

DAFTAR PUSTAKA

- Agisti Kripdayanti, & Muhammad Syifail Fuad. (2025). Strategi Influencer Marketing Dalam Meningkatkan Brand Awareness Pelindung Kendaraan PT CoverSuper Indonesia Global. *INNOVATIVE: Journal Of Social Science Research*, 5(1), 182–194.
- Aron Levin. (2020). *Influencer Marketing for Brands: What YouTube and Instagram can Teach You About the Future of Digital Advertising*. Apress.
- Brittany Hennessy. (2018). *Influencer*. Kensington Publishing Corp.
- Chyntia Novi Girsang. (2020). Pemanfaatan Micro-Influencer pada Media Sosial sebagai Strategi Public Relations di Era Digital. *Ultimacomm*, 12(2), 206–225.
- Cindy Mutia Annur. (2024, April 30). *Data Produk yang Banyak Dipromosikan Influencer Indonesia di Instagram*. DataIndonesia.Id. <https://dataindonesia.id/ekonomi-digital/detail/data-produk-yang-banyak-dipromosikan-influencer-indonesia-di-instagram>
- Davis A. Aaker, & Christine Moorman. (2018). *Strategic Market Management* (11th ed.). John Wiley & Sons.
- Dini Yuanita. (2021). Peran Key Opinion Leader dalam Strategi Public Relations pada Komunikasi Krisis Perusahaan. *PROfesi Humas*, 6(1), 23–44.
- Dr. Jalaluddin Rakhmat, M. Sc., & Dr. Idi Subandy Ibrahim, M. Si. (2021). *Metode Penelitian Komunikasi* (R. Karyanti Soenendar, Ed.; 2nd ed.). Simbiosia Rekatama Media.
- Ibrahim Halil Efendioglu, & Yakup Durmaz. (2022). The Impact of Perceptions of Social Media Advertisements on Advertising Value, Brand Awareness and Brand Associations: Research on Generation Y Instagram Users. *Transnational Marketing Journal*, 10(2), 251–275.
- Influencer Marketing Benchmark Report*. (2025, April 25). Influencer Marketing Hub. <https://influencermarketinghub.com/influencer-marketing-benchmark-report/>
- Jacquelle. (n.d.). (@jacquelle_official). TikTok Profile. https://www.tiktok.com/@jacquelle_official
- Joel Backaler. (2018). *Digital influence: unleash the power of influencer marketing to accelerate your global business*. Springer International Publishing.
- John W. Creswell, & Cheryl N. Poth. (2018). *Qualitative Inquiry and Research Design: Choosing Among Five Approaches* (4th ed.). SAGE Publications.
- John W. Creswell, & J. David Creswell. (2023). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches* (6th ed.). SAGE Publications.
- Kent Le, & Gokhan Aydin. (2023). Impact of the pandemic on social media influencer marketing in fashion: a qualitative study. *Qualitative Market Research: An International Journal*, 26(4), 449–469.

- Kevin Lane Keller, & Vianitha Swaminathan. (2020). *Strategic Brand Management: Building, Measuring, and Managing Brand Equity* (5th ed.). Pearson Education Limited.
- Khalid Jamil, Liu Dunnan, Rana Faizan Gul, Muhammad Usman Shehzad, Syed Hussain Mustafa Gillani, & Fazal Hussain Awan. (2022). Role of Social Media Marketing Activities in Influencing Customer Intentions: A Perspective of a New Emerging Era. *Frontiers in Psychology*, 12.
- Maange. (n.d.). (@maange_beauty). TikTok Profile.
https://www.tiktok.com/@maange_beauty
- Mary Aubrey G. Gesmundo, Melvin Dave S. Jordan, Wee Hansei D. Meridor, Dainielle Vien Muyot, Mary Caroline N. Castano, & Agnes Jocelyn P. Bandojo. (2022). TikTok as a Platform for Marketing Campaigns: The effect of Brand Awareness and Brand Recall on the Purchase Intentions of Millennials. *Journal of Business and Management Studies*, 4(2).
- Muhamad Husni Mubarak, Metha Madonna, & Fikri Reza. (2024). Host Communication Styles and Language Variations in Context of TikTok Live-Streaming Commerce. *Wacana: Jurnal Ilmiah Ilmu Komunikasi*, 23(1).
- Philip Kotler, & Gary Armstrong. (2018). *Principles of Marketing* (7th ed.). Pearson Education Limited.
- Philip Kotler, Gary Armstrong, & Sridhar Balasubramanian. (2024). *Principles of Marketing* (19th ed.). Pearson.
- Philip Kotler, Kevin Lane Keller, Swee Hoon Ang, Chin Tiong Tan, & Siew Meng Leong. (2018). *Marketing Management: an Asian Perspective* (7th ed.). Pearson Education Limited.
- Rifa Nurul Aulia, & Budi Harto. (2024). Membangun Keterlibatan Konsumen Melalui Strategi Konten Marketing dalam Live Streaming: Analisis Kualitatif Terhadap Brand yang Berhasil di Shopee. *Innovative: Journal of Social Science Research*, 4(2).
- Robert K. Yin. (2018). *Case Study Research and Applications: Design and Methods* (6th ed.). SAGE Publications.
- Salwa Fadhilah. (2024). Implementasi Digital Marketing melalui Social Media sebagai Strategi Pemasaran dalam Meningkatkan Volume Penjualan pada Pelaku Usaha Pemula. *Jurnal Ilmiah: Manajemen, Ekonomi, Dan Akuntansi*, 8(1).
- Silvia Nevane Paramasari. (2024). Penggunaan Beauty Key Opinion Leader Dalam Strategi Membangun Kesadaran Merek Produk Kecantikan Lokal Indonesia. *Kinesik*, 11(2), 161–171.
- Simon Kingsnorth. (2016). *Digital Marketing Strategy: an Integrated Approach to Online Marketing* (1st ed.). Kogan Page Limited.
- Simon Kingsnorth. (2022). *Digital marketing strategy: an integrated approach to online marketing* (3rd ed.). Kogan Page Limited.
- Social Media Marketing Statistics*. (2025, February 25). Sproutsocial.
<https://sproutsocial.com/insights/social-media-statistics/#influencer-marketing-statistics>

- Wardatus Shalihah, Alyah Irvie Aranda Alben Susanto, Erwin Permana, & Harnovinsah Harnovinsah. (2025). Strategi Pengembangan Pemasaran Digital Produk Make-Up Wardah pada Platform Media Sosial. *Journal of Innovation Research and Knowledge*, 4(11).
- Yatish Joshi, Weng Marc Lim, Khyati Jagani, & Satish Kumar. (2023). Social Media Influencer Marketing: Foundations, Trends, and Ways Forward. *Electronic Commerce Research*, 25, 1199–1253.
- Yosieana Ligariaty, & Irwansyah. (2021). Narasi Persuasi Social Media Influencer Dalam Membangun Konsep Kecantikan dan Kepercayaan Diri. *Jurnal Pustaka Komunikasi*, 4(2), 173–186.

