

DAFTAR PUSTAKA

- Adler, R. B. and Rodman, G. (2000), *Understanding Human Communication*, 7th Edition, TX: Harcourt College Publishers.
- Ahmad, A.H. et al., “*The impact of young celebrity endorsements in social media advertisements and brand image towards the purchase intention of young consumers*”, *International Journal of Financial Research*, 2019, 10(5), pp. 54–65. doi:10.5430/ijfr.v10n5p54.
- Andi Dwi Riyanto (2021) *Hootsuite (We are Social): Indonesia Digital Report 2021*, Available at: <https://andi.link/hootsuite-we-are-social-indonesian-digital-report-2021/> (Accessed: January 11, 2022).
- Anggun P. Situmorang (2021) *Kemenperin Catat Penjualan Kosmetik Melejit Selama Pandemi, ini Alasannya*, merdeka.com. Available at: <https://www.merdeka.com/uang/kemenperin-catat-penjualan-kosmetik-melejit-selama-pandemi-ini-alasannya.html> (Accessed: March 5, 2022).
- Anindiyasari, Y., *Pengaruh Interaksi Parasosial Terhadap Hubungan Parasosial, Kredibilitas Endorser Dan Niat Beli Penggemar Syahrini Terhadap Produk Kosmetik Di Media Instagram*, *Arthavidya Jurnal Ilmiah Ekonomi*, 2019, Oktober. Available at: <https://www.socialmediatoday.com/cont>.
- Athaya, F.H. and Irwansyah, I., “*Memahami Influencer Marketing: Kajian Literatur Dalam Variabel Penting Bagi Influencer*” *Jurnal Teknologi Dan Sistem Informasi Bisnis*, 2021, 3(2), pp. 334–349. doi:10.47233/jteksis.v3i2.254.
- Auter, P.J. and Palmgreen, P., “*Development and validation of a parasocial interaction measure: The audience - persona interaction scale*” *Communication Research Reports*, 2000, 17(1), pp. 79 - 89. doi:10.1080/08824090009388753.
- Aw, E.C.X. and Labrecque, L.I., “*Celebrity endorsement in social media contexts: understanding the role of parasocial interactions and the need to belong*”, *Journal of Consumer Marketing*, 2020, 37(7), pp. 895–908. doi:10.1108/JCM-10-2019-3474.
- Burnasheva, R. and Suh, Y.G., “*The moderating role of parasocial relationships in the associations between celebrity endorser’s credibility and emotion-based responses*”, *Journal of Marketing Communications*, 2020, [Preprint]. doi:10.1080/13527266.2020.1862894.
- Chi, H. et al. *The Influences of Perceived Value on Consumer Purchase Intention: The Moderating Effect of Advertising Endorser*, 2011.

- Chung, S. and Cho, H., “*Fostering parasocial relationships with celebrities on social media: Implications for celebrity endorsement*”, *Psychology and Marketing*, 2017, 34(4), pp. 481–495. doi:10.1002/mar.21001.
- Erdogan, B.Z. “*Celebrity Endorsement: A Literature Review*” *Journal of Marketing Management*, 1999, 15(4), pp. 291–314. doi:10.1362/026725799784870379.
- Escalas, J.E. and Bettman, J.R. “*Connecting With Celebrities: How Consumers Appropriate Celebrity Meanings for a Sense of Belonging*”, 2017, *Journal of Advertising*, 46(2), pp. 297–308. doi:10.1080/00913367.2016.1274925.
- Farah Ramadhani (2021) *Lokal Mendominasi! Ini Data Penjualan Kosmetik Bibir di Shopee Bulan Juni 2021*, compas.co.id. Available at: <https://compas.co.id/article/penjualan-kosmetik-bibir> (Accessed: January 5, 2022).
- Fauziah, R. and Kusumawati, D. *Fandom K-Pop Idol dan Media Sosial (Studi Deskriptif Kualitatif tentang Penggunaan Media Sosial Twitter pada Hottest Indonesia sebagai Followers Fanbase @taeckhunID, @2PMindohottest dan Idol Account @Khunnie0624)*, 2015, perpustakaan.uns.ac.id.
- Gong, W. “*Effects of parasocial interaction, brand credibility and product involvement on celebrity endorsement on microblog*” *Asia Pacific Journal of Marketing and Logistics*, 2020, 33(6), pp. 1437–1454. doi:10.1108/APJML-12-2019-0747.
- Gong, W. and Li, X. “*Engaging fans on microblog: the synthetic influence of parasocial interaction and source characteristics on celebrity endorsement*”, 2017, *Psychology and Marketing*, 34(7), pp. 720–732. doi:10.1002/mar.21018.
- Hansudoh, Steven Agustinus. (2012) *Pengaruh Celebrity Endorsement Terhadap Purchase Intention Melalui Perceived Value Pada Produk Top Coffee Di Surabaya*. *Jurnal Ilmiah Mahasiswa Manajemen*, Vol. 1, No. 5, pp. 1-7.
- Hartmann, T. and Goldhoorn, C., “*Horton and Wohl revisited: Exploring viewers’ experience of parasocial interaction*”, 2011a, *Journal of Communication*, 61(6), pp. 1104–1121. doi:10.1111/j.1460-2466.2011.01595.x.
- Hartmann, T. and Goldhoorn, C., “*Horton and Wohl revisited: Exploring viewers’ experience of parasocial interaction*”, 2011b, *Journal of Communication*, 61(6), pp. 1104–1121. doi:10.1111/j.1460-2466.2011.01595.x.
- Horton, D. and Richard Wohl, R. “*Mass Communication and Para-Social Interaction*”, 1956, *Psychiatry*, 19(3), pp. 215–229. doi:10.1080/00332747.1956.11023049.

- Klimmt, C., Schramm, H., and Hartmann, T. “*Parasocial Interactions and Relationships*”, 2006, https://www.researchgate.net/publication/307905145_Parasocial_interactions_and_relationships
- Kotler, P. and Keller, K.L. (2016) *Marketing Management*. Global 15th Edition. United States: Pearson Education.
- Lee, J.E. and Watkins, B. “*YouTube vloggers’ influence on consumer luxury brand perceptions and intentions*,”, 2016, *Journal of Business Research*, 69(12), pp. 5753–5760. doi:10.1016/j.jbusres.2016.04.171.
- Luthfi Alatas, S. and Tabrani, M., *Pengaruh Celebrity Endorser terhadap Purchase Intention melalui Brand Credibility*, 2018, *JMI*. Available at: <http://www.jurnal.unsyiah.ac.id/JInoMan>.
- Mariana Politton (2021) *Daftar 10 Media Sosial yang Paling Diminati di Indonesia*, [popbela.com](https://www.popbela.com). Available at: <https://www.popbela.com/career/inspiration/mariana-politton/daftar-media-sosial-yang-paling-diminati-di-indonesia/7> (Accessed: January 11, 2022).
- Marwick, A. E. (2013). *Status update: Celebrity, publicity, and branding in the social media age*. Yale University Press.
- mediaindonesia.com (2021) *Trend Pengguna Kosmetik Meningkat, Indonesia Siap Ambil Peluang*, mediaindonesia.com. Available at: <https://mediaindonesia.com/ekonomi/409325/trend-pengguna-kosmetik-meningkat-indonesia-siap-ambil-peluang> (Accessed: March 6, 2022).
- Miza Alvina (2020) *Spire Insight: Potensi Pasar Kosmetik Indonesia*, technobusiness.id. Available at: <https://technobusiness.id/insight/spire-insights/2020/10/30/spire-insight-potensi-pasar-kosmetik-indonesia/> (Accessed: January 5, 2022).
- Nuryulia Praswati, A., Siska Suryandari, R., *Pengaruh Hubungan Parasosial Antara Selebriti Dan Pengikutnya Terhadap Niat Beli Dan Niat E-WOM.*, 2021, The 14th University Research Colloqium, e-ISSN: 2621-0584.
- Ohanian, R. “*Construction and validation of a scale to measure celebrity endorsers’ perceived expertise, trustworthiness, and attractiveness*”, 1990, *Journal of Advertising*, 19(3), pp. 39–52. doi:10.1080/00913367.1990.10673191.
- Perbawani, P.S. and Nuralin, A.J. “*Hubungan Parasosial dan Perilaku Loyalitas Fans dalam Fandom KPop di Indonesia*”, 2021, *Jurnal Lontar* vol 9 no 1, P-ISSN: 2442-5109.
- Rahmadani, A., Anggarini, Y. and Tinggi Ilmu Manajemen YKPN, S. *Pengaruh Korean Wave dan Brand Ambassador pada Pengambilan Keputusan Konsumen*, 2021, Available at: <http://journal.stimykpn.ac.id/indeks.php/tb>.

- Rahman, S.H. *et al.* (2020) *Pengaruh Price Discount dan Bonus Pack Terhadap Purchase Intention*, Jurnal Sain Manajemen. Available at: <http://ejurnal.ars.ac.id/index.php/jsm/index>.
- Riskhi, A.N.M., Munandar, J.M. and Najib, M., “*Pengaruh Kredibilitas terhadap Minat Beli dengan Tiga Tipe Konsumen pada Industri Busana Muslimah*,” 2018, MIX: JIM, 8(3), p. 579. doi:10.22441/mix.2018.v8i3.008.
- Rubin, A.M. and Perse, E.M., *Audience Activity and Soap Opera Involvement A Uses and Effects Investigation: The present study integrated uses and effects perspectives by examining audience involvement with media content*, 1986, Communication Association convention.
- Rubln, A.M., Perse, E.M. and Powell, R.A., *Loneliness, Parasocial Interactions, and Local television News Viewing*, 1985, Human Communication Research.
- Sanita, S. *et al.*, *Pengaruh Product Knowledge dan Brand Image terhadap Purchase Intention* (Penelitian pada PT. Bahana Cahaya Sejati Ciamis), 2019, vol 1 no 3, Business Management and Entrepreneurship Journal.
- Schramm, H. and Hartmann, T. “*The PSI-Process Scales. A new measure to assess the intensity and breadth of parasocial processes*”, 2008, Communications, 33(4), pp. 385–401. doi:10.1515/comm.2008.025.
- Sella Panduarsa Gareta (2021) *Kemenperin: Industri Kosmetik tumbuh signifikan pada 2020*, antaranews.com. Available at: <https://www.antaranews.com/berita/2003853/kemenperin-industri-kosmetik-tumbuh-signifikan-pada-2020> (Accessed: March 5, 2022).
- Sokolova, K. and Kefi, H. “*Instagram and YouTube bloggers promote it, why should I buy? How credibility and parasocial interaction influence purchase intentions*”, 2020, Journal of Retailing and Consumer Services, 53. doi:10.1016/j.jretconser.2019.01.011.
- Stever, Gayle & Lawson, Kevin. (2013). *Twitter as a Way for Celebrities to Communicate with Fans: Implications for the Study of Parasocial Interaction*.
- Tal-Or, N. and Cohen, J. “*Understanding audience involvement: Conceptualizing and manipulating identification and transportation*”, 2010, Poetics, 38(4), pp. 402–418. doi:10.1016/j.poetic.2010.05.004.
- Tranggono, D., Nidita Putri, A. and Juwito, J., “*Pengaruh Terpaan Iklan Nacific di Instagram terhadap Keputusan Pembelian Produk Nacific pada Followers Akun @nacificofficial.id*,” 2020, Jurnal Ilmu Komunikasi, 10(2), pp. 141–155. doi:10.15642/jik.2020.10.2.141-155.
- Vina Budy Kusnandar (2021) *Pengguna Internet Indonesia Peringkat ke-3 Terbanyak di Asia*, databoks.katadata.co.id. Available at:

<https://databoks.katadata.co.id/datapublish/2021/10/14/pengguna-internet-indonesia-peringkat-ke-3-terbanyak-di-asia#:~:text=Berdasarkan%20data%20internetworldstats%2C%20pengguna%20internet,mencapai%20989%2C08%20juta%20jiwa> (Accessed: February 9, 2022).

Wood, N.T. and Burkhalter, J.N. “*Tweet this, not that: A comparison between brand promotions in microblogging environments using celebrity and company-generated tweets*,”, 2014, *Journal of Marketing Communications*, 20(1–2), pp. 129–146. doi:10.1080/13527266.2013.797784.

Yessy (2021) *Stray Kids Terpilih jadi Model Nacific Cosmetics*, JPNN.com. Available at: <https://www.jpnn.com/news/stray-kids-terpilih-jadi-model-nacific-cosmetics?page=2> (Accessed: December 10, 2021).

Yosepha Pusparisa (2020) *Produk Skincare Korea Selatan Jadi Pilihan Warga Asia*, databoks.katadata.co.id. Available at: <https://databoks.katadata.co.id/datapublish/2020/07/02/produk-skincare-korea-selatan-jadi-pilihan-warga-asia> (Accessed: January 5, 2022).

Yuan, C.L., Kim, J. and Kim, S.J. “*Parasocial relationship effects on customer equity in the social media context*,”, 2016, *Journal of Business Research*, 69(9), pp. 3795–3803. doi:10.1016/j.jbusres.2015.12.071.