

Daftar Pustaka

- Adjoteye, E. A., Saragih, M. Y., & Ridwan³, M. (2021, Februari). Methodological Approaches to Reception Analysis Research in Ghanaian Media Studies. *Budapest International Research and Critics Institute-Journal (BIRCI-Journal)*, 4(1), 1545-1551. <https://doi.org/10.33258/birci.v4i1.1786>
- Aksoy, H., & Özsönmez, C. (2019, September). How Millennials' Knowledge, Trust, and Product Involvement Affect the Willingness to Pay a Premium Price for Fairtrade Products? *Asian Journal of Business Research*, 9(2). Research Gate. <http://dx.doi.org/10.14707/ajbr.190062>
- Alamsyah, F. F. (2020, Maret). Representasi, Ideologi dan Rekonstruksi Media. *Al-I'lam; Jurnal Komunikasi dan Penyiaran Islam*, 3(2), 92-99.
- Ali, N. (2020, April 14). *Nano vs. Micro vs. Macro vs. Mega Influencer Marketing*. HypeAuditor. Retrieved April 4, 2022, from <https://hypeauditor.com/blog/nano-vs-micro-vs-macro-vs-mega-influencer-marketing/>
- Almaira, S., & Fachira, I. (2022, September 10). The Impact of Food-Battle Video Content: A Case of Tasyi Athasyia YouTube Channel. *International Journal of Business and Economy (IJBEC)*, 4(3), 154-169. <https://myjms.mohe.gov.my/index.php/ijbec/article/view/19614/10437>
- Alodokter. (2021, August 3). *Mengenal Manfaat Niacinamide untuk*

- Perawatan Kulit*. Alodokter. Retrieved January 31, 2023, from <https://www.alodokter.com/mengenal-manfaat-niacinamide-untuk-perawatan-kulit>
- Alyaa, I. (2021). *BATTLE 3 SERUM : SCARLETT vs EMINA vs WHITELAB. Pilih yang mana?* [Komentar]. YouTube. Retrieved September 28, 2022, from <https://www.youtube.com/watch?v=Cb8jAAc0l2Y>
- Amarullah, D., Handriana, T., & Maharudin, A. (2022, April). eWOM Credibility, Trust, Percieved Risk, and Purchase Intention in the Context of e-Commerce: Moderating Role of Online Shopping Experience. *Jurnal Ekonomi Bisnis dan Kewirausahaan (JEBIK)*, 11(1), 61-83. Research Gate. <http://dx.doi.org/10.26418/jebik.v11i1.50594>
- Ambroise, L., & Albert, N. (2019, Oktober 29). Celebrity endorsement: Conceptual clarifications, critical review, and future research perspectives. *Recherche et Applications en Marketing*, 35(2), 1-26. Sage Journals. <https://doi.org/10.1177/2051570719876198>
- Amron, A. (2018, Mei). The Influence of Brand Image, Brand Trust, Product Quality, and Price on the Consumer's Buying Decision of MPV Cars. *European Scientific Journal*, 14(13). 10.19044/esj.2018.v14n13p228
- Anam, M. S. (2020, November 12). *MOTIVASI PENGGUNAAN SKINCARE DITINJAU DARI SELF-IMAGE PADA PRIA DI YOGYAKARTA*. DIGILIB UNISAYOGYA. Retrieved March 7, 2023, from <http://digilib.unisayogya.ac.id/5216/1/Moh.%20Syahrul%20Anam>



Avriyanty, R. (2011). Analysis of Audience Reception on Youtube
Toward Gender Construction in the Music Video If I Were A Boy

by Beyonce Knowles. *Jurnal Kajian Budaya*, 2(1), 88-103.

Paradigma. <http://dx.doi.org/10.17510/paradigma.v2i1.20>

Ayasy, A. A., & Surwati, C. H. D. (2020). Analisis Resepsi Oleh
Penyandang Tunarungu Terhadap Konstruksi Horor dalam Film
Pen. *Jurnal Kommas*.
<https://www.jurnalkommas.com/docs/Jurnal%20D0215001.pdf>

Badriya, L., Fitriyah, N., & Sary, K. A. (2018). Persepsi Audiens Terhadap
Kecantikan Perempuan Oleh Beauty Vlogger Di YouTube (Studi
Pada Mahasiswa Ilmu Komunikasi FISIP UNMUL). *eJournal
Ilmu Komunikasi*, 6(4), 357-371. Retrieved Maret 20, 2022, from
[https://ejournal.ilkom.fisip-unmul.ac.id/site/wp-
content/uploads/2018/11/jurnal%20rya%20\(11-19-18-04-23-
09\).pdf](https://ejournal.ilkom.fisip-unmul.ac.id/site/wp-content/uploads/2018/11/jurnal%20rya%20(11-19-18-04-23-09).pdf)

