

## DAFTAR PUSTAKA

- Aaker. (2018). *Manajemen Ekuitas Merek*. Mitra Utama.
- Amoah, J., Jibril, A. B., Bankuoru Egala, S., & Keelson, S. A. (2022). Online brand community and consumer brand trust: Analysis from Czech millennials. *Cogent Business and Management*, 9(1), 1–16. <https://doi.org/10.1080/23311975.2022.2149152>
- Armananti, S. H., & Asteria, D. (2019). Partisipasi Anggota dan Pemanfaatan Instagram dalam Interaksi Komunitas Brand Ria Miranda. *Jurnal Komunikasi*, 11(2), 155–168. doi.org/10.24912/jk.v11i2.5266
- Avoskin. (n.d.). *About Us*. <https://www.avoskinbeauty.com/about-us/>
- Baskoro, M. I. (2021). *Proses Belajar Sosial Dalam Brand Community (Studi Kasus Proses Belajar Sosial di Brand Community Komunitas Investor Saham Pemula Yogyakarta dalam Edukasi Saham kepada Anggota Komunitas)*. Universitas Gadjah Mada.
- Bhati, R., & Verma, H. V. (2020). Antecedents of customer brand advocacy: a meta-analysis of the empirical evidence. *Journal of Research in Interactive Marketing*, 14(2), 153–172. <https://doi.org/doi.org/10.1108/JRIM-12-2018-0165>
- Bilro, R. G., Loureiro, S. M. C., & Guerreiro, J. (2019). Exploring online customer engagement with hospitality products and its relationship with involvement, emotional states, experience and brand advocacy. *Journal of Hospitality Marketing & Management*, 28(2), 147–171. <https://doi.org/https://doi.org/10.1080/19368623.2018.1506375>
- Brodie, R. J., Ilic, A., Juric, B., & Hollebeek, L. (2013). Consumer engagement in a virtual brand community: An exploratory analysis. *Journal of Business Research*, 66 (1), 105–114. doi.org/10.1016/j.jbusres.2011.07.029
- Brogi, S. (2014). Online brand communities: a literature review. *Procedia - Social and Behavioral Sciences*, 109(385–389). <https://doi.org/doi.org/10.1016/j.sbspro.2013.12.477>
- Brogi, S., Calabrese, A., Campisi, D., Capece, G., Costa, R., & Di Pillo, F. (2013). The effects of online brand communities on brand equity in the luxury fashion industry. *International Journal of Engineering Business Management*, 5, 1–8. <https://doi.org/10.5772/56854>

- Bruns, A. (2016). User-Generated Content. *The International Encyclopedia of Communication Theory and Philosophy*, 1-5. Doi.org/10.1002/9781118766804.wbiect085
- Bungin, B. (2017). . *Metode Penelitian Kualitatif*. PT Raja Grafindo.
- Casalo, L. V., Flavian, C., & Guinaliu, M. (2010). Antecedents and Consequences of Consumer Participation in On-Line Communities: The Case of the Travel Sector. *International Journal of Electronic Commerce*, 15(2), 137-167. DOI 10.2753/JEC1086-4415150205
- Chen, L. (2018). Demand hierarchy model and its measurement for online brand community participation. *Int. J. Electronic Marketing and Retailing*, 9(2), 168. <https://doi.org/DOI: 10.1504/IJEMR.2018.090891>
- Chen, Y., Xu, X., & Ngai, E. (2018). The Effects of Value Creation Practices on Online Brand Community Participation and Customer Relationship Performance. . . *PACIS 2018 Proceedings*, 176.
- Coelho, A., Bairrada, C., & Peres, F. (2019). Brand communities' relational outcomes, through brand love. *Journal of Product & Brand Management*, 28(2), 154–165. <https://doi.org/https://doi.org/10.1108/JPBMM-09-2017-1593>
- Cova, B., & Pace, S. (2006). Brand community of convenience products: new forms of customer empowerment – the case “my Nutella The Community”. *European Journal of Marketing*, 40(9/10), 1087-1105. <https://doi.org/10.1108/03090560610681023>
- Dholakia, U. M., & Algesheimer, R. (2010). Brand Community. In *Wiley International Encyclopedia of Marketing* (p. 3). <https://doi.org/doi:10.1002/9781444316568.wiem03050>
- Dholakia, U. M., Bagozzi, R. P., & Pearo, L. K. (2004). A social influence model of consumer participation in network- and small-group-based virtual communities. *International Journal of Research in Marketing*, 21(3), 241–263. <https://doi.org/10.1016/j.ijresmar.2003.12.004>
- Fitrulloh. (2012). *Komunikasi Pemasaran Terpadu dalam periklanan dan Promosi*. Universitas Indonesia.
- Gao, X. (2016). Relationship between Community Attachment, Brand Identity and Brand Love: Based on the Experience of Consumer's Emotional Value Perspective. *European Journal of Business and Management*, 8(35), 169–175. [www.iiste.org](http://www.iiste.org)
- Hollebeek, L. (2011). Exploring customer brand engagement: definition and themes. *Journal of Strategic Marketing*, 19(7), 555-573. doi:10.1080/0965254x.2011.599493
- Ifinedo, P. (2016). Applying uses and gratifications theory and social influence

