DAFTAR PUSTAKA

Abbiati, G., Ranise, S., Schizzerotto, A., & Siena, A. (2021). Merging Datasets of CyberSecurity Incidents for Fun and Insight. *Frontiers in Big Data*, *3*. https://api.semanticscholar.org/CorpusID:231705047

Akter, S. N., Yu, Z., Muhamed, A., Ou, T., Bauerle, A., Cabrera, Á. A., Dholakia, K., Xiong, C., & Neubig, G. (2023). An In-depth Look at Gemini's Language Abilities. *ArXiv*, *abs/2312.11444*. https://api.semanticscholar.org/CorpusID:266359502

Almaqbali, I. S. H., Khufairi, F. M. A. Al, Khan, M. S., Bhat, A. Z., & Ahmed, I. (2020). Web Scrapping: Data Extraction from Websites. *Journal of Student Research*. https://api.semanticscholar.org/CorpusID:225792387

Asiyah, S. (2023). Tokopedia E-Commerce Retail Business Innovation in the Transformation Retail Industrial Era 4.0. *Widya Cipta: Jurnal Sekretari Dan Manajemen*. https://api.semanticscholar.org/CorpusID:260826524

Bhardwaj, P., Choudhury, C., & Batra, P. (2023). Automating Data Analysis with Python: A Comparative Study of Popular Libraries and their Application. *2023 3rd International Conference on Technological Advancements in Computational Sciences (ICTACS)*, 1243–1248. https://api.semanticscholar.org/CorpusID:267258572

bin Uzayr, S. (2021). Getting Started with Python Programs in Visual Studio Code. *Optimizing Visual Studio Code for Python Development*. https://api.semanticscholar.org/CorpusID:239173361

bin Uzayr, S. (2022). *Mastering Visual Studio Code*. https://api.semanticscholar.org/CorpusID:252703825

Buscemi, A., & Proverbio, D. (2024). ChatGPT vs Gemini vs LLaMA on Multilingual Sentiment Analysis. *ArXiv*, *abs/2402.01715*. https://api.semanticscholar.org/CorpusID:267412584

Chauhan, R., Negi, A., & Manchanda, M. (2023). An Extensive Review on Web Scraping Technique using Python. *2023 Second International Conference on Augmented Intelligence and Sustainable Systems (ICAISS)*, 1134–1138. https://api.semanticscholar.org/CorpusID:262130197

Christodoulakis, C., Munson, E. B., Gabel, M., Brown, A. D., & Miller, R. J. (2020). Pytheas. *Proceedings of the VLDB Endowment*, *13*, 2075–2089. https://api.semanticscholar.org/CorpusID:220977586

Deswita, D., Farisal, U., Purwanto, E., Naila, S. S., Putri, K. A. W., Putri, K. W., Kamila, L. S., Mumtaz, N. F., & Pratiwi, E. E. (2024). Digital Media Consumption Trends and Changing Consumer Mindsets: A Case Study of Online Shopping Behavior. *Jurnal Bisnis Dan Komunikasi Digital*, *1*(4), 8. https://doi.org/10.47134/jbkd.v1i4.2839

Drozdal, J., Chang, A. L. S., Fahey, W., Murthy, N., Mogilisetty, L., Sunray, J., Powell, C., & Su, H. (2021). The Design and Evaluation of a Chatbot for Human Resources. *Interacción*. https://api.semanticscholar.org/CorpusID:243826632

Gea, S. (2021). Analysis of Approaches and Technology Development E-business (Tokopedia). *Social Science Research Network*. https://api.semanticscholar.org/CorpusID:236677004

Gupta, R. (2024). Bidirectional encoders to state-of-the-art: a review of BERT and its transformative impact on natural language processing. *Информатика. Экономика. Управление - Informatics. Economics. Management*.

https://api.semanticscholar.org/CorpusID:268206609

Henrys, K. (2021). Importance of Web Scraping in E-Commerce and E-Marketing. *SSRN Electronic Journal*. https://api.semanticscholar.org/CorpusID:234950503

Indrawati, I., & Sumendap, E. P. (2020). *Consumer behavior analysis of Tokopedia application online marketplace using Unified Theory of Acceptance and Use of Technology 2 (UTAUT2)*. https://api.semanticscholar.org/CorpusID:228897784

Jacob, K. P., & Li, K. (2020). *Leveraging Machine Learning in the Age of Information*. https://api.semanticscholar.org/CorpusID:216176024

Kachkou, Dz. I. (2021). *Language modeling and bidirectional coders representations: an overview of key technologies*. https://api.semanticscholar.org/CorpusID:234195800

Kaif, M., Sharma, S., & Rana, Dr. S. (2024). Gemini MultiPDF Chatbot: Multiple Document RAG Chatbot using Gemini Large Language Model. *International Journal for Research in Applied Science and Engineering Technology*. https://api.semanticscholar.org/CorpusID:269573247

Kaliyar, R. K. (2020). A Multi-layer Bidirectional Transformer Encoder for Pre-trained Word Embedding: A Survey of BERT. *2020 10th International Conference on Cloud Computing, Data Science & Engineering (Confluence)*, 336–340. https://api.semanticscholar.org/CorpusID:215739127

Konar, J., Khandelwal, P., & Tripathi, R. (2020). Comparison of Various Learning Rate Scheduling Techniques on Convolutional Neural Network. *2020 IEEE International Students' Conference on Electrical,Electronics and Computer Science (SCEECS)*, 1–5. https://api.semanticscholar.org/CorpusID:218564999

Lardo, D. R., Legowo, N., & Sundjaja, A. M. (2023). Determinant Factors of Purchase Intentions at Tokopedia in DKI Jakarta: An Integration of TAM and E-Servqual. *Binus Business Review*, *14*(3), 321–330. https://doi.org/10.21512/bbr.v14i3.9690

