

DAFTAR PUSTAKA

- andre oliver. 2021. "Product Placement: Strategi Periklanan Modern Untuk Tingkatkan Brand Recognition," 2021. <https://glints.com/id/lowongan/product-placement/>.
- Anugerah Ayu Sendari. 2019. "Instagram Adalah Platform Berbagi Foto Dan Video, Ini Deretan Fitur Canggihnya," 2019. <https://www.liputan6.com/tekno/read/3906736/instagram-adalah-platform-berbagi-foto-dan-video-ini-deretan-fitur-canggihnya>.
- Balasubramanian, Siva K., James A. Karrh, and Hemant Patwardhan. 2006. "Audience Response to Product Placements: An Integrative Framework and Future Research Agenda." *Journal of Advertising*. <https://doi.org/10.2753/JOA0091-3367350308>.
- Balasubramanian, Siva K., Hemant Patwardhan, Deepa Pillai, and Kesha K. Coker. 2014. "Modeling Attitude Constructs in Movie Product Placements." *Journal of Product and Brand Management* 23, no. 7 (November): 516–31. <https://doi.org/10.1108/JPBM-04-2014-0552>.
- Bone, Paula Fitzgerald. 1995. "Word-of-Mouth Effects on Short-Term Long-Term Product Judgments Background Literature."
- Caubergh, Verolien, and Patrick De Pelsmacker. 2010. "Advergaming." *Journal of Advertising* 39, no. 1 (April): 5–18. <https://doi.org/10.2753/JOA0091-3367390101>.
- D'Astous, Alain, and Francis Chartier. 2000. "A Study of Factors Affecting Consumer Evaluations and Memory of Product Placements in Movies." *Journal of Current Issues and Research in Advertising* 22, no. 2: 31–40. <https://doi.org/10.1080/10641734.2000.10505106>.
- Eisend, Martin, and Tobias Langner. 2010. "Immediate and Delayed Advertising Effects of Celebrity Endorsers Attractiveness and Expertise." *International Journal of Advertising* 29, no. 4: 527–46. <https://doi.org/10.2501/s0265048710201336>.
- Gupta, Pola B., and Kenneth R. Lord. 1998. "Product Placement in Movies: The Effect of Prominence and Mode on Audience Recall." *Journal of Current Issues and Research in Advertising* 20, no. 1: 47–59. <https://doi.org/10.1080/10641734.1998.10505076>.
- Hawkins, Del I., and David L. Mothersbaugh. n.d. *Consumer Behavior: Building Marketing Strategy*.
- Keller, Kevin Lane. 1993. "Conceptualizing, Measuring, and Managing Customer-Based Brand Equity." Source: *Journal of Marketing*. Vol. 57.
- Keller, Kevin Lane, and Donald R. Lehmann. 2006. "Brands and Branding: Research Findings and Future Priorities." *Marketing Science* 25, no. 6 (November): 740–59. <https://doi.org/10.1287/mksc.1050.0153>.
- Krishna, Aradhna. 2012. "An Integrative Review of Sensory Marketing: Engaging the Senses to Affect Perception, Judgment and Behavior." *Journal of Consumer Psychology*. <https://doi.org/10.1016/j.jcps.2011.08.003>.
- Law, Sharmistha, and Kathryn A Braun. 2000. "MAR WILEY RIGHT BATCH Base of Text Top of Text Top of CT Base of DF I'll Have What She's Having: Gauging the Impact of Product Placements on Viewers." *Psychology & Marketing*. Vol. 17. John Wiley & Sons, Inc.

- Macinnis, Deborah J. 2010. "Brand Attachment and Brand Attitude Strength: Conceptual and Empirical Differentiation of Two Critical Brand Equity Drivers." Article in *Journal of Marketing*. <https://doi.org/10.2307/25764280>.
- Maryolein, Shintadevy, Nadya Dwina Hapsari, Rani Chandra Oktaviani, and Sekolah Tinggi. 2019. "INSTAGRAM SEBAGAI MEDIA PUBLIKASI DALAM MEMBANGUN BRAND AWARENESS JAKARTA AQUARIUM." <https://www.liputan6.com/tekno/rea>.
- Matthes, Jörg, and Brigitte Naderer. 2016. "Product Placement Disclosures: Exploring the Moderating Effect of Placement Frequency on Brand Responses via Persuasion Knowledge." *International Journal of Advertising* 35, no. 2: 185–99. <https://doi.org/10.1080/02650487.2015.1071947>.
- Park, C Whan, Deborah J Macinnis, Joseph Priester, Andreas B Eisingerich, and Dawn Iacobucci. 2010. "Brand Attachment and Brand Attitude Strength: Conceptual and Empirical Differentiation of Two Critical Brand Equity Drivers." *Journal of Marketing* 74: 1–17.
- Rostina Alimuddin. 2022. "Perkembangan Instagram: Fitur-Fitur Terbaru Dan Jumlah Penggunaanya Di Indonesia," 2022. <https://buzzup.id/perkembangan-instagram/>.
- Russell, Cristel Antonia. 2002a. "Investigating the Effectiveness of Product Placements in Television Shows: The Role of Modality and Plot Connection Congruence on Brand Memory and Attitude." *Journal of Consumer Research* 29, no. 3 (December): 306–18. <https://doi.org/10.1086/344432>.
- . 2002b. "Investigating the Effectiveness of Product Placements in Television Shows: The Role of Modality and Plot Connection Congruence on Brand Memory and Attitude." *Journal of Consumer Research* 29, no. 3 (December): 306–18. <https://doi.org/10.1086/344432>.