

DAFTAR PUSTAKA

- Agitashera, D., Farida, N., & Wulandari, R. (2020). The Effect of Endorsers' Source Credibility on Emotion Towards Youtube's Advertisement ' Source Credibility on Emotion. *Ultimacomm: Jurnal Ilmu Komunikasi*, 12(2), 226–239. <https://doi.org/10.31937/ultimacomm.v12i2.1459>
- Astuti, W. D., & Kaligis, R. A. W. (2021). Pengaruh Promosi Buku Penerbit Mediakita Di Instagram Terhadap Proses Keputusan Pembelian Generasi Z. *Jurnal ILMU KOMUNIKASI*, 18(1), 19–34. <https://doi.org/10.24002/jik.v18i1.2955>
- Effendy, O. U. (2019). *ILMU KOMUNIKASI Teori dan Praktek*. PR Remaja Rosdakarya.
- Eunike, F. B., Femmy, F., & Mayangsari, F. D. (2023). Pengaruh Viral Marketing, Celebrity Endorser, dan Brand Awareness Terhadap Keputusan Pembelian Skintific. *WACANA: Jurnal Ilmiah Ilmu Komunikasi*, 22(2), 323–332. <https://doi.org/10.32509/wacana.v22i2.3361>
- Farida, N., Purwitasari, E., & Taufik, I. (2022). PENGARUH KREDIBILITAS INFLUENCER TERHADAP MINAT BELI SUBSCRIBERS PADA CHANNEL YOUTUBE OTOMOTIF RIDWAN HANIF. *Fakultas Ilmu Komunikasi Universitas Gunadarma*, 4(1), 36–44. <https://doi.org/https://doi.org/10.53856/bcomm.v4i1.233>
- Ferdinand, A. (2018). *Metode Penelitian Manahemen Pedoman Penelitian Untuk Penulisan Skripsi, Tesis, dan Disertasi* (5th ed.). Universitas Diponegoro.
- Ghozali, .Imam. (2018). *Ghozali-2018 IBM SPSS25.pdf*.
- Hadiwianto, A. P., Shiddieq, D. F., & Nurhayati, D. (2025). Analisis Efektifitas Video Komersil Dalam Strategi Pemasaran Digital Pada Sami Raos. *Djtechno: Jurnal Teknologi Informasi*, 6(1), 312–325. <https://doi.org/10.46576/djtechno.v6i1.6196>
- Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of Social Media. *Business Horizons*, 53(1), 59–68. <https://doi.org/10.1016/j.bushor.2009.09.003>
- Kotler, P., & Keller, K. L. (2016). *MARKETING MANAGEMENT* (15e ed.). Pearson Education Limited.
- Kuncoro, A., & Sudarman. (2018). Metodologi Penelitian Manajemen. In A. Pramesta (Ed.), *Cendikia Mulia Mandiri* (1st ed., Issue April). Penerbit ANDI. https://www.google.tl/books/edition/METODOLOGI_PENELITIAN_MANAJEMEN/NAISEQAAQBAJ?hl=id&gbpv=0%0Ahttps://www.researchgate.net/publication/380128723_METODOLOGI_PENELITIAN_MANAJEMEN

- Luik, J. (2020). Media Baru Sebuah Pengantar. In *Ilmu Komunikasi*. KENCANA. http://repository.petra.ac.id/19444/3/44_Publikasi1_06002_6825
- Malhotra, N. K., Nunan, D., & Birks, D. F. (2020). Marketing Research Fifth Edition. In *Pearson UK* (Vol. 53, Issue 9).
- Mirnayanti, I. ; S. (2024). PENGARUH CONTENT CREATOR TERHADAP KEPUTUSAN PEMBELIAN PRODUK AZARINE KOSMETIK DI INSTAGRAM. *Jurnal Administrasi Publik & Administrasi Bisnis*, 7(2), ISSN : 2723-0937. <https://doi.org/10.35722/japb>
- Perloff, R. M. (2017). The Dynamics of Persuasion. In *The Dynamics of Persuasion* (2nd ed.). LAWRENCE ERLBAUM ASSOCIATES. <https://doi.org/10.4324/9781315657714>
- Sabrina, M., & Engriani, Y. (2025). Pengaruh Influencer Media Sosial terhadap Minat Beli Konsumen Fashion. *Jurnal Informatika Ekonomi Bisnis*, 7(1), 87–93. <https://doi.org/10.37034/infec.v7i1.1097>
- Sokolova, K., & Kefi, H. (2020). Instagram and YouTube bloggers promote it, why should I buy? How credibility and parasocial interaction influence purchase intentions. *Journal of Retailing and Consumer Services*, 53. <https://doi.org/10.1016/j.jretconser.2019.01.011>
- Sugartawan, P., Rustina, I. D. K. R., & Saleh Insani, R. W. (2018). E-Government Media Informasi Alat Kelengkapan Dewan Provinsi Bali dan Media Diskusi Berbasis Website. *Jurnal Sistem Informasi Dan Komputer Terapan Indonesia (JSIKTI)*, 1(2), 75–86. <https://doi.org/10.33173/jsikti.17>
- Sugiyono. (2024). *METODE PENELITIAN : Kuantitatif, Kualitatif dan R&D* (30th ed.). Alfabeta.
- Syahrani, Q., & Laksana, N. Y. (2023). Pengaruh Respon Viewers Tentang Konten Food Vlogger @Jogjabikinlaper Terhadap Minat Beli Makanan Di Yogyakarta the Effect of Viewers' Response About the Content of Food Vlogger @Jogjabikinlaper on Interest in Buying Food in Yogyakarta. *Lektur: Jurnal Ilmu Komunikasi*, 5(3), 285–292. <https://doi.org/10.21831/lektur.v5i3.19178>
- Ubaidilah, M., & Widiarti, P. W. (2022). Pengaruh Terpaan Promosi Terhadap Minat Beli Konsumen Di Akun Media Sosial Instagram @Promodazzle the Effect of Promotion Exposure on Consumer Buying Interest on Social Media of @Promodazzle'S Instagram Account. *Lektur: Jurnal Ilmu Komunikasi*, 5(3), 273–284. <https://doi.org/10.21831/lektur.v5i3.19177>

Wiryany, D., & Pratami, T. V. (2019). Kekuatan Media Baru Youtube Dalam Membentuk Budaya Populer. *ArtComm : Jurnal Komunikasi Dan Desain*, 2(02), 25–30. <https://doi.org/10.37278/artcomm.v2i02.199>