Bajandi, J., Gusilatar, N., & Tamondong, E. R. (2020, Oktober). Effects of
YouTube Marketing Communication on Converting Brand Liking
Into Preference among Business Administration Students in
Polytechnic University of the Philippines. *Research Gate*.
Retrieved Juni 23, 2022, from
[https://www.researchgate.net/publication/344606483_Effects_of_
YouTube_Marketing_Communication_on_Converting_Brand_Li
king_Into_Preference_among_Business_Administration_Students
_in_Polytechnic_University_of_the_Philippines](https://www.researchgate.net/publication/344606483_Effects_of_YouTube_Marketing_Communication_on_Converting_Brand_Liking_Into_Preference_among_Business_Administration_Students_in_Polytechnic_University_of_the_Philippines)

Base. (n.d.). *Niacinamide, Bahan Serba Bisa yang Cocok Untuk Semua
Jenis Kulit*. Base. Retrieved July 13, 2023, from
[https://www.base.co.id/blog/niacinamide-bahan-serba-bisa-yang-
cocok-untuk-semua-jenis-kulit](https://www.base.co.id/blog/niacinamide-bahan-serba-bisa-yang-cocok-untuk-semua-jenis-kulit)

Bastian, I., Winardi, R. D., & Fatmawati, D. (2018). Metoda Wawancara.

In Metoda Pengumpulan dan Teknik Analisis Data.

Bernarto, I., Berlianto, M. P., Meilani, Y. F. C. P., Masman, R. R., &

Suryawan, I. N. (2020, Oktober). The Influence of Brand Awareness, Brand Image, and Brand Trust on Brand Loyalty.

Jurnal Manajemen, 24(3), 412-426.

<http://dx.doi.org/10.24912/jm.v24i3.676>

Biltreyst, D. (2005). Resisting American Hegemony: A Comparative

Analysis of the Reception of Domestic and US Fiction. In D.

McQuail, E. De Bens, & P. Golding (Eds.), *Communication Theory and Research* (Vol. 6). SAGE Publications.

<https://dx.doi.org/10.4135/9780857024374>

Branco, F., Sun, M., & Villas-Boas, J. M. (2012, November). Optimal

Search for Product Information. *Management Science*, 58(11),

2037-2056. Informs. <http://dx.doi.org/10.1287/mnsc.1120.1535>

Brussel, L. V. (2018, April). The right to die: a Belgian case study

combining reception studies and discourse theory. *Media, Culture*

& Society, 40(3), 381-396. Sage Journals. [https://doi-](https://doi-org.ezproxy.ugm.ac.id/10.1177/0163443717718255)

[org.ezproxy.ugm.ac.id/10.1177/0163443717718255](https://doi-org.ezproxy.ugm.ac.id/10.1177/0163443717718255)

Budiono, T., & Triyono, A. (2020, July). YouTube Endorsement and

Changes in the Web 2.0's Advertising Industry, YouTube

Endorsement: Perubahan Industri Periklanan di Era Web 2.0.

Jurnal ASPIKOM, 338-351. DOI:

<http://dx.doi.org/10.24329/aspikom.v5i2.609>

Cavalcante, A. (2018, Juni 12). Affect, emotion, and media audiences: the

- case of resilient reception. *Media, Culture & Society*, 40(8), 1-16.
- Sage Journals. <https://doi.org/10.1177/0163443718781991>
- Chae, H., Kim, S., Lee, J., & Park, K. (2020, November). Impact of Product Characteristics of Limited Edition Shoes On Perceived Value, Brand Trust, and Purchase Intention; Focused On The Scarcity Message Frequency. *Journal of Business Research*, 120. Science Direct. <https://doi.org/10.1016/j.jbusres.2019.11.040>
- Chopra, A., Avhad, V., & Jaju, S. (2021, Januari). Influencer Marketing: An Exploratory Study to Identify Antecedents of Consumer Behavior of Millennial. *Business Perspectives and Research*, 9(1), 77-91. Sage Journals. <https://doi.org/10.1177/2278533720923486>
- Dehghani, M., Niaki, M. K., Ramezani, I., & Sali, R. (2016, Juni). Evaluating the influence of YouTube advertising for attraction of young customers. *Computers in Human Behavior*, 59, 165-172. Science Direct. <https://doi.org/10.1016/j.chb.2016.01.037>
- Desky, H., Murinda, R., & Razali. (2022, April). Pengaruh Persepsi Keamanan, Kualitas Informasi dan Kepercayaan terhadap Keputusan Pembelian Online (Studi Kasus pada Konsumen Shopee di Kota Lhokseumawe). *Owner: Riset & Jurnal Akuntansi*, 6(2). Research Gate. <https://doi.org/10.33395/owner.v6i2.772>
- Dimia. (n.d.). *Keyword Tool dan Riset jualan online*. Dimia. Retrieved September 29, 2022, from <https://dimia.id/app/keyword-overview>
- Duffett, R., Petroşanu, D.-M., Negricea, I.-C., & Edu, T. (2019, Januari 23). Effect of YouTube Marketing Communication on Converting Brand Liking into Preference among Millennials Regarding Brands in General and Sustainable Offers in Particular. Evidence

- from South Africa and Romania. *Sustainability*, 11(3). MDPI.
<https://doi.org/10.3390/su11030604>
- Dwita, D., & Sommaliagustina, D. (2018, Desember). Interpretasi Feminisme: Analisis Resepsi Khalayak Pekanbaru Tentang Film Kartini. *Jurnal PERSPEKTIF Komunikasi*, 2(2).
- Erciş, A., Ünal, S., Candan, F. B., & Yildirim, H. (2012, Oktober 12). The Effect of Brand Satisfaction, Trust and Brand Commitment on Loyalty and Repurchase Intentions. *Procedia - Social and Behavioral Sciences*, 58, Procedia - Social and Behavioral Sciences. <https://doi.org/10.1016/j.sbspro.2012.09.1124>
- Finkle, C. (2020, June 16). *What are Endorsements in Marketing? Definition & Guide - BMB*. BMB - Brand Marketing Blog. Retrieved May 21, 2023, from <https://brandmarketingblog.com/articles/branding-definitions/marketing-endorsements/>
- Fitria, R. (2022, Maret 24). *Sering Makan Banyak, tapi 4 Food Vlogger Ini Tetap Punya Berat Badan Ideal*. detikFood. Retrieved April 4, 2022, from <https://food.detik.com/info-kuliner/d-5997568/sering-makan-banyak-tapi-4-food-vlogger-ini-tetap-punya-berat-badan-ideal>
- Florencia, G. (2019, October 10). *Pentingnya Skincare Awareness di Usia Remaja*. Halodoc. Retrieved March 30, 2023, from <https://www.halodoc.com/artikel/pentingnya-skincare-awareness-di-usia-remaja>
- Gani, P. K. (2014, April 8). *Hubungan dengan Konsumen – Prita Kemal*

Gani. LSPR. Retrieved September 28, 2022, from
<https://www.lspr.edu/pritakemalgani/hubungan-dengan-konsumen-2/>

Guo, G., Tu, H., & Cheng, B. (2018). Interactive effect of consumer affinity and consumer ethnocentrism on product trust and willingness-to-buy: a moderated-mediation model. *Journal of Consumer Marketing*, 35(7), 688-697.
<http://dx.doi.org/10.1108/JCM-06-2017-2239>

Hall, S. (1973, September). Encoding and Decoding in The Television Discourse. *CCCS Selected Working Papers*, (1).

Haller, M. (2019, Mei). *Search, video, and the purchase journey*. Think with Google. Retrieved May 14, 2023, from
<https://www.thinkwithgoogle.com/consumer-insights/consumer-journey/search-video-purchase-journey/>

Hardilawati, W. L., Binangkit, I. D., & Perdana, R. (2019, Februari 3). Endorsement: Media Pemasaran Masa Kini. *JIM UPB*, 7(1), 88-98.
Research Gate. Retrieved Mei 20, 2023, from
https://www.researchgate.net/publication/330839746_ENDORSEMENT_MEDIA_PEMASARAN_MASA_KINI

Hariyanti, N. T., & Wirapraja, A. (2018). Pengaruh Influencer Marketing Sebagai Strategi Pemasaran Digital Era Moderen (Sebuah Studi Literatur). *Jurnal EKSEKUTIF*, 15(1).

Haryanti, A., & Sari, S. D. S. R. (2018, Maret 6). Analysis of Audience Reception on Youtube Towards Anti Cyberbullying Video Campaign in the Cyber Bully by Cameoproject. *57 SEEIJ (Social*

Hikmah, D. U. (2019, Desember). Memahami Khalayak Publik/ Audiens.

ResearchGate. <http://dx.doi.org/10.13140/RG.2.2.23979.18728>

Hikmahanzia. (2021). *Pengaruh Electronic Word Of Mouth, Brand Image, Brand Trust, dan Social Media Influencer Terhadap Keputusan Pembelian Produk Hijab Di Instagram*.

Hong, I. (2015, Juni). Understanding the consumer's online merchant selection process: The roles of product involvement, perceived risk, and trust expectation. *International Journal of Information Management*, 35(3). *Research Gate*.
<http://dx.doi.org/10.1016/j.ijinfomgt.2015.01.003>

Huang, S.-L., & Lin, Y.-H. (2022, Desember). Exploring consumer online purchase and search behavior: An FCB grid perspective. *Asia Pacific Management Review*, 27(4), 245-256. Science Direct.
<https://doi.org/10.1016/j.apmr.2021.10.003>

Huang, T.-Y., Chen, W.-K., Chen, C.-W., & Silalahi, A. D. K. (2022, Juni 23). Understanding How Product Reviews on YouTube Affect Consumers' Purchase Behaviors in Indonesia: An Exploration Using the Stimulus-Organism-Response Paradigm. *Human Behavior and Emerging Technologies*, 2022.
<https://doi.org/10.1155/2022/4976980>

Ilfiyasari, & Malau, R. M. U. (2021, April). Analisis Resepsi Viewers Mengenai Konten Gaya Hidup Konsumtif Pada Kanal YouTube Rans Entertainment. *e-Proceeding of Management*, 8(2).

Irawan, A., Hasna, A., & Pahlevi, R. (2016, Mei). Sistem Informasai

Perdagangan Pada PT Yoltan Sari Menggunakan PHP Berbasis Web. *Jurnal POSITIF*, 1(2), 8-15.

Irwanto, & Hariatiningsih, L. R. (2020, September). Penggunaan Skincare Dan Penerapan konsep Beauty 4.0 Pada Media Sosial (Studi Netnografi Wanita Pengguna Instagram). *Journal Komunikasi*, 11(2). <https://10.31294/jkom>

Irwinsyah, H., & Nurlatifah, H. (2020, Februari). Analisis Pengaruh Brand Trust, Product Factor, dan Sales Promotion Terhadap Customer Loyalty Melalui Purchase Decision di Matahari Departement Store. *Jurnal Al Azhar Indonesia Seri Ilmu Sosial*, 1(1). <https://jurnal.uai.ac.id/index.php/JAISS/article/view/457/389>

Ishihara, Y. Y. U., & Oktavianti, R. (2021, Maret). Personal Branding Influencer di Media Sosial TikTok. *Koneksi*, 5(1), 76-82.

Jacksen, Susanto, E. H., & Pandrianto, N. (2021, Maret). Analisis Key Opinion Leaders di Media Sosial dalam Membentuk Opini Khalayak. *Koneksi*, 5(1), 90-97. <http://dx.doi.org/10.24912/kn.v5i1.10170>

Jain, A., & Albert, B. (2022, June 9). *Take a digital-first approach to TV marketing*. Think with Google. Retrieved May 13, 2023, from <https://www.thinkwithgoogle.com/intl/en-apac/marketing-strategies/data-and-measurement/digital-first-approach-to-tv-marketing/>

Jerath, K., & Ren, Q. (2020, November 20). Consumer Rational (In)Attention to Favorable and Unfavorable Product Information, and Firm Information Design. *Journal of Marketing Research*,

58(2). Sage Journals. <https://doi.org/10.1177/0022243720977830>

Jodi, I. W., & Adhika, I. N. (2019, Maret). Pengaruh Promosi Dengan Celebrity Endorse Terhadap Brand Trust dan Minat Beli Konsumen Pada Bidang Usaha Online Shop Pakaian Perempuan di Denpasar (Study Pada Dinda Fashion Bali). *Jurnal Magister Manajemen Unram*, 8(1), 25-34. JMM UNRAM. 10.29303/jmm.v8i1.406

Jones, B. (2022, Agustus). *Recommendations for today's content landscape*. Think with Google. Retrieved May 13, 2023, from <https://www.thinkwithgoogle.com/intl/en-apac/marketing-strategies/video/recommendations-to-navigate-todays-content-landscape/>

Kemp, S. (2023, February 9). *Digital 2023: Indonesia — DataReportal — Global Digital Insights*. DataReportal. Retrieved May 27, 2023, from <https://datareportal.com/reports/digital-2023-indonesia>

Khoza, K., & Harjati, L. (2012, Oktober). Analisis Brand Trust dan Brand Royalty Konsumen Garuda Indonesia. *Ekonomi*, 29(324).

Kler, D. R., Prasad, D. S., Prasad, D. A. B., Goswami, R., & Mitra, G. S. (2022). Factors affecting consumer buying motivations: An empirical study in the behavioral economics perspectives. *Journal of Positive School Psychology*, 6(2), 711-717.

Kompas. (2022, January 1). *4 Perubahan Perilaku Konsumen Produk Kecantikan untuk Ketahui Strategi Pemasaran*. Kompas.com. Retrieved May 4, 2023, from <https://www.kompas.com/parapuan/read/533073915/4-perubahan-perilaku-konsumen-produk-kecantikan-untuk-ketahui-strategi->

pemasaran

Krisch, U., & Grabner-Kra'uter, S. (2016, Desember 30). Insights into the Impact of CSR Communication Source on Trust and Purchase Intention. *Handbook of Integrated CSR Communication*. Springer Link. OI 10.1007/978-3-319-44700-1_25

Kuspriyono, T. (2017, September). Pengaruh Promosi Online dan Kemasan Terhadap Keputusan Pembelian Kosmetik Merek Sariayu Martha Tilaar. *Perspektif*, 15(2).

Kuspriyono, T., & Nurelasari, E. (2018, September 2). Pengaruh Social Media Marketing Terhadap Customer Bonding dan Purchase to Intention. *Cakrawala*, 18(2), 235–242. E-Journal BSI. <https://doi.org/10.31294/jc.v18i2>

Kustini, N. I. (2017, Maret). Experiential Marketing, Emotional Branding, and Brand Trust and Their Effect on Loyalty on Honda Motorcycle Product. *Jurnal Nasional*, 14(1). <http://perpustakaan.unmul.ac.id/ejournal/index.php/jn/article/view/144>

Lau, G. T., & Lee, S. H. (1999, Desember). Consumers' Trust in a Brand and the Link to Brand Loyalty. *Journal of Market-Focused Management*, 4(341-370). DOI: 10.1023/A:1009886520142

Lestari, T. (2021). *Pesan Edukasi dalam Konten Battle di Kanal YouTube Nihongo Mantappu (Analisis Semiotika Charles Sanders Peirce)* [Thesis]. Retrieved April 14, 2023, from <http://etheses.iainponorogo.ac.id/13206/1/SKRIPSI%20TIYA%20UPLOAD%20E-THESES.pdf>

- Livia, J. (2021, May 2). *BATTLE 3 SERUM : SCARLETT vs EMINA vs WHITE LAB. Pilih yang mana?* YouTube. Retrieved May 30, 2023, from <https://www.youtube.com/watch?v=Cb8jAAc0l2Y>
- Lorga, M. H., & Hastasari, C. (2020, September). Analisis Resepsi Khalayak terhadap Brand Image Toyota dalam Web Series 'Nanti Kita Cerita Tentang Hari Ini'. *Research Gate*. Retrieved Januari 29, 2023, from https://www.researchgate.net/publication/344155338_ANALISIS_RESEPSI_KHALAYAK_TERHADAP_BRAND_IMAGE_TOYOTA_DALAM_WEB_SERIES_%27NANTI_KITA_CERITA_TENTANG_HARI_INI%27
- Luarn, P., Huang, P., Chiu, Y.-P., & Chen, I.-J. (2015, Juli 26). Motivations to engage in word-of-mouth behavior on social network sites. *Information Development*, 32(4), 1253– 1265. Sage Journals. <https://doi.org/10.1177%2F0266666915596804>
- Lukiyana, & Rosiva, R. (2022, Mei). The Influence of Electronic Word of Mouth (eWOM) and Product Quality on Buyer Decisions of MSME Angkringan Moderated Trust. *Budapest International Research and Critics Institute-Journal (BIRCI-Journal)*, 5(2), 12939-12947. DOI: <https://doi.org/10.33258/birci.v5i2.5134>
- Martinez, M. G. (2013, September). *Contextual Priming Effects in The Reception and Evaluation of News Events* [Thesis]. Research Gate. Retrieved April 13, 2023, from https://www.researchgate.net/publication/335867915_CONTEXTUAL_PRIMING_EFFECTS_IN_THE_RECEPTION_AND_EVALUATION_OF_NEWS_EVENTS

- Mathieu, D. (2015). The Continued Relevance of Reception Analysis in the Age of Social Media. *Trípodos*, 36, 13-34.
https://rucforsk.ruc.dk/ws/portalfiles/portal/56534446/240_618_1_SM.pdf
- Muda, M., Musa, R., & Putit, L. (2017, April). Celebrity Endorsement in Advertising: A double-edged sword. *Journal of ASIAN Behavioural Studies*, 2(4), 21-32. Research Gate.
<http://dx.doi.org/10.21834/jabs.v2i3.188>
- Munajim, A. (2020, Januari). Pengaruh Tingkat Literasi Keuangan terhadap Kepercayaan Pada Produk Perbankan Syariah. *Syntax Idea*, 2(1). <https://www.jurnal.syntax-idea.co.id/index.php/syntax-idea/article/view/119/175>
- Munuera-Aleman, J. L., Delgado-Ballester, E., & Yague-Guillen, M. J. (2003, Januari). Development and validation of a brand trust scale. *International Journal of Market Research*, 45(1).
<https://doi.org/10.1177/147078530304500103>
- Musyimi, J., & Omanwa, V. (2014). Product Evaluation Attributes and Consumer Product Trust of Branded and Generic Drugs: A Comparative Study of the United States and Kenya. *International Journal of Marketing Studies*, 6(4).
<https://pdfs.semanticscholar.org/d72a/11077c5b62655ef3f9a6230a996f6b227cba.pdf>
- Nabila, S. M. (2019, Juni). Pengaruh Review Produk dan Brand Awareness Terhadap Trust dan Minat Beli: Studi Kasus Review Flow Flush Ion De Cushion Oleh Allyssa Hawadi Melalui Instagram. *Mediakom: Jurnal Ilmu Komunikasi*, 3(1).

