

DAFTAR PUSTAKA

- Abdillah, Leon A. *Peranan Media Sosial Modern*, 2022. www.bening-mediapublishing.com.
- Abdullah, Ma'ruf. *Metode Penelitian Kuantitatif*. Yogyakarta: Aswaja Pressindo, 2015.
- Abiog, Paula Bianca, and Mac Nichol Turija. "Look: Seventeen Releases First Season of Artist-Made Collection," 2023. <https://kpoplife.com/seventeen-first-season-artist-made-collection/>.
- Apriandi, Nori Dwi, Ahmad Soleh, and Tito Irwanto. "The Effect of Application of Aida (Attention, Interest, Desire and Action) on Telkomsel Card Purchase Decisions in Bengkulu City Pengaruh Penerapan Aida (Attention, Interest, Desire Dan Action)." Vol. 2, 2023. www.telkomsel.com.
- Charlesworth, Alan. *Digital Marketing : A Practical Approach*. Third. New York: Routledge, 2018. [http://repo.darmajaya.ac.id/4231/1/Digital Marketing_ A Practical Approach \(PDFDrive \).pdf](http://repo.darmajaya.ac.id/4231/1/Digital_Marketing_A_Practical_Approach_(PDFDrive).pdf).
- Content Marketing Institute. "What Is Content Marketing?" Content Marketing Institute, 2023. <https://contentmarketinginstitute.com/what-is-content-marketing/>.
- Creswell, John W. "Research Design Pendekatan Kualitatif, Kuantitatif, Dan Mixed." *Yogyakarta: Pustaka Pelajar*, 2010.
- Emery, Edwin, Phillip H. Ault, and Warren K. Agee. *Introduction To Mass*

Communications. Toronto, 1967.

Emmaa1904, and Shawn. "Seventeen: Jeonghan, Prince of Japan," October 4, 2021.

<https://kstationtv.com/2021/10/04/seventeen-jeonghan-prince-of-japan/?lang=en>.

Fill, Chris. *Essentials of Marketing Communications*. Pearson Education, 2011.

www.pearsoned.co.uk/fill.

Hadiyati, Ernani. "STUDY OF MARKETING MIX AND AIDA MODEL TO PURCHASING ON LINE PRODUCT IN INDONESIA." *British Journal of Marketing Studies*. Vol. 4, 2016. www.eajournals.org.

Insight, Global Media. "Youtube Statistics 2024 (Demographics, Users By Country & More)." Global Media Insight, 2024.

<https://www.globalmediainsight.com/blog/youtube-users-statistics/#:~:text=YouTube has more than 2.70,world have access to YouTube>.

Jaya, I Made Laut Mertha. *Metode Penelitian Kuantitatif Dan Kualitatif Teori, Penerapan, Dan Riset Nyata*. Edited by Fira Husaini, Muhammad Fikri, and Dwi Syahputra. Yogyakarta: QUADRANT, 2020.

Kayode, Olujimi. *Marketing Communications*, 2014.

Kotler, Philip, Gary Armstrong, and Marc Oliver Opresnik. *Principles of Marketing 17th Edition*, 2018.

Kristiyono, Yokie Radnan, Thomas Pratama, and Juniarty Siahaan. "The

Sensational Impact of YouTube Advertising on Purchase Intentions Based on Boosting E-Commerce Sales in Jabodetabek.” *Jurnal Manajemen Dan Pemasaran Jasa* 16, no. 1 (2023): 79–96. <https://doi.org/10.25105/jmpj.v16i1.15376>.

Lister, Martin, Jon Dovey, Seth Giddings, Iain Grant, and Kieran Kelly. “New Media: A Critical Introduction, Second Edition.” New York, 2009. www.newmediaintro.com.

Maczuga, Piotr, Karolina Sikorska, Anna Jaruga, Krzysztof Zieliński, Elisabetta Boncio, Giuseppe Cardoni, Susanna Paoni, et al. “Content Marketing Handbook Simple Ways to Innovate Your Marketing Approach,” 2014. www.cmex.eu.

McQuail, Denis. *McQuail’s Mass Communication Theory*. Sage Publications, 2010.

Meltwater. “Digital 2024:5 Billion Social Media Users.” We Are Social, 2024. <https://wearesocial.com/id/blog/2024/01/digital-2024/>.

Miley, Melinda. “How Long Should a YouTube Video Be?” Brafton, February 17, 2022. <https://www.brafton.com/blog/video-marketing/how-long-should-a-youtube-video-be/>.

Nguyen, Hien. “History of K-Pop: Seventeen,” October 24, 2021. <https://thekrazemag.com/latest-updates/2021/10/24/history-of-k-pop-seventeen>.

- Ningsih, Ekawati Rahayu. *Perilaku Konsumen*. Yogyakarta: Idea Press Yogyakarta, 2021.
- Paramita, Ratna Wijayanti Daniar. “Metode Penelitian Kuantitatif,” 2015. www.tajmahal.blogspot.com.
- Pelsmacker, Patrick De, Maggie Geuens, and Joeri Van Den Bergh. *Marketing Communication*. Pearson Education, 2013. www.pearson-books.com.
- Ranawat, Priyanka, and Kamal Saini. “Impact of Youtube and Instagram Marketing on Customer Behavior.” *International Journal of Advanced Research in Commerce*, n.d.
- Razak, Mashur. *Perilaku Konsumen*. Makassar: Alauddin University Press, 2016.
- Romi, Ismail M. “Video Marketing Impact On Consumers’ Behavior.” *Issue 8. Ser* 25 (2023): 58–68. <https://doi.org/10.9790/487X-2508085868>.
- Sanjaya, Agung Satria. “Pengaruh Dimensi Social Media Marketing Terhadap Minat Beli Climatethirty.” *PERFORMA: Jurnal Manajemen Dan Start-Up Bisnis*. Vol. 5, 2020.
- Sarwono, Aris Eddy, and Asih Handayani. *Metode Kuantitatif*. UNISRI Press, 2021.
- Seolbox. “SVT S.Coups, Jeonghan, and Woozi Go to Graduate School!,” June 27, 2023. <https://myseoulbox.com/blogs/seoul-blog/svt-s-coups-jeonghan-and-woozi-go-to-graduate-school>.
- Sihotang, Hotmaulina. *Metode Penelitian Kuantitatif*. Jakarta: UKI Press, 2023.

Sinambela, Lijan Poltak. *Metodologi Penelitian Kuantitatif; Untuk Bidang Ilmu Metodologi Penelitian Kuantitatif; Untuk Bidang Ilmu Administrasi, Kebijakan Public, Ekonomi, Sosiologi, Komunikasi Dan Ilmu Sosial Lainnya*. Yogyakarta: GRAHA ILMU, 2014.

Solis, Brian. *Engage!: The Complete Guide for Brands and Businesses to Build, Cultivate, and Measure Success in the New Web*. Hoboken: John Wiley & Sons, 2010.

Solomons, Dionne, Tania Kliphuis, and Michelle Wadley. *EMarketing: The Essential Guide to Marketing in a Digital World*. Edited by Dionne Solomons, Tania Kliphuis, and Tania Kliphuis. The Red & Yellow Creative School of Business, 2022.

Sugiyono. *Metode Penelitian Kuantitatif Dan Kualitatif Serta R&D*. Alfabeta, CV, 2013.

Syarif, Safrilsyah, Firdaus M. Yunus, and Hum. *Buku Metode Penelitian Sosial*, 2013. [https://repository.ar-raniry.ac.id/id/eprint/12032/1/Buku Metode Penelitian Sosial.pdf](https://repository.ar-raniry.ac.id/id/eprint/12032/1/Buku_Metode_Penelitian_Sosial.pdf).

Turow, Joseph. *Media Today*. 3rd ed. New York: Routledge, 2009.

Weverse Magazine. “[Artist-Made Collection by SEVENTEEN] Season 1. Making of Log - JEONGHAN.” Weverse Magazine, 2024. <https://weverse.io/seventeen/media/4-129730964>.

Widyastuti, Sri. *Manajemen Komunikasi Pemasaran Terpadu Solusi Menembus*

Hati Pelanggan, 2018.

Xu, Jingyi. "Research on Film Short Video Marketing Strategy from the Perspective of the New Marketing Theory of 4C." *SHS Web of Conferences* 155 (2023): 02004. <https://doi.org/10.1051/shsconf/202315502004>.

Yusuf, Muri. *Metode Penelitian: Kuantitatif, Kualitatif, Dan Penelitian Gabungan*. Edited by Irfan Fahmi. Jakarta: KENCANA, 2017.

Zellner, Xander, and Gary Trust. "SEVENTEEN Becomes Seventh K-Pop Group to Hit No. 1 on Artist 100 Chart." billboard, September 5, 2023. <https://www.billboard.com/music/chart-beat/seventeen-number-one-artist-100-chart-seventh-k-pop-group-1235325180/>.

Zusrony, Edwin. *Perilaku Konsumen Di Era Modern*. Semarang , 2021.