

REFERENCES

- Alyami, E & Spiteri, L (2015). *International University Students Online Shopping Behavior*. Retrieved from research gate: https://www.researchgate.net/profile/Louise_Spiteri/publication/308515594_International_University_Students'_Online_Shopping_Behaviour/links/59a3fd81a6fdcc490a475f95/International-University-Students-Online-Shopping-Behaviour.pdf
- Ardianto, Yuri. (2013). *Pengaruh Celebrity Endorsers dan Brand Association terhadap Keputusan Pembelian Shampoo Clear Men*.
- Associated Press. (2020). Where Did They Go? Millions Left Wuhan Before Quarantine. Cited from: <https://www.voanews.com/science-health/coronavirus-outbreak/where-did-they-go-millions-left-wuhan-quarantine>
- Belch, George E., dan Michael A. Belch. (2014). *Advertising and Promotion: An Integrated Communication Perspective 9e*. McGraw Hill Companies
- Brown, Danny. (2019). 6 Types of Influencers (Mega, Macro, Micro, Advocates, Referrers, Loyalists). Cited from: <https://senseimarketing.com/6-types-of-influencers/>
- Cerf, V, Clark, D, Kahn, R & Leiner, B., (2009). *A Brief History of the Internet*. Retrieved from [ACM SIGCOMM Computer Communication Review](https://www.researchgate.net/publication/220195043_A_Brief_History_of_the_Internet) 39(5):22-31: https://www.researchgate.net/publication/220195043_A_Brief_History_of_the_Internet
- CNN Indonesia. (2020). *Perjalanan PSBB Jakarta Hingga Kembali ke Titik Nol*. Cited from: <https://www.cnnindonesia.com/nasional/20200911061829-20-545178/perjalanan-psbb-jakarta-hingga-kembali-ke-titik-nol>

- Enoch, Angel Gabriely Pinkan. (2018). Efektifitas Celebrity Endorser dan Social Media Influencer Melalui Instagram Terhadap Brand Trust Tokopedia Pada Generasi Millenials (Survey Pada Mahasiswa Universitas Bina Nusantara Angkatan 2018). Skripsi Universitas Binus
- Evans, Dave. (2010). *Praise for Social Media Marketing: The Next Generation of Business Engagement*. Wiley Publishing, Inc., Indianapolis, Indiana
- Gita, Devi dan Retno Setyorini. (2016). *Pengaruh Brand Ambassador Terhadap Brand Image Perusahaan Online Zalora.co.id*.
- Gunawan, Vera. (2015). *Efektivitas Penggunaan Aschraf dan BCL sebagai celebrity Endorser dalam Iklan Televisi Line Let's Get Rich dengan model TEARS*
- Gusti, Ayu Pangastuti Arsinta, and Ni Made Purnami. (2015). *Peran Persepsi Nilai dalam Memediasi Pengaruh Kredibilitas Celebrity Endorser pada Niat Beli Produk Kosmetik Maybelline di Kota Denpasar*.
- Hafidzah, Shanti Setyawati Nur. (2018). Pengaruh Penampilan Beauty Influencer Terhadap Intensi Bersolek Mahasiswi (Survei pada Followers Instagram @Tasyafarasya). Skripsi Universitas Binus
- Ibrahim, Gibran Maulana. (2020). Pandemi Corona, Stafsus Jokowi Minta Influencer Kampanye Masker Kain. Cited from: <https://news.detik.com/berita/d-4965801/pandemi-corona-stafsus-jokowi-minta-influencer-kampanye-masker-kain/2>
- Kertamukti, Rama. (2015). *Strategi Kreatif dalam Periklanan: Konsep Pesan, Media, Branding, Anggaran*. Jakarta: PT RajaGrafindo Persada.

Kotler, Philip and Kevin Lane Keller, (2014). *Marketing Management, 14e edition*.
New Jersey: Pearson Prentice Hall.

Mediakix. (2019). What is an Instagram Influencer? Definition, Examples, Insight.
Retrieved from Mediakix: <https://mediakix.com/blog/instagram-influencer-definition-examples/>

Meilyana, Elizabeth. (2018). AISAS Model. Cited from:
<https://bbs.binus.ac.id/gbm/2018/08/13/aisas-model/>

Mukherjee, D., (2009). *Impact of celebrity endorsements on brand image*. Indian
Journal of Marketing.

Nathaniel, Felix (2020). *Mengapa Jokowi Undang Influencer Corona ke Istana adalah Sia-Sia?*. Cited from: <https://tirto.id/mengapa-jokowi-undang-influencer-corona-ke-istana-adalah-sia-sia-ftc7>

Royan, Frans M. (2005). *Marketing Selebritis: Strategi Dalam Iklan dan Strategi Selebriti Memasarkan Diri Sendiri*. Jakarta: PT. Elex Media Komputindo.

Schiffman, L.G & Kanuk, L.L. (2007). *Consumer Behavior* (9th ed). New Jersey:
Pearson Prentice Hall.

Sekaran, U., dan Bougie, R. (2016). *Research Methods for Business*. (6th ed). New
York: John Wiley and Sons.

Setiawaty, Melisa (2014). *Penggunaan Maudy Koesnadi Sebagai Celebrity Endorser dalam Iklan Televisi L'Oreal Fall Repair 3x Terhadap Brand Image L'Oreal di Surabaya*

Shimp, Terence A. (2017). *Advertising Promotion and Other Aspects of Integrated Marketing Communication*. Canada: Nelson Education, Ltd

- Sidartha, Cynthia. (2014). Penggunaan Anggun C. Sasmi sebagai *celebrity endorser* dalam iklan pantene “Bersinarlah Bersama Anggun”.
- Spry, A., Pappu, R., & Bettina Cornwell, T. (2011). *Celebrity endorsement, Brand Credibility and brand equity*. European Journal of Marketing, 45(6), 882-909.
- Taylor, Derrick. (2020). A Timeline of the Coronavirus Pandemic. Cited from:
<https://www.nytimes.com/article/coronavirus-timeline.html>
- Tjiptono, Fandy. (2008). *Strategi Pemasaran Edisi ke 3*. Yogyakarta: Andi
- Warren, Jillian. (2020). *The Ultimate Guide to Instagram Influencer Marketing*.
Cited from: <https://later.com/blog/instagram-influencer-marketing/>
- Websindo. (2019). *Indonesia Digital 2019*. Retrieved from:
<https://websindo.com/indonesia-digital-2019-tinjauan-umum/>

