

DAFTAR PUSTAKA

- Abidin, A. R., & Abidin, M. (2021). Urgensi Komunikasi Model Stimulus Organism Response (S-O-R) Dalam Meningkatkan Kualitas Pembelajaran. *Jurnal Pendidikan Agama Islam*, 6(2).
- Afdi, Z., & Purwanggono, B. (2018). Perancangan Strategi Berbasis Metodologi Lean Startup Untuk Mendorong Pertumbuhan Perusahaan Rintisan Berbasis Teknologi Di Indonesia. *Industrial Engineering Online Journal*, Vol. 6, No. 4, 2.
- Agung, A. A. P., & Yuesti, A. (2017). *Metodologi Penelitian Kuantitatif dan Kualitatif*. Yogyakarta: AB Publisher.
- Ananda. (n.d.). *Objek Penelitian: Pengertian, Macam, Prinsip, dan Cara Menentukannya*. Gramedia. Retrieved October 24, 2022, from <https://www.gramedia.com/literasi/objek-penelitian/>
- Asyifa, A. R., & T, I. J. (2019). Hubungan antara Media Sosial Instagram sebagai Sarana Promosi dengan Keputusan Pembelian Produk Kurta pada Online Shop Samase. *Prosiding Manajemen Komunikasi*, 5(2). <https://karyailmiah.unisba.ac.id/index.php/mankom/article/view/18351/pdf>
- Australian Government. (n.d.). *An Introduction to Instagram*. Be Connected. Retrieved March 26, 2022, from https://beconnected.esafety.gov.au/pluginfile.php/69507/mod_resource/content/5/Introduction%20to%20Instagram%20BeConnected%20t26%20c4.pdf
- Badan Pengembangan dan Pembinaan Bahasa. (n.d.). *Kamus Besar Bahasa Indonesia (KBBI)*. KBBI. Retrieved November 8, 2022, from <https://kbbi.web.id/beli>
- Belch, G. E., & Belch, M. A. (2018). *Advertising and Promotion: An Integrated Marketing Communications Perspective* (Eleventh ed.). McGraw-Hill Education.
- Belinda, A. (2022). *Kepuasan Followers dalam Menggunakan Akun Kuliner Instagram @anakjajan = Followers Satisfaction in Using the @anakjajan Culinary Account*.
- Boyd, D. M., & Ellison, N. B. (2007). Social network sites: Definition, History, and Scholarship. *Journal of Computer-Mediated Communication*, 13(1). <https://www.danah.org/papers/JCMCIntro.pdf>

- Brown, J. D. (2001). *Using Surveys In Language Programs*. New York: Cambridge University Press.
- Creswell, J. D., & Creswell, J. W. (2018). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches* (Fifth ed.). United States of America: SAGE Publications.
- Elbanna, S. (2016). Managers' Autonomy, Strategic Control, Organizational Politics and Strategic Planning Effectiveness: An Empirical Investigation Into Missing Links In The Hotel Sector. *Tourism Management*, 52, 210-220. <https://doi.org/10.1016/j.tourman.2015.06.025>
- Eroglu, S. A., Machleit, K. A., & Davis, L. (2001). Atmospheric Qualities of Online Retailing: A Conceptual Model and Implications. *Journal of Business Research*, 34(2), 177-184. https://www.researchgate.net/publication/222539095_Atmospheric_Qualities_of_Online_Retailing_A_Conceptual_Model_and_Implications
- Field, A.P. (2009) *Discovering Statistics Using SPSS*. 3rd Edition, London: Sage Publications.
- Field, A. (2013). *Discovering Statistics Using IBM SPSS Statistics*. London: SAGE Publications.
- Hanson, R. E. (2019). *Mass Communication: Living In A Media World*. California: Sage Publications, Inc.
- Hardiansyah, R., & Tricahyono, D. (2019). Identifikasi Faktor-Faktor Kesuksesan Startup Digital di Kota Bandung. *Jurnal Ekonomi*, 134-145.
- Herman. (2018). *Jumlah Startup di Indonesia Terbanyak Keempat di Dunia*. Retrieved from Berita Satu: <https://www.beritasatu.com/archive/478120/jumlah-startup-di-indonesia-terbanyak-keempat-di-dunia>
- Hulley, S. B., Grady, D., Newman, T. B., Browner, W. S., & Cummings, S. R. (2013). *Designing Clinical Research*. Philadelphia: Lippincott Williams & Wilkins.
- Ibrahim, A., Alang, A. H., Madi, Baharuddin, Ahmad, M. A., & Darmawati. (2018). *Metodologi Penelitian*. Gunadarma Ilmu.
- Instagram. (n.d.). *Instagram Reels: Buat dan temukan video pendek di Instagram*. Instagram for Business. Retrieved December 2, 2022, from https://business.instagram.com/instagram-reels?locale=id_ID

