

## DAFTAR PUSTAKA

- Aaker, D., Batra, R., & Myers, J. (1996). *Advertising Management* (Fifth Edition). Prentice Hall.
- Annur, C. (2020, October 12). *Pesan Makanan Online Jadi Pengeluaran Terbanyak Konsumen saat Pandemi*.  
<https://databoks.katadata.co.id/datapublish/2020/10/12/pesan-makanan-online-jadi-pengeluaran-terbanyak-konsumen-saat-pandemi>
- Arintami, N. (2021). *Pengaruh pemasaran media sosial instagram terhadap minat beli produk shopatvelvet = The influence of instagram social media marketing towards purchase intention of shopatvelvet's product* . .
- Ariyantirita. (2022, February 8). *Berawal Dari Hobi Nonton Drama, UMKM Kabupaten Bandung Kembangkan Bisnis Kuliner Korea*.  
<https://jabarekspres.com/berita/2022/02/08/berawal-dari-hobi-nonton-drama-umkm-kabupaten-bandung-kembangkan-bisnis-kuliner-korea/>
- Asian Wiki. (2020). *Hospital Playlist | Asian Wiki*.  
[https://asianwiki.com/Hospital\\_Playlist](https://asianwiki.com/Hospital_Playlist)
- Azwar, S. (2008). *Reliabilitas dan Validitas*. Pustaka Pelajar.
- Barbas, S. (2003). “I’ll take chop suey”: Restaurants as agents of culinary and cultural change. *The Journal of Popular Culture*, 36(4).  
<https://doi.org/10.1111/1540-5931.00040>
- Barreiro, P., & Albandoz, J. (2001). *Population and sample Sampling techniques. Management Mathematics for European Schools*.

- BBC News. (2020, April 22). *Netflix gets 16 million new sign-ups thanks to lockdown*. <https://www.bbc.com/news/business-52376022>
- Belch, G. E., & Belch, M. A. (2003). *Advertising and Promotion, An Integrated Marketing Communication Perspective* (6th Edition). McGraw Hill.
- Bordens, K., & Abbott, B. (2002). *Research Design and Methods. A Process Approach*. (5th Edition). McGraw-Hill.
- Budiastuti, D., & Bandur, A. (2018). *Validitas Dan Reliabilitas Penelitian: Dilengkapi Analisis dengan NVIVO, SPSS, dan AMOS*. . Mitra Wacana Media.
- Bungin, B. (2005). *Metode Penelitian Kuantitatif*. Prenada Media.
- Cadavillo. (2020, December 29). *Korean dramas of 2020: the good, the bad and the great*. [https://www.nme.com/en\\_asia/features/best-worst-korean-dramas-of-the-year-2020-2846205](https://www.nme.com/en_asia/features/best-worst-korean-dramas-of-the-year-2020-2846205)
- Chessa, A., & Murre, J. (2004). A Memory Model for Internet Hits After Media Exposure. *Journal Physica*.
- Colman, A. (2008). *A Dictionary of Psychology* (3rd Edition). Oxford University Press.
- Conran, P. (2020, December 30). *The top 10 K-dramas of 2020, from Start-Up to The Uncanny Counter*. <https://www.scmp.com/lifestyle/k-pop/k-drama/article/3115289/top-10-k-dramas-2020-start-uncanny-counter>
- Cooper, D., & Schindler, P. (2006). *Business Research Methods*. McGraw-Hill.
- Creswell, J. W. (2012). *Educational research Planning, conducting, and evaluating quantitative and qualitative research* (4th Edition). MA Pearson.

Dede Suryadi. (2020, October 11). *Video Streaming Naik Daun*.

<https://swa.co.id/swa/trends/technology/video-streaming-naik-daun>

Dinisari, M. (2021, December 19). *Tren Kuliner Paling Populer Tahun 2021* .

<https://traveling.bisnis.com/read/20211219/223/1479254/tren-kuliner-paling-populer-tahun-2021>

Effendy, O. U. (1990). *Ilmu Komunikasi Teori Praktek*.

Engelkes, K. (2014, October 2). *It's Hoesik Time*.

<https://www.korea.net/NewsFocus/People/view?articleId=121988>

Flix Patrol. (2021). *Hospital Playlist TOP 10*. <https://flixpatrol.com/title/hospital-playlist/top10/>

Gogoi, B. (2013). Study of antecedents of purchase intention and its effect on brand loyalty of private label brand of apparel. *International Journal of Sales & Marketing*, 3(2).

Gual, M. (2020, July 29). *Gastrodiplomasi dan para pemainnya*.

