

DAFTAR PUSTAKA

- Abdurrahim, & Sangen, M. (2019). Pengaruh Content Marketing, Sales Promotion, Personal Selling, Dan Advertising Terhadap Minat Beli Konsumen . *Jurnal Sains Manajemen Dan Kewirausahaan (JSMK)*, 3, 42-47.
- Anderson, K. E. (2020). Getting acquainted with social networks and apps: It is time to talk about TikTok. *Library Hi Tech News*, 37(4), 7-12. <https://doi.org/10.1108/LHTN-01-2020-0001>
- Andrews, J. C., & Shimp, T. A. (2018). *Advertising, Promotion, and other aspects of Integrated*. Boston: Nelson Education.
- Anggito, A., & Setiawan, J. (2018). *Metodologi Penelitian Kualitatif*. CV Jejak.
- Annur, C. M. (2023, May 24). *Pengguna TikTok di Indonesia Terbanyak Kedua di Dunia per April 2023, Nyaris Salip AS?* Diambil kembali dari Katadata.co.id: <https://databoks.katadata.co.id/index.php/datapublish/2023/05/24/pengguna-a-tiktok-di-indonesia-terbanyak-kedua-di-dunia-per-april-2023-nyaris-salip-as>
- Arora, H., & Jain, P. (2021). ADVERTISING APPEALS: A STRATEGY TO INFLUENCE CUSTOMER ATTITUDE. *Vidyabharati International Interdisciplinary Research Journal*, 13(1), 433-444.
- Ashley, C., & Tuten, T. (2015). Creative strategies in social media marketing: An exploratory study of branded social content and consumer engagement. *Psychology and Marketing*, 32(1), 15-27. <https://doi.org/10.1002/mar.20761>
- Bate, C. E., Saerang, D. P., & Saerang, R. T. (2022). THE INFLUENCE OF HUMOR ADVERTISING, CONTENT MARKETING AND PSYCHOLOGICAL FACTORS ON BRAND AWARENESS IN SHOPEE'S YOUTUBE COMMERCIAL "SHOPEE COD (TUKUL ARWANA'S VERSION)". *Jurnal EMBA*, 10(4), 1050-1060.

- Beard, F. K. (2016). One Hundred Years of Humor in American Advertising. *Journal of Macromarketing*, 25(1), 63-64. <https://doi.org/10.1177/0276146705274965>
- Bening, B., & Kurniawati, L. (2019). The Influence of Content Marketing toward the Customer Engagement of Tokopedia Users in Yogyakarta. *International*, 3, 138-148. <https://doi.org/http://jurnal.ustjogja.ac.id/index.php/incotes/index>
- Berger, A. A. (2012). *An Anatomy of Humor*. United States of America: Transaction Publisher.
- Bompar, L., Lunardo, R., & Saintives, C. (2018). The effects of humor usage by salespersons: the roles of humor type and business sector. *Journal of Business & Industrial Marketing*, 33(5), 599-609. <https://doi.org/10.1108/JBIM-07-2017-0174>
- Borden, D. S., & Suggs, L. S. (2019). Strategically leveraging humor in social marketing campaigns. *Social Marketing Quarterly*, 25(3), 193-208. <https://doi.org/10.1177/1524500419854068>
- Creswell, J. W. (2018). *Research Design: Qualitative, Quantitative and Mixed*. SAGE Publications Ltd.
- Fachmy, R. N., Barkah, C. S., Herawaty, T., & Aulina, L. (2021). Strategi Optimalisasi Media Sosial Melalui Konten Humor dalam Peningkatan Penjualan Produk UMKM Di Tengah Pandemi Covid-19 (Studi Kasus Pada Toko Sikece). *JEMMA (Journal of Economic, Management and Accounting)*, 4(2), 183-194. <https://doi.org/10.35914/jemma.v4i2.784>
- Fauzan, R. (2021, April 22). *Belanja Iklan 2020 Moncer, Nielsen: Ini Proyeksi untuk 2021*. Diambil kembali dari Bisnis.com: <https://ekonomi.bisnis.com/read/20210422/12/1384960/belanja-iklan-2020-moncer-nielsen-ini-proyeksi-untuk-2021>
- Firmansyah, A. (2020). *Komunikasi Pemasaran*. CV. PENERBIT QIARA MEDIA.

- Keller, K. L., & Kotler, P. (2015). *Strategic Brand Management: Building, Measuring, and Managing Brand Equity*. New Jersey: Pearson.
- Keller, K. L., Parameswaran, M. G., & Jacob, I. (2015). *Strategic Brand Management: Building, Measuring, and Managing Brand Equity*. India: Pearson India Education Services Pvt.
- Koneska, L., Teofilovska, J., & Dimitrieska, S. (2017). Humor in Advertising. *European Journal of Economics*, 3(2), 116-123.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management: Global Edition*. Edinburgh Gate Harlow : Pearson Education.
- Kotler, P., Kartajaya, H., & Setiawan, I. (2017). *Marketing 4.0: Moving from Traditional to Digital*. John Wiley & Sons, Inc., Hoboken, New Jersey.
- Lussier, B., Grégoire, Y., & Vachon, M.-A. (2017). The role of humor usage on creativity, trust and performance in business relationships: An analysis of the salesperson-customer dyad. *Industrial Marketing Management*, 65, 168-181. <https://doi.org/10.1016/j.indmarman.2017.03.012>
- Ma, Y., & Hu, Y. (2021). Business model innovation and experimentation in transforming economies: ByteDance and TikTok. *Management and Organization Review*, 17(2), 382-388. <https://doi.org/10.1017/mor.2020.69>
- Malhotra, N. K., Nunan, D., & Birks, D. F. (2017). *Marketing Research: an Applied Approach*. Harlow: Pearson.
- Manideep, A. S., Yedukondalu, D., Ramya, M. L., & Reddy, S. K. (2019). Consumers' Perception on Advertising Appeals in Digital Media: A Case of Indian Wellnes Firms. *International Journal of Management, Technology And Engineering*, 9(5), 5543-5551.
- Moriarty, S., Mitchell, N., & Wells, W. (2012). *Advertising & IMC Principles and Practice*. New Jersey: Pearson Education.
- Murdiyanto, E. (2020). *Metode Penelitian Kualitatif: Teori dan Aplikasi Disertai Contoh Proposal*. LP2M Yogyakarta Press.

- Nurifa'i, S., & Nugrahani, R. U. (2022). Pengaruh Daya Tarik Iklan Humor Head & Shoulders Terhadap Sikap Khalayak pada Merek. *MEDIUM*, 10(1), 397-408. [https://doi.org/10.25299/medium.2022.vol10\(1\).10173](https://doi.org/10.25299/medium.2022.vol10(1).10173)
- Peelen, E., & Beltman, R. (2013). *Customer Relationship Management, 2nd Edition*. Harlow, United Kingdom: Pearson Education Limited.
- Prajogo, W., & Purwanto, E. (2020). The influence of advertising appeals on viral advertising, brand awareness, and purchase intention: The moderator role of hedonic personality. *JEMA: Jurnal Ilmiah Bidang Akuntansi dan Manajemen*, 17(1), 19-34. <https://doi.org/10.31106/jema.v17i1.5298>
- Primanto, A. B., & Dharmmesta, B. S. (2019). What Happens After They Laugh: How Humorous Advertisement Have An Effect on Consumers' Attitudes, Word of Mouth Intentions, and Purchase Intentions, with The Need for Humor Playing A Moderating Role. *Journal of Indonesian Economy and Business*, 34, 113-127. <https://doi.org/10.22146/jieb.23036>
- Pulizzi, J. (2014). *Epic Content Marketing*. McGraw Hill Professional.
- Putra, A. A. (2013). Persepsi Khalayak terhadap Penggunaan Strategi Humor Iklan Televisi Djarum 76 versi Terdampar di Pulau. *WACANA: Jurnal Ilmiah Ilmu Komunikasi*, 12(2), 179-197. <https://doi.org/10.32509/wacana.v12i2.110>
- Qazzafi, S. (2020). Factor Affecting Consumer Buying Behavior: A Conceptual Study. *IJSRD - International Journal for Scientific Research & Development*, 8(2), 1205-1208.
- Ramadayanti, F. (2019). Peran Brand Awereness terhadap Keputusan Pembelian Produk. *Jurnal Studi Manajemen Bisnis*, 6, 78-83. <https://doi.org/https://doi.org/10.21107/jsmb.v6i2.6690>
- Rangaswamy, A., Moch, N., Felten, C., Van Bruggen, G., Wieringa, J. E., & Wirtz, J. (2020). The role of marketing in digital business platform. *Journal of Interactive Marketing*, 51(1), 72-90. <https://doi.org/10.1016/j.intmar.2020.04.006>

- Razzaq, A., Shao, W., & Quach, S. (2023). Towards an understanding of meme marketing: conceptualisation and empirical evidence . *Journal of Marketing Management*, 39(7-8), 670-701. <https://doi.org/10.1080/0267257X.2022.2158906>
- Romell , A., & Segedi, R. (2022). Humor as a Social Media Strategy. *Jönköping International Business School*, 10.
- Rossiter, J. R., Percy, L., & Bergkvist, L. (2018). *Marketing Communucation: Objectives, Strategy, Tactics*. The new SAGE.
- Sashi, C. M. (2012). Customer engagement, buyer-seller relationships, and social media. *Management Decision*, 50(2), 253-272. <https://doi.org/10.1108/00251741211203551>
- Shawky, S., Kubacki, K., Dietrich, T., & Weaven, S. (2019). Using social media to create engagement: a social marketing review. *Journal of Social Marketing*, 9(2), 204-224. <https://doi.org/10.1108/JSOCM-05-2018-0046>
- Shimp, Terrence A.; Andrews, J. Craig. (2018). *Advertising Promotion and Other Aspects of Integrated Marketing Communications* (10 ed.). South-Western: Cengage Learning.
- Sugiyono. (2013). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Penerbit Alfabeta.
- Tartaglione, A. M., Cavacece, Y., Russo, G., & Granata, G. (2019). A Systematic Mapping Study on Customer Loyalty. Dalam N. Rubio, & M. J. Yague, *Customer Loyalty and Brand Management* (hal. 88-100). Basel, Switzerland: MDPI (Multidisciplinary Digital Publishing Institute).
- Xu, L., Yan, X., & Zhang, Z. (2019). Research on the causes of the “Tik Tok” app becoming popular and the existing problems. *Journal of Advanced Management Science*, 7(2), 59-63. <https://doi.org/10.18178/joams.7.2.59-63>

Yin, R. K. (2018). *Case Study Research and Applications: Design and Methods*.
SAGE Publications Asia-Pacific Pte. Ltd.



UMMN

UNIVERSITAS
MULTIMEDIA
NUSANTARA