Li, D., & Zhang, H. (2021). Improved Regularization and Robustness for Fine-tuning in Neural Networks. *Neural Information Processing Systems*. https://api.semanticscholar.org/CorpusID:243847344

Matta, P., Sharma, S., & Uniyal, N. (2022). Comparative Study Of Various Scraping Tools: Pros And Cons. *2022 IEEE Delhi Section Conference (DELCON)*, 1–5. https://api.semanticscholar.org/CorpusID:248267797

Mervaala, E., & Lyytimäki, J. (2023). Efficient and reliable utilization of automated data collection applied to news on climate change. *NLP4DH*. https://api.semanticscholar.org/CorpusID:267410977

Mervaala, E., & Lyytimäki, J. (2024). Towards efficient and reliable utilization of automated data collection: Media scrapers applied to news on climate change. *J. Data Min. Digit. Humanit.*, *2024*. https://api.semanticscholar.org/CorpusID:269473306

Missen, M. M. S., Naeem, A., Asmat, H., Salamat, N., Akhtar, N., Coustaty, M., & Prasath, V. B. S. (2020). Improving seller–customer communication process using word embeddings. *Journal of Ambient Intelligence and Humanized Computing*, *12*, 2257–2272. https://api.semanticscholar.org/CorpusID:225591735

Ohm, P. (2024). Focusing on Fine-Tuning: Understanding the Four Pathways for Shaping Generative AI. *SSRN Electronic Journal*. https://api.semanticscholar.org/CorpusID:268744192

Pan, H., & Zheng, L. (2022). N-SVRG: Stochastic Variance Reduction Gradient with Noise Reduction Ability for Small Batch Samples. *Computer Modeling in Engineering & Sciences*. https://api.semanticscholar.org/CorpusID:246306239

Ponmalar, A., Kausalya, K., Bhavana, G., Aarthi, S., Gokulakrishnan, D., & Jose, A. A. (2022). Implementing Virtual Personal Assistant Through Artificial Intelligence Requirements. *2022 International Conference on Computer, Power and Communications (ICCPC)*, 552–556. https://api.semanticscholar.org/CorpusID:257720669

Rane, N. L., Choudhary, S., & Rane, J. (2024). Gemini or ChatGPT? Capability, Performance, and Selection of Cutting-Edge Generative Artificial Intelligence (AI) in Business Management. *SSRN Electronic Journal*. https://api.semanticscholar.org/CorpusID:267976107

Roelen-Blasberg, T., Habel, J., & Klarmann, M. (2022). Automated Inference of Product Attributes and Their Importance from User-Generated Content: Can We Replace Traditional Market Research? *International Journal of Research in Marketing*. https://api.semanticscholar.org/CorpusID:248438461

Sole, A. Del. (2021). Introducing Visual Studio Code. *Visual Studio Code Distilled*. https://api.semanticscholar.org/CorpusID:242584283

Soles, G. P. (2023). Clark Atlanta University Talent Conference: AI Principles in Practice at Google. *Advertising & Society Quarterly*, *24*. https://api.semanticscholar.org/CorpusID:266824739

Su, P., & Vijay-Shanker, K. (2021). Investigation of improving the pre-training and fine-tuning of BERT model for biomedical relation extraction. *BMC Bioinformatics*, *23*. https://api.semanticscholar.org/CorpusID:240017721

Sun, Y., Zhu, Q., Yang, Y., Wang, C., Fan, T., Zhu, J., & Chen, L. (2023a). Fine-tuning Graph Neural Networks by Preserving Graph Generative Patterns. *ArXiv*, *abs/2312.13583*. https://api.semanticscholar.org/CorpusID:266435537

Sun, Y., Zhu, Q., Yang, Y., Wang, C., Fan, T., Zhu, J., & Chen, L. (2023b). Fine-tuning Graph Neural Networks by Preserving Graph Generative Patterns. *ArXiv*, *abs/2312.13583*. https://api.semanticscholar.org/CorpusID:266435537

Teofilus, T., Sutrisno, T. F. C. W., Hongdiyanto, C., & Wananda, V. (2020). A Study of Indonesian Online Marketplace: Information Processing Theory Paradigm. *Journal of Distribution Science*, *18*, 75–87. https://api.semanticscholar.org/CorpusID:226417725

Thaker, N., & Shukla, A. (2020). Python as Multi Paradigm Programming Language. *International Journal of Computer Applications*. https://api.semanticscholar.org/CorpusID:213439143

Wang, H., Du, R., Shen, W., Qiu, L., & Fan, W. (2021). Product Reviews: A Benefit, a Burden, or a Trifle? How Seller Reputation Affects the Role of Product Reviews. *Information Technology & Systems EJournal*. https://api.semanticscholar.org/CorpusID:235765161

Wardhana, A., Pradana, M., Shabira, H., Buana, D. M. A., Nugraha, D. W., & Sandi, K. (2021). The Influence of Consumer Behavior on Purchasing Decision Process of Tokopedia E-Commerce Customers in Indonesia. *Proceedings of the International Conference on Industrial Engineering and Operations Management*. https://api.semanticscholar.org/CorpusID:265107930

Wibowo, A., Alawiyah, W., & Azriadi. (2024). The importance of personal data protection in Indonesia's economic development. *Cogent Social Sciences*. https://api.semanticscholar.org/CorpusID:267478033

Zhekova, M., & Yumer, E. (2024). JavaScript Web Scraping Tool for Extraction Information from Agriculture Websites. *BIO Web of Conferences*. https://api.semanticscholar.org/CorpusID:269098602