

References

- Albers-Miller, N. D. & Gelb, B. D. (1996). Business advertising appeals as a mirror of cultural dimensions: A study of eleven countries. *Journal of Advertising*, 25(4), 65.
- Albers-Miller, N. D. & Stafford, M. R. (1999). An international analysis of emotional and rational appeals in services vs goods advertising. *Journal of Consumer Marketing*, 16(11), 42-57.
- Al-farisy, A., Suryajaya, R., Manurung, Y. E., Wahyudi, D., Oktaviana, D. & Septiansyah, F. A. (2017). *Manajemen rantai pasok market distribution strategy PT. AQUA Golden Mississippi*. Fakultas Bisnis dan Ekonomika.
- Al Hafiz, M. P. (2022, November 11). *Kampanye Danone-AQUA dukung pengurangan sampah plastik di laut*. Marketeers. Retrieved March 15, 2023, from <https://www.marketeers.com/kampanye-danone-aqua-dukung-pengurangan-sampah-plastik-di-laut/>
- Anindita, Camilla. (2022). *Tiba-Tiba tenis Vindes Sport kembalikan fungsi lapangan tenis di Tennis Indoor Senayan*. Kompasiana. Retrieved March 15, 2023, from <https://www.kompasiana.com/camillaanindita7253/636ffd8608a8b54371312f32/tiba-tiba-tenis-vindes-sport-kembalikan-fungsi-lapangan-tenis-di-tennis-indoor-senayan>

Appel, G., Grewal, L., Hadi, R., & Stephen, A.T. (2019). The future of social media in marketing. *Journal of the Academy of Marketing Science*, 48, 79 - 95.

AQUA - #AQUADULU [sehatAQUA]. (2022, December 13). Home. [Website Page]. Twitter. Retrieved March 15, 2023, from <https://twitter.com/sehatAQUA>

AQUA. (2017, October 20). Program Kampanye Clean Water Save Life. Retrieved March 15, 2023, from <https://aqua.co.id/program-kampanye-clean-water-save-life>

AQUA. (2021, February 18). Danone-AQUA dan H&M Indonesia Perkuat Inisiatif bottle2fashion. Retrieved March 15, 2023, from <https://www.sehataqua.co.id/danone-aqua-dan-h-m-indonesia-perkuat-inisiatif-bottle2fashion/>

AQUA. (2022, December 13). Hati Harus Optimis. Retrieved March 15, 2023, from <https://www.sehataqua.co.id/en/hati-harus-optimis/>

Bachdar, S. (2016). *Aqua: Yang penting moment marketing bukan real-time marketing*. Marketeers. Retrieved March 15, 2023, from <https://www.marketeers.com/aqua-yang-penting-moment-marketing-bukan-real-time-marketing/>

Bachdar, S. (2016). *Pandangan Danone Aqua soal social media marketing*. Marketeers. Retrieved March 15, 2023, from

<https://www.marketeers.com/bagaimana-aqua-menggunakan-social-media-marketing/>

- Bachrun, A. Y. (2015). The influence of Indonesian celebrity brand ambassador on consumer buying behavior of female beauty products. *Jurnal Berkala Ilmiah Efisiensi Volume 15 No. 05*.
- Belanche, D., Flavián, C., & Pérez-Rueda, A. (2017). Understanding interactive online advertising: Congruence and product involvement in highly and lowly arousing, skippable video ads. *Journal of Interactive Marketing*, 37, 75-88. <https://doi.org/10.1016/j.intmar.2016.06.004>
- Belch, G. E., Belch, M. A., Kerr, G., Powell, I., & Waller. D. (2020). *Advertising: An integrated marketing communication perspective (4th ed.)*. McGraw-Hill Education.
- Berelson, Bernard. (1952). *Content analysis in communications research*. New York, NY: Free Press.
- Bergkvist, L. & Zhou, K. Q. (2016). Celebrity endorsements: A literature review and research agenda. *International Journal of Advertising*, 35(4), 642-663.
- Biswas, D., Biswas, A. & Das, N. (2006). The differential effects of celebrity and expert endorsements on consumer risk perceptions: The role of consumer knowledge, perceived congruency, and product technology orientation. *Journal of Advertising*, Board of Directors, American Academy of