<https://www.alinea.id/infografis/gastrodiplomasi-dan-para-pemainnya-b1ZQ49wcl>

Ha, J. (2019). “Why do you dine at Korean restaurants?” An ethnic food consumption model approach. *Journal of Foodservice Business Research*.

<https://doi.org/10.1080/15378020.2019.1581039>

Hamby, A., Brinberg, D., & Jaccard, J. (2018). A Conceptual Framework of Narrative Persuasion. *Journal of Media Psychology*.

- Hanaki, T., Singhal, A., Han, M. W., Kim, D. K., & Chitnis, K. (2011). Hanryu Sweeps East Asia. *The International Communication Gazette*, 69(3), 281–294.
- Haq, S. W. (2019). *THE EFFECT OF KOREAN DRAMA EXPOSURE ON KOREAN CULINARY PRODUCT PURCHASE DECISION*.
- Hasan, M. (2002). *Pokok-Pokok Materi Statistik 1*. Bumi Askara.
- Heale, R., & Twycross, A. (2015). Validity and Reliability in Quantitative Studies. *Evidence Based Nursing*, 18, 66–67.
- Hirschberg, C., Rajko, A., Schumacher, T., & Wrulich, M. (2016). *The changing market for food delivery*. <https://www.mckinsey.com/industries/technology-media-and-telecommunications/our-insights/the-changing-market-for-food-delivery>
- Hox, J., & Boije, H. (2005). Data Collection: Primary vs Secondary. *Encyclopedia of Social Measurement*, 1, 593.
- Huang, S. (2011). Nation-branding and transnational consumption: Japan-mania and the Korean wave in Taiwan. *Media Culture Soc.*, 33(1), 3–18.
- Jin, D. Y. (2003). “Regionalization of East Asia in the 1990s: Cultural and Economic Aspects of Television Programme trade. *Media Asia*, 215–228.
- Ju, H. (2018). The Korean Wave and Korean Dramas. *Oxford Research Encyclopedia of Communication*.
- <https://doi.org/10.1093/acrefore/9780190228613.013.715>

Julia Stoll. (2022, January 21). *Revenue generated by Netflix from 1st quarter 2013 to 4th quarter 2021.*

<https://www.statista.com/statistics/273883/netflixs-quarterly-revenue/>

Kasten, K. (2013). *Media Exposure and Risk.*

<https://www.elsevier.com/books/media-exposure-and-risk/kasten/978-0-12-417006-3>

Kenton, W. (2020, July 4). *Product Placement.*

<https://www.investopedia.com/terms/p/product-placement.asp>

Kim, J. (2020, December 15). *11 Best K-Dramas of 2020.*

<https://www.teenvogue.com/story/best-k-dramas-2020>

Kim, S.-S., & Kim, M.-J. (2009). Effect of Hallyu Cultural Products in Thai Society on Enhancement of Korean National Image and Intention to Visit. *Korean Journal of Tourism Research*.

Klarer, M. (1962). *An introduction to literary studies.* Routledge.

Koimoi.com. (2021, October 1). *Squid Game: 3 Reasons Why This Netflix Korean Drama Has Become So Popular.* <https://www.koimoi.com/hollywood-news/squid-game-3-reasons-why-this-netflix-korean-drama-has-become-so-popular/>

Kotler, P., & Keller, K. L. (2012). *Manajemen Pemasaran* (12th ed., Vol. 1). Erlangga.

Kriyantono, R. (2010). *Teknik Praktis Riset Komunikasi: Disertai Contoh Praktis Riset Media, Public Relations, Advertising, Komunikasi Organisasi, Komunikasi Pemasaran.* Kencana.

Kuijpers, D., Wintels, S., & Yamakawa, N. (2020, May 15). *Survey: Food retail in Indonesia during the COVID-19 pandemic.*

<https://www.mckinsey.com/industries/retail/our-insights/survey-food-retail-in-indonesia-during-the-covid-19-pandemic>

Kwon, D. (2015). What is ethnic food? . *Journal of Ethnic Foods*, 2(1).

<https://doi.org/10.1016/j.jef.2015.02.001>

Lee, B., Ham, S., & Kim, D. (2014). The effects of likability of Korean celebrities, dramas, and music on preferences for Korean restaurants: A mediating effect of a country image of Korea. *International Journal of Hospitality Management*.

<https://doi.org/http://dx.doi.org/10.1016/j.ijhm.2014.05.012>

Marzuki. (2002). *Metodologi Riset*. Aditya Medika.

Masbudi, M., Yuwono, E., & Kurniawan, A. (2014). Perancangan Buku Pengenalan Makanan khas Korea. *Jurnal DKV Adiwarna*.

