

## DAFTAR PUSTAKA

- Akgün, A. E., Keskin, H., Ayar, H., Erdoğan, E. 2015, "The Influence of Storytelling Approach in Travel Writings on Readers' Empathy and Travel Intentions", *Procedia - Social and Behavioral Sciences*, vol. 207, no. 20, pp. 577-586.
- Anas, Sudijono. 2008. *Pengantar Evaluasi Pendidikan*. Jakarta: Raja Grafindo Persada.
- Aslam, W., Farhat, K., & Arif, I. 2021. Skippable advertisement versus full-length Advertisement: an empirical analysis in a developing economy. *Journal of Interactive Advertising*, 21(1), 49-67.
- Banerjee, S., & Pal, A. 2021. Skipping skippable ads on YouTube: How, when, why and why not?. In *2021 15th International Conference on Ubiquitous Information Management and Communication (IMCOM)* (pp. 1-5). IEEE.
- Banerjee, S., & Pal, A. 2023. I hate ads but not the advertised brands: a qualitative study on Internet users' lived experiences with YouTube ads. *Internet Research*, 33(1), 39-56.
- Baran, S. J., Davis, D. K., & Striby, K. 2012. *Mass communication theory: Foundations, ferment, and future*.
- Batson, C.D., Polycarpou, M.P., Harmon-Jones, E., Imhoff, H.J., Mitchener, E.C., Bednar, L.L., Highberger, L. 1990. Empathy and attitudes: can feeling for a member of a stigmatized group improve feelings toward the group? *J. Pers. Soc. Psychol.* 72(1), 105 (1997).
- Baumgartner, E., & Laghi, F. 2012. Affective responses to movie posters: Differences between adolescents and young adults. *International journal of psychology*, 47(2), 154-160.
- Belanche, D., C. Flavián, and A. Pérez-Rueda. 2017. User adaptation to interactive advertising formats: the effect of previous exposure. *Habit and Time Urgency on Ad Skipping Behaviors. Telematics and Informatics* 34, no. 7: 961–72.
- Bittner, J. R. 1980. *Mass Communication: An Introduction; Theory and Practice of Mass Media in Society*.
- Boerman, S. C., Willemsen, L. M., & Van Der Aa, E. P. 2017. This post is sponsored: Effects of sponsorship disclosure on persuasion knowledge and electronic word of mouth in the context of Facebook. *Journal of Interactive Marketing*, 38, 82–92. <https://doi.org/10.1016/j.intmar.2016.12.002>.
- [BPOM] Badan Pengawas Obat dan Makanan RI. 2019. *Peraturan Badan Pengawas Obat dan Makanan nomor 11 Tahun 2019 tentang Bahan Tambahan Pangan*. Jakarta (ID): Badan Pengawas Obat dan Makanan.
- Campbell, Colin, Frauke Mattison Thompson, Pamela E. Grimm, and Karen Robson 2017, "Understanding Why Consumers Don't Skip Pre-Roll Video Ads," *Journal of Advertising*, 46 (3), 411–23.
- Chan, T. H. 2023. How brands can succeed communicating social purpose: engaging consumers through empathy and self-involving gamification. *International Journal of Advertising*, 42(5), 801-834.
- Chang, Y. T., Yu, H., & Lu, H. P. 2015. Persuasive messages, popularity cohesion, and message diffusion in social media marketing. *Journal of Business Research*, 68(4), 777-782.
- Chovanová, H. H., Korshunov, A. I., & Babčanová, D. 2015. Impact of brand on consumer behavior. *Procedia Economics and Finance*, 34, 615-621.