- Advertising, 35(2), pp. 17–31. Retrieved March 15, 2023, from http://www.jstor.org/stable/20460723?seq=1#page_scan_tab_contents
- Boachie, P. (2018). *How brands can take advantage of Instagram stories*. Retrieved March 15, 2023, from <https://www.adweek.com/digital/pius-boachie-guest-post-instagram-stories/>
- Bovee, C. & Arens, W. F. (2000). *Contemporary advertising (4th ed.)*. Homewood, IL: Irwin.
- Bramantio, M. B. (2021). *Pengaruh harga, saluran distribusi dan promosi terhadap keputusan pembelian air mineral aqua di desa Manunggal Jaya kabupaten Muara Enim*. Skripsi. Universitas Muhammadiyah Palembang.
- Brennan, L., & Binney, W. (2010). Fear, guilt and shame appeals in social marketing. *Journal of Business Research*, 63, 140-146.
<http://dx.doi.org/10.1016/j.jbusres.2009.02.006>
- Carrillat, F. A. & Ilicic, J. (2019). The celebrity capital life cycle: A framework for future research directions on celebrity endorsement. *Journal of Advertising*, 48(1), 61-71.
- Casais, B. & Pereira, A.C. (2021). The prevalence of emotional and rational tone in social advertising appeals. *RAUSP Management Journal*, Vol. 56 No. 3, pp. 282-294.
- Casais, B. & Proença, J. F. (2015). A model to classify television social advertisements according to their use of positive appeals. In I. Banks, P.

DePelsmacker, & S. Okazaki, (Eds.), *Advances in advertising research*, vol. 5, Wiesbaden: Springer.

Casais, B., & Proença, J. F. (2018). Social advertisements for public health and epidemic dynamics: A study based on HIV/AIDS prevention television advertisements in four European countries. *Journal of Social Marketing*, 8(4), 397–420.

Casais, B., & Proença, J.F. (2021) The use of positive and negative appeals in social advertising: A content analysis of television ads for preventing HIV/AIDS. *Int Rev Public Nonprofit Mark* 19, 623–647

Casaló, L.V., Flavián, C. & Ibáñez-Sánchez, S. (2017), Antecedents of consumer intention to follow and recommend an Instagram account. *Online Information Review*, Vol. 41 No. 7, pp.1046-1063.
<https://doi.org/10.1108/OIR-09-2016-0253>

Casaló, L.V., Flavián, C. & Ibáñez-Sánchez, S. (2020). Be creative, my friend! Engaging users on Instagram by promoting positive emotions. *Journal of Business Research*, Vol. 130, pp.416-425.
<https://doi.org/10.1016/j.jbusres.2020.02.014>

Chen, C. W., Liu, W. S., Chen, W. K., Hsu, P. Y. & Tang, Y. T. (2021). Exploring consumers' purchase intention to social media advertising: The role of advertising clicks. *Proceedings of the 2021 12th International Conference on E-Education, E-Business, E-Management, and E-Learning*.

Cheng, H. & Schweitzer, J.C. (1996), Cultural values reflected in Chinese and US television commercials. *Journal of Advertising Research*, Vol. 36 No. 3, pp. 27-45.

Choi, S. M., Lee, W.-N. & Kim, H.-J. (2005). Lessons from the rich and famous a crosscultural comparison of celebrity endorsement in advertising. *Journal of Advertising*, Department of Advertising, University of Texas, Austin, United States, 34(2), pp. 85–98. Retrieved March 15, 2023, from <https://www.scopus.com/inward/record.uri?eid=2-s2.0-23844558593&partnerID=40&md5=83c00ac0adbca254e8465f7c032d4c3d>.

Chu, F. G. (1996). Strategy analysis of advertising rational appeals strategy. *Journal of Advertising Public Relations*, 8: 1-26.