<https://media.neliti.com/media/publications/77474-ID-perancangan-buku-pengenalan-makanan-khas.pdf>

Matondang, Z. (2009). Validitas dan Reliabilitas Suatu Instrumen Penelitian.

*Jurnal Tabularasa PPS Unimed*, 6(1).

Meyer, C. (2008). *Uniqueness on Korean Cuisine*.

[www.koreatimes.co.kr/www/news/culture/2013/08/318\\_27387.html](http://www.koreatimes.co.kr/www/news/culture/2013/08/318_27387.html)

Mirabi, V., Akbariyeh, H., & Tahmasebifard, H. (2015). A Study of Factors Affecting on Customers Purchase Intention Case Study: the Agencies of

- Bono Brand Tile in Tehran. *Journal of Multidisciplinary Engineering Science and Technology (JMEST)*, 2(1).
- Muhiddin, S., & Abdurrahman, M. (2007). *Analisis Korelasi Regresi Dan Jalur Dalam Penelitian*. Pustaka Setia.
- My Drama List. (2020). *Top Dramas*. <https://mydramalist.com/shows/top>
- Nazir. (1988). *Metode Penelitian*. Ghalia Indonesia.
- Neuman, W. L. (2014). *Social Research Methods: Qualitative and Quantitative Approaches* (Seventh Edition). Pearson Education Limited.
- Niederdeppe, J. (2014). Conceptual, Empirical, and Practical Issues in Developing Valid Measures of Public Communication Campaign Exposure. *Communication Methods and Measures*, 8, 138–161.  
<https://doi.org/10.1080/19312458.2014.903391>
- Nugroho, R. (n.d.). Menelaah kembali perilaku belanja makanan online di era pandemi covid-19. *Jurnal Komunikasi Profesional*.
- Oh, S. H., Park, K. W., Daily, J. W., & Lee, Y. E. (2014). Preserving the Legacy of Healthy Korean Food. *Journal of Medicinal Food*, 17(1), 1–5.  
<https://doi.org/10.1089/jmf.2014.1701.ed>
- Orm Zia Nahl Farira. (2020). *THE ANALYSIS OF PARENTING STYLE USED BY MAIN CHARACTERS IN KOREAN DRAMA “SKY CASTLE” BY YOO HYUN MI*. <http://eprints.umm.ac.id/id/eprint/70278>
- Panorama, M., & Muhajirin. (2017). *Pendekatan Praktis Metode Penelitian Kualitatif dan Kuantitatif*. Idea Press Yogyakarta.

- Park, S. (2009). Nationalism and Consumer's Attitudes toward the Korean Wave in Japan. *Studies of Korean & Chinese Humanities*, 27, 227.
- Patton, E. (2022, February 16). *How Korean shows are adapted to become Netflix hits.* <https://www.nbcnews.com/news/asian-america/korean-shows-are-adapted-become-netflix-hits-rcna16349>
- Pauley, A. (2021). *The Netflix Effect: Examining the Influence of Contemporary Media Consumption Patterns on Political Attitudes Entertainment Media Consumption Patterns on Political Attitudes and Social Perceptions and Social Perceptions.* [https://scholarworks.gsu.edu/political\\_science\\_diss/65](https://scholarworks.gsu.edu/political_science_diss/65)
- Prasetyo, B., & Jannah, L. (2016). *Metode Penelitian Kuantitatif.* Rajawali Pers.
- Pujayanti. (2017). *Gastrodiplomacy – Efforts to Strengthen Indonesia's Diplomacy.* <https://dprexternal3.dpr.go.id>
- Purnamasari, D. (2017, May 17). *Anak Muda Lebih Suka Serial Korea Ketimbang Sinetron.* <https://tirto.id/anak-muda-lebih-suka-serial-korea-ketimbang-sinetron-coSM>
- Putsanra, D. (2022, February 22). *Hospital Playlist Season 2 Netflix: Cara Nonton, Pemain, & Sinopsis.* [https://tirto.id/hospital-playlist-season-2-netflix-cara-nonton-pemain-sinopsis-ggXF?utm\\_source=Tirtoid&utm\\_medium=Terkait](https://tirto.id/hospital-playlist-season-2-netflix-cara-nonton-pemain-sinopsis-ggXF?utm_source=Tirtoid&utm_medium=Terkait)
- Rakhmat, J. (2009). *Metode Penelitian Komunikasi: Dilengkapi Contoh Analisis Statistik.* Remaja Rosdakarya.

