

DAFTAR PUSTAKA

- Annistri, A. (2020, februari 21). *Mengulik Sejarah Instagram, Media Sosial Paling Banyak Digandrungi Masa Kini.* Retrieved from cekaja.com: <https://www.cekaja.com/info/mengulik-sejarah-instagram-media-sosial-paling-banyak-digandrungi-masa-kini/>
- Ascend2 Research-Based Marketing. (2019). *The most effective tactics used by digital marketers in their marketing strategies, 2019:*. Digital Marketing Community .
- B1. (2012, September 25). *Beritasatu.com*. Retrieved from Konser SMTOWN Live World Tour III di Jakarta Diklaim Terbesar: <https://www.beritasatu.com/beritasatu/hiburan/73807/konser-smtown-live-world-tour-iii-di-jakarta-diklaim-terbesar>
- Brand , W. A. (2013). *Social Media Engagement For Dummies*. New Jersey: John Wiley & Sons, Inc.
- Elihami, & Syahid, A. (2018). PENERAPAN PEMBELAJARAN PENDIDIKAN AGAMA ISLAM DALAM MEMBENTUK KARAKTER PRIBADI YANG ISLAMIDownload. *Edusmaspul*, 10.
- Hall, J. (2017). *Top of Mind: Use Content to Unleash Your Influence and Engage Those Who Matter to You*. United States: McGraw-Hill.
- Heldman, A. B., Schindelar, J., & Weaver, J. B. (2013). Social Media Engagement and Public Health Communication: Implications for Public Health Organizations Being Truly “Social”. *Public Health Reviews*, 4.
- Herlina, S. (2015). STRATEGI KOMUNIKASI HUMAS DALAM MEMBENTUK CITRA PEMERINTAHAN DI KOTA MALANG. *Jurnal Ilmu Sosial dan Ilmu Politik* , 494.

- Holloman, C. (2012). *The Social Media MBA*. West Sussex : John Wiley & Sons ltd.
- Idrus, M., & Priyono. (2014). *Penelitian Kualitatif di Manajemen Bisnis*. Taman Sidoarjo: Zifatama.
- Ika, N. (2019, Desember 2). *tirto.id*. Retrieved from Konser Super Junior Jakarta Digelar 11 Januari 2020 di ICE BSD: <https://tirto.id/konser-super-junior-jakarta-digelar-11-januari-2020-di-ice-bsd-emG7>
- J. Wertz, F., Charmaz, K., McMullen, L., Josselson, R., Anderson, R., & McSpadden, E. (2011). *Five Ways of Doing Qualitative Analysis*. New York: The Guilford Press.
- Jackson, N. (2013). *Promoting and Marketing Events*. USA and Canada: Routledge.
- Kotler, M., Cao, T., Wang, S., & Qiao, C. (2020). *Marketing Strategy in the Digital Age: Applying Kotler's Strategies to Digital Marketing*. Singapore: World Scientific Publishing.
- Monareh, R. E., & Wiryanan, Z. Z. (2012). Pengaruh Brand Awareness Terhadap Brand Loyalty sebagai Determinan Terhadap Purchase Intention. *Jurnal Manajemen*, 299-311.
- Mulyana, D. (2013). *Metodologi Penelitian Kualitatif*. Bandung: PT Remaja Rosdakarya .
- Odden, L. (2012). *Optimize: How to Attract and Engage More Customers by Integrating SEO, Social Media, and Content Marketing*. New Jersey: John Wiley & Sons, Inc.
- Peet, L. M., & Haase, A. Q. (2016). A Model of Social Media Engagement: UserProfiles, Gratifications, and Experiences. In H. O'Brien, & P. Cairns, *Why Engagement Matters: Cross-Disciplinary Perspectives of User*

- Engagement in Digital Media* (p. 199). Switzerland : Springer International Publishing.
- Pradoko, A. S. (2017). *paradigma metode penelitian kualitatif*. Yogyakarta: UNY Press.
- Putri, A. W. (2020, Januari 10). *Penggemar K-Pop Indonesia adalah Ladang Emas Oppa Korea*. Retrieved from tirto.id: <https://tirto.id/penggemar-k-pop-indonesia-adalah-ladang-emas-oppa-korea-eroc>
- Quesenberry, K. A. (2019). *Social Media Strategy Marketing, Advertising, and Public Relations in the Consumer Revolution*. London: Rowman & Littlefield.
- Rachman, A., & Utomo, U. (2018). SING PENTING KERONCONG : SEBUAH INOVASI PETUNJUKKAN MUSIK. *Jurnal Pendidikan dan Kajian Seni*, 57.
- Safko, L. (2012). *The Social Media Bible: Tactics, Tools, and Strategies for Business Success, 3rd Edition*. Hoboken, New Jersey : John Wiley & Sons, inc.
- Sari, H. R. (2019, Mei 17). *Antaranews.com*. Retrieved from Permintaan tinggi, tiket konser Super Junior di Indonesia ditambah: <https://www.antaranews.com/berita/874932/permintaan-tinggi-tiket-konser-super-junior-di-indonesia-ditambah>
- Scott, D. M. (2011). *The New Rules of Marketing & PR : How to Use Social Media, Online Video, Mobile Applications, Blogs, News Releases, and Viral Marketing to Reach Buyers Directly*. New Jersey: y John Wiley & Sons, Inc.
- Semiawan , P. R. (2010). *Metode Penelitian Kualitatif JENIS, KARAKTERISTIK, DAN KEUNGGULANNYA*. jakarta: Grasindo.

- Setiawan , T. S. (2019, februari 2). *kompas.com*. Retrieved from SM Entertainment Buka Kantor Perwakilan di Indonesia, Apa Saja Isinya?: <https://entertainment.kompas.com/read/2019/02/08/181035310/sm-entertainment-buka-kantor-perwakilan-di-indonesia-apa-saja-isinya?page=all>
- Setioko, B. (2011). Penggunaan Metoda Grounded Theory Dibawah Payung Paradigma Postpositivistik Pada Penelitian Tentang Fenomena Sosial Perkotaan. *E Journal Undip*, 2-3.
- Shimp , T. A., & Andrews, J. C. (2013). *Advertising Promotion and Other Aspects of Integrated Marketing Communications*, 9th ed. South-Western: Cengage Learning .
- Shimp, T. A. (2010). *Advertising, Promotion, and Other Aspects of Integrated Marketing Communications*. South-Western: Cengage Learning.
- SM Entertainment. (2016). *SM Entertainment Mission And Vision*. Retrieved from smentertainment.com:
<https://www.smentertainment.com/Overview/Vision>
- SM Entertainment. (2016). *SM Entertainment Company Introduction*. Retrieved from smentertainment.com:
<https://www.smentertainment.com/Overview/Introduction>
- Soesmanto, T. (2018, Desember 7). *K-popnomics: Bagaimana Indonesia dan negara lain bisa belajar dari industri musik Korea?* Retrieved from theconversation.com: <https://theconversation.com/k-popnomics-bagaimana-indonesia-dan-negara-lain-bisa-belajar-dari-industri-musik-korea-107897>
- Solis , B. (2010). *Engage Build Cultivate and measure Success on the Web*. Hoboken, New Jersey.: John Wiley & Sons, Inc.
- Taprial, V., & Kanwar, P. (2012). *Understanding Social Media* . bookbon.com.

- Tjiptono, F. (2015). *STRATEGI PEMASARAN Edisi 4*. Yogyakarta: Andi Offset.
- Umanailo, M. B. (2019, October 23). *NEO POSITIVISME- POSITIVISME- POST POSITIVISM*. Retrieved from Research Gate: <https://www.researchgate.net/deref/http%3A%2F%2Fd.x.doi.org%2F10.31219%2Fosf.io%2Fbz4yh>
- Waldeck, Y. (2018, agustus 31). *Value of music industry exports from South Korea 2005-2018*. Retrieved from statista.com: <https://www.statista.com/statistics/625158/south-korea-export-music-industry/>
- Waldeck, Y. (2020, Juli 8). *Preferred content on YouTube in South Korea in 2019*. Retrieved from statista.com: <https://www.statista.com/statistics/995952/south-korea-content-youtube/#statisticContainer>
- Wang, X., & Yang, Z. (2010). The Effect of Brand Credibility on Consumers' BrandPurchase Intention in Emerging Economies: TheModerating Role of Brand Awareness and Brand Image. *Journal of Global Marketing*, 177-188.
- Yin, R. K. (2014). *Case Study Research Design and Methods*. California: Sage.
- Zarella, D. (2010). *the media marketing book* . Canada: O'Reilly Media,.