- Instagram. (n.d.). *What is Instagram?* Help Instagram. Retrieved October 25, 2022, from https://help.instagram.com/424737657584573/?helpref=uf_share
- Instagram. (2018). *How Do People Perceive and Use Instagram Stories and Feed?* Instagram for Business. Retrieved October 25, 2022, from <https://business.instagram.com/blog/how-do-people-perceive-and-use-instagram-stories-and-feed>
- Instagram Business Team. (2020). *Gunakan Siaran Langsung Instagram untuk Menjalin Interaksi dengan Pelanggan.* Instagram for Business. Retrieved December 2, 2022, from https://business.instagram.com/blog/how-to-set-up-instagram-live?locale=id_ID
- Isip, F. B. T. (n.d.). *Encouraging The Use of Slovin's Formula in Computing Sample Sizes in DMS Survey Related Projects.*
- Karimkhani, C., Connett, J., Boyers, L., Quest, T., & Dellavalle, R. P. (2014). Dermatology on Instagram. *Dermatology Online Journal*, 20(7). <https://doi.org/10.5070/D3207023129>
- Kietzmann, J., Hermkens, K., McCarthy, I. P., & Silvestre, B. (2011). Social Media? Get Serious! Understanding the Functional Building Blocks of Social Media. *Business Horizons*, 54(3), 241-251. <https://doi.org/10.1016/j.bushor.2011.01.005>.
- Kolowich, L. (2015, April 20). *How Often Should You Post on Facebook? [New Benchmark Data]*. HubSpot Blog. Retrieved January 25, 2023, from <https://blog.hubspot.com/marketing/facebook-post-frequency-benchmarks#sm.00005x981q12afhsyx41k4r79b6f9>
- Kominfo. (2020). *Pemerintah Beri Dukungan Penuh Kepada Startup yang Pro Produk Lokal.* Retrieved from Kominfo: <https://kominfo.go.id/content/detail/27417/pemerintah-beri-dukungan-penuh-kepada-startup-yang-pro-produk-lokal/0/berita>
- Kotler, P., & Armstrong, G. (2018). *Principles of Marketing*. Italy: Pearson Education.
- Kotler, P., & Keller, K. L. (2008). *Marketing Management* (Thirteenth ed.). Pearson College Div.
- Kusuma, V. A. (2021). Pengaruh Terpaan Konten Instagram @folkative Terhadap Minat Literasi Bagi Followers. http://digilib.uinsby.ac.id/51629/2/Vini%20Anggraeni%20Kusuma_B05218035.pdf

- McLachlan, S., & Cohen, B. (2021, June 16). *How Often to Post to Social Media in 2023*. Hootsuite Blog. Retrieved January 25, 2023, from <https://blog.hootsuite.com/how-often-to-post-on-social-media/>
- MedCalc. (n.d.). *Values of the Chi-squared distribution table*. MedCalc Statistical Software. Retrieved November 28, 2022, from <https://www.medcalc.org/manual/chi-square-table.php>
- Mills, G. E., Airasian, P. W., & Gay, L. R. (2011). *Educational Research: Competencies for Analysis and Applications*. United States: Pearson. https://yuli-elearning.com/pluginfile.php/4831/mod_resource/content/1/Gay-E%20Book%20Educational%20Research-2012.pdf
- Musianto, L. S. (2002). Perbedaan Pendekatan Kuantitatif dengan Pendekatan Kualitatif dalam Metode Penelitian. *Jurnal Manajemen & Kewirausahaan*, 4(2), 123-136.
- Neuman, W. L. (2014). *Social Research Methods: Qualitative and Quantitative Approaches*. United States Of America: Pearson Education.
- Nuraini, A. S. (2016). *Hubungan Terpaan Media Sosial Instagram Akun @pemkot semarang dan Intensitas Komunikasi Kelompok Referensi Terhadap Minat Berwisata Ke Kota Semarang*. <https://media.neliti.com/media/publications/198575-none.pdf>
- Noviani, F. (2013). Efektivitas Iklan Midtown Hotel Surabaya Di Jawa Pos. *Jurnal E-Komunikasi*, 1(2). <https://publication.petra.ac.id/index.php/ilmu-komunikasi/article/view/906/806>
- Nurmaliana. (2019, March 3). *Saat Bisnis Meluncurkan Produk Baru, Ini 7 Trik Menyedot Perhatian Pelanggan*. Rimma.co. Retrieved October 24, 2022, from <https://www.rimma.co/86773/entrepreneur/saat-bisnis-meluncurkan-produk-baru-ini-7-trik-menyedot-perhatian-pelanggan/>
- Oxford Languages. (2022). *Oxford Languages and Google*. Oxford Languages. Retrieved November 8, 2022, from <https://languages.oup.com/google-dictionary-en/>
- Patel, N. (2015, Januari 16). *90% Of Startups Fail: Here's What You Need To Know About The 10%*. Retrieved from Forbes.com: <https://www.forbes.com/sites/neilpatel/2015/01/16/90-of-startups-will-fail-heres-what-you-need-to-know-about-the-10/?sh=42e127946679>
- Pertiwi, W. K. (2019). *Sebanyak Inikah Jumlah Pengguna Instagram di Indonesia?* Retrieved from Kompas.com:

<https://tekno.kompas.com/read/2019/12/23/14020057/sebanyak-inikah-jumlah-pengguna-instagram-di-indonesia>

Pixlee TurnTo. (n.d.). *What is an Instagram Follower?* Pixlee TurnTo. Retrieved November 8, 2022, from <https://www.pixlee.com/definitions/instagram-follower>

Preloznic, J. (2022, January 10). *How Often Should You Post on Instagram in 2022*. Kontentino. Retrieved January 25, 2023, from <https://www.kontentino.com/blog/how-often-to-post-on-instagram/>

Portfolio. (n.d.). Salt Ventures. Retrieved November 21, 2022, from <https://saltventures.id/portfolio/>

Putra, I. K. A. M., & Astina, K. A. D. (2019). Pemanfaatan Media Instagram Multiple Post Sebagai Sarana Edukasi Berbasis Visual Warganet. *Jurnal Nawala Visual*, 1(2), 113-121. <https://doi.org/10.35886/nawalavisual.v1i2.42>

Riyanto, A. D. (n.d.). *Hootsuite (We are Social): Indonesian Digital Report 2021*. Retrieved from Andi Link: <https://andi.link/hootsuite-we-are-social-indonesian-digital-report-2021/>

Roffi, A. (2021, September 28). *Pengertian Vending Machine, Jenis dan Cara Kerjanya*. LinkedIn. Retrieved October 24, 2022, from <https://www.linkedin.com/pulse/pengertian-vending-machine-jenis-dan-cara-kerjanya-monstermac-id/?originalSubdomain=id>

Setyowati, D. (2021, Oktober 31). *Indonesia Masuk 5 Besar dengan Startup Terbanyak di Dunia*. Retrieved from katadata.co.id: <https://katadata.co.id/desysetyowati/digital/617e5accc75b9/indonesia-masuk-5-besar-dengan-startup-terbanyak-di-dunia>

Saunders, M. N. K., Lewis, P., & Thornhill, A. (2015). *Research Methods for Business Students* (7th ed.). London: Pearson Education.

Schoemaker, P. J. H., & Russo, J. E. (2016). *Decision Making*. 10.1057/9781137294678.0160

Statistics How To. (n.d.). *P-Value in Statistical Hypothesis Tests: What is it?* Statistics How To. Retrieved November 28, 2022, from <https://www.statisticshowto.com/probability-and-statistics/statistics-definitions/p-value/>

- Statistics Solutions. (n.d.). *Table of Critical Values: Pearson Correlation*. Statistics Solutions. Retrieved November 28, 2022, from <https://www.statisticssolutions.com/free-resources/directory-of-statistical-analyses/pearsons-correlation-coefficient/table-of-critical-values-pearson-correlation/>
- Sugiyono. (2013). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: Alfabeta.
- Tavakol, M., & Dennick, R. (2011, June 27). *Making sense of Cronbach's alpha - PMC*. NCBI. Retrieved January 20, 2023, from <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4205511/>
- Teman Startup. (2021). *Syca Official, Pelopor Beauty Vending Machine Pertama di Indonesia*. Retrieved from Teman Startup: <https://temanstartup.com/syca-official-pelopor-beauty-vending-machine-pertama-di-indonesia/>
- Ting, H., Ming, W. W. P., Run, E. C. d., & Choo, S. L. Y. (2015). Beliefs about the Use of Instagram: An Exploratory Study. *International Journal of Business and Innovation*, 2(5). https://www.researchgate.net/publication/272026006_Beliefs_about_the_Use_of_Instagram_An_Exploratory_Study
- Vaisanen, V. (2018). *Social media and the remarketing strategy. CASE: Kiho*.
- Vreese, C. d., & 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>
- Wigfield, L. (2021, August 26). *7 Reasons Why Posting Regularly on Social Media is Important*. Sweet Home Marketing. Retrieved January 25, 2023, from <https://sweethomemarketing.com/6-reasons-why-posting-regularly-on-social-media-is-important/>
- WikiElektronika. (2022, December 13). *√ R Tabel df 1-200 pdf Dilengkapi Contoh Soal Uji Validitas*. Wiki Elektronika. Retrieved January 20, 2023, from <https://wikielektronika.com/r-tabel-uji-validitas/2/>
- Wulandari, C., & Kurniasih, H. (2019). Community preferences for social forestry facilitation programming in Lampung, Indonesia. *Forest and Society*, 3(1), 114-132.
- Yusra, Y. (2020). *SYCA Official Secures Seed Funding from Salt Ventures, Working on the Direct to Consumer Strategy*. Retrieved from Dailysocial.id:

<https://dailysocial.id/post/syca-official-secures-seed-funding-from-salt-ventures-working-on-the-direct-to-consumer-strategy>

Zhang, G., Yue, X., Ye, Y., & Peng, M. Y. P. (2001). Understanding the Impact of the Psychological Cognitive Process on Student Learning Satisfaction: Combination of the Social Cognitive Career Theory and SOR Model. <https://doi.org/10.3389/fpsyg.2021.712323>