- Rastati, R. (2020, August 28). *Survey Result: K-Drama Consumption Amidst COVID-19 Pandemic in Indonesia*. <https://pmb.brin.go.id/survey-result-k-drama-consumption-amidst-covid-19-pandemic-in-indonesia/>
- Rihandini, S. (2018). *Gastrodiplomasi sebagai Upaya Peningkatan Citra Nasional Korea Selatan*.
- Russel, C., & Stern, B. (2006). Consumers, characters, and products: a balance model of sitcom product placement effects. *J. Advert*, 1, 7–21.
- Saepulloh, R. (2021, March 10). *Omset Bisnis Kuliner Korea Tembus Belasan Juta Per Hari, Mau Coba? .* <https://wartaekonomi.co.id/read331549/omset-bisnis-kuliner-korea-tembus-belasan-juta-per-hari-mau-coba?page=1>
- Salmon, A. (2005, July 13). Investors Getting Ready to Surf the Korean Wave. *South China Morning Post*.
- Shah, H., Aziz, A., Jaffari, A. R., Waris, S., Ejaz, W., Fatima, M., & Sherazi, K. (2012). The Impact of Brands on Consumer Purchase Intentions. *Asian Journal of Business Management*, 4(2), 105–110.
- Singarimbun, M. (2006). *Metode Penelitian Survei*. Pustaka Publishing.
- Smith, R., & Swinyard, W. (2013). Cognitive Response to Advertising and Trial: Belief Strength, Belief Confidence and Product Curiosity. *Journal of Advertising*, 17(3), 3–14. <https://doi.org/10.1080/00913367.1988.10673118>
- Snapcart. (2021, November 22). *GrabFood the most-used food delivery platform amongst consumers and merchants in Indonesia: Study*. <https://snapcart.global/article-grabfood-the-most-used-food-delivery-platform-amongst-consumers-and-merchants-in-indonesia-study/>

- Son, S.-H. (2001). Internationalization of Broadcasting Industry and Rearrangement of Cultural Boundary: Based on Case of the Export of Korea Broadcasting Contents in Asia Market. *Studies of Broadcasting Culture*.
- Statista. (2020). *Estimated number of active streaming subscribers to Netflix in Indonesia from 2017 to 2020*.  
<https://www.statista.com/statistics/607628/indonesia-netflix-subscribers/>
- Su, H. J., Huang, Y. A., Brodowsky, G., & Kim, H. J. (2011). The impact of product placement on TV-induced tourism: Korean TV dramas and Taiwanese viewers. *Tourism Management*, 32, 805–814.
- Sugiyono. (2014). *Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif, dan R&D*. Alfabeta.
- Suryadi, E., Darmawan, D., & Mulyadi, A. (2019). *Metode Penelitian Komunikasi* (P. Latifah, Ed.; 1st ed.). PT. Remaja Rosdakarya Offset.
- Vorderer, P., & Knobloch, S. (2000). *Media Entertainment: The Psychology of its Appeal*. Mahwah.
- Vreese, C., & Neijens, P. (2016). Measuring Media Exposure in a Changing Communications Environment. *Communication Methods and Measures*, 10(2–3), 69–80. <https://doi.org/10.1080/19312458.2016.1150441>
- Warsito, T., & Wahyuni, K. (2007). *Diplomasi Kebudayaan: Konsep dan Relevansi bagi Negara Berkembang, Studi Kasus Indonesia*.
- Wiastuti, R., & Pratiwi, C. (2019). ANALISIS ISI TERHADAP ATRIBUT RESTORAN DENGAN KONSEP KOREAN BARBECUE DI JAKARTA. *Jurnal Pariwisata*, 6(2).

- Wright, P. (1973). The Cognitive Processes Mediating Acceptance of Advertising. *Journal of Marketing Research*, 10, 53–62.
- Yeo, G. (2022, January 14). *Netflix says it has to “keep pace” with investments in Korean content*. <https://www.nme.com/news/tv/netflix-keep-pace-investments-korean-content-rivals-disney-3137674>
- Yusup, F. (2018). UJI VALIDITAS DAN RELIABILITAS INSTRUMEN PENELITIAN KUANTITATIF. *Jurnal Tarbiyah: Jurnal Ilmiah Kependidikan*, 7(1), 17–23.
- Yuswohady. (2020, April 23). *30 Prediksi Perilaku Konsumen di NEW NORMAL*. <https://www.yuswohady.com/2020/04/23/perilaku-konsumen-di-new-normal/>
- Zhao, S., & Shaw, L. (2022, January 14). *Netflix needs new subscribers. Its Korean playbook is its secret weapon*. <https://www.japantimes.co.jp/news/2022/01/14/business/netflix-korean-playbook/>