Danone Indonesia. (2018). *Inovasi terbaru Aqua reflections kolaborasi design mahakarya oleh Sebastian Gunawan*. PressRelease. Retrieved March 15, 2023, from <https://pressrelease.kontan.co.id/release/inovasi-terbaru-aqua-reflections-kolaborasi-design-mahakarya-oleh-sebastian-gunawan?page=all>

Dewi, L. G. P. S., Edyanto, N. & Siagian, H. (2020). The effect of brand ambassador, brand image, and brand awareness on purchase decision of pantene shampoo in Surabaya, Indonesia. *SHS Web of Conferences* 76, 01023 (2020) <https://doi.org/10.1051/shsconf/20207601023>

Dhotre, M. P. (2021). Exploring celebrity endorsements beyond vanilla marketing. *Turkish Online Journal of Qualitative Inquiry (TOJQI)*, volume 12, Issue 3 :1722- 1730

- Dillard, J. P. & Anderson, J. W. (2004). The role of fear in persuasion. *Psychology & Marketing*, Vol. 21(11): 909–926.
- Dillard, J. P. & Nabi, R. L. (2006). The persuasive influence of emotion in cancer prevention and detection messages. *Journal of Communication*, ISSN 0021-9916.
- Ducoffe, R. H. (1996). Advertising value and advertising on the web. *Journal of Advertising Research*, 36(5), 21.2018.1438491.
- Dwivedi, A. & Johnson, L. W. (2013) Trust-commitment as a mediator of the celebrity endorser-brand equity relationship in a service context. *Australasian Marketing Journal*, 21(1), pp. 36–42. doi: 10.1016/j.ausmj.2012.10.001.
- Dwivedi, A., Johnson, L. W. & McDonald, R. (2016) Celebrity endorsements, self-brand connection and relationship quality. *International Journal of Advertising*, School of Management and Marketing, Charles Sturt University, P.O. Box 789, Albury, NSW, Australia: NTC Publications Ltd., 35(3), pp. 486–503. doi: 10.1080/02650487.2015.1041632.
- Dwivedi, A., Johnson, L. W. & McDonald, R. E. (2015). Celebrity endorsement, selfbrand connection and consumer-based brand equity. *Journal of Product and Brand Management*, School of Management and Marketing, Charles Sturt University, Albury, Australia: Emerald Group Publishing Ltd., 24(5), pp. 449–461. doi: 10.1108/JPBM-10-2014-0722.

Dwivedi, A., McDonald, R. E. & Johnson, L. W. (2014). The impact of a celebrity endorser's credibility on consumer self-brand connection and brand evaluation. *Journal of Brand Management and Marketing*, School of Management and Marketing, Charles Sturt University (Albury-Wodonga), PO Box 789, Albury, NSW, Australia: Palgrave Macmillan Ltd., 21(7–8), pp. 559–578. doi: 10.1057/bm.2014.37.

Dwivedi, Y. K., Ismagilova, E, Hughes, D. L., Carlson, J., Filieri, R., Jacobson, J., Jain, V., Karjaluoto, H., Kefi, H., Krishen, A. S., Kumar, V., Rahman, M. M., Raman, R., Rauschnabel, P. A. Rowley, J., Salo, J., Tran, G. A. & Wang, Y. (2021). Setting the future of digital and social media marketing research: Perspectives and research propositions. *International Journal of Information Management* 59 (2021) 102168 Available.

Ekman, P. (1992). An argument for basic emotions. *Cognition & Emotion*, 6:3-4, 169-200.

Enberg, J. (2018). *Global influencer marketing*. Retrieved March 15, 2023, from <https://tinyurl.com/y7srumpm>.

Fachrunnisa, F. (2023, June 19). *Tiba Tiba Tennis: Sportainment dengan euphoria tak terlupakan*. Kompasiana. Retrieved March 15, 2023, from <https://www.kompasiana.com/faziaa/64906ebc4addee75c52c1312/tiba-tiba-tenis-sportainment-dengan-euphoria-tak-terlupakan>

Fathi, F., & Kheiri, B. (2015). Celebrity endorsement and its effect on consumer behavior: A literature review. *International Journal of Review in Life Sciences*, 5(10), 619-626.

Flora, J. A., & Maibach, E. (1990). Cognitive responses to AIDS information: The effects of issue involvement and message appeal. *Communication Research*, 17(6), 759–774. doi: <https://doi.org/10.1177/009365029001700603>.

Frijda, N. H. (1988). The laws of emotion. *American Psychologist*, 43(5), 349–358. <https://doi.org/10.1037/0003-066X.43.5.349>

Ghazali, M. D. (2020). *Strategi periklanan Aqua Golden Missisipi*. UIGM.

