

DAFTAR PUSTAKA

- Agarwal, A.; Brar, J.; Elzinga, D.; Tyagi, A. (2019). Marketing Consumer Durables in India: A Journey into the Minds of Digital-Age Consumers. McKinsey&Company. <https://www.mckinsey.com/businessfunctions/marketingandsales/ourinsights/marketing-consumerdurables-in-india-a-journey-into-the-minds-of-digitalageconsumers>
- Atout France. <https://www.atout-france.fr/content/atout-france-operateur-national-du-tourisme>
- Audrezet, A.; Charry, K. Do Influencers Need to Tell Audiences They're Getting Paid? Harvard Business Review: Brighton, MA, USA, 2019. <https://hbr.org/2019/08/doinfluencers-need-to-tell-audiencetheyre-getting-paid>
- Baxter, P & Jack, S. (2008). *Qualitative Case Study Methodology: Study Design and Implementation for Novice Researchers*. The Qualitative Report Vol.13 No.4, pp 544.
- Budiani, N. W. (2007). Efektivitas program penanggulangan pengangguran karang taruna "eka taruna bhakti" desa sumerta kelod kecamatan denpasar timur kota denpasar. *Jurnal ekonomi dan sosial input*, 2(1), 53.
- Campbell. J.P (1989). Riset dalam Efektivitas Organisasi, Terjemahan Sahat Simamora. Jakrta:Erlangga.pp 121
- Chen, Y., Fay, S. & Wang, Q. (2011b) 'The role of marketing in social media: how online consumer reviews evolve', *Journal of Interactive Marketing*, 25, 2, pp. 85-94
- Creswell, John W. 2014. Research Design: Qualitative, Quantitative, and Mixed Methods Approaches-4th Edition. *California: Sage Publication*.
- Dada, G. A. (2017) What is an influencer marketing and how can marketers use it effectively?. Forbes Communication Council. <https://www.forbes.com/sites/forbescommunicationscouncil/2017/11/14/what-is-influencer-marketing-and-how-can-marketers-use-it-effectively/?sh=ba273dd23d13>
- Debord, G. (1967). Society of Spectacle. Marxists.org. <https://www.marxists.org/reference/archive/debord/society.htm>
- De Veirman, M., V. Cauberghe, and L. Hudders. (2017). Marketing through Instagram influencers: the impact of number of followers and product divergence on brand attitude. *International journal of advertising*. 36(5): p. 798-828.
- Dye, T. R. (1972). Understanding Public Policy. Englewood Cliffs, N. J: Prentice Hall.

- Easton, D. (1969). The new revolution in political science. *American Political Science Review*, 63(4), 1051-1061.
- Fertik, M. (2020). Why is Influencer Marketing such a Big Deal Right Now?. Forbes.com. <https://www.forbes.com/sites/michaelfertik/2020/07/02/why-is-influencer-marketing-such-a-big-deal-right-now/?sh=1a1b05f775f3>
- Global Web Index. (2018). Ad-Blocking a Deep-Dive into Ad-Blocking Trends :Insight Report 2018
- Halim, Abdul. 2001. Manajemen Keuangan Daerah. Yogyakarta : UPP AMP YKPN
- Hamann, D., Williams Jr., R. L., and Omar, M. (2007) 'Branding strategy and consumer high technology product', *Journal of Product & Brand Management*, 16(2), pp. 98-111, Emerald Insight
- Hardani et al. (2020). *Metode Penelitian Kualitatif dan Kuantitatif*. CV Pustaka Ilmu Group. pp 163-171.
- Influencer Marketing Hub. (2022). Influencer Marketing Benchmarking Report: 2020.https://influencermarketinghub.com/Influencer_Marketing_Benchmark_Report_2020.pdf
- Kalu, F (2019). The Impact Of Social Media Influencer Marketing On Purchase Intention From An Irish Male Millennial's Perception: A Case Study Of Irish Fashion Industry. (Doctoral dissertation, Dublin, National College of Ireland).pp 20
- Kirschman , L. (2022). These Factors have the biggest impact on influencer marketing effectiveness.Washington.edu. <https://www.washington.edu/news/2022/10/19/these-factors-have-the-biggest-impact-on-influencer-marketing-effectiveness/>
- Kotler, P., & Keller, K. L. (2012). *Marketing Management*: Philip Kotler, Kevin Lane, Keller. Perason.
- Mackinac Center For Public Policy. <https://www.mackinac.org/1543>
- Mariana, H. (2019). Tingkatkan Kunjungan Wisman Jepang Kemenpar Gandeng Super Dragon.Kompas.com.<https://travel.kompas.com/read/2019/08/23/104952027/tingkatkan-kunjungan-wisman-jepang-kemenpar-gandeng-super-dragon?page=all>
- Moleong,L.J. (2017). *Metode Penelitian Kualitatif*. Bandung:PT.Remaja. Rosdakarya
- Oates, G. (2017). France Test Social Media Influencer Strategy to Engage Meetings Industry.Skift.com.https://skift.com/2017/06/28/france-tests-social-media-influencer_strategy-to-engage-meetings-industry/

- Putu. (2019). Gelah Influencer Gathering di Jeddah, Upaya Kemenpar Dongkrak Wisman Arab Saudi. <https://www.liputan6.com/lifestyle/read/3894441/gelar-influencer-gathering-di-jeddah-upaya-kemenpar-dongkrak-wisman-saudi>
- Stoner, Freeman, Gilbert. (1996) *Manajemen*, Jilid 1, Jakarta: PT. INDEKS
- Sugiyono. (2014). *Metode Penelitian Administrasi*. Cetakan ke-22,. Bandung: CV Alfabeta,
- Sugiyono. 2018. *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.
- Supriyono. (2000). *Sistem Pengendalian Manajemen*. pp 29
- Sutrisno,E. (2007). *Manajemen Sumber Daya Manusia*. pp 125
- Wang, et al. (2021). Assessing Word of Mouth Reputation of Influencers on B2C Live Streaming Platform : The Role of The Characteristic of Information Source. *Asia Pacific Journal of Marketing and Logistics*. Vol 34 No.7, 2022. pp 1547-1549
- Wielki, J. (2020). Analysis of the role of digital influencers and their impact on the functioning of the contemporary on-line promotional system and its sustainable development. *Sustainability*, 12(17), 7138. pp.4
- Wong, K. (2014) ‘The explosive growth of influencer marketing and what it means for you.’<https://www.forbes.com/sites/kylewong/2014/09/10/theexplosivegrowth-ofinfluencer-marketing-and-what-it-means-for-you/#2d29c13852ac>
- World Economics Forum. (2019). Travel and Tourism Competitiveness Report 2019. pp 11-15.
- Yusuf, M. (2014). *Metode Penelitian Kuantitatif, Kualitatif, dan Penelitian Gabungan*, Jakarta: Prenadamedia Group