

DAFTAR PUSTAKA

- Andatan, C. (2022). *Peran Komunikasi Interpersonal Terhadap Sesama Pengunjung Teakung (Teashop) Dalam Hubungan Pertemanan Berdasarkan Teori Pertukaran Sosial* [Universitas Islam Riau]. <http://repository.uir.ac.id/id/eprint/18011>
- Arikunto, S. (2019). *Prosedur Penelitian*. Rineka Cipta.
- ASIANCE. (2023). *Apa itu Kakao dan Kakao Gift: Pemandangan Unik Korea*. ASIANCE. https://www-asiance-com.translate.goog/blog/2023/08/31/what-is-kakao-and-kakao-gift-koreas-unique-landscape/?_x_tr_sl=en&_x_tr_tl=id&_x_tr_hl=id&_x_tr_pto=sge#:~:text=How%20does%20Kakao%20Gift%20work,partnered%20online%20and%20offline%20stores
- Asmawan, A. (2023). *Sejarah Gift-Giving: Cara Yang Umum untuk Menunjukkan Apresiasi, Cinta, dan Persahabatan*. SEVENROSE. https://sevenrose.co.id/blogs/gift/sejarah-kado-dan-gift-giving?srsId=AfmBOorDe_jMm0KHPRXV_8ZX0zUz0crhW9uPGPyzUDtKMfYjOTXmoTrZ
- Chang, C., Fang, E., Suseno, Y., & Hudik, M. (2023). Digital Gifts at the Workplace: An Exploratory Study on the Impact of E-Hongbao. *Journal of Global Information Management*, 31(1). <https://doi.org/10.4018/JGIM.316832>
- Cresswell, J. W., & Poth, C. N. (2018). *Qualitative Inquiry & Research Design Choosing Among Five Approaches* (4th ed.). SAGE publications.
- Cresswell, J. W., & Poth, C. N. (2018). *Qualitative Inquiry & Research Design Choosing Among Five Approaches* (4th ed.). SAGE publications.
- DeVito, J. A. (2016). *The Interpersonal Communication Book* (14th ed.). Pearson.
- Djawad, A. A. (2016). *Pesan, Tanda, dan Makna dalam Studi Komunikasi*.

- Fadhallah. (2021). *Wawancara*. UNJ PRESS.
- Fiantika, F. R., Wasil, M., Jumiyati, S., Honesti, L., Wahyuni, S., Mouw, E., Jonata, Mashudi, I., Hasanah, N., Maharani, A., Ambarwati, K., Noflidaputri, R., Nuryami, & Waris, L. (2022). *Metodologi Penelitian Kualitatif* (1st ed.). PT. GLOBAL EKSEKUTIF TEKNOLOGI.
- Griffin, E., Ledbetter, A., & Sparks, G. (2019). *A First Look at Communication Theory* (10th ed.). McGraw-Hill.
- Gwon, H. J., & Yea, M. Y. (2021). A Study on the Behavior of Receivers and Givers of Mobile Reciprocal Gifts: Intention vs. Expectation for Reciprocal Gifts. *32, 1*.
- Han, J., & Cho, O. (2015). Platform business Eco-model evolution: Case study on KakaoTalk in Korea. *Journal of Open Innovation: Technology, Market, and Complexity, 1*(1). <https://doi.org/10.1186/s40852-015-0006-8>
- Hariyanto, D. (2021). *Buku Ajar Pengantar Ilmu Komunikasi* (1st ed.). UMSIDA Press.
- Heo, W. (2016). A Study on The Consumer Acceptance of Mobile Gift-Giving Service In Korea: Focused on KakaoTalk Gifticon. *Journal of Digital Convergence, 14*(3).
- Hsieh, J.-K., Kunz, W. H., & Wu, A.-Y. (2022). Virtual Gifting Behavior On New Social Media: The Perspectives Of The Community Gift-Giving Model And Face-Negotiation Theory. *Emerald Insight, 33*(4). <https://doi.org/10.1108/INTR-09-2021-0691>
- Khasanah, L. (2022). *Ketahui Pengertian & Karakteristik Data Sekunder dan Data Primer*. Dqlab.Id. <https://dqlab.id/ketahui-pengertian-karakteristik-data-sekunder-dan-data-primer#:~:text=Karakteristik%20Data%20Primer,-Data%20primer%20memiliki&text=bersifat%20real%20time%2C%20yaitu%20selalu,untuk%20memperoleh%20data%20di%20lapangan>

- Kim, S. H., & Kim, H. J. (2023). Gifticon, an Innovative New Service Standing at Crossroads. *Asia Marketing Journal*, 14(2). <https://doi.org/10.53728/2765-6500.1477>
- Kuncoro, A., Ilham, R. M., & Ermawati, N. (2023). *METODOLOGI KUANTITATIF & GROUNDED THEORY*. CV. Global Health Science Group.
- Kustiawan, W., Siregar, A., Nabila, F., Harahap, K. H., Aini, L., Pulungan, N. L., & Faidah, Y. (2022). Teori-Teori dalam Komunikasi Massa. *Jutkel: Jurnal Telekomunikasi, Kendali Dan Listrik*, 3(2).
- Laba Operasional Kakao Kuartal III-2024 KRW 130 Miliar, Naik 5% Dibandingkan Tahun Sebelumnya. (2024). Jurnal Bisnis Update Informasi & Data Bisnis. https://www.jurnalbisnis.com/laba-operasional-kakao-kuartal-iii-2024-krw-130-miliar-naik-5-dibandingkan-tahun-sebelumnya/?utm_source=chatgpt.com
- Lestari, T. (2015). *Pengaruh Terpaan Iklan Televisi Elevenia Terhadap Minat Beli Mahasiswa*. Universitas Sultan Ageng Tirtayasa.
- Lincoln, Y. S., & Denzin, N. K. (2017). *The SAGE Handbook of Qualitative Research*. SAGE publications.
- Mead, G. H. (2015). *Mind, Self and Society*. University of Chicago Press.
- Mekarisce, A. (2020). *Teknik Pemeriksaan Keabsahan Data pada Penelitian Kualitatif di Bidang Kesehatan Masyarakat*. 12(3). <https://doi.org/10.52022/jikm.v12i3.102>
- Oh, M. K. (2023). *Dua Sisi GIFTICONS*. The Kookmin Review. https://press-kookmin-ac-kr.translate.goog/news/articleView.html?idxno=103169&_x_tr_sl=en&_x_tr_tl=id&_x_tr_hl=id&_x_tr_pto=sge#:~:text=Have%20you%20ever%20used%20a,amount%20written%20on%20the%20coupon