Ghulam, A. (2022). *Belajar dari Tiba-Tiba Tennis, ketika event olahraga digarap serius dan profesional*. Era.id. Retrieved March 15, 2023, from <https://era.id/khas-era/109553/belajar-dari-tiba-tiba-tenis-ketika-event-olahraga-digarap-serius-dan-profesional>

Goutam, D. (2013). Influence of brand ambassadors on buying behaviour of soft drinks: With reference to Belgaum city. *International Journal of Research in Business Management*, 1 (4).

Gupta, R. & Nair, K. S. (2021). Celebrity endorsement on Instagram: Impact on purchase intention. *Academy of Strategic Management Journal* 20(6S), 1-11.

- Gwet, K. L. (2014). *Handbook of Inter-rater Reliability: The definitive guide to measuring the extent of agreement among raters*. Advanced Analytics, LLC.
- Hallock, W., Roggeveen, A., & Crittenden, V. (2019). Firm-level perspectives on social media engagement: An exploratory study. *Qualitative Market Research*, Vol. 22, Iss. 2: 217-226.
- Lina, H. N. (2019). *Pengaruh daya tarik iklan terhadap citra jenama Ramayana Department store (Survei iklan Ramadan Ramayana "#KerenLahirBatin" di kalangan milenial Indonesia)*. Skripsi. Universitas Gadjah Mada,
- Hastings, G., Stead, M. & Webb, J. (2004). Fear appeals in social marketing: Strategic and ethical reasons for concern. *Psychology & Marketing*, Vol. 21(11): 961–986 (November 2004)
- Hayes, A. F., & Krippendorff, K. (2007). Answering the call for a standard reliability measure for coding data. *Communication Methods and Measures*, 1, 77-89.
- Helmig, B. & Thaler, J. (2010) *On the effectiveness of social marketing – What do we really know?* University of Mannheim.
- Hendra, Dimaz. (2018, July 9). *Ekonomi sirkular Danone Aqua melalui budaya daur ulang*. SWA. Retrieved August 1, 2023, from <https://swa.co.id/swa/trends/ekonomi-sirkular-danone-aqua-melalui-budaya-daur-ulang>

Heriyanto, Muhammad. (2023, July 13). *Danone-AQUA komitmen berdayakan ekonomi masyarakat sekitar pabrik*. Antara News. Retrieved August 1, 2023, from <https://www.antaranews.com/berita/3632841/danone-aqua-komitmen-berdayakan-ekonomi-masyarakat-sekitar-pabrik>

Hornik, J., Ofir, C. & Rachamim, M. (2016). Quantitative evaluation of persuasive appeals using comparative meta-analysis. *The Communication Review*, 19:3, 192-222, DOI: 10.1080/10714421.2016.1195204

Hornik, J., Ofir, C. & Rachamim, M. (2017). Advertising appeals, moderators, and impact on persuasion: A quantitative assessment creates a hierarchy of appeals. *Journal of Advertising Research*.

Hsie, H. F., & Shannon, S. (2005). Three approaches to qualitative content analysis. *Qualitative Health Research*, 15, 1277–1288.
doi:10.1177/1049732305276687

Hui, W.X., & Nadda, V. (2015). *Interactivity: The Concept and Its Dimensions*.

Huzaefah, M. (2022). *Ayo hidup sehat bersama Aqua dengan #AQUADULU*. Kompasiana. Retrieved March 15, 2023, from https://www.kompasiana.com/mariah35622/62d64eee6e7f017144596643/ayo-hidup-sehat-bersama-aqua-dengan-aquadulu?page=2&page_images=1

Ihsan, R. K. (2022). *A content analysis of advertising appeal in free to play mobile game ads*. Symposium of Literature, Culture and Communication.

