

DAFTAR PUSTAKA

- Andajani, E. (2015). Understanding Customer Experience Management in Retailing. *Procedia - Social and Behavioral Sciences*, 211(September), 629–633. <https://doi.org/10.1016/j.sbspro.2015.11.082>
- Ayu, R. D. (2023). *Cara Membuat Slide Foto di Tiktok tanpa Aplikasi Tambahan*. Tempo. <https://www.tempo.co/digital/cara-membuat-slide-foto-di-tiktok-tanpa-aplikasi-tambahan-208811>
- Campbell, T. (1994). *Tujuh Teori Sosial*. Kanisius.
- Choi, M. (2024). *Hallyu Market Expected to Hit \$198 Billion by 2030, Driven by Short-Form Content*. Business Korea. https://www.businesskorea.co.kr/news/articleView.html?idxno=221227#google_vignette
- Corp, C. O. Y. (n.d.-a). *Company History*. CJ Olive Young Corp. <https://corp.oliveyoung.com/en/company/history>
- Corp, C. O. Y. (n.d.-b). *Company Overview*. CJ Olive Young Corp. <https://corp.oliveyoung.com/en/company/main>
- Creswell, J. W. (2015). Penelitian & Desain Riset: memilih di antara lima pendekatan (Terjemahan W. Saputro). *Yogyakarta: Pustaka Pelajar*, 1–45.
- Creswell, J. W., & Creswell, J. D. (2018). Research Design Qualitative, Quantitative, and Mixed Methods Approaches. In *SAGE Publications* (5th ed., Issue 2). <https://eur-lex.europa.eu/legal-content/PT/TXT/PDF/?uri=CELEX:32016R0679&from=PT%0Ahttp://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=CELEX:52012PC0011:pt:NO T>
- Dannita, S., & Deniar, S. (2021). The Chaebol's contribution on South Korea nation branding through Korean wave. *Satwika : Kajian Ilmu Budaya Dan Perubahan Sosial*, 5(2), 317–336. <https://doi.org/10.22219/satwika.v5i2.17609>
- Fiantika, et al. (2022). Metodologi Penelitian Kualitatif. In *Fiantika, Feny Rita Wasi, Mohammad Jumiyati, Sri Honesti, Leli Wahyuni, Sri Mouw, Erland Jonata Mashudi, Imam Hasanah, Nur Maharani, Anita Ambarwati, Kusmayra Noflidaputri, Resty Nuryami Waris, Lukman* (Issue March). PT. Global Eksekutif Teknologi.
- Globe Newswire. (2025). *K-Beauty Products Market Trends and Forecasts Report 2025-2033: Targeted Treatments and Personalized Skincare Drive Industry Evolution*. Globe Newswire. <https://www.globenewswire.com/news-release/2025/02/25/3031746/28124/en/K-Beauty-Products-Market-Trends-and-Forecasts-Report-2025-2033-Targeted-Treatments-and-Personalized->

Skincare-Drive-Industry-Evolution.html

- Glodev, et al. (2023). The Korean Wave as the Globalization of South Korean Culture. *WACANA: Jurnal Ilmiah Ilmu Komunikasi*, 22(1), 108–120. <https://doi.org/10.32509/wacana.v22i1.2671>
- Jin, D. Y. (2024). *Understanding the Korean Wave*. Routledge.
- Kim, H. J. (2022). *Olive Young lead health and beauty section for fifth year*. Korea JoongAng Daily. <https://koreajoongangdaily.joins.com/2022/01/10/business/sponsoredReports/Olive-Young-lead-health-and-beauty-section-for-fifth-year/20220110164434858.html>
- Kim, S. H. (2025). Revolutionizing Health & Beauty Retail with CJ Olive Young's Digital Transformation. *Journal of Distribution Science*, 23(3), 91–100. <https://doi.org/10.15722/jds.23.03.202503.91>
- Kugut, et al. (2024). Customer Satisfaction Assessment among Foreign Consumers at Popular Korean Cosmetics Stores - A Comparative Study -. *Journal of Industrial Innovation*, 40(2), 86–99.
- Lokito, S. A., & Dharmayanti, D. (2019). Analisis Pengaruh Experiential Marketing Dan Customer Satisfaction Terhadap Customer Loyalty Comedy Kopi Di Surabaya. *Manajememn Pemasaran*, 121–131, 1–15.
- Main, at al. (2018). *Fenomenologi Dalam Penelitian Ilmu Sosial* (Issue August). Prenadamedia Group.
- Maria, et al. (2023). Fenomena Menonton Drama Korea Pada Kalangan Wanita Karier. *NUSANTARA: Jurnal Ilmu Pengetahuan Sosial*, 10(9), 4386–4391.
- Nabilah, F., & Yunanto, S. (2024). Pengaruh Korean Wave Sebagai Diplomasi Budaya Korea Selatan Terhadap Peningkatan Industri Kosmetik Di Indonesia. *Jurnal Hukum Dan Sosial Politik*, 2(1).
- Nam, I. S. (2025). *Korean cosmetics beat Chanel, Lancôme to rank top in US, Japan*. The Korea Economic Daily Global Edition. <https://www.kedglobal.com/beauty-cosmetics/newsView/ked202501050004>
- Newsroom, C. (2025a). *Olive Young Adds Shopping Convenience Services for Global Shoppers*. CJ Newsroom.
- Newsroom, C. (2025b). *Olive Young Sets Standard for K-Beauty Tourism*. CJ Newsroom.
- No, K. M. (2025). *K-beauty exports surpass \$10b milestone*. Asia News Network. <https://asianews.network/k-beauty-exports-surpass-10b-milestone/>
- Pinem, J., & Kim, T. (2023). The Effect of the Korean Wave Phenomenon toward Imitation Intention: Korean Product Purchase Intention in the Global Market. *Journal of Korea Trade*, 27(4), 45–60.

<https://doi.org/10.35611/jkt.2023.27.4.45>

Rahman, M. F., & Dahliah, D. (2024). MAKNA AUTOIMUN BAGI PEREMPUAN SEBAGAI KONTEN KREATOR PADA TIKTOK @ CANTIK2AUTOIMUN. *Jurnal Techno-Socio Ekonomika*, 17(2), 163–177. <https://doi.org/10.32897/techno.2024.17.2.3834>

Rardin, J., & Clement, K. (2021). #FYP (For Your Paper). *September*, 39–52.

Sari, I. N. (2023). *Sejarah TikTok dari Aplikasi Negeri Panda hingga Mendunia*. Katadata. <https://katadata.co.id/ekonopedia/profil/6404f5c3ce775/sejarah-tiktok-dari-aplikasi-negeri-panda-hingga-mendunia#:~:text=TikTok mulai dikenal masyarakat Indonesia,kasus Covid-19 saat itu>.

Schutz, A. (1971). The Phenomenology of the Social World (Translated by George Walsh & Frederick Lehnert). *New Scholasticism*, 45(1), 190–192. <https://doi.org/10.5840/newscholas197145120>

Statista. (2025). *Most popular social networks worldwide as of February 2025, by number of monthly active users*. Statista. <https://www.statista.com/statistics/272014/global-social-networks-ranked-by-number-of-users/>

Sugiyono, & Lestari, P. (2021). *Metode Penelitian Komunikasi (Kuantitatif, Kualitatif, dan Cara Mudah Menulis Artikel pada Jurnal Internasional)*. Penerbit Alfabeta.

Widiastuti, et al. (2022). Customer Experience, Service Quality dan Brand Image Yang Mempengaruhi Kepuasan Peserta Pelatihan Business Wisdom Institute (BWI) Di Indonesia. *JPRO Jurnal Manajemen Dan Profesional*, 3(2), 121–135.

Wimalasari, R. (2024). *Implementasi Social Media Marketing Bakpia @Juwara_Satoe Melalui Konten TikTok dalam Membangun Brand Image*. Universitas Pembangunan Nasional “Veteran” Yogyakarta.

Wirman, et al. (2023). Study of communication phenomenology of Tiktok users who have experienced fear of missing out on behavior. *Bricolage : Jurnal Magister Ilmu Komunikasi*, 9(1), 53. <https://doi.org/10.30813/bricolage.v9i1.3918>

Yoo, H. (2024). *K-pop Viral short-form videos help Hallyu-related brands expand overseas: TikTok white paper*. The Korea Herald. <https://m.koreaherald.com/article/3434695>