar-Dasar Statistika*. Cv Alfabeta.
- Russell, C. A. (2002). Investigating the Effectiveness of Product Placements in Television Shows: The Role of Modality and Plot Connection Congruence on Brand Memory and Attitude. *Journal of Consumer Research*, 29(3), 306-318. <https://www.jstor.org/stable/10.1086/344432>
- Sangadji, E. M., & Sopiah. (2013). *Perilaku Konsumen*. Andi.
- Sappe. (2023). *Irresistible! SAPPE makes incessant "All Time High" with highest profit of 274.8 million baht, growing 79.1% and sales volume of 1520 million baht in Q1 of 2023 as Mogu Mogu becomes our pride as No.1 drink in many countries worldwide.* <https://www.sappe.com/en/2023/05/12/irresistible-sappe-makes-incessant-all-time-high-with-highest-profit-of-274-8-million-baht-growing-79-1-and-sales-volume-of-1520-million-baht-in-q1-of-2023-as-mogu-mogu-becomes-ou/>
- Sappe Indonesia. (2023). PT Sappe Indonesia. <https://sappeindonesia.co.id/>
- Sari, R. P. (2021, September 2). 10 Channel YouTube Selebritas Korea Berpenghasilan Tertinggi 2021 Versi Forbes. *Kompas.com*. <https://www.kompas.com/hype/read/2021/09/02/061900666/10-channel-youtube-selebritas-korea-berpenghasilan-tertinggi-2021-versi?page=all#page2>
- Schiffman, L. G., Hansen, H., & Kanuk, L. L. (2012). *Consumer Behaviour: A European Outlook*. Financial Times Prentice Hall.
- Shah, K. (2014). *Advertising and Integrated Marketing Communicatons*. McGraw Hill Education (India).
- Shimp, T. A., & Andrews, J. C. (2017). *Advertising, Promotion, and Other Aspects of Integrated Marketing Communications*. Cengage Learning.
- Simamora, B. (2004). *Riset Pemasaran : Falsafah, Teori dan Aplikasi*. Gramedia

Pustaka Utama.

- Social Blade. (2023). *TOMORROW X TOGETHER OFFICIAL's YouTube Stats (Summary Profile)*. Social Blade. <https://socialblade.com/youtube/c/txtbighit>
- Sudrajat, R. H., & Wahid, N. A. (2020, May 18). *Influence of Endorser Credibility on Consumers' Attitude Toward Advertising and Soap Brand*. Atlantis Press. <https://www.atlantis-press.com/proceedings/abeats-19/125940423>
- Sugiyono. (2013). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Cv Alfabeta.
- Syahrum, & Salim. (2014). *Metodologi Penelitian Kuantitatif*. Citapustaka Media.
- Syawaluddin, S., Joni, J., & Erwin, E. (2019). Influence of Social Media Advertising, E-Marketing and Product Quality on The Process of Purchasing Nature Cosmetics. *International Journal of Research in Business and Social Science*, 8(5), 2147-4478. <https://www.ssbfnct.com/ojs/index.php/ijrbs/article/view/491>
- Top Brand Award. (2022). *Komparasi Brand Index*. Komparasi Brand. [https://www.topbrand-award.com/komparasi\\_brand/bandingkan?id\\_award=1&id\\_kategori=2&id\\_subkategori=767](https://www.topbrand-award.com/komparasi_brand/bandingkan?id_award=1&id_kategori=2&id_subkategori=767)
- Top Brand Award. (2022, November 22). *Bagaimana Penilaian Bagi Merek Dalam Survei Top Brand?* topbrand-award.com. <https://www.topbrand-award.com/article/detail/bagaimana-penilaian-bagi-merek-dalam-survei-top-brand>
- Wells, W. D., Moriarty, S., & Mitchell, N. (2014). *Advertising and IMC: Principles and Practice, Student Value Edition*. Pearson Education.
- Widharta, W. P., & Sugiharto, S. (2013). Penyusunan Strategi dan Sistem Penjualan dalam Rangka Meningkatkan Penjualan Toko Damai. *Jurnal Manajemen*



<https://publication.petra.ac.id/index.php/manajemen-pemasaran/article/view/720>

Widodo, M. S., & Kurniawati, M. (2020). Pengaruh Ad Relevance, Ad Saliance, Ad Engagement, Perceived Goal Impediment Terhadap Advertising Avoidance dengan Motivasi sebagai Variabel Moderasi. *Jurnal Manajemen Teori dan Terapan*, 13(2), 178-197. <https://e-journal.unair.ac.id/JMTT/article/view/14483>

Yacob, S., Erida, E., Machpuddin, A., & Alamsyah, D. P. (2021). A Model for The Business Performance of Micro, Small and Medium Enterprises: Perspective of Social Commerce and The Uniqueness of Resource Capability in Indonesia. *Management Science Letters*, 11(1), 101-110. <http://growingscience.com/beta/msl/4177-a-model-for-the-business-performance-of-micro-small-and-medium-enterprises-perspective-of-social-commerce-and-the-uniqueness-of-resource-capability-in-indonesia.html>

Yang, L., & Yin, C. (2018). *Influence of Product Plot Connection of Product Placement on Purchase Intention*. Atlantis Press. <https://www.atlantispress.com/proceedings/icesem-18/25900925>

yoursay.id. (2022). *6 Rekomendasi Variety Show Idol K-Pop yang Dijamin Seru, Ada Favoritmu?* Yoursay. <https://yoursay.suara.com/entertainment/2022/06/27/104129/6-rekomendasi-variety-show-idol-k-pop-yang-dijamin-seru-ada-favoritmu>

YouTube. (2022, July 25). *TO DO X TXT - EP.88 It's Summer! Part 1*. YouTube. <https://youtu.be/ke2eBWcu1Tc>

YouTube. (2022, August 1). *TO DO X TXT - EP.89 It's Summer! Part 2*. YouTube. <https://youtu.be/wWv8YBeSp20>

YouTube. (2023). *TOMORROW X TOGETHER OFFICIAL*. YouTube.

[https://www.youtube.com/@TXT\\_bighit](https://www.youtube.com/@TXT_bighit)