- Ikawati, K., Militina, T. & Achmad, G. N. (2021). The effect of celebrity endorsers and advertising attractiveness on brand image and purchase decisions for Tokopedia application users in Samarinda. *International Journal of Economics, Business and Accounting Research (IJEBAR)* Peer Reviewed – International Journal Vol-5, Issue-2, June 2021 (IJEBAR) E-ISSN: 2614-1280 P-ISSN 2622-4771. Retrieved March 15, 2023, from <https://jurnal.stie-aas.ac.id/index.php/IJEBAR>
- Indiarto, F. (2006). Studi mengenai kekhawatiran dalam proses penyampaian pesan iklan. *Jurnal Sains Pemasaran Indonesia*, 3, 243-262.
- Iswanto, A. F. & Sanaji, S. (2021). Pengaruh perbedaan karakteristik brand ambassador terhadap keputusan pembelian konsumen Ruangguru. *Jurnal Ilmu Manajemen*, volume 9 no 1 – Jurusan Manajemen Fakultas Ekonomi Universitas Negeri Surabaya.
- Jeweler, J. & Drewniany, B. L. (2007). *Creative strategy in advertising*. Thomson Wadsworth.
- John, L. K., Emrich, O., Gupta, S. & Norton, M. I. (2017). Does "liking" lead to loving? The impact of joining a brand's social network on marketing outcomes. *Journal of Marketing Research*, 54(1), 144–155.
- Khanna, P. (2016). A content analysis of emotional and rational appeals in selected products advertising. *IRA-International Journal of Management & Social Sciences*, 4, 568-578.

- Keller, P. A. (2006). Regulatory focus and efficacy of health messages. Oxford University Press. *Journal of Consumer Research*, Vol. 33, No. 1 (June 2006), pp. 109-114.
- Kim, C., Jeon, H. G., & Lee, K. C. (2020). Discovering the role of emotional and rational appeals and hidden heterogeneity of consumers in advertising copies for sustainable marketing. *Sustainability*, 12(12), 5189
- Kim, D. Y. & Kim, H.-Y. (2021). Trust me, trust me not: A nuanced view of influencer marketing on social media. *Journal of Business Research*, 134, 223-232.
- Kim, K. (2021). *Interactivity within social media advertising and its influence on consumer experience, perceived value, and omnichannel outcomes*. Iowa State University.
- Kotler, P. & Armstrong, G. (2013). *Principle of marketing* (15th Edition.) Prentice Hall.
- Kotler, P., Keller, K. & Chernev, A. (2022). *Marketing management (16th, Global Edition)*. Pearson Education Limited.
- Krippendorff, K. (2018). *Content analysis: An introduction to its methodology (Fourth Edition)*. Sage Publications.
- Kumalaningtyas, N. & Sadasri, L. M. (2018). *Citra tubuh positif perempuan dalam iklan video digital (Studi femvertising pada iklan dove real beauty)*. Universitas Gadjah Mada.

- Kusumasondjaja, S. (2019). Exploring the role of visual aesthetics and presentation modality in luxury fashion brand communication on Instagram. *Journal of Fashion Marketing and Management: An International Journal*, Vol. 24 No. 1, pp.15-31.
<https://doi.org/10.1108/JFMM-02-2019-0019>
- Kusuma, Hendra. (2013, April 18). *Aqua pekerjaan 12 ribu orang di 17 pabriknya*. Okezone. Retrieved August 1, 2023, from <https://economy.okezone.com/read/2013/04/18/320/793977/aqua-pekerjaan-12-ribu-orang-di-17-pabriknya>
- Lathiva. (2016). *Inilah 3 cara Aqua mendekati generasi millennial*. Bernas.id. Retrieved March 15, 2023, from <https://www.bernas.id/2016/09/119028/15361-inilah-3-cara-aqua-mendekati-generasi-millennial/>
- Lazarus, R. S. (1991). *Emotion and adaption*. Oxford University Press, Inc.
- Lee, D., Hosanagar, K., & Nair, H. (2018). Advertising content and consumer engagement on social media: Evidence from facebook. *Management Science*, Volume 64, Issue 11, Pages 4967-5460
<http://dx.doi.org/10.1287/mnsc.2017.2902>
- Lee, J. & Hong, I. B. (2016). Predicting positive user responses to social media advertising: The roles of emotional appeal, informativeness, and creativity. *International Journal of Information Management*, 36 (2016) 360–373