- processes to understand students' pervasive adoption of social networking sites: Perspectives from the Americas. *International Journal of Information Management*, 36(2), 192–206. <https://doi.org/10.1016/j.ijinfomgt.2015.11.007>
- Ind, N., Coates, N., & Lerman, K. (2020). The gift of co-creation: what motivates customers to participate. *Journal of Brand Management*, 27(2), 181–194. <https://doi.org/DOI: 10.1057/s41262-019-00173-7>
- Ishak, F., & Ghani, N. H. A. (2013). A review of the literature on brand loyalty and customer loyalty. In: *Conference on Business Management Research*.
- Jakpat. (2018). *SKIN CARE PRODUCT: The Trend & Usage Experience*. Jakpat. <https://jajakpendapat.net/pdf/16054/skin-care-product-the-trend-and-usage-experience>
- Kaur, H., Paruthi, M., & Islam, J. (2020). The role of brand community identification and reward on consumer brand engagement and brand loyalty in virtual brand communities. *Telematics and Informatics*, 46, 1–39. <https://doi.org/https://doi.org/10.1016/j.tele.2019.101321>
- Kementerian Perindustrian. (2020, January 27). *Perubahan Gaya Hidup Dorong Industri Kosmetik*. Kementerian Perindustrian. Retrieved February 21, 2022, from <https://kemenperin.go.id/artikel/21460/Perubahan-Gaya-Hidup-Dorong-Industri-Kosmetik>
- Kotler, P., & Keller, K. L. (2016). *Marketing Management*. Pearson.
- Koran Jakarta. (2021, November 28). *Industri Kosmetik Ditargetkan Tumbuh 10 Persen*. Koran-Jakarta.com. Retrieved February 21, 2022, from <https://koran-jakarta.com/2021-industri-kosmetik-ditargetkan-tumbuh-10-persen?page=all>
- Kumar, J. (2019). How psychological ownership stimulates participation in online brand communities? The moderating role of member type. *Journal of Business Research*, 105, 243–257. <https://doi.org/doi.org/10.1016/j.jbusres.2019.08.019>
- Kumar, V. (2022). Enhancing participation intentions in online brand communities. *Marketing Intelligence & Planning*, 40(7), 898–913. <https://doi.org/doi.org/10.1108/MIP-02-2022-0061>
- Kunz, W., Aksoy, L., Bart, Y., Heinonen, K., Kabadayi, S., Ordenes, F. V., Sigala, M., Diaz, D., & Theodoulidis, B. (2017). Customer engagement in a Big Data world. *Journal of Services Marketing*, 31(2), 161–171. [https://doi.org/\[DOI 10.1108/JSM-10-2016-0352](https://doi.org/[DOI 10.1108/JSM-10-2016-0352)
- Liao, J., Dong, X., & Guo, Y. (2020). Examining knowledge contribution in firm-versus consumer-hosted virtual brand community. *Electronic Commerce Research and Applications*, 41, 4. <https://doi.org/https://doi.org/10.1016/j.elerap.2020.100963>
- Liao, J., Huang, M., & Xiao, B. (2017). Promoting continual member participation in

- firm-hosted online brand communities: An organizational socialization approach. *Journal of Business Research*, 71, 92–101. <https://doi.org/http://dx.doi.org/10.1016/j.jbusres.2016.10.013>
- Le, M. T. H. (2020). The impact of brand love on brand loyalty: the moderating role of self-esteem, and social influences. *Spanish Journal of Marketing - ESIC*, 25(1), 156–180. <https://doi.org/10.1108/SJME-05-2020-0086>
- Madupu, V., & Cooley, D. O. (2010). Antecedents and consequences of online brand community participation: A conceptual framework. *Journal of Internet Commerce*, 9(2), 127–147. <https://doi.org/10.1080/15332861.2010.503850>
- Mahaputra, M. R., & Saputra, F. (2021). Relationship Word of Mouth , Advertising and Product Quality To Brand Awareness. *Dinasti International Journal of Digital Business Management*, 2(6), 1099–1108.
- Maulana, R. (2019). *Branding Sesepakultur Melalui Media Sosial Instagram di Kalangan Remaja Kota Bandung*. Universitas Pasundan.
- Maulidyna, R. (2020). *Pengaruh Virtual Brand Community (Vbc) Terhadap Electronic Word Of Mouth (E-Wom) (Survei Pada Anggota Komunitas Pengguna Mobil Fortuner ID42NER)*. Universitas Pendidikan Indonesia.
- Moleong, L. J. (2011). *Metodologi Penelitian Kualitatif Edisi Revisi*. PT Remaja Rosdakarya.
- Muniz, A. M., & O'Guinn, J.T. C. (2001, March). Brand Community. *Journal of Consumer Research*, 27, 412-429. 10.1086/319618
- Muslim. (2016). Varian-Varian Paradigma, Pendekatan, Metode, Dan Jenis Penelitian Dalam Ilmu Komunikasi. *Wahana*, 1(10), 77-85. DOI: [10.33751/wahana.v1i10.654](https://doi.org/10.33751/wahana.v1i10.654)
- Naab, T. K., & Sehl, A. (2016). Studies of user-generated content: A systematic review. *Journalism*, 18(10), 1256-1273. [doi.org/10.1177/1464884916673557](https://doi.org/10.1177/1464884916673557)
- Nambisan, S., & Baron, R. A. (2007). Interactions in virtual customer environments: Implications for product support and customer relationship management. *Journal of Interactive Marketing*, 21(2), 42-62. <https://doi.org/10.1002/dir.20077>
- Nielsen. (2021). *Nielsen Trust in Advertising*.
- Nisrina, R. G. (2021). User generated content sebagai strategi komunikasi pemasaran digital: studi kasus fenomena #shopeehaul. *JURNAL KOMUNIKASI PROFESIONAL*, 5(6), 558-571.
- Óscar, G.-M., Berenguer-Contrí, G., & Serra-Cantalops, A. (2019). The impact of value co-creation on hotel brand equity and customer satisfaction. *Tourism Management*, 75(3), 51–65.

<https://doi.org/https://doi.org/10.1016/j.tourman.2019.04.024>

- Panasea, I. G. N. O. (2020). Mengoptimalkan Komunitas Merek: Anteseden dan Konsekuensi Dari Ikatan Pelanggan. *E-Jurnal Manajemen*, 9(7), 2744–2768. <https://doi.org/DOI: https://doi.org/10.24843/EJMUNUD.2020.v09.i07.p14>
- Paruthi, M., Kaur, H., Islam, J. U., Rasool, A., & Thomas, G. (2022). Engaging consumers via online brand communities to achieve brand love and positive recommendations. *Spanish Journal of Marketing*. <https://doi.org/https://doi.org/10.1108/SJME-07-2022-0160>
- Pedeliento, G., Andreini, D., & Veloutsou, C. (2020). Brand community integration, participation and commitment: A comparison between consumer-run and company-managed communities. *Journal of Business Research*, 119, 481–494. <https://doi.org/https://doi.org/10.1016/j.jbusres.2019.10.069>
- Pinuji, M. F., & Satiri, S. (2019). Pengaruh User-Generated Content Sebagai Alat Komunikasi Bisnis Terhadap Kredibilitas Informasi Website “Tokopedia”. *Journal of Creative Communication*, 1(1), 9-33.
- Pratama, D. A. (2021). *Optimalisasi Virtual Brand Community dalam Meningkatkan Brand Equity (Studi Kasus: Mad For Makeup)* [IPB University]. <http://repository.ipb.ac.id/handle/123456789/106455>
- Rahman, B. F. (2021). Brand Community Engagement Lifepack Woman Sebagai Strategi Komunikasi Pemasaran Digital Dalam Upaya Membangun Brand Awareness. Universitas Bakrie.
- Ramadhan, F. (2020). *Penerapan Strategi Influencer Marketing Produk Avoskin Melalui Media Sosial Di Pt Avo Innovation Yogyakarta*.
- Rifa, N. (2020). *Strategi Pemasaran Produk Melalui Konsep New Wave Marketing Pada Toko Rahma Bakery*. Institut Agama Islam Negeri Jember.
- RUBI Community. (n.d.). *About RUBI*. <https://rubicommunity.com/about>
- Schivinski, B., Christodoulides, G., & Dabrowski, D. (2016). Measuring Consumers’ Engagement With Brand-Related Social-Media Content. *Journal Of Advertising Research*, 56(1), 64–80. <https://doi.org/10.2501/JAR-2016-004>
- Sicilia, M., & Palazon, M. (2008). Brand communities on the internet A case study of Coca-Cola’s Spanish virtual community. *Corporate Communications: An International Journal*, 13(3), 255-270. DOI 10.1108/13563280810893643
- Sierra, J. J., Badrinarayanan, V. A., & Taute, H. A. (2016). Explaining behavior in brand communities: A sequential model of attachment, tribalism, and self-esteem. *Computers in Human Behavior*, 55, 626–632. <https://doi.org/10.1016/j.chb.2015.10.009>



- Shimp, T. A. (2014). *Komunikasi Pemasaran Terpadu dalam periklanan dan Promosi*. Salemba Empat.
- Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. CV Alfabeta.
- TurnTo Networks. (2017). *Hearing the Voice of the Consumer: UGC and the Commerce Experience*.
- Utomo, N. W. (2012). Analisis Pengaruh Brand Community Terhadap Word Of Mouth Pada Black Motor Community. Universitas Diponegoro.
- Valck, K. d., Bruggen, G. H. v., & Wierenga, B. (2009). Virtual communities: A marketing perspective. *Decision Support Systems*, 47(3), 185–203. 10.1016/j.dss.2009.02.008
- Wahyuningsih, S. (2013). *Metode Penelitian Studi Kasus Konsep, teori Pendekatan Psikologi Komunikasi, dan Contoh Penelitiannya*. UTMPress.
- Wang, K.-Y., Chih, W.-H., & Hsu, L.-C. (2020). Building Brand Community Relationships on Facebook Fan Pages: The Role of Perceived Interactivity. *International Journal of Electronic Commerce*, 24(2), 211–231. <https://doi.org/doi.org/10.1080/10864415.2020.1715532>
- Wirasahidan, J. (2019). Brand Community: Pola Komunikasi dalam Menjaga Keutuhan Kelompok. *Jurnal Pewarta Indonesia*, 1(2), 82-90. DOI: [10.25008/jpi.v1i2.12](https://doi.org/10.25008/jpi.v1i2.12)
- Wirtz, J., Ambtman, A. den, Bloemer, J., Horváth, C., Ramaseshan, B., Klundert, J. van de, Canli, Z. G., & Kandampully, J. (2013). Managing brands and customer engagement in online brand communities. *Journal of Service Management*, 24(3), 223–244. <https://doi.org/https://doi.org/10.1108/09564231311326978>
- Yang, X., & Li, G. (2016). Factors influencing the popularity of customer-generated content in a company-hosted online co-creation community: A social capital perspective. *Computers in Human Behavior*, 64, 760–768. <https://doi.org/https://doi.org/10.1016/j.chb.2016.08.002>
- Yang, X., Li, G., & Huang, S. S. (2017). Perceived online community support, member relations, and commitment: Differences between posters and lurkers. *Information & Management*, 54(2), 154–165. <https://doi.org/https://doi.org/10.1016/j.im.2016.05.003>
- Yin, R. K. (2018). *Case Study Research and Applications: Design and Methods*. SAGE Publications.
- Armananti, S. H., & Asteria, D. (2019). Partisipasi Anggota dan Pemanfaatan Instagram dalam Interaksi Komunitas Brand Ria Miranda. *Jurnal Komunikasi*, 11(2), 155–168. <https://doi.org/doi.org/10.24912/jk.v11i2.5266>
- Zadeh, A. H., Zolfagharian, M., & Hofacker, C. F. (2019). Customer–customer value co-creation in social media: conceptualization and antecedents. *Journal of Strategic Marketing*, 27(4), 283–302. <https://doi.org/doi.org/10.1080/0965254X.2017.1344289>

Zhao, H. (2019). Information Quality or Entities' Interactivity? Understanding the Determinants of Social Network-Based Brand Community Participation. *Future Internet*, 11(4), 87. <https://doi.org/doi:10.3390/fi11040087>

## Wawancara

Putri, A. (28 Januari 2023). *Personal Interview*

Faizka, D. (27 Februari 2023). *Personal Interview*

Zayana, F. (29 Januari 2023). *Personal Interview*

Putri, D. (27 Februari 2023). *Personal Interview*

Fatma, Y. (26 Februari 2023). *Personal Interview*

Audivi, A. (8 Februari 2023). *Personal Interview*

Aulia, A. (3, 4 Feburari 2023). *Personal Interview*

Rofifah (3 Februari 2023). *Personal Interview*