- Declerck, C.H., and S. Bogaert. 2008. Social value orientation: Related to empathy and the ability to read the mind in the eyes. *The Journal of Social Psychology* 148, no. 6: 711–26.
- Duff, B. R., & Sar, S. 2015. Is there a need for speed? Fast animation as context increases product trial intent and self-focus. *International Journal of Advertising*, 34(2), 262–284.
- Dukes, A. J., Liu, Q., & Shuai, J. 2018. Interactive advertising: The case of skippable ads.
- Durianto, D. 2003. *Invasi Pasar dengan Iklan yang Efektif*. Jakarta: Gramedia Pustaka Utama.
- Frade, J. L. H., Oliveira, J. H. C. D., & Giralaldi, J. D. M. E. 2022. Skippable or non-skippable? Pre-roll or mid-roll? Visual attention and effectiveness of in-stream ads. *International Journal of Advertising*, 1-25.
- Fitriani, I. D., & Pujiyanto, E. 2020. Perbandingan Efektivitas Media Promosi Menggunakan Direct Rating Method untuk Meningkatkan Brand Awareness pada Produk Indihome Study.
- Goodrich, K., S.Z. Schiller, and D. Galletta 2015, “Consumer Reactions to Intrusiveness of Online-Video Advertisements: Do Length, Informativeness, and Humour Help (or Hinder) Marketing Outcomes?,” *Journal of Advertising Research*, 55 (1), 37–50.
- Hanifa, F. H., Wulandari, A., & Sastika, W. 2019. Direct Rating Method Untuk Mengukur Efektivitas Iklan Melalui Media Televisi (Studi Pada Iklan Teh Pucuk Harum). *Ikra-Ith Humaniora: Jurnal Sosial dan Humaniora*, 3(2), 116-120.
- Harms, B., Bijmolt, T. H., & Hoekstra, J. C. 2017. Digital native advertising: practitioner perspectives and a research agenda. *Journal of Interactive Advertising*, 17(2), 80–91.
- Hasanah, N. 2016. Analisis Efektivitas Iklan Online Go-Jek di Kalangan Pengguna Media Sosial di Kota Makassar (Doctoral dissertation, Universitas Negeri Makassar).
- Hermawan, N. D. 2014. Efektifitas Iklan Televisi Tokobagus. com Versi “Mau Jual Mobil?” Pada Masyarakat Surabaya. *Jurnal e-komunikasi*, 2(1).
- Indrasti, D., & Siliyya, F. 2021. Atribut Minuman Teh Kemasan Siap Minum yang Memengaruhi Persepsi Konsumen di Kabupaten Tegal. *Jurnal Mutu Pangan: Indonesian Journal of Food Quality*, 8(2), 70-79.
- Internet Advertising Bureau 2012, “IAB Digital Video Ad Effectiveness Case Study,” June 7, <https://www.iab.com/insights/iab-digital-video-ad-effectiveness-case-study/>.
- Ikmanila R, Mukson, Setiyawan H. 2018. Analisis preferensi konsumen rumah tangga terhadap teh celup di Kota Semarang. *Jurnal Optimum*. 8(1): 1-14.
- Jeon, Y.A., H. Son, A.D. Chung, and M.E. Drumwright 2019, “Temporal Certainty and Skippable In-Stream Commercials: Effects of Ad Length, Timer, and Skip-Ad Button on Irritation and Skipping Behavior,” *Journal of Interactive Marketing*, 47 (1), 144–58.
- Joa, Claire Y., Kisun Kim, and Louisa Ha 2018, “What Makes People Watch Online In-Stream Video Advertisements?,” *Journal of Interactive Advertising*, 18 (1), 1–14.
- Katadata. 2023. “Pengguna YouTube di Indonesia Peringkat Keempat Terbanyak di Dunia pada Awal 2023”. <https://databoks.katadata.co.id/datapublish/2023/02/28/pengguna-youtube-di-indonesia-peringkat-keempat-terbanyak-di-dunia-pada-awal-2023>. Diakses pada 10 Juni 2023, pukul 20.30.



- Keller, E., & Fay, B. 2009. The role of advertising in word of mouth. *Journal of Advertising Research*, 49(2), 154-158.
- Keskin, H., Akgun, A. E., Ayar, H., & Etlioglu, T. 2017. Persuasive messages and emotional responses in social media marketing. *Journal of Management Marketing and Logistics*, 4(3), 202-208.
- Kim, E., & Kim, Y. 2022. Factors Affecting the Attitudes and Behavioral Intentions of Followers toward Advertising Content Embedded within YouTube Influencers' Videos. *Journal of Promotion Management*, 28(8), 1235-1256.
- Kotler, P., & Keller, K. 2011. *Marketing management* 14th edition. prentice Hall.
- Kurniawan, A. W. & Zarah, P. 2016. *Metode Penelitian Kuantitatif*. Perpustakaan Nasional RI: Katalog Dalam Terbitan.
- Kustiawan, W., Siregar, F. K., Alwiyah, S., Lubis, R. A., Gaja, F. Z., & Pakpahan, N. S. 2022. KOMUNIKASI MASSA. *Journal Analytica Islamica*, 11(1), 134-142.
- Lassoued, R., & Hobbs, J. E. 2015. Consumer confidence in credence attributes: The role of brand trust. *Food Policy*, 52, 99-107.
- Li, C. 2014. *Effective advertising strategies for your business*. Business Expert Press.
- Li, H. & Lo, H. Y. 2015. Do you recognize its brand? the effectiveness of online in-Stream video advertisements. *Journal of Advertising*, 44(3), 208-218.
- Machfoed, M. 2010. *Marketing Management Modern*. Yogyakarta: Cakra Ilmu.
- Maroely, R., & Munichor, N. 2022. Music to the individual consumer's ears: how and why does personalizing music in advertising enhance viewing duration and ad effectiveness?. *International Journal of Advertising*, 1-31.
- Mounir, A. (2023). Comparative Study on Advertising as a Means of Communications; its Issues and Characteristics. *Studies in Linguistics and Literature* 7(1): p104
- Nafiati, D. A. 2021. Revisi taksonomi Bloom: Kognitif, afektif, dan psikomotorik. *Humanika, Kajian Ilmiah Mata Kuliah Umum*, 21(2), 151-172.
- Park, J., & McMahan, C. (2020). Exploring Youtube marketing communication among 200 leading national advertisers. *Journal of Promotion Management*, 27(4), 487-502.
- Pashkevich, Max, Sundar Dorai-Raj, Melanie Kellar, and Dan Zigmond (2012), "Empowering Online Advertisements by Empowering Viewers with the Right to Choose," *Journal of Advertising Research*, 52 (4), 451–57. doi:10.2501/JAR-52-4-451-457
- Peter, J. P. & Olson, J. C. (2014). *Consumer behavior and marketing strategy* 7<sup>th</sup> edition. London, UK: McGraw-hill.
- Prastiwi, W. D., & Setiawan, H. (2016). Perilaku Konsumsi Susu Cair Masyarakat di Daerah Perkotaan dan Pedesaan (Milk Consumption Behavior Of Urban And Rural Communities). *Agriekonomika*, 5(1), 41-53.
- Prawira-Atmaja, M. I., & Rohdiana, D. (2018). DIVERSIFIKASI PRODUK BERBASIS TEH PADA INDUSTRI PANGAN, FARMASI, DAN KOSMETIK. *Diversification of Tea Based Products in the Food, Pharmaceutical and Cosmetic Industry. Perspektif*, 17(2), 150-165.
- Rahajeng, H. (2021). *EFEKTIVITAS IKLAN DI MEDIA SOSIAL (Studi tentang Efektivitas Iklan Ramayana# kerenlahirbatin di Youtube dalam Mempengaruhi Keputusan Pembelian)* (Doctoral dissertation, Universitas Gadjah Mada).
- Raihan. (2017). *Metode Penelitian*. Universitas Islam Jakarta.
- Riess, H. (2017). The science of empathy. *Journal of patient experience*, 4(2), 74-77.



- Riserbato, R. 2022. 2022 YouTube Ad Specs. <https://blog.hubspot.com/marketing/youtube-ads-specs>
- Shi, Y. Z., Cheung, K. M., & Prendergast, G. (2005). Behavioral response to sales promotion tools: a Hong Kong study. *International Journal of advertising*, 24(4), 469-489.
- Shimp, T. A. (2003). *Periklanan Promosi; Komunikasi Pemasaran Terpadu*. Jilid 2, edisi kelima. Jakarta: Erlangga.
- Subagyo, A. (2010). *Marketing in Business*. Jakarta: Mitra Wacana Media.
- Sumadi, S. 1995. *Psikologi Pendidikan*. Jakarta: PT Raja Grafindo Persada. 14
- Sugiyono. (2010). *Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta, CV.
- Statista. 2019. "Most effective advertising formats on YouTube according to marketing professionals worldwide as of May 2019". <https://www.statista.com/statistics/1102764/effective-youtube-ad-formats-world/>. Diakses pada 10 Juni 2023, pukul 20.00.
- Statista. 2023. "YouTube - Statistics & Facts". <https://www.statista.com/topics/2019/youtube/#topicOverview>. Diakses pada 10 Juni 2023, pukul 20.10.
- Sugiyono. (2017). *Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta, CV
- Syahrul & Salim. (2012). *Metodologi Penelitian Kuantitatif*. Citapusaka Media. Bandung.
- Taute, H. A., McQuitty, S., & Sautter, E. P. (2011). Emotional information management and responses to emotional appeals. *Journal of Advertising*, 40(3), 31-44.
- Tito, A. C. P., & Gabriella, C. (2019). Faktor-faktor Iklan yang Dapat Menarik Penonton Untuk Menonton Iklan Skip-Ads di Youtube Sampai Selesai. *Jurnal Akuntansi*, 11(1), 98-114.
- Utami, D. N., & Putri, B. P. S. (2019). Pengaruh Pesan Iklan Clean & Clear Versi 1000 Suku Indonesia, Warna Kulit Berbeda Di Youtube Terhadap Respon Kognitif Khalayak. *Komunikologi: Jurnal Pengembangan Ilmu Komunikasi dan Sosial*, 3(1), 85-91.
- Vitale, R. P., & Giglierano, J. J. (2002). *Business to business marketing: analysis & practice in a dynamic environment*. South-Western/Thomas Learning.
- Voorveld, H. A. (2019). Brand communication in social media: A research agenda. *Journal of Advertising*, 48(1), 14-26.
- Widhi, A. K. & Zarah P. (2016). *Metode Penelitian Kuantitatif*. Yogyakarta: Pandiva Buku.
- Wells, W. D., Moriarty, S., & Burnett, J. (2014). *Advertising: Principles and practice*. Pearson Australia.
- YouTube (2016), "About YouTube & partners line items". <https://support.google.com/displayvideo/answer/6274216?hl=en#zippy=%2Cnon-skippable-ads%2Cin-stream-and-in-feed-video-ads>. Diakses pada 10 Juni 2023, pukul 20.20.
- YouTube (2016), "About video ad formats". <https://support.google.com/youtube/answer/2375464?hl=en>. Diakses pada 10 Juni 2023, pukul 19.30.
- Youtube (2016). [https://www.youtube.com/intl/ALL\\_id/ads/how-it-works/create-a-video-ad/](https://www.youtube.com/intl/ALL_id/ads/how-it-works/create-a-video-ad/). Diakses pada 10 Juni 2023, pukul 21.00.