- Pradista, I. I. (2024). Pertukaran Sosial antara Perusahaan dengan Mahasiswa dalam Aktivitas Magang: Studi pada PT. THG Yogyakarta. *Jurnal Atma Sosiologika*, 1(1).
- Purba, B., Banjarnahor, A. R., Kurniullah, A. Z., Handiman, U. T., Setiawan, Y. B., Hastuti, P., Hana, K. F., Fachruddin, S., & Jamaludin. (2021). *Pengantar Ilmu Komunikasi* (1st ed.). Yayasan Kita Menulis.
- Rorong, J. M. (2020). Fenomenologi. Budi Utama.
- Salsabila, N. (2025). Analisis Teori Pertukaran Sosial oleh George C. Homans dalam Proses Pembentukan Pertemanan Generasi Z di Media Sosial Instagram. *SENAKOM: Prosiding Seminar Nasional Komunikasi*, 2(1).
- Septa, T. W., Then, A., & Wijaya, N. (2025). Sytematic Literature Review: Pengaruh Perkembangan Teknologi Terhadap Hubungan Sosial Di Masyarakat. *Nusantara Journal of Multidisciplinary Science*, 2(11), 1852.
- Silaswara, D., Sefung, T., Gunawan, I., & Suhartini, S. (2020). Analisis Pelaksanaan Harbolnas Di Indonesia Tahun 2012—2019. *Sains Manajemen: Jurnal Manajemen Unsera*, 6(1). <https://doi.org/10.30656/sm.v6i1.2116>
- Sugiyono. (2017). *Metode Penelitian Kualitatif, Kuantitatif, dan R&D*. Alfabeta.
- Sunyoto, D., & Kalijaga, M. A. (2022). *Teori Pertukaran Sosial Dalam Perilaku Kelompok* (1st ed.). CV.EUREKA MEDIA AKSARA.
- Sunyoto, D., & Saksono, Y. (2022). ANTESEDEN KETERIKATAN PROGRAM STUDI ILMU-ILMU SOSIAL PTS DI YOGYAKARTA BERBASIS TEORI PERTUKARAN SOSIAL. *Jurnal Invoasi Penelitian*, 3(5). <https://doi.org/10.47492/jip.v3i5.2052>
- Suter, B., & Ramsay, I. J. (2024). Reciprocity as a Value in Integration: Integration Workers' Reflections On the Role of Gift-Giving For the Process of Integration. *Nordic Journal of Migration Research*, 14(3). <https://doi.org/10.33134/njmr.614>

- Toruan, E. P. L. (2022). Literatur Review Faktor-Faktor Yang Mempengaruhi E-Commerce: Bisnis, Internet Dan Teknologi (Literature Review Perilaku Konsumen). *Jurnal Ekonomi Manajemen Sistem Informasi*, 3(6). <https://doi.org/10.31933/jemsi.v3i6.1101>
- Wardani. (2016). *MEMBEDAH TEORI SOSIOLOGI: Teori Pertukaran (Exchange Theory) George Caspar Homans*. 4(1). <https://doi.org/10.18592/jsi.v4i1.1111>
- Widita, A. (2022). *Social Exchange Theory (Teori Pertukaran Sosial) – The Introduction*. Binus University Faculty of Digital Communication and Hotel & Tourism. <https://binus.ac.id/malang/public-relations/2022/12/14/social-exchange-theory-teori-pertukaran-sosial-the-introduction/>
- Wijaya, H., & Helaluddin. (2019). *Analisis Data Kualitatif: Sebuah Tinjauan Teori & Praktik* (1st ed.). Sekolah Tinggi Theologia Jaffray.
- Yoon, H.-W. (2024). *The Effect of Situational and Relational Context on Motivation and Intention to Gift* [Seoul National University]. <https://dcollection.snu.ac.kr/common/orgView/000000181962>
- Yusuf, A. M. (2016). *Metode Penelitian Kuantitatif, Kualitatif & Penelitian Gabungan*. Prenada Media.
- Zakharov, M. Y., Starovoytova, I. E., & Shishkova, A. V. (2020). The Nature of the Social Gift in the Age of Digitalization. *Complex Systems: Innovation and Sustainability in the Digital Age*. https://doi.org/10.1007/978-3-030-44703-8_25
- Zhang, Z., & Liu, F. (2024). Gift-Giving Intentions In Pan-Entertainment Live Streaming: Based On Social Exchange Theory. *PloS ONE*, 19(1). <https://doi.org/10.1371/journal.pone.0296908>