

DAFTAR PUSTAKA

- Aji, P. M., Nadhila, V., & Sanny, L. (2020). Effect of social media marketing on Instagram towards purchase intention: Evidence from Indonesia's ready-to-drink tea industry. *International Journal of Data and Network Science*, 4(2), 91–104. <https://doi.org/10.5267/j.ijdns.2020.3.002>
- Ali, S. (2020). *The self love workbook for teens: A transformative guide to boost self-esteem, build healthy mindsets, and embrace your true self*. Berkeley: Ulysses Press.
- Alika, O. R. (2020, July 2). *Survei: 54% UMKM pakai media sosial untuk pacu penjualan saat pandemi*. *Bisnis Katadata.co.id*. Retrieved June 2, 2022, from <https://katadata.co.id/ekarina/berita/5efdb7a7bea69/survei-54-umkm-pakai-media-sosial-untuk-pacu-penjualan-saat-pandemi>
- Ani, S. M. R. (2018). Pengaruh cause related marketing dan brand image terhadap brand trust pada biro travel online. *Scriptura*, 8(1), 22-29. <https://doi.org/10.9744/scriptura.8.1.22-29>
- Belch, G. E., & Belch, M. A. (2018). *Advertising and promotion: An integrated marketing communications perspective* (11th ed). New York: McGraw-Hill Education.
- Bobbitt, R., & Sullivan, R. (2014). *Developing the public relations campaign: A team-based approach* (3rd ed.). Pearson.
- Boer, R. F., & Lesmana, D. (2018). Eksplorasi faktor beliefs dan attitudes: kajian terhadap social judgement theory di era media digital. *Bricolage: Jurnal Magister Ilmu Komunikasi*, 4(1), 51-63. <http://dx.doi.org/10.30813/bricolage.v4i01.1651>
- Creswell, J. W., & Creswell, J. D. (2018). *Research design: Qualitative, quantitative, and mix methods approaches* (5th ed.). Los Angeles: SAGE Publications.
- Dewi, W. W. A., Avicenna, F., & Meideline, M. M. (2020). Purchase intention of green products following an environmentally friendly marketing campaign: Results of a survey of Instagram followers of InnisfreeIndonesia. *Asian Journal for Public Opinion Research*, 8(2), 160–177. <https://doi.org/https://doi.org/10.15206/ajpor.2020.8.2.160>
- Ferdinand, A. (2014). *Metode penelitian manajemen*. Semarang: Badan Penerbit Universitas Diponegoro.

- Gandur, G. R. Y., & Prasetya, W. (2022). Pengaruh sales promotion, korean celebrity endorsement, dan kampanye #JagaEkonomiIndonesia terhadap citra merek dan minat beli pada Tokopedia. *Syntax Literate*, 7(2), 696–716. <https://doi.org/http://dx.doi.org/10.36418/syntax-literate.v7i2.6280>
- Ghozali, I. (2013). *Aplikasi analisis multivariate dengan program IBM dan SPSS 21* (7th ed.). Semarang: Universitas Diponegoro.
- Griffin, E., Ledbetter, A., & Sparks, G. (2019). *A first look at communication theory* (10th ed.). New York: McGraw-Hill Education.
- Handayani, I. (2019, May 29). *Fearless Beauty ajak perempuan Indonesia percaya diri*. BeritaSatu.com. Retrieved June 27, 2022, from <https://www.beritasatu.com/archive/556975/fearless-beauty-ajak-perempuan-indonesia-percaya-diri>
- Jacques, R. (2016, January 5). *Women criticize themselves at least 8 times a day (for super-depressing reasons)*. Retrieved February 17, 2022, from <https://www.allure.com/story/women-self-esteem-study>
- Kemp, S. (2021, February 11). *Digital in Indonesia: All the statistics you need in 2021*. Data Reportal – Global Data Insights. Retrieved February 18, 2022, from <https://datareportal.com/reports/digital-2021-indonesia>
- Kemp, S. (2021, October 21). *Digital 2021 October global statshot report*. DataReportal – Global Digital Insights. Retrieved February 18, 2022, from <https://datareportal.com/reports/digital-2021-october-global-statshot>
- Kotler, P., Keller, K. L. (2016). *Marketing management* (15th ed.). Harlow: Pearson.
- Kriyantono, R. (2014). *Teknik praktis riset komunikasi* (7th ed.). Jakarta: Kencana Prenada Media Group.
- Liliweri, A. (2011). *Komunikasi: Serba ada serba makna*. Jakarta: Kencana Prenada Media Group.
- Logan, M. (2020). *Self-love workbook for women: Release self-doubt, build self-compassion, and embrace who you are*. Emeryville: Rockridge Press.
- Malhotra, N. K., & Dash, S. (2016). *Marketing research: An applied orientation* (7th ed.). India: Pearsons.
- Monica, C. (2020, May 30). *Mengenal koleksi skin care dari brand lokal Somethinc, mulai essence hingga serum!*. BeautyJournal.id. Retrieved

February 18, 2022, from <https://journal.sociolla.com/beauty/produk-skin-care-somethinc>

Neuman, W. L. (2014). *Social research methods: Qualitative and quantitative approaches* (7th ed). Harlow: Pearson.

Nicole. [nicolesmakeup_]. (2022, February 17). *Everyday is self-care day! Made easy with @somethincofficial Botanical Heritage Oil Serum! 🌿 ✨ multipurpose oil yang bisa dipakai di wajah* [Photo]. Instagram. https://www.instagram.com/p/CaE3dGfPK19/?utm_source=ig_web_copy_link

Official Website Somethinc. SOMETHINC. (2022). Retrieved May 18, 2022, from <https://somethinc.com/id>

Perloff, R. M. (2017). *The dynamics of persuasion: Communication and attitudes in the 21st century* (6th ed). New York: Routledge.

Pulizzi, J. (2014). *Epic content marketing: How to tell a different story, break through the clutter, and win more customers by marketing less*. New York: McGraw-Hill.

Putra, R., & Candraningrum, D. A. (2021). Pengaruh kampanye cup of courage starbucks terhadap minat beli produk minuman pink voice di starbucks stasiun 81essa8181 kota. *Prologia*, 5(1), 81–87. <https://doi.org/10.24912/pr.v5i1.8139>

Putri, C. N. (2021, April 24). *Mengenal Irene Ursula, perempuan di balik kesuksesan produk kecantikan lokal Somethinc*. KOMPAS.com. Retrieved May 18, 2022, from <https://www.kompas.com/parapuan/read/532665005/mengenal-irene-ursula-perempuan-di-balik-kesuksesan-produk-kecantikan-lokal-somethinc>

Ramlan, A. K. [@almeidakezia]. (2022, February 16). *My skin has flaws, this body has stretchmarks everywhere.. But for me, beauty is about being comfortable in your own* [Photo]. Instagram. https://www.instagram.com/p/CaCa2isJAGV/?utm_source=ig_web_copy_link

Rice, R. E., & Atkin, C. K. (2013). *Public communication campaigns* (4th ed.). Los Angeles: SAGE Publications.

Ruslan, R. (2013). *Kiat dan strategi kampanye public relations* (7th ed.). Jakarta: PT RajaGrafindo Persada.

- Sharma, J. (2019, July 2). *Halima stars in MAC's Love Me lipstick campaign*. PAPER. Retrieved June 27, 2022, from <https://www.papermag.com/mac-love-me-lipstick-2639057440.html?rebellitem=6#rebellitem6>
- Something [@somethincofficial]. (2022, February 11). *Bring back the stretch-free you! #RespectMyBody Loving you soon 14.02.22* [Video]. Instagram. https://www.instagram.com/tv/CZ0i6dSFx72/?utm_source=ig_web_copy_link
- Something [@somethincofficial]. (2022, February 11). *What's your definition of #RespectMyBody? For us, loving our body doesn't mean you can't do anything to be your better* [Video]. Instagram. https://www.instagram.com/tv/CZ1RI4fFJbg/?utm_source=ig_web_copy_link
- Something [@somethincofficial]. (2022, February 14). *I'm only human. I realized I have so many flaws not only in myself but also in my body. But* [Video]. Instagram. https://www.instagram.com/tv/CZ8SUEVFGzw/?utm_source=ig_web_copy_link
- Something [@somethincofficial]. (2022, February 27). *Fade dark spots & brighten your skin in 28 days! With 3x powerful brightening ingredients: alpha arbutin, rainbow algae &* [Photo]. Instagram. https://www.instagram.com/p/CaeLOPPv20V/?utm_source=ig_web_copy_link
- Sugiyono. (2013). *Metode penelitian kuantitatif, kualitatif dan R&D* (19th ed.). Bandung: Alfabeta.
- Sugiyono. (2015). *Metode penelitian pendidikan: Pendekatan kuantitatif, kualitatif dan R&D*. Bandung: Alfabeta.
- Vella, S., Falzon, R., & Azzopardi, A. (2019). *Perspectives on wellbeing: A reader*. Leiden: Brill Sense.
- Venus, A. (2018). *Manajemen kampanye: Panduan teoritis dan praktis dalam mengefektifkan kampanye komunikasi publik (edisi revisi)*. Bandung: Symbiosa Rekatama Media.
- What is Self Love*. The Body Shop Indonesia. (2022). Retrieved June 27, 2022, from <https://www.thebodyshop.co.id/about-us/self-love/what-is-self-love>
- Yusuf, A. M. (2017). *Metode penelitian kuantitatif, kualitatif, dan penelitian gabungan* (4th ed.). Jakarta: Kencana Prenada Media.