

DAFTAR PUSTAKA

- AG.Suyono, Sri Sukmawati, Pramono. 2012. *Pertimbangan Dalam Membeli Produk Barang Maupun Jasa*. Intidayu Press. Jakarta.
- Al Nashmi, Eisa & North, Michael & Bloom, Terry & Cleary, Johanna. (2017). Promoting a global brand: a study of international news organisations' YouTube channels. *The Journal of International Communication*. 23. 1-21. 10.1080/13216597.2017.1300180.
- Andreas, Kaplan M., Haenlein Michael 2010. "Users of the world, unite! The challenges and opportunities of social media". *Business Horizons* 53 (1). p. 61.
- Arikunto, S. 2012. *Prosedur Penelitian: Suatu Pendekatan Praktik*. Rineka Cipta. Jakarta.
- Barhemmati, N., & Ahmad , A. (2015). Effects of Social Network Marketing (SNM) on Consumer Purchase Behavior through Consumer Engagement. *Journal of Advance Management*, 1-5.
- Bungin, Burhan. 2001. *Metodologi Penelitian Sosial*. Surabaya: Universitas Airlangga.
- Burhan Bungin. 2009. *Analisis Penelitian Data Kualitatif*. Jakarta: Raja Grafindo
- Cheung, C. M., & Thadani, D. R. (2010). The effectiveness of electronic word of mouth communication: A literature analysis. *Proceedings of the 23rd Bled eConference eTrust: Implications for the Individual, Enterprises and Society*, 329345.
- David, E. R. (Eribka), M. (Mariam) Sondakh, and S. (Stefi) Harilama. 2017. "Pengaruh Konten Vlog Dalam Youtube Terhadap Pembentukan Sikap Mahasiswa Ilmu Komunikasi Fakultas Ilmu Sosial Dan Politik Universitas Sam Ratulangi." *Acta Diurna* 6(1): 93363.
- Dehghani, Milad & khorram niaki, Mojtaba & Ramezani, Iman & Sali, Rasoul. (2016). Evaluating the influence of YouTube advertising for attraction of young customers. *Computers in Human Behavior*. 59. 165-172. 10.1016/j.chb.2016.01.037.
- Erkan, Ismail. (2016). *The Impacts of Electronic Word of Mouth in Social Media on Consumers' Purchase Intentions*. Brunel Business School. Brunel University. Brunei.

- Fandos, C. dan Flavian, C. (2006). Intrinsic and extrinsic quality attributes, loyalty and buying intention: an analysis for a PDO product, *British food journal*, 108(8), 646-662.
- Fandy Tjiptono, 1997. *Strategi Pemasaran*, Edisi 1. Yogyakarta: Penerbit Andi.
- Gao, W., Tian, Y., Huang, T., and Yang, Q. 2010. Vlogging: A survey of video blogging technology on the Web. *ACM Comput. Surv.* 42, 4, Article 15 (June 2010)
- Ghozali, Imam. 2016. *Aplikasi Analisis Multivariate Dengan Program IBM SPSS 23 (Edisi 8)*. Cetakan ke VIII. Semarang : Badan Penerbit Universitas Diponegoro.
- Hennig-Thurau, T., Gwinner, K. P., Walsh, G., Gremler, D. D. (2004). Electronic word of mouth via consumer opinion platforms: What motivates consumers to articulate themselves on the internet?. *Journal of Interactive Marketing*, 18(1), 38-52.
- Holleschovsky, N. I. (2015). The social influence factor : Impact of online product review characteristics on consumer purchasing decisions.
- Jansen, B. J., Zhang, M., Sobel, K., & Chowdury, A. (2009). Twitter power: Tweets as electronic word of mouth. *Journal of the American Society for Information Science and Technology*, 60(11), 2169-2188.
- John C. Mowen, Michael Minor. 2002, *Perilaku Konsumen (Jilid 1)*, Edisi Kelima, Erlangga, Jakarta. hal 55
- Kiecker, P., & Cowles, D.L. (2001). Interpersonal communication and personal influence on the Internet: A framework for examining online word of mouth. *Journal of Euromarketing*, 11(2), 71–88.
- Kotler, Philip & Keller, Kevin Lane. 2009. *Manajemen Pemasaran*. Edisi 13 Jilid Dua. Erlangga : Jakarta.
- Kotler, Philip & Gerry Armstrong, (2014): *Principle Of Marketing*, 15th edition. New Jersey: Pearson Pretice Hall.
- Kotler, Philip Dan Kevin Lane Keller. 2009. *Manajemen Pemasaran*. Edisi 13 Jilid satu. Erlangga : Jakarta
- Kriyantono, Rachmat, 2007. *Teknik Praktis Riset Komunikasi*. Jakarta: Kencana Prenada Media Group.
- Kudeshia, C., dan A. Kumar (2017) Social eWOM: does it affect the brand attitude and purchase intention of brands? *Management Research Review Vol. 40 No. 3*, 2017 pp. 310 330.
- Lubis, Suwardi. 1997. *Teknologi Komunikasi dan pembangunan*. Medan: USU Press.

- Mangold, WG. and Faulds, DJ. (2009). *Social Media: The New Hybrid Element of The Promotion Mix*.
- Martono, Nanang. 2016. *Metode Penelitian Kuantitatif*. Jakarta: Rajawali Pers
- Nawawi, H . 2005. *Metode Penelitian Bidang Sosial*. Yogyakarta: Gadjah Mada University Press.
- Nawawi, H. 1995. *Metode Penelitian Bidang Sosial*. Yogyakarta : Gajah Mada University Press.
- Notoatmodjo,S.2002, *Metodologi Penelitian Kesehatan*, Rineka Cipta, Jakarta
- Rabjohn, Neil & Cheung, Christy & Lee, Matthew. (2008). Examining the Perceived Credibility of Online Opinions: Information Adoption in the Online Environment. 286. 10.1109/HICSS.2008.156.
- Singh, Ajit, Debajyoti Paul, Rajiv Sinha, Kristina J Thomsen and Sanjeev Gupta (2016). Geochemistry of buried-river sediments from Ghaggar plains, NW India: multi-proxy records of variations in provenance, paleoclimate, and paleovegetation patterns in the Late Quaternary. *Palaeogeography, Palaeoclimatology, Palaeoecology*, 449, 85-100.
- Soukup, Paul A. (2014). Looking at, through, and with YouTube. *Communication Research Trends*, 33(3), 3-34.
- Sugiyono, 2001, *Statistika untuk Penelitian*, Bandung: Alfabeta
- Sugiyono. (2016). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: PT Alfabet.
- Sugiyono. 2010. *Metode Penelitian Pendidikan Pendekatan Kuantitatif, kualitatif, dan R&D*. Bandung: Alfabeta
- Supriyanto, Acmad Sani dan Masyhuri Machfudz. 2010. *Metodologi Riset Manajemen Sumber Daya Manusia*. Malang: UIN Maliki Press
- Teng, S., Wei Khong, K., Wei Goh, W., & Yee Loong Chong, A. (2014). Examining the antecedents of persuasive eWOM messages in social media. *Online Information Review*, 38(6), 746-768.
- Yi Liu, Li Lo, Zhengguo Shi, Kuo-Yen Wei, Chien-Ju Chou, Yi-Chi Chen, Chih-Kai Chuang, Chung-Che Wu, Horng-Sheng Mii, Zicheng Peng, Hiroshi Amakawa, George S Burr, Shih-Yu Lee, Kristine L DeLong, Henry Elderfield, Chuan-Chou Shen," Obliquity pacing of the western Pacific Intertropical Convergence Zone over the past 282,000 years". *Journal Nature communications*, 6(1):1-7
- Ali Hasan. (2010). *Marketing*. MedPress. Yogyakarta.
- <https://blog.mtarget.co/pentingnya-keaslian-dan-kredibilitas-dari-suatu-konten/>
[Diakses pada 24 Juli 2020]

<https://databoks.katadata.co.id/datapublish/2018/02/01/media-sosial-apa-yang-paling-sering-digunakan-masyarakat-indonesia> [Diakses pada 24 Juli 2020]

<https://id.linkedin.com/in/evio-multimedia-43246296> [Diakses pada 25 Juli 2020]

<https://inet.detik.com/cyberlife/d-4907674/riset-ada-1752-juta-pengguna-internet-di-indonesia> [Diakses pada 24 Juli 2020]