- Lewis, I. M., Watson, B. & White, K.M. (2009). Response efficacy: The key to minimizing rejection and maximizing acceptance of emotion-based anti-speeding messages. *Accident Analysis and Prevention*, 42 (2010) 459–467
- Li, H., Daugherty, T., & Biocca, F. (2002). Impact of 3-D advertising on product knowledge, brand, attitude, and purchase intention: The mediating role of presence. *Journal of Advertising*, 31 (3), 59-67.
- Lynn, B. F. C. & Zolkepli. I. A. (2019). A content analysis of appeals in food advertisements for children on online TV streaming. *SEARCH Journal of Media and Communication Research*, 11(1), 2019, 110-132.
- Mahrizal, Victor. (2019, April 8). *AQUA peduli berhasil ciptakan manfaat ekonomi ratusan pemulung dan pendaur ulang*. Tribun Jogja. Retrieved August 1, 2023, from <https://jogja.tribunnews.com/2019/04/08/aqua-peduli-berhasil-ciptakan-manfaat-ekonomi-ratusan-pemulung-dan-pendaur-ulang>
- Main, S. (2017). *Micro-influencers are more effective with marketing campaigns than highly popular accounts*. Retrieved March 15, 2023, from <https://tinyurl.com/moww4p4>.
- Mardatilah, W. G. & Perdana, A. S. D. (2018). ‘Ada AQUA’ campaign and the risk of dehydration: Circuit-of-culture model. *Jurnal Ilmu Komunikasi*, Vol. 1, No. 1, April 2018 – 27.

Marketeers Editor. (2015). *Tahun 2016, Aqua bangun dua pabrik baru.*

Marketeers. Retrieved March 15, 2023, from

<https://www.marketeers.com/tahun-2016-aqua-bangun-dua-pabrik-baru/>

Marketeers Editor. (2015). *Setiap 50 meter pasti ada Aqua.* Marketeers. Retrieved

March 15, 2023, from <https://www.marketeers.com/setiap-50-meter-pasti-ada-aqua/>

Mayring, P. (2014). *Qualitative content analysis: theoretical foundation, basic procedures and software solution.* Klagenfurt. Retrieved March 15, 2023, from <https://nbn-resolving.org/urn:nbn:de:0168-ssoar-395173>

Maxim (2018). *Every Selena Gomez Instagram post for puma is worth \$3.4 million.* Retrieved from <https://tinyurl.com/ybr6nzok>.

McKay-Nesbitt, J., Manchanda, R.B., Smith, M. C. & Huhmann, B. A. (2011). Effects of age, need for cognition, and affective intensity on advertising effectiveness. *Journal of Business Research*, 64, 12–17.

Mejia, Z. (2018). *Kylie Jenner reportedly makes \$1 million per paid Instagram post—here's how much other top influencers get.* Retrieved from <https://tinyurl.com/y7khetcu>.

Mochon, D., Johnson, K., Schwartz, J. & Ariely, D. (2017). What are likes worth? A Facebook page field experiment. *Journal of Marketing Research*, 54(2), 306–317.

- Moriarty, S., Mitchell, N., & Wells, W. (2018). *Advertising & IMC: Principles and practice (11th Edition)*. Pearson Education Inc.
- Muntinga, D. G., Moorman, M., & Smit, E. G. (2011). Introducing COBRAs. *International Journal of Advertising*, 30(1), 13–46.
- Nabi, R. L. (1999). A cognitive-functional model for the effects of discrete negative emotions on information processing, attitude change, and recall. *International Communication Association*, 9(3):292 - 320
- Nelson, O., & Deborah, A. (2017). Celebrity endorsement influence on brand credibility: A critical review of previous studies. *Online Journal of Communication and Media Technologies*, 7(1), 15-32.
- Neuendorf, K. (2016). *The content analysis guidebook (2nd ed)*. Thousand Oaks, CA: SAGE.
- Ngantung, D. (2019). *Rinaldy Yunardi terpilih untuk desain Aqua reflections terbaru*. Wolipop. Retrieved March 15, 2023, from <https://wolipop.detik.com/fashion-news/d-4802326/rinaldy-yunardi-terpilih-untuk-desain-aqua-reflections-terbaru>
- Nguyen, H. (2014). Advertising appeals and cultural values in social media commercials in UK, Brasil and India: Case study of Nokia and Samsung. *World Academy of Science, Engineering and Technology International Journal of Humanities and Social Sciences* Volume 8, