

**DAFTAR PUSTAKA**

- Aw, Suranto. 2011. *Komunikasi Interpersonal*. Yogyakarta: Graha Ilmu.
- Beaird, J. 2010. *The Principles of Beautiful Web Design (2nd Edition)*. Canada : SitePoint Pty Ltd
- Belch, E George & Michael A Belch. 2007. *Advertising and Promotion “An Integrated Marketing Communication Perspective*. New York: McGrawHill/Irwin
- Blossom, J. 2009. *Content Nation*. Indianapolis, Indiana: Wiley Publishing, Inc
- Cangara, Hafied. 2007. *Pengantar Ilmu Komunikasi*. Jakarta: PT. Raja Grafindo Persada.
- \_\_\_\_\_. 2008, *Pengantar Ilmu Komunikasi*, PT Raja Grafindo Persada, Jakarta.
- Creswell, John W. 1998. *Qualitative Inquiry And Research Design :Choosing Among Five Traditions*. Thousand Oaks, London, and New Delhi: Sage Publication
- Christopherson S 2008. *Beyond the self-expressive creative worker: an industry perspective on entertainment media*. *Theory, Culture & Society* 25(7-8): 73-95.
- Chu,S., and Kamal,S. 2008. *The Effect Of Perceived Blogger Credibility And Argument Quality On Message Elaboration And Brand Attitudes*. *Journal of Interactive Advertising*,8 (2), 26-27.

- 
- \_\_\_\_\_ 2013. *Research Design : Qualitative, Quantitative and Mixed Approaches*. Sage Publications (2nd Edition)
- Devito, Joseph. 1997. *Komunikasi Antarmanusia*. Professional Books: Jakarta
- Effendy, Uchjana Onong. 2003. *Ilmu, Teori dan Filsafat Komunikasi*. Bandung: Cira Aditya bakti.
- Endraswara, Suwardi. 2012. *Metodologi Penelitian Kebudayaan*. Yogyakarta: Gadjah Mada University Press.
- Faisol, Sanapiah. 1992. *Format-Format Penelitian Sosial*. Jakarta : Rajawali Press
- Gunter, B. 2000. *Media Research Methods*. Thousand Oaks, CA: SAGE Publications Inc.
- Hakim, Lukmanul dan Siti Mutmainah. 2007. *Rahasia dan Trik Mendesain Situs Cantik*. Jakarta : Elex Media Komputindo.
- Hine, C. 2000. *Virtual ethnography*. London, UK: SAGE Publications.
- Hookway, N. 2008. *Entering the blogosphere*”: some strategies for using blogs in social research’ *Qualitative Research*, 8 (1) 91-113.
- Indra, Bayu Pratama. 2017. *Etnografi Dunia Maya Internet*. Malang : UB Media
- Kenedy, Jhon E & Soemanegara Dermawan R. 2006. *Marketing Communication*. Jakarta : PT. Buana Ilmu Populer.
- Kotler, Amstrong. 2001. *Prinsip-Prinsip Pemasaran, Edisi ke-8. Terjemahan Damos Sihombing*, MBA, Jakarta: Erlangga
- Kotler, Phillip dan Kevin L. Keller. (2016). *Marketing Management* 16 edition. New Jersey: Pearson
- Kozinets, R. V. 2015. *Netnography:Redefined*. Los Angeles: SAGE Publications Inc.
- Kusmiati, Artini. R, Sripudji Astuti dan Pamudji Suptandar. 1999.*Teori Dasar Desain Komunikasi Visual*. Djambatan, Jakarta:
- Kusrianto, Adi. 2007. *Pengantar Desain Komunikasi Visual*.Yogyakarta: Andi
- Littlejohn, Stephen W & Karen A. Foss.2009. *Teori Komunikasi*, edisi 9. Jakarta: Salemba Humanika

- Marshall, Catherine. and Gretchen B. Rossman.1999. *Designing Qualitative Research 3e*. California: Sage Publication Inc.
- McPherson, M., & Li, X. 2012. *Celebrity Endorsement Within The Chinese Beauty Industry: Views from Beijing's Female Consumer*. In S. Paliwoda,T. Andrews, J.Chen (Ed). *Marketing Management in Asia*, (pp.33-51). New York, NY : Routledge
- Miles, M. B., & Huberman, M. A. 1994. *Qualitative data analysis: an expanded sourcebook (2rd ed)*. London: Sage Publication
- Moloeng, Lexy. 2002. *Metodologi Penelitian Kualitatif*. Bandung: Remaja Rosdakarya.
- Mulyana, Deddy. 2013. *Ilmu Komunikas: Suatu Pengantar*. Bandung: Remaja Rosdakarya
- Nasrullah, Rulli. 2014. *Teori dan Riset Media Siber*. Jakarta: Kencana Prenada Media Grup.
- \_\_\_\_\_. 2015. *Media Sosial Perspektif Komunikasi, Budaya, dan Siosioteknologi*. Bandung: Simbiosis Rekatama Media.
- Pawito. 2007. *Penelitian Komunikasi Kualitatif*. Yogyakarta: Pelangi Aksara Yogyakarta.
- Perloff., R.M.. 2010. *The Dynamics of Persuasion: Communication and Attitudes in the 21st Century*, Taylor & Francis Group, New York and London.
- Rakhmat, Jalaluddin. 2001. *Psikologi Komunikasi Edisi Revisi*. Bandung: PT Remaja Rosdakarya
- \_\_\_\_\_. 2005. *Psikologi Komunikasi*. Remaja Rosdakarya, Jakarta
- Rangkuti, Freddy. 2009. *Strategi Promosi yang Kreatif dan Analisis Kasus Integrated Marketing Communication*. Jakarta: PT Gramedia Pustaka Utama
- Rosen, E. 2000. *The Anatomy of Buzz: How to Create Word-of-Mouth Marketing*. New York: Doubleday
- Ruben, Brent, D. dan Lea P. Stewart, 1998. *Communication and Human Behavior*. USA Viacom Company)

- Sarwono, Sarlito W. & Eko A. Meinarno. (2009). *Psikologi Sosial*. Jakarta: Penerbit Salemba Humanika
- Sendjaja, S. Djuarsa, dkk. 2013. *Pengantar Ilmu Komunikasi*. Tangerang Selatan: Universitas Terbuka.
- Sernovitz, Andy. 2012. *Word of Mouth Marketing. How Smart Companies Get People Talking*. Austin: Greenleaf Book Group Press.
- Shimp, Terence A. 2000. *Periklanan Promosi: Komunikasi Pemasaran Terpadu*. Jakarta: Penerbit Erlangga.
- \_\_\_\_\_. 2002. *Periklanan Promosi*. Jakarta: Erlangga.
- \_\_\_\_\_. 2003. *Periklanan Promosi Jilid 1*, Jakarta : Penerbit Erlangga.
- \_\_\_\_\_. 2007, *Integrated Marketing Communication In Advertising and Promotion, Edisi Ketujuh*. New York : McGrawHill
- Sugiyono. 2009. *Metode Penelitian Kuantitatif dan Kualitatif*. Bandung: Alfabeta
- Suharsaputra, Uhar. 2012. *Metode Penelitian: Kuantitatif, Kualitatif dan Tindakan*. Bandung: PT. Refika Aditama
- Sulistyo, Basuki. 2006. *Metode Penelitian*. Jakarta: Wedatama Widya Sastra dan Fakultas Ilmu Pengetahuan Budaya Universitas Indonesia
- Sumardy, Marlin Silviana, Melina Melone. (2011). *The Power of Word of Mouth Marketing*. Jakarta: Gramedia Pustaka Utama.
- Sutedi, Adrian. 2009. *Metode Penelitian Hukum*, Jakarta : Sinar Grafika.
- Sutisna. 2002. *Perilaku Konsumen dan Komunikasi Pemasaran*. Bandung: PT. Remaja Rosdakarya Offset.
- Tjiptono, Fandi .2008. *Strategi Pemasaran*. Edisi 3. ANDI : Yogyakarta
- Turner, Graeme. 2004. *Understanding Celebrity*. SAGE Publications
- Tuten, T. L. 2008. *Advertising 2.0*. Connecticut: Praeger.
- Yin, Robert K. 2013. *Studi Kasus Desain dan Metode*. Jakarta: PT. Raja Grafindo Persada
- Yuhefizar, Mooduto, & Hidayat, R. 2009. *Cara Mudah Membangun Website Interaktif Menggunakan Content Management System Joomla Edisi Revisi*. Jakarta: PT Elex Media Komputindo

**Jurnal**

- Achmad, Zainal Abidin dan Rachma Ida. 2018. *Etnografi Virtual Sebagai Teknik Pengumpulan Data Dan Metode Penelitian*. The Journal of Society & Media 2018, Vol. 2 (2) 130-145. <https://journal.unesa.ac.id/index.php/jsm/index>
- Adhikara, Cooky Tri. 2010. *Analisis Sebaran Pemanfaatan Internet Blog/Weblog Untuk Kategori Bisnis Dan Ekonomi Di Dunia Maya Indonesia*. ComTech Vol.1 No.2 Desember 2010 : 1188-1196. <https://doi.org/10.21512/comtech.v1i2.2698>
- Azaria, Phamendyta Aldaning, Srikandi Kumadji dan Fransisca Yaningwati. 2014. *Pengaruh Internet Marketing Terhadap Pembentukan Word Of Mouth Dan Efektivitas Iklan Dalam Meningkatkan Brand Awareness (Studi pada Follower Akun Twitter Pocari Sweat di Jejaring Sosial Twitter)*. Jurnal Administrasi Bisnis (JAB). Vol. 13 No. 1 Agustus 2014 / [administrasibisnis.studentjournal.ub.ac.id](http://administrasibisnis.studentjournal.ub.ac.id)
- Brydges, Taylor dan Jenny Sjöholm. 2018. *Becoming a personal style blogger: Changing configurations and spatialities of aesthetic labour in the fashion industry*. International Journal of Cultural Studies. 1–21
- Burrell, J. 2009. *The Field Site as a Network: A Strategy for Locating Ethnographic Research*. *Field Methods*, 21(2), 181–199. <http://doi.org/10.1177/1525822X08329699>
- Fang, Cheng-Hsi. 2013. *An Exploratory Study on the Adaptive Word-of-Mouth Communication in Seeker-initiated Context*. Business Management and Strategy ISSN 2157-6068 2013, Vol. 4, No. 1
- Harjadi, Didik dan Fatmawati Dewi. 2008. Word Of Marketing (WOM) Communication Sebagai Alternatif Kreatif Dalam Komunikasi Pemasaran. *Jurnal Equilibrium* Vol.4, No. 8, Juli-Desember, 2008, 72-78.
- Hine, C. 2015. *Ethnography for the Internet. Embedded, embodied and everyday (1st ed.)*. New York: Bloomsbury Academic. <http://doi.org/10.1017/CBO9781107415324.004>

- Mahetsu, Noviandra. 2006. *Analisis Pengaruh Model Iklan Terhadap Perilaku Pembelian Remaja, Kasus Pada Bintang Akademi fantasi indosiar*.
- Maryulis. 2014. *Pengaruh Aktivitas di Media Sosial Terhadap Rutinitas Blogger Sumatera Barat*. *Jurnal Pekommas*, Vol. 17 No. 2, Agustus 2014: 119-128
- Kidd, W. 2013. *Investigating the lives of new teachers through ethnographic blogs*. *Ethnography and Education*, 8(2), 210–223. <http://doi.org/10.1080/17457823.2013.792510>
- Kimmel, A. J., & Kitchen, P. J. 2014. WOM and social media : Presaging future directions for research and practice. *Journal of Marketing Communications*, 20(1-2), 5–20. <http://doi.org/10.1080/13527266.2013.797730>
- Kusumadewi, Sarah Lita. 2018. *Penerimaan Khalayak Remaja Terhadap Youth Culture Pada Vlog Dalam Akun YouTube @Awkarin*. Skripsi. Universitas Airlangga
- Nasrullah, Rulli. 2017. *Blogger Dan Digital Word Of Mouth: Getok Tular Digital Ala Blogger Dalam Komunikasi Pemasaran Di Media Sosial*. *Jurnal Sosioteknologi* Vol.16,No 1, April 2017.
- Nasution, E. 2004. *Apa itu Blog?* <http://enda.goblog.media/pages/apa-itu-blog.html>.
- Natalia, Sheyrent. 2013. *Analisa Prediksi / Penilai Efektivitas Penggunaan Selebritis Sebagai Brand Endorser Untuk Membangun Brand Image (Studi Kasus Iklan The Face Shop)*. *Jurnal Manajemen Pemasaran Petra*. <http://publication.petra.ac.id/index.php/manajemen-pemasaran/article/view/882>
- Nurgiyantoro, Singgih.2014. *Pengaruh Strategi Promosi Melalui Social Media Terhadap Keputusan Pembelian Garskin Yang Dimediasi Word Of Mouth Marketing (Studi pada Konsumen Produk Garskin Merek SayHello di Kota Yogyakarta)*. Skripsi. Universitas Negeri Yogyakarta
- Nurhaini, Erna Rahayu. 2016. *Konstruksi Identitas Diri Blogger pada Blog Tentang Kepustakawanan*. Skripsi. Surabaya : Universitas Airlangga
- Ratna Dwi Kartika Sari dan Sri Rahayu Tri Astuti. 2012. *Analisis Pengaruh Kualitas Produk, Persepsi Harga, Dan Word Of Mouth Communication*

*Terhadap Keputusan Pembelian Mebel Pada Cv. Mega Jaya Mebel Semarang.*

[http://eprints.undip.ac.id/35854/1/JURNAL\\_Ratna\\_Dwi\\_Kartika\\_Sari\\_\(C2\\_A008232\).pdf](http://eprints.undip.ac.id/35854/1/JURNAL_Ratna_Dwi_Kartika_Sari_(C2_A008232).pdf)

Setiawan, Wawan. Era digital dan tantangannya. Universitas Pendidikan Indonesia. Makalah Seminar Nasional Pendidikan 2017. <http://eprints.ummi.ac.id/151/2/1.%20Era%20Digital%20dan%20Tantangannya.pdf>

Suhendri, Erman. 2009. *Analisis Deskriptif Desain dan Karakter Website Republika Online*. Skripsi. UIN Syarif Hidayatullah Jakarta

Uribe, R., Buzeta, B., and Velazquez, M. 2016. *Sidedness, Commercial Intent, And Expertise In Blog Advertising*. *Journal of Business Research*, (69) 4403-4410

Wang, Cen. 2015. *Do People Purchase What They Viewed From Youtube? The Influence of Attitude and Perceived Credibility of User-Generated Content on Purchase Intention*. Florida State of University.