



Hak cipta dan penggunaan kembali:

Lisensi ini mengizinkan setiap orang untuk mengubah, memperbaiki, dan membuat ciptaan turunan bukan untuk kepentingan komersial, selama anda mencantumkan nama penulis dan melisensikan ciptaan turunan dengan syarat yang serupa dengan ciptaan asli.

Copyright and reuse:

This license lets you remix, tweak, and build upon work non-commercially, as long as you credit the origin creator and license it on your new creations under the identical terms.

DAFTAR PUSTAKA

- 5 Cara Membuat Iklan Yang Baik, Menarik dan Tepat Sasaran. (n.d.).
<http://iklanjawapos.com/5-cara-membuat-iklan-yang-baik-menarik-dan-tepat-sasaran/>.
- Botti, D. (2013, December 18). Why You Should Look At.
<https://www.delosinc.com/look-video-marketing/>.
- Brama Kumbara. (2013, Mei).
<https://gentabuanalovers.wordpress.com/2013/05/22/brama-kumbara/>.
- brands, T. e. (2011). Paul C.S. Wu, Gary Yeong-Yuh Yeh, Chieh-Ru Hsiao . *Australasian Marketing Journal*.
- Chia-Ling Eunice Liu, R. R. (2012). Determinants of Consumer Perception toward Mobile Advertising-A Comparison between Japan and Austria. *Journal of Interactive Marketing*.
- Chia-Ling Eunice Liu, R. R. (2012). Determinants of Consumer Perceptions toward Mobile Advertising Comparison between Japan and Austria. *Journal of Interactive Marketing*.
- Dahono, Y. (2015, Febuari 14). Inilah Video Pertama yang Diunggah di YouTube.
<http://www.beritasatu.com/iptek/249173-inilah-video-pertama-yang-diunggah-di-youtube.html>.
- Daugherty, H. G. (2013). Advertising Versus Product Placements: How Consumers Assess the Value of Each. *Journal Of Current Issues & Research in Advertising*.
- Deliusno. (2017, Januari 1). 10 Video Iklan Terbaik YouTube Indonesia Juli-Desember 2016.
<http://tekno.kompas.com/read/2017/01/24/18462397/10.video.iklan.terbaik.youtube.indonesia.juli-desember.2016>.
- Deshwal, P. (2016). Online advertising and its impact on consumer behavior.
International Journal of Applied Research.
- Ducoffe, R. H. (1995). How Consumers Assess the Value of Advertising. *Journal of Current Issues & Research in Advertising*.
- Ducoffe, R. H. (2012). How Consumers Assess the Value of Advertising. *Journal of Current Issues & Research In Advertising*.
- Format periklanan YouTube. (n.d.).
<https://support.google.com/youtube/answer/2467968?hl=id>.
- Ha, L. (2016, Feb 23). Special Report: Online Advertising Surges in Developing and Emerging Markets While TV Advertising Remains Popular.
<http://www.portal.euromonitor.com/portal/analysis/tabc>.
- Hair et al. (2010). *Multivariate data analysis (7th ed)*. New Jersey: Pearson Education.

- Harsha Gangadharbatla, T. D. (2013). Advertising Versus Product Placements: How Consumers Assess the Value of Each. *Journal of Current Issues & Research in Advertising*.
- Iklan Es Krim Lokal Ini Ditonton Lebih dari 8 Juta Orang di Instagram. (2017, Juli 9).
https://www.kompasiana.com/boy_cj/viral-iklan-es-krim-lokal-ini-ditonton-lebih-dari-8-juta-orang-di-instagram_596165f09f91ce16be4293c2.
- indofoodvideos. (n.d.). <https://www.youtube.com/user/indofoodvideos>.
- Indonesia Boasts Highest Digital, Mobile Internet Ad Growth in World. (2015, April 13).
<https://www.emarketer.com/Article/Indonesia-Boasts-Highest-Digital-Mobile-Internet-Ad-Growth-World/1012341>.
- Joseph E. Phelps, M. G. (1996). The Aad-Ab-PI Relationship in Children: The Impact of Brand Familiarity and Measurement Timing. *Psychology & Marketing*.
- Kemp, S. (2017, January 24). Digital In 2017: Global Overview.
<https://wearesocial.com/special-reports/digital-in-2017-global-overview>.
- Kenneth C. Laudon, C. G. (2014). *E-commerce 2014*. New Jersey: Pearson.
- Larry G. Graham, T. A. (1985). Attitude Toward The Adevertisement Aand Brand Attitudes: A Classical Conditioning Perspective. *Journal of Advertising*.
- Malhotra, N. (2010). *Basic Marketinmg Research an applied orientation (6th ed)*. New Jersey: Pearson Education.
- Marceux, P. (2015, Mar 18). Top 3 Trends in Social Media for 2015: S-Commerce, Paid Ads and Smart-Social Devices.
<http://www.portal.euromonitor.com/portal/analysis/tabc>.
- Melody M. Tsang, S.-C. H.-P. (2004). Consumer Attitudes Toward Mobile Advertising: An Empirical Study. *International Journal of Electronic Commerce*.
- Milad Dehghani, M. K. (2016). Evaluating the influence of YouTube advertising for attraction of. *Computers in Human Behavior*.
- Millennials: Impact of their Behaviour on Global Consumer Markets. (2015, Oct 13).
<http://www.portal.euromonitor.com/portal/analysis/tabc>.
- Millennials: Impact of their Behaviour on Global Consumer Markets. (2015, October 13).
<http://www.portal.euromonitor.com/portal/analysis/tabc>.
- Mirela Mihic, I. K. (2017). Examining shopping enjoyment: personal factors, word of mouth and moderating effects of demographics. *Economic Research*.
- Mirela Mihić, I. K. (2017). Examining shopping enjoyment: personal factors, word of mouth and moderating effects of demographics. *Economic Research-Ekonomska Istraživanja*.
- Nancy Spears, S. N. (2004). Measruing Attitude Toward the Brand and Purchase Intention. *Journal of Current Issues and Research in Advertising*.

- Pebrianto, H. R. (2017, July 25). Sosial Media, Diam-Diam Menika.
<http://www.handikoo.com/2017/07/sosial-media-diam-diam-menikam-atau-menguntungkan.html>.
- Philip Kotler, G. A. (2013). *Principles of Marketing*. Prentice Hall: Pearson Education Limited.
- Pratama, R. A. (2015, Juli 11). Ini Daftar Iklan Indonesia yang Paling Populer di Youtube.
<http://industri.bisnis.com/read/20150711/12/452159/ini-daftar-iklan-indonesia-yang-paling-populer-di-youtube>.
- Prensky, M. (2001, October). Digital Natives, Digital Immigrants Part 1.
- Priambada, S. (2015, December). Manfaat Penggunaan Media Sosial Pada Usaha Kecil Menengah (UKM). <https://www.researchgate.net/publication/308199655>, p. 44.
- Rashid Saeed, R. N. (2013). Consumer Attitude Towards Advertisement via Mobile. *World Applied Sciences Journal*.
- Ronald E. Goldsmith, B. A. (2000). The Impact of Corporate Credibility and Celebrity Credibility on Consumer Reaction to Advertisement and Brands. *Journal of Advertising*.
- Scott B. Mackenzie, R. J. (1989). An Empirical Examination of the Structural Antecedents of Attitude Toward the Ad in an Advertising Pretesting Context. *Journal of Marketing*.
- Seytap Unal, A. E. (2011). Attitude toward Mobile Advertising-A Research to Determine the Differences between the Attitude of Youth and Adults. *International Strategic Management Conference*.
- Sinclair, J. (2016). Advertising and Media in the Age of the Algorithm. *International Journal of Communication*.
- Siohong Tih, K. T. (2016). Green Advertising Appeal and Consumer Purchase Intention.
- Subhra Chakrabarty DBA, R. Y. (2005). The Effects of Ad Irritation on Brand Attitudes. *International Journal of Sciences: Basic and Applied Research*.
- Supriadi, C. (2013, May 22). Kelebihan dan Kekurangan Berbagai Media Periklanan. <https://www.marketing.co.id/kelebihan-dan-kekurangan-berbagai-media-periklanan/>.
- Supriyanto, Y. (2017, Juli 14). Viral di Medsos, Ini Enam Keanehan Iklan Indoeskrim Nusantara. <https://netz.id/news/2017/07/14/00316/1003130717/viral-di-medsos-ini-enam-keanehan-iklan-indoeskrim-nusantara>.
- Wanmo Koo, D. K. (2012). Generation Y Consumers' Value Perceptions toward Apparel Mobile Advertising: Functions of Modality and Culture. *International Journal of Marketing Studies*.
- Website Indoeskrim. (n.d.). <http://www.indoeskrim.com>.

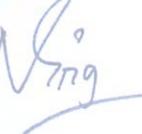
- Wijaya, R. (2017, Agustus 16). 5 Strategi Menggunakan Video untuk Menarik Para Customer. <https://giant-computer.id/blogs/5-strategi-menggunakan-video-untuk-menarik-para-customer/>.
- Xu, D. J. (2006). The Influence Of Personalization In Affecting Consumer Attitudes Toward Mobile Advertising In China. *Journal Of Computer Information Systems*.
- Yoo Jung Kim, J. H. (2014). Why smartphone advertising attracts customers: A model of web advertising, flow, and personalization. *Computers in Human Behavior*.
- Yoo Jung Kim, J. Y. (2014). why smarthpone advertising attracts customers: A model of web advertising, flow, and personalization. *Computers In Human Behavior*.
- YouTube Indoeskrim Indonesia. (n.d.).
<https://www.youtube.com/channel/UCirmNPEL55UVfO9jirpSKXw>.
- Yuniar, N. (2015, Oktober 20). Pertumbuhan video YouTube Indonesia terbesar Asia Pasifik. <https://www.antaranews.com/berita/524666/pertumbuhan-video-youtube-indonesia-terbesar-asia-pasifik>.



FORMULIR KONSULTASI SKRIPSI PRODI MANAJEMEN

ester
a Mahasiswa
a Dosen Pembimbing

: IX
: Alvin Nugroho
: 13130110018
: Bu Putnamaningsih

Minggu Konsultasi	Agenda/Pokok Bahasan	Saran Perbaikan	Paraf Dosen Pembimbing
Sept/17	Objek Penelitian	* Pencarian TOPIK	
Sept/17	Objek Penelitian	* Banti TOPIK * Cari yang sedang trend	
Oct/17	Objek Penelitian	* Perdalam Objek	
Oct/17	Objek Penelitian	* Cari data Pendukung	

Wajib: Form ini wajib dibawa pada saat konsultasi & dilampirkan di dalam skripsi

Tangerang,.....



Dosen Pembimbing

FORMULIR KONSULTASI SKRIPSI PRODI MANAJEMEN

mester
ama Mahasiswa
M
ama Dosen Pembimbing

: IX
: Alvin Nugroho
: 13130110018
: Bu Purnamaningsih

Tanggal konsultasi	Agenda/Pokok Bahasan	Saran Perbaikan	Paraf Dosen Pembimbing
OCT/17	Bahas objek Penelitian	* Nambah Jurnal * cari artikel	Ning
OCT/17	Latar belakang	* kaitkan jurnal dengan objek * cari data pendukung	Ning
OCT/17	Latar belakang	* Perbaiki data * buat outline	Ning
OCT/17	Bab 1	* Review batasan Penelitian	Ning

an: Form ini wajib dibawa pada saat konsultasi & dilampirkan di dalam skripsi

Tangerang,.....



Dosen Pembimbing

FORMULIR KONSULTASI SKRIPSI PRODI MANAJEMEN

mester

Nama Mahasiswa

M

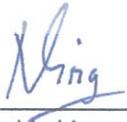
Nama Dosen Pembimbing

: IX
: Alvin Nugroho
: 13130110018
: Bu Purnamaningsih

Tanggal konsultasi	Agenda/Pokok Bahasan	Saran Perbaikan	Paraf Dosen Pembimbing
1/okt/17	Bab 1	* Revisi bab I	Ning
2/okt/17	Bab 2	* Youtube ads - tujuan - manfaat * Rumusan masalah - buat outline - Cari Jurnal terbaru	Ning
3/okt/17	Bab 1	* Lanjutkan rumusan masalah * revisi * Mulai bab II	Ning
Nov/17	Bab 1 Bab 2	* Cek kembali variabel titik * Tambah informasi tentang AMB → AB * Ulang bab 2	Ning

Notatan: Form ini wajib dibawa pada saat konsultasi & dilampirkan di dalam skripsi

Tangerang,.....



Dosen Pembimbing



UMN
UNIVERSITAS
MULTIMEDIA
NUSANTARA

FORMULIR KONSULTASI SKRIPSI PRODI MANAJEMEN

nester
ma Mahasiswa
M
ma Dosen Pembimbing

: IX
: Alvin Nugroho
: 13130110018
: Bu Purnama Ning Ningsih

Tanggal konsultasi	Agenda/Pokok Bahasan	Saran Perbaikan	Paraf Dosen Pembimbing
NOV 2017	Bab 1 Review Bab 2	* Nambahin teori * Nambahin Jurnal	Ning ✓
NOV 2017	Bab 1 Latar belakang Bab 2	- bikin outline - kembangkan lagi - lengkapi - Perbaiki kesimpulan - Perbaiki EYD	Ning ✓
NOV 2017	Bab 1 Bab 2	- Perbaiki typo - Perbaiki beberapa kalimat	Ning ✓
/Nov/2017	Kuisisioner	Perbaiki dan buat kuisisioner	Ning ✓

Notatan: Form ini wajib dibawa pada saat konsultasi & dilampirkan di dalam skripsi

Tangerang,.....

Dosen Pembimbing

FORMULIR KONSULTASI SKRIPSI PRODI MANAJEMEN

Semester : IX
 Nama Mahasiswa : Alvin Nugroho
 NIM : 13130110018
 Nama Dosen Pembimbing : Bu Purnamaningsih

Tanggal Konsultasi	Agenda/Pokok Bahasan	Saran Perbaikan	Paraf Dosen Pembimbing
3/1/18	* Meraifikasi data validitas	* Perbaiki data	Ning
5/1/18	* Konsultasi bab3 * Konsultasi bab4	* Kembangkan hasil analisis dan implikasi	Ning
2/1/18	* Konsultasi bab4	* Refrensi diperbaiki * Perbaikan diagram	Ning
1/1/18	* Konsultasi bab4	* cek kembali babasan penilitian * Cari Jurnal literatur Positif ke ATMA * Dari awal - akhir coba dibawa	Ning

catatan: Form ini wajib dibawa pada saat konsultasi & dilampirkan di dalam skripsi

Tangerang,.....



Dosen Pembimbing