

DAFTAR PUSTAKA

- Aaker, D. A. (2017). *Manajemen Ekuitas Merek* (Aris Ananda, Terjemahan). Jakarta: Mitra Utama.
- Abdurahman, M., dkk. (2011). *Dasar-dasar Metode Statistika untuk Penelitian*. Bandung: Pustaka Setia.
- Abzari, M., Ghassemi, R. A., & Vosta, L. N. (2014). Analyzing The Effect of Social Media on Brand Attitude and Purchase Intention : The Case of Iran Khodro Company. *Journal of Social and Behavioral Sciences*, 822-826.
- Adhiva, C. (2017). Pengaruh Media Sosial Marketing Instagram terhadap Pembentukan Brand Awareness Dkave. *Skripsi S1 Ilmu Komunikasi Fakultas Ilmu Sosial dan Ilmu Politik Universitas Brawijaya*.
- Afifah, K. (2016). Pengaruh Social Media Marketing terhadap Brand Awareness Roaster and Bear Coffee Lounge & Kitchen. *Skripsi Sarjana Ilmu Komunikasi*.
- Andata, C. P., & Iflah, I. (2022). Pengaruh Media Sosial Dalam Meningkatkan Brand Awareness "Somethinc" Pada Pengguna Instagram Di JABODETABEK. *Jurnal Komunikasi*, 13(2), 84-92.
- Arora, S., & Sharma, A. (2013). Social Media: A Successfull Tool of Brand Awareness. *International Journal of Business ang General Management*, 1-14.
- Asmajasari, M. (1997). *Studi Periklanan dalam Perspektif Komunikasi Pemasaran*. Malang: UMM Press.
- Bruhn, M., Schoenmueller, V., & Schafer, D. B. (2012). Are social media replacing traditional media in terms of brand equity creation?. *Management Research Review*, 35(9).
- Candra, J. E., & Oktavianti, R. (2019). Pengaruh Terpaan Pesan Digital Opinion Leader Terhadap Peningkatan Brand Image Produk (Survey Penonton Beauty Vlogger Titan Tyra Yang Mengulas Produk Kosmetik Make Over). *Prologia*, 2(2), 371.
- Dahlan, F., Supriono, & Firman, F. (2018). The Influence of Social Media Marketing on Brand Awareness of International Products: A Survey to Indonesian Xiaomi Community. *Eurasia: Economics & Business*, 72-77.
- Dehghani, M., Niaki, M. K., Ramezani, I., & Sali . (2016). Evaluating the influence of YouTube advertising for attraction of young customers. *Computers in Human Behavior*, 165-172.
- Durianto, D. dkk (2004). *Brand Equity Ten: Strategi Memimpin Pasar*. Jakarta: Penerbit Gramedia Pustaka Utama.

- Fanion, R. (2011). Social media brings benefits to top companies. *Central Penn Business Journal*, 27(3), 76-77.
- Frank, F., & Watchravesringkan, K. (2016). Exploring antecedents and consequences of young consumers' perceived global brand equity. *Journal of Product & Brand Management*, 25 (2), 160-170.
- Gil, R. B., Andres, E. F. and Salinas, E. M. (2007). Family as a source of consumer-based brand equity. *Journal of Product & Brand Management*, 16(3), 188-199.
- Gunelius, S. (2011). *30-minute Social Media Marketing*. United States: McGraw-Hill Companies.
- Harlan, J. (2018). *Analisis Regresi Linier*. Depok: Penerbit Gunadarma.
- Haryanto, & Saputra. (2009). Brand Awareness dan Tanggapan Pemirsa terhadap Penggunaan Selebritas dalam Iklan. *Jurnal Bunga Rampai Perilaku Konsumen*, 191-209.
- Irawati, dkk. (2021). Positivisme, Pospositivisme, Teori Kritis, dan Konstruktivisme dalam Perspektif "Epistemologi Islam". *Jurnal Ilmiah Ilmu Pendidikan*, 870-880.
- Janie, D. N. (2012). *Statistik Deskriptif & Regresi Linier Berganda dengan SPSS*. Semarang: Semarang University Press.
- Kanz, A. (2019, November 2). *Artikel: Kinibisa*. Retrieved from Kinibisa: <https://www.kinibisa.com/artikel/detail/subdetai/spss/read/cara-menggunakan-spss-dalam-analisis-perhitungan-sebuah-ri-set>
- Keller, K. L. (2013). *Strategic Brand Management: Building Measuring, and Managing Brand Equity, Global Edition (4th ed.)*. Pearson Education.
- Kertaja, H. (2004). *Hermawan Kertaja on Brand*. Bandung: Mizan Pustaka.
- Khan, A. A., Jadoon, S., & Tareen, N. A. (2016). Impact of Advertising on Brand Awareness and Commitment in Female Apparel Industry. *International Journal of Academic Research in Business and Social Sciences*, 79-94.
- Kietzmann, Hermkens, McCarthy, & Bruno. (2011). Social media? Get serious! Understanding the functional building blocks of social media. *Journal of Business Horizons*, 241-251.
- Koniewski, M. (2012). Brand awareness and customer loyalty. Kraków: PMR Research.
- Kotler, P., & Keller, K. L. (2009). *Marketing Management*. Jakarta: Erlangga.
- Langaro, D., Rita, P., & Salgueiro, M. (2018). Do social networking site contribute for building brands? Evaluating the impact of users' participation on brand awareness and brand attitude. *Journal of Marketing Communications*, 24(2). 146-168.

- Mangold W. G., & Faulds, D. J. (2009). Social media: The new hybrid element of the promotion mix. *Business Horizons*, 52, 357—365.
- Martono, N. (2014). *Metode Penelitian Kuantitatif: Analisis Isi dan Analisis Data Sekunder*. Jakarta: Rajawali Pers.
- Moelong, Lexy J. (2014). *Metodologi Penelitian Kualitatif*. Bandung: Remaja Rosdakarya.
- Moriyansyah, L. (2015). Pemasaran Melalui Media Sosial: Antecedents dan Consequences. *Jurnal Penelitian Komunikasi dan Opini Publik*, 12-17.
- Muslihah, F. (2018). Pengaruh Social Media Marketing Instagram terhadap Keputusan Pembelian Produk Fashion dalam Pandangan Islam. *Skripsi S1 Ekonomi Syari'ah Fakultas Ekonomi dan Bisnis Islam Universitas Islam Negeri Raden Intan Lampung*.
- Neoloka, A. (2014). *Metode Penelitian dan Statistik*. Bandung: PT Remaja Rosdakarya.
- Neti, S. (2011). Social Media and Its Role in Marketing. *International Journal of Enterprise Computing and Business Systems*, 16-22.
- Nofal, R., Calicioglu, C., & Aljuhmani, H. Y. (2020). The impact of social networking sites advertisement on consumer purchasing decision: The Mediating role of brand awareness . *International Journal of Data and Network Science*, 139-156.
- Noonbit Academy. (2023, November 21). *Programs*. Retrieved from Noonbit Academy: <https://noonbitacademy.com/>
- O'Flynn, A. (2017, March 2). *Using social media to increase sales and brand awareness*. Retrieved from Josic Media: <https://www.josic.com/using-social-media-to-increase-sales-and-brand-awareness>.
- Peter, J. P. & J. C. O. (2000). *Consumer Behaviour: Perilaku Konsumen, dan Strategi Pemasaran* (Damos Sihombing, Terjemahan). Jakarta: Erlangga.
- Prasetyo, M. D., Susanto, & Maharani, B. D. (2021). Pengaruh Kualitas Pelayanan, Fasilitas Dan Persepsi Harga Terhadap Kepuasan Konsumen Studi Kasus Pada Pelanggan Barbershop Pojur Yogyakarta. *Jurnal Ilmiah Manajemen Kesatuan*, 9(1), 23-32.
- Rahman, A. (2018). *Money & I Magazine*. Denpasar: PT Literatur Negeri.
- Rakhmat, J. (2002). *Metode Penelitian Komunikasi*. Bandung: PT Remaja Rosdakarya.
- Ratana, M. (2018, Juni). Pengaruh Social Media Marketing Terhadap Ekuitas Merek (Program Crowdsourcing Foto Periode 18 Juli 2016 - 2 April 2017 di Instagram). *Jurnal Studi Komunikasi dan Media*, 22(1), 13-28.

- Schulze, C., Schöler, L., & Skiera, B. (2015). Customizing social media marketing. *MIT Sloan Management Review*. 56(2), 8–10.
- Seo, E.J. & Park, J.W. (2018). A study on the effects of social media marketing activities on brand equity and customer response in the airline industry. *Journal of Air Transport Management*, 66, 36–41.
- Setiawan, S. R. (2019, Februari 12). *Ekonomi: Kompas.com*. Retrieved from Kompas.com:
<http://www.kompas.com/ekonomi/read/2019/02/12/152246426/mengapa-masih-banyak-umkm-indonesia-yang-belum-go-digital>
- Shojaee, S., & Azman, A. b. (2013). An Evaluation of Factors Affecting Brand Awareness in the Context of Social Media in Malaysia. *Asian Social Science*, 72-78.
- Smart Insights. (2019). *Increasing Brand Awareness is Main Goal for Social Media Strategies*. Retrieved from Smart Insights:
<https://www.smartinsights.com/social-media-marketing/increasing-brand-awareness-main-goal-for-social-media-strategies/amp/>
- Smith, K. (2019, Agustus 15). *101 ways to promote your brand with social media marketing: Lyfe Marketing Website* . Retrieved from Lyfe Marketing Website :
<https://www.lyfemarketing.com/blog/social-media-marketing-101/>
- Subandriyo, B. (2020). *Bahan Ajar Analisis Korelasi dan Regresi*.
- Sudin, S. (2019, Maret 29). *Indonesia Digital Marketing*. Retrieved from Indonesia Digital Marketing: <https://www.indonesiadigitalmarketing.com/apa-itu-social-media-marketing/>
- Sugiyono. (2013). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: CV Alfabeta.
- Sugiyono. (2022). *Metode Penelitian Kuantitatif*. Bandung: CV Alfabeta.
- Surachman. (2008). *Dasar-Dasar Manajemen Merek*. Malang: Banyumedia Publisher.
- Sutisna. (2002). *Perilaku Konsumen dan Komunikasi Pemasaran*. Bandung: PT Remaja Rosdakaya.
- Sylfi, Ispriyanti, D., & Safitri, D. (2012). Analisis Regresi Linier Piecewise Dua Segmen. *Jurnal Gaussian*, 219-228.
- Taylor, D. G., Lewin, J. E., & Strutton, D. (2011). Friends, Fans, and Followers: Do Ads Work on Social Networks? How Gender and Age Shape Receptivity . *Journal of Advertising Research*, 258-275.
- Tchelidze, L. (2023). Influence of Brand Activities through Social Media on Consumer Awareness. *Journal Of International Business Research And Marketing*. 8(1).

- Touchette, B., Schanski, M., & Lee, S.-E. (2015). Apparel Brands Use Of Facebook: An Exploratory Content Analysis Of Branded Entertainment. *Journal of Fashion Marketing and Management*, 107-119.
- Trott, S., & Sople, V. V. (2016). *Brand Equity: An Indian Perspective*. PHI Learning Pvt. Ltd.
- Tsimonis, G., & Dimitriadis, S. (2014). Brand strategies in social media. *Marketing Intelligence & Planning*, 32(3), 328-344.
- We are Social Inc. (2023, Februari 10). *Reports: Data Reportal*. Retrieved from Data Reportal Website: <https://datareportal.com/reports/digital-2023-indonesia>
- Weber, L. (2007). *Marketing to the Social Web: How Digital Customer Communities Build Your Business*. New Jersey: John Wiley & Sons, Inc.
- Weinberg, B.D., & Pehlivan, E. (2011). Social spending: managing the social media mix. *Business Horizons*, 54(3), 275-282.
- Yapa, U. A. (2017). The Impact of Social Media Marketing on Brand Awareness (With Special Reference to Facebook Use in Fast Moving Consumer Goods in Sri Lanka). *International Journal of Engineering and Management Research*, 7(5), 262-272.
- Yoo, B., Donthu, N., & Lee, S. (2000). An examination of selected marketing mix elements and brand equity. *Journal of the Academy of Marketing Science*, 28(2), 195-211.
- Yulistara, A. (2018, Maret 26). *Lifestyle: CNBC Indonesia*. Retrieved from CNBC Indonesia: <http://cnbcindonesia.com/lifestyle/20180326194751-33-8635/60-orang-indonesia-pilih-beli-produk-asing-ketimbang-lokal>