Nasrullah, R. (2015). *Media Sosial; Perspektif Komunikasi, Budaya, dan Sosioteknologi*. Simbiosis Rekatama Media.

Nasution, R. A., & Widjajanto, A. S. (2007). PROSES PEMBENTUKAN KEPERCAYAAN KONSUMEN: Studi Kasus pada Sebuah Usaha Kecil Menengah Percetakan Digital di Bandung. *Jurnal Manajemen Teknologi*, 6(2), 95-114.

Noviandini, N. P. T., & Yasa, N. N. K. (2021). Peran Brand Trust Memediasi Pengaruh Electronic Word of Mouth Terhadap Keputusan Pembelian. *E-Jurnal Manajemen*, 10(11), 1201-1220. <https://doi.org/10.24843/EJMUNUD.2021.v10.i11.p08>

Nyoko, A. E. L., & Samuel, A. D. D. (2021, Maret 29). Pengaruh Electronic Word of Mouth (e-WOM) Di Media Sosial Facebook Terhadap Keputusan Pembelian (Studi Kasus Pelanggan Muca Cafe Kupang). *JOURNAL OF MANAGEMENT (SME's)*, 14(1), 63-76. E-Journal Udana. <https://doi.org/10.35508/jom.v14i1.3857>

Octabella, D. D. (2021). Review Beauty Influencer dalam Pengambilan Keputusan Konsumen terhadap Pemilihan Produk Kosmetik Kecantikan di Surabaya. *e-Jurnal*, 10(3), 145-153.

Oktayusita, S. H., Suparno, B. A., & Rochayanti, C. (2019, Agustus). 125Reception Analysis of Millennials Generation to Ads in Social Media. *Jurnal Ilmu Komunikasi*, 17(2), 125-132. <http://jurnal.upnyk.ac.id/index.php/komunikasi/article/view/3696/2809>

Ozdemir, S., Zhang, S., Guptac, S., & Bebek, G. (2020, September). The effects of trust and peer influence on corporate brand—Consumer

relationships and consumer loyalty. *Journal of Business Research*,
117, 791-805. Science Direct.
<https://doi.org/10.1016/j.jbusres.2020.02.027>

Prabandari, A. I. (2021, February 28). *Skincare adalah Perawatan untuk Kulit agar Tetap Sehat, Ketahui Langkahnya* | *merdeka.com*.

Merdeka. Retrieved March 6, 2023, from
<https://www.merdeka.com/jateng/skincare-adalah-perawatan-untuk-kulit-agar-tetap-sehat-ketahui-langkahnya-kln.html>

Pramulyasari, N. W., & Amalia, F. (2021, September). Analisis Resepsi Khalayak terhadap Iklan IM3 Ooredoo Versi Ramai Sepi Bersama. *CoverAge*, 12(1), 61-71.
<https://doi.org/10.35814/coverage.v12i1.1918>

Prasetyawati, A. (2020, Desember). Digital Storytelling Kok Bisa?: Mengubah Keberlimpahan Informasi menjadi Konten Edukasi. *Jurnal IPTEK-KOM*, 22(2), 199-212.

Prawinda, E. (2021). Analisis Resepsi Transgender Pada Konten Youtube Asian Boss Episode Being Transgender Indonesia Pada Komunitas Awwnanas. <http://repository.untag-sby.ac.id/10057/109/JURNAL.pdf>

Putri, S. E. (2019, Oktober). Analisis Sikap Konsumen: Evaluasi dan Kepercayaan Atribut (Multiattributes Fishbein Approach)). *Managament Insight: Jurnal Ilmiah Manajemen*, 14(2), 159-177.
<https://doi.org/10.33369/insight.14.2.159-177>

Quamila, A. (2022, November). *Fungsi Serum dan Jenisnya yang Perlu Anda Ketahui • Hello Sehat*. Hello Sehat. Retrieved July 11, 2023,

from <https://hellosehat.com/penyakit-kulit/perawatan-kulit/fungsi-serum/>

Rachmawati, M. (2018, Oktober). Produksi dan Konsumsi Informasi Kecantikan Pada Mahasiswa Pendidikan Tata Rias Universitas Negeri Surabaya. *Jurnal Fisip*.

Rahmawati, A., Nikmah, N. L., Perwira, R. D. A., & Rakhmawati, N. A. (2021, Januari). Analisis topik konten channel YouTube K-pop Indonesia menggunakan Latent Dirichlet Allocation. *Teknologi: Jurnal Ilmiah Sistem Informasi*, 11(1), 16-25. Research Gate. <http://dx.doi.org/10.26594/teknologi.v11i1.2155>

Ramadayanti, F. (2019). Peran Brand Awareness Terhadap Keputusan Pembelian Produk. *Jurnal Studi Manajemen dan Bisnis*, 6(2), 78-83.

Ramdhani, G. (2021, July 19). *Viral Video Battle of Air Mineral Kemasan, Terungkap Air Putih Bisa Dibedakan*. Hot. Retrieved April 4, 2022, from <https://hot.liputan6.com/read/4609042/viral-video-battle-of-air-mineral-kemasan-terungkap-air-putih-bisa-dibedakan>

Revanto, R. (2016, Oktober). *Pengaruh Brand Communication yang Diterima oleh Konsumen terhadap Brand Trust pada Brand Smartfren di Kota Surabaya*. Research Gate. <http://dx.doi.org/10.13140/RG.2.2.34039.01448>

Rukmana, I. D. (2022, July 12). *E Commerce Market Insight Reports 1 Semester 2022, Siapa Juaranya di Paruh Pertama?* Kompas. Retrieved September 29, 2022, from <https://kompas.co.id/article/market-insight-report-shopee->

tokopedia/

Safitri, Y., & Ramadanty, S. (2019). Strategi Kampanye Public Relations melalui Peran Key Opinion Leader di Indonesia. *Warta ISKI*, 2(2).

<https://doi.org/10.25008/wartaiski.v2i02.35>

Sastra, Y., & Loaiza, N. (2022, Desember). *Tips from YouTube Works Awards Indonesia 2022*. Think with Google. Retrieved May 13, 2023, from <https://www.thinkwithgoogle.com/intl/en-apac/marketing-strategies/video/youtube-works-awards-indonesia-2022-tips/>

Satria, W. I. G. A., & Yudi, S. P. (2021, Juni). The Role of Trust in Mediating the Effect of eWOM and Shopping Experience on Customer Loyalty. *RJOAS*, 6(114). DOI 10.18551/rjoas.2021-06.19

Schrøder, K. C. (2016, Januari). Reception Analysis. *The International Encyclopedia of Political Communication*, (1). Research Gate. <http://dx.doi.org/10.1002/9781118541555.wbiepc162>

Schrøder, K. C. (2016, Januari 4). Reception Analysis. *The International Encyclopedia of Political Communication*. Wiley Online Library. <https://doi.org/10.1002/9781118541555.wbiepc162>

Schrøder, K. C. (2018, November 14). Audience Reception Research in a Post-broadcasting Digital Age. *Television & New Media*, 20(2), 1–15. Sage Journals. <https://doi.org/10.1177/1527476418811114>

Sesario, R., Cakranegara, P. A., Achmad, G. N., Rianindita, N., & Wiryawan, D. (2022, November). Effect of Product Brand Trust on Customer Loyalty. *Budapest International Research and*

Critics Institute-Journal (BIRCI-Journal, 5(4), 30632-30639.

<https://doi.org/10.33258/birci.v5i4.7222>

Setiaji, W., Asiyah, S., & Primanto, A. B. (n.d.). Analisis Electronic Word Of Mouth (eWOM) Terhadap Brand Image, Brand Trust, dan Minat Beli Pada Smartphone iPhone (Studi Pada Mahasiswa Prodi Manajemen FEB UNISMA Angkatan 2018). *e – Jurnal Riset Manajemen*.

Setiaputri, K. A. (2020, December 10). Hyaluronic Acid, Seberapa Ampuh Manfaatnya untuk Kulit? Hello Sehat. Retrieved July 15, 2023, from <https://hellosehat.com/penyakit-kulit/perawatan-kulit/hyaluronic-acid-untuk-kulit/>

Setiawan, L. (2018, April). Pengaruh Celebrity Endorsement Terhadap Purchase Intention Dengan Brand Awareness Sebagai Variabel Mediasi Pada Produk Green Tea Esprecielo Allure. *Jurnal Manajemen Pemasaran*, 12(1), 53–60. <http://dx.doi.org/10.9744/pemasaran.6.1.1-7>

Setyawan, A. A., Kussudiyarsana, & Imronudin. (2015, Mei). Brand Trust and Brand Loyalty, an Empirical Study in Indonesia Consumers. *British Journal of Marketing Studies*, 4(3), 37-47. European Centre for Research Training and Development UK. Retrieved Juni 23, 2022, from <https://www.eajournals.org/wp-content/uploads/Brand-Trust-and-Brand-Loyalty-an-Empirical-Study-in-Indonesia-Consumers.pdf>

Sinaga, R. P. Y. B., & Hutapea, J. Y. (2022, April). Analisis Pengaruh Brand Image, Harga, dan Review Product terhadap Keputusan Pembelian Skincare Wardah Pada Mahasiswa

Sincia, R. A., Gunawan², A. I., & Leo, G. (2021, Agustus). Mengukur Source Credibility Beauty Vlogger Terhadap Sikap Konsumen (Studi Kasus Video Review Produk Kecantikan di Youtube). *Prosiding The 12th Industrial Research Workshop and National Seminar*.

Social Blade. (n.d.). *YouTube Stats Summary*. Social Blade. Retrieved January 30, 2023, from <https://socialblade.com/youtube/c/jemimalivia>

Sugiyono. (2013). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. ALFABETA.

Sugiyono. (2014). *Metode Penelitian Kombinasi (Mixed Methods)*. Alfabeta.

Suprawati, M. N. E. (2009, Oktober). Pendekatan Kuantitatif dan Kualitatif Filsafat Ilmu Untuk Penelitian Psikologi. *Orientasi Baru*, 18(2).

Syahputra, A. K., Kurniawan, E., & Nofriadi. (2019, Juli 2). Pemanfaatan Media Sosial Sebagai Media Informasi UPT. Puskesmas Porsea. *Jurdimas (Jurnal Pengabdian Kepada Masyarakat) Royal*, 2, 115 – 120. <https://doi.org/10.33330/jurdimas.v2i2.370>

Think with Google. (n.d.). *Online Video Marketing Resources*. Think with Google. Retrieved May 13, 2023, from <https://www.thinkwithgoogle.com/intl/en-apac/marketing-strategies/video/>

Think with Google. (n.d.). *Product search behavior data on YouTube*.

Think with Google. Retrieved May 14, 2023, from
[https://www.thinkwithgoogle.com/marketing-
strategies/search/product-search-behavior-on-youtube/](https://www.thinkwithgoogle.com/marketing-strategies/search/product-search-behavior-on-youtube/)

Tinambunan, T. M., & Siahaan, C. (2022, Mei). Pemanfaatan YouTube
Sebagai Media Komunikasi Massa di Kalangan Pelajar.
MUTAKALLIMIN; Jurnal Ilmu Komunikasi, 5(1).

Tjahyadi, R. A. (2006, November). Brand Trust Dalam Konteks Loyalitas
Merek: Peran Karakteristik Merek, Karakteristik Perusahaan, dan
Karakteristik Hubungan Pelanggan-Merek. *Jurnal Manajemen*,
6(1). [https://media.neliti.com/media/publications/112039-ID-
brand-trust-dalam-konteks-loyalitas-mere.pdf](https://media.neliti.com/media/publications/112039-ID-brand-trust-dalam-konteks-loyalitas-mere.pdf)

Turner, L., & West, R. (2009). *Introducing Communication Theory: Analysis and Application* (4th ed.). McGraw-Hill Education.

Verdiana, D. M. (2021, Juni). Analisis Resepsi Terhadap Kreativitas
Kekeyi Putri Cantika di YouTube. *LAKON: Jurnal Kajian Sastra dan Budaya*, 10(1), 11-19. DOI: 10.20473/lakon.v10i1.27067

Waringga, K. F., Koestiono, D., & Riana, F. D. (2023). Strategi Pemasaran
Melalui Celebrity Endorsement dan Ewom serta Pengaruhnya
terhadap Keputusan Pembelian Produk Healthy Food Yellow Fit
Kitchen. *Jurnal Ekonomi Pertanian dan Agribisnis (JEPA)*, 7(1),
115-126. <https://doi.org/10.21776/ub.jepa.2023.007.01.11>

Weisstein, F. L., Song, L., Andersen, P., & Zhu, Y. (2017). Examining
impacts of negative reviews and purchase goals on consumer
purchase decision. *Journal of Retailing and Consumer Services*,
39, 201-207. Elsevier.
<https://doi.org/10.1016/j.jretconser.2017.08.015>

Wirunphan, P., & Ussahawanitchakit, P. (2016, Juni). Brand competency and brand performance: an empirical research of cosmetic businesses and health products business in Thailand. *The Business and Management Review*, 7(5).
https://cberuk.com/cdn/conference_proceedings/conference_38902.pdf

Wulandari, S., & Supratman, N. A. (2018). Potensi Penggunaan Media Sosial Bagi UKM. *Performa: Media Ilmiah Teknik Industri*, 17(1), 14-23.

Xie, Q., Neill, M. S., & Schauster, E. (2018, Januari). Paid, Earned, Shared and Owned Media From the Perspective of Advertising and Public Relations Agencies: Comparing China and the United States. *International Journal of Strategic Communication*, 12(2), 160-179.
DOI:10.1080/1553118X.2018.1426002

Yusuf, J. L. Z. (2022). *Pengaruh Terpaan Tayangan Konten YouTube "Tasyi Mukbang & Review Terbaru - Inilah Boba Terenak Se-Indonesia" (Studi Pada Subscriber Tasyi Athasyia)*. Repository UPN Veteran Jakarta. <https://repository.upnvj.ac.id/20737/>

Zniva, R., Weitzl, W. J., Müller, J. M., & Schneider, A. (2020). Types of Electronic Word-of-Mouth and Their Impact on Consumer Attitudes. *Advances in Digital Marketing and eCommerce*, 62-69.
Springer Link. https://doi.org/10.1007/978-3-030-47595-6_9