

DAFTAR PUSTAKA

- Agam, D. N. L. A. (2017). Followers Ratio on Instagram Affects the Product's Brand Awareness. *Australian Journal of Accounting, Economics and Finance*, 3(2), 84–89.
- Anna, L. K. (2020). *Pengaruh Pandemi Covid-19 Pada Industri Kecantikan*. Kompas.Com. <https://lifestyle.kompas.com/read/2020/06/07/180722420/pengaruh-pandemi-covid-19-pada-industri-kecantikan?page=all>
- Armayani, R. R., Chintiya Tambunan, L., Siregar, R. M., Lubis, N. R., & Azahra, A. (2021). Analisis Peran Media Sosial Instagram dalam Meningkatkan Penjualan Online. *Jurnal Pendidikan Tambusai*, 5(3), 8920–8928.
- As'ad, H. A.-R., & Alhadid, A. Y. (2014). *The Impact of Social Media Marketing on Brand Equity: An Empirical Study on Mobile Service Providers in Jordan*. 1–14.
- Batubara, J. (2017). Paradigma Penelitian Kualitatif dan Filsafat Ilmu Pengetahuan dalam Konseling. *Jurnal Fokus Konseling*, 3(2), 1–107. <https://doi.org/10.26638/jfk.387.2099>
- Bisnisindonesia.id. (2021). *Prospek Industri Kosmetik Kian Cantik*. Bisnisindonesia.Id. <https://bisnisindonesia.id/article/prospek-industri-kosmetik-kian-cantik>
- Blakeman, R. (2018). *Integrated Marketing Communication: Creative Strategy From Idea to Implementation, 3rd edition* (3rd ed.). Rowman & Littlefield. <https://doi.org/10.2307/3008145>
- Creswell, J. W., & Poth, C. N. (2018). *Qualitative Inquiry & Research Design: Choosing Among Five Approaches* (4th ed.). SAGE Publications, Inc. <https://doi.org/10.13187/rjs.2017.1.30>
- Creswell, W. J., & Creswell, J. D. (2018). *Research Design: Qualitative, Quantitative and Mixed Methods Approaches* (5th ed.). SAGE Publications, Inc. file:///C:/Users/Harrison/Downloads/John W. Creswell & J. David Creswell - Research Design_ Qualitative, Quantitative, and Mixed Methods Approaches (2018).pdf%0Afile:///C:/Users/Harrison/AppData/Local/Mendeley Ltd./Mendeley Desktop/Downloaded/Creswell, Cr
- Diaz-Ortiz, C. (2019). *Social Media Success For Every Brand: The Five StoryBrand Pillars That Turns Posts Into Profits*. Harpercollins Leadership.
- Doembana, I., Rahmat, A. &, & Farhan, M. (2017). *Manajemen dan Strategi komunikasi Pemasaran*. Zahir Publishing.
- Firmansyah, M. A. (2019). Pemasaran Produk dan Merek (Planning & Strategy). In *Buku Pemasaran Produk dan Merek*. CV. Penerbit Qiara Media.
- Firmansyah, M. A. (2020). *Komunikasi Pemasaran*. CV. Penerbit Qiara Media. <https://www.researchgate.net/publication/342644678>
- Fransiska, V., & Paramita, S. (2020). Live Shopping dalam Industri Komunikasi Digital melalui Instagram. *Prologia*, 4(1), 67–74. <https://doi.org/10.24912/pr.v4i1.6435>

- Gumiwang, R. (2019). *Di Balik Tren Masuknya Para Artis ke Industri Kosmetik*. Tirto.Id. <https://tirto.id/di-balik-tren-masuknya-para-artis-ke-industri-kosmetik-ecFW>
- Hardani, Auliya, N. H., Andriani, H., Ustiawaty, J., Utami, E. F., Sukmana, D. J., Istiqomah, R. R., & Fardani, R. A. (2020). Buku Metode Penelitian Kualitatif dan Kuantitatif. In *Pustaka Ilmu*. CV. Pustaka Ilmu Group.
- Holmes, J. (2015). *Instagram Blackbook: Everything You Need To Know About Instagram For Business and Personal - Ultimate Instagram Marketing Book*.
- Jalil, M. I. A., Lada, S., Bakri, M. A., & Hassan, Z. (2021). Halal Cosmetics Repurchase Intention: the Role of Marketing on Social Media. *Journal of Islamic Monetary Economics and Finance*, 7(4), 629–650. <https://doi.org/10.21098/jimf.v7i4.1379>
- Jayani, D. H. (2021). *Produk Kesehatan dan Kecantikan Paling Laku Saat Pandemi*. Databoks.Katadata.Co.Id. <https://databoks.katadata.co.id/datapublish/2021/10/27/produk-kesehatan-dan-kecantikan-paling-laku-saat-pandemi>
- Julianti, I., & Delliana, S. (2020). Rebel Together Sebagai Strategi Komunikasi Pemasaran Digital Madformakeup Di Tengah Pandemi COVID-19. *Communicatus: Jurnal Ilmu Komunikasi*, 4(2), 207–228. <https://doi.org/10.15575/cjik.v4i2.9686>
- Kane, A. (2020). *SOCIAL MEDIA MARKETING AND ONLINE BUSINESS 2021: Beyond 2020! Rise to the top of the Main eCommerce Platforms Using the Most Unscrupulous and Winning Tactics of Instagram, YouTube & Facebook*.
- Kaur, K., & Kumar, P. (2020). Social Media Usage in Indian Beauty and Wellness Industry: a Qualitative Study. *TQM Journal*, 33(1), 17–32. <https://doi.org/10.1108/TQM-09-2019-0216>
- Keller, K. L., & Swaminathan, V. (2020). *Strategic Brand Management: Building, Measuring, and Managing Brand Equity* (5th ed.). Pearson Education, Inc.
- Kementerian Perindustrian Republik Indonesia. (2013). *Indonesia Lahan Subur Industri Kosmetik*. Kemenperin.Go.Id. <https://kemenperin.go.id/artikel/5897/Indonesia-Lahan-Subur-Industri-Kosmetik>
- Kemp, S. (2022). *Digital 2022: Indonesia*. Datareportal.Com. <https://datareportal.com/reports/digital-2022-indonesia>
- Kotler, P., Kartajaya, H., & Setiawan, I. (2017). *MARKETING 4.0 Moving from Traditional to Digital*. John Wiley & Sons, Inc.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). Pearson Education.
- Mecadinisa, N. (2021). *Melihat Perkembangan Industri Kosmetik di Indonesia Pasca Covid-19*. Fimela.Com. <https://www.fimela.com/beauty/read/4578615/melihat-perkembangan-industri-kosmetik-di-indonesia-pasca-covid-19>
- Murdiyanto, E. (2020). Metode Penelitian Kualitatif (Teori dan Aplikasi disertai Contoh Proposal). In *Lembaga Penelitian dan Pengabdian Pada Masyarakat UPN "Veteran" Yogyakarta Press*. Lembaga Penelitian dan Pengabdian Pada Masyarakat.

http://www.academia.edu/download/35360663/METODE_PENELITIAN_KUALITAIF.docx

- Paine, K. D. (2011). *Measure What Matters (Online Tools for Understanding Customers, Social Media, Engagement, and Key Relationships)*. John Wiley & Sons, Inc.
- Quesenberry, K. A. (2019). *Social Media Strategy: Marketing, Advertising, and Public Relations In The Consumer Revolution* (2nd ed.). Rowman & Littlefield.
- Rahmadhani, U., Purnomo, D., & Pujianto, T. (2021). Strategi Promosi Dalam Meningkatkan Brand Awareness Melalui Media Sosial Instagram Pada Startup Trafeeka Coffee. *Jurnal Ekonomi Pertanian Dan Agribisnis (JEPA)*, 5 (2), 377–389.
- Rakhmawati, Y. (2019). *Metode Penelitian Komunikasi*. CV. Putra Media Nusantara (PMN).
- Riski, M. Z., Susilo, M. E., & Ardhanariswari, K. A. (2021). Social Media Marketing Strategy “&Friends” in Building Brand Engagement for Himalaya Herbs Indonesia. *The Indonesian Journal of Communication Science*, 14 (1), 44–56.
- Scott, D. M. (2020). *The New Rules of Marketing & PR: How To Use Content Marketing, Podcasting, Social Media, AI, Live Video, And NewsJacking To Reach Buyers Directly* (7th ed.). John Wiley & Sons.
- Suyitno. (2018). Metode Penelitian Kualitatif: Konsep, Prinsip, dan Operasionalnya. In *Akademia Pustaka*. Akademia Pustaka.
- Tuten, T. L., & Solomon, M. R. (2018). *Social Media Marketing* (3rd ed.). SAGE Publications Ltd.
- Vinerean, S. (2017). Importance of Strategic Social Media Marketing. *Expert Journal of Marketing*, 5(1), 28–35. [https://doi.org/10.1016/s0002-9343\(96\)80092-1](https://doi.org/10.1016/s0002-9343(96)80092-1)
- Yin, R. K. (2018). *Case Study Research and Applications: Design and Methods* (6th ed.). SAGE Publications, Inc.

U M N
UNIVERSITAS
MULTIMEDIA
NUSANTARA