

DAFTAR PUSTAKA

- Agustina, R. (2022). IMPLEMENTASI PEMANFAATAN MEDIA SOSIAL INSTAGRAM UNTUK MENINGKATKAN PRESTASI BELAJAR SISWA KELAS IX PADA. *UNIVERSITAS ISLAM NEGERI RADEN FATAH PALEMBANG*.
- Almutairi, N. N. N. A. (2021). SOCIAL MEDIA ADVERTISING: MARKETING E-CIGARETTES ON INSTAGRAM TO ADOLESCENTS & EMERGING ADULTS IN THE UNITED STATES. *Michigan State University*.
- Antasari, C., & Pratiwi, R. D. (2022). PEMANFAATAN FITUR INSTAGRAM SEBAGAI SARANA KOMUNIKASI PEMASARAN KEDAI BABAKKEROYOKAN DI KOTA PALU. *Kinesik*, 9(2), 176.
- Bagno, R. B., O'Connor, G. C., Salerno, M. S., & de Melo, J. C. F. (2024). Startup engagement: a strategy framework for established companies. *Innovation and Management Review*, 21(3), 182–197. <https://doi.org/10.1108/INMR-07-2022-0093>
- Bartoloni, S., & Ancillai, C. (2024). Twenty years of social media marketing: A systematic review, integrative framework, and future research agenda. In *International Journal of Management Reviews* (Vol. 26, Issue 3, pp. 435–457). John Wiley and Sons Inc. <https://doi.org/10.1111/ijmr.12360>
- Bowen, S. A., & Heath, R. L. (2020). Intelligences in Strategic Issues Management: Challenging the Mutually Beneficial Relationship Paradigm. *Partecipazione e Conflitto*, 13(2), 1002–1021. <https://doi.org/10.1285/i20356609v13i2p1002>
- Christabel. (2022). PENGARUH TERPAAN INFORMASI PADA AKUN INSTAGRAM @EXPLORENUSAPENIDA TERHADAP KEPUTUSAN BERKUNJUNG FOLLOWERS PADA ERA NEW NORMAL. *UNIVERSITAS ATMA JAYA YOGYAKARTA*.
- Collins, L., Glasser, A. M., Abudayyeh, H., Pearson, J. L., & Villanti, A. C. (2019). E-cigarette marketing and communication: How E-Cigarette Companies Market E-Cigarettes and the Public Engages with E-cigarette Information. In *Nicotine and Tobacco Research* (Vol. 21, Issue 1, pp. 14–24). Oxford University Press. <https://doi.org/10.1093/ntr/ntx284>
- Creswell, J. W., & Creswell, J. D. (2023). *Research Design (Qualitative, Quantitative, and Mixed Methods Approaches)* (6th ed.). SAGE Publications.
- Daniel, E. S., Crawford Jackson, E. C., & Westerman, D. K. (2018). The Influence of Social Media Influencers: Understanding Online Vaping Communities and Parasocial Interaction through the Lens of Taylor's Six-Segment Strategy Wheel. *Journal of Interactive Advertising*, 18(2), 96–109. <https://doi.org/10.1080/15252019.2018.1488637>
- Databooks. (2024). *Ini Media Sosial Paling Banyak Digunakan di Indonesia Awal 2024*. Databooks.
- Denzin, N. K., Lincoln, Y. S., Giardina, M. D., & Cannella, G. S. (2024). *The SAGE Handbook of Qualitative Research* (6th ed.). SAGE Publications.

- Dinda, F., Mujaddid Muhammad, & Rania Qeyzha Putri. (2024). Dampak Media Sosial pada Ragam Bahasa Masyarakat. *JURNAL HARMONI NUSA BANGSA*, 1(2), 123–124.
- Dwi Putra, M., Saifulloh, M., Arief, M., & Arifin, K. (2022). Pemanfaatan Media Sosial Dalam Meningkatkan Penjualan Rokok Elektrik. *Jurnal Cyber PR*, 2(2).
- Fakultas Kedokteran UI. (2022). *Vape Tak Lebih Aman dari Rokok Konvensional, Apa Saja Bahaya Vape Rokok?* <https://fk.ui.ac.id/infosehat/vape-tak-lebih-aman-dari-rokok-konvensional-apa-saja-bahaya-vape-rokok/>
- Falkheimer, Jesper., & Heide, Mats. (2022). *Research handbook on strategic communication*. Edward Elgar Publishing.
- Fathanul, V. (2022). Pengaruh Strategi Bauran Pemasaran Terhadap Keputusan Pembelian BTS Meal McDonald's. (Studi Kasus Di Wilayah Cakung Jakarta Timur). *Sekolah Tinggi Ilmu Ekonomi Indonesia Jakarta*.
- Fill, C., & Turnbull, S. (2019). *Marketing Communications*. Pearson, UK.
<https://books.google.co.id/books?id=6oyfDwAAQBAJ&printsec=frontcover#v=onepage&q&f=false>
- Gabriel, J., Ekaputra, I. A., & Satrya, A. (2024). Incorporation of Corporate Startup: A Definition, Challenge, and Future Research Agenda. *Jurnal Manajemen Teori Dan Terapan/ Journal of Theory and Applied Management*, 17(1), 70–87.
<https://doi.org/10.20473/jmtt.v17i1.50615>
- Gao, Y., Xie, Z., Sun, L., Xu, C., & Li, D. (2020). Electronic cigarette–related contents on instagram: Observational study and exploratory analysis. *JMIR Public Health and Surveillance*, 6(4). <https://doi.org/10.2196/21963>
- Gossel, B. M. (2024). Analogies in Entrepreneurial Communication and Strategic Communication: Definition, Delimitation of Research Programs and Future Research. *Taylor & Francis*, 23.
- Herzog, B., Gerberi, J., & Scott, A. (2014). Equity Research. *C-Store Canada*.
- Indogen Capital. (2023). *40 Perusahaan Startup di Indonesia, Ini Daftar Lengkapnya!* IndogenCapital.
- Instagram. (2024). *About Instagram*. Instagram.
- Jackson, S. E., Cox, S., Shahab, L., & Brown, J. (2024). Trends and patterns of dual use of combustible tobacco and e-cigarettes among adults in England: a population study, 2016–2024. In *Department of Behavioural Science and Health*.
<https://doi.org/10.1101/2024.07.17.24310557>
- Kawengian, M. G. (2024). ANALISA TREN TIPE BISNIS STARTUP DIGITAL 2024 ANALYSIS OF DIGITAL STARTUP BUSINESS TRENDS IN 2024. *Universitas Prisma Manado*, 12(2), 69–74.
- Kotler, P., Keller, K. L., & Chernev, A. (2022). *Marketing Management* (16th ed.). Pearson Education.

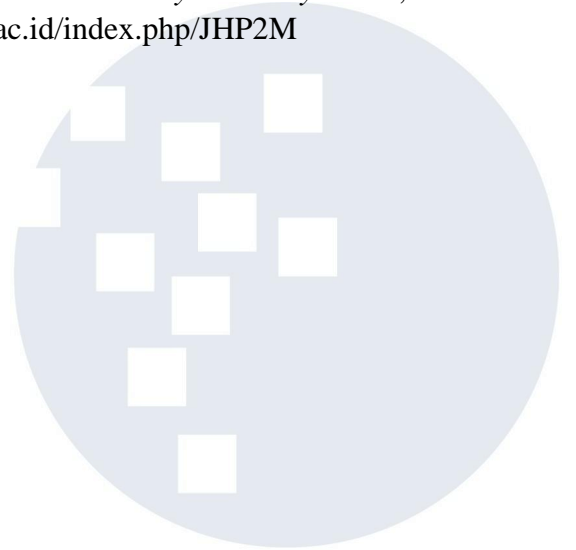
- Kurniawan, A. S. (2024). Analisis Strategi Komunikasi Radio Andika 105,7 FM Kediri Dengan Memanfaatkan Media Sosial Instagram. *Prosiding Seminar Nasional Komunikasi (SENAKOM), 1*.
- Kurniawan, E. K. (2023). STRATEGI KOMUNIKASI PEMASARAN VAPE STORE J VAPE GRAHA FAMILY SURABAYA. *Commercium, 6(2)*.
- Kuspriyono, T. (2020). Strategi Pemasaran Komunitas Pedagang Berbasis Online dan Personalisasi Pemasaran Terhadap Kinerja Pemasaran. *Jurnal Sekretari Dan Manajemen, 4(2)*. <http://ejournal.bsi.ac.id/ejurnal/index.php/widyacipta>
- Kusuma, D. F., & Sugandi, M. S. (2018). Strategi Pemanfaatan Instagram Sebagai Media Komunikasi Pemasaran Digital Yang Dilakukan Oleh Dino Donuts. *Jurnal Manajemen Komunikasi, 3(1)*, 18–33.
- Laraspati, A. (2020). *Peneliti WHO Nyatakan Rokok Elektrik 95% Lebih Aman dari Rokok Biasa*. Detik News.
- Lyu, J. C., Huang, P., Jiang, N., & Ling, P. M. (2022). A Systematic Review of E-Cigarette Marketing Communication: Messages, Communication Channels, and Strategies. In *International Journal of Environmental Research and Public Health* (Vol. 19, Issue 15). MDPI. <https://doi.org/10.3390/ijerph19159263>
- Mahoney, L. M., & Tang, T. (2024). *Strategic Social Media : From Marketing to Social Change* (2nd ed.). John Wiley & Sons. <https://books.google.co.id/books?id=MEf2EAAAQBAJ&printsec=frontcover#v=onepage&q&f=false>
- Makmu, G. (2023). BISNIS STARTUP: FENOMENA, PROBLEMATIKA, DAN ANALISIS PERSPEKTIF HUKUM EKONOMI SYARIAH. In *Jurnal Ilmiah Mahasiswa Jurusan Hukum Ekonomi Syariah* (Vol. 5).
- McDonald, R. M., & Eisenhardt, K. M. (2020). Parallel Play: Startups, Nascent Markets, and Effective Business-model Design. *Administrative Science Quarterly, 65(2)*, 483–523. <https://doi.org/10.1177/0001839219852349>
- Niemi, M. (2024). Guiding Startups Towards Sustainability A Qualitative Study on How Startups in the Turku Region Perceive Sustainability and External Support. *Åbo Akademi University*.
- Pepper, J. K., Emery, S. L., Ribisl, K. M., Southwell, B. G., & Brewer, N. T. (2014). Effects of advertisements on smokers' interest in trying e-cigarettes: The roles of product comparison and visual cues. *Tobacco Control, 23*, iii31–iii36. <https://doi.org/10.1136/tobaccocontrol-2014-051718>
- Puspita, V., & Safrianti, S. (2022). Pengaruh Inovasi Produk dan Diferensiasi Produk Terhadap Keunggulan Bersaing Batik Besurek Bengkulu. *Jurnal Bisnis, Manajemen, Dan Keuangan, 3*.
- Quesenberry, K. A. (2019). *Social Media Strategy : Marketing, Advertising, and Public Relations in the Consumer Revolution* (3rd ed.). Rowman & Littlefield.

- Rambitan, R. A. (2023). Keefektifan Social Media Marketing Platform Instagram Pada Usaha Bisnis Gadadua Dalam Menembus Pasar Internasional. *Jurnal Penelitian Ilmu-Ilmu Sosial*, 69–70. <https://doi.org/10.5281/zenodo.10472385>
- Research Nester. (2024). *Pasar e-cigarette dan vape global mencapai nilai USD 30 miliar pada tahun 2023 dan diperkirakan akan meroket hingga USD 67 miliar pada akhir 2036*. ResearchNester. <https://www.researchnester.com/reports/e-cigarette-and-vape-market/6132>
- Salim, H. S., Goh, T. S., & Margery, E. (2022). PENGARUH KOMUNIKASI PEMASARAN DAN PRODUK TERHADAP KEPUTUSAN PEMBELIAN DI PT. FURNILUX INDONESIA. *Jurnal Bisnis Kolega (JBK)*, 8(1).
- Sholekah, N. (2022). Strategi Komunikasi Supervisor Dalam Meningkatkan Kinerja Karyawan Butik Ninety-nine. *IAIN Kediri*.
- Smith, M. J., Buckton, C., Patterson, C., & Hilton, S. (2023). User-generated content and influencer marketing involving e-cigarettes on social media: a scoping review and content analysis of YouTube and Instagram. *BMC Public Health*, 23(1). <https://doi.org/10.1186/s12889-023-15389-1>
- Sugianto Putri, C. (2016). PENGARUH MEDIA SOSIAL TERHADAP KEPUTUSAN PEMBELIAN KONSUMEN CHERIE MELALUI MINAT BELI. In *PERFORMA: Jurnal Manajemen dan Start-Up Bisnis* (Vol. 1, Issue 5).
- Sutrisno, A. P., & Mayangsari, I. D. (2021). PENGARUH PENGGUNAAN MEDIA SOSIAL INSTAGRAM @HUMASBDG TERHADAP PEMENUHAN KEBUTUHAN INFORMASI FOLLOWERS. *Jurnal Common*, 5(2). <https://doi.org/10.34010/common>
- Syavitra, T., & Ardianto, F. (2023). Faktor Penentu Kesuksesan Startup di Indonesia Pasca Covid-19 (Studi Kasus: Komunitas Startup). *Jurnal Aplikasi Manajemen Dan Inovasi Bisnis*, 5(2).
- Tanuwihardja, R. K., & Susanto, A. D. (2012). Rokok Elektronik (Electronic Cigarette). In *J Respir Indo* (Vol. 32, Issue 1).
- Vassey, J., Valente, T., Barker, J., Stanton, C., Li, D., Laestadius, L., Cruz, T. B., & Unger, J. B. (2023). E-cigarette brands and social media influencers on Instagram: a social network analysis. *Tobacco Control*, 32(2 e), E184–E191. <https://doi.org/10.1136/tobaccocontrol-2021-057053>
- Vogel, E. A., Ramo, D. E., Rubinstein, M. L., Delucchi, K. L., Darrow, S. M., Costello, C., & Prochaska, J. J. (2021). Effects of social media on adolescents' willingness and intention to use e-cigarettes: An experimental investigation. *Nicotine and Tobacco Research*, 23(4), 694–701. <https://doi.org/10.1093/ntr/ntaa003>
- Wiranata, T. D., & Hasanudin, C. (2023). Pemanfaatan Aplikasi Instagram sebagai Sumber Informasi di Era Teknologi Digital. *Unit Kegiatan Mahasiswa Jurnalistik (Sinergi) IKIP PGRI Bojonegoro*.

Yin, R. K. (2018). *Case Study Research and Applications (Design and Methods)* (6th ed.). COSMOS Corporation.

Yusian, D. R., & Aulia, N. (2021). START UP DIGITAL BUSINESS: MENGENAL PELUANG DAN TIPS BISNIS BAGI PARA PEMULA. In *Jurnal Pengabdian Masyarakat INOTEC UUI* (Vol. 3, Issue 2).

Yusuf, F., Rahman, H., Rahmi, S., & Lismayani, A. (2023). PEMANFAATAN MEDIA SOSIAL SEBAGAI SARANA KOMUNIKASI, INFORMASI, DAN DOKUMENTASI: PENDIDIKAN DI MAJELIS TAKLIM ANNUR SEJAHTERA. *JHP2M: Jurnal Hasil-Hasil Pengabdian Dan Pemberdayaan Masyarakat*, 2.
<https://journal.unm.ac.id/index.php/JHP2M>



UMN
UNIVERSITAS
MULTIMEDIA
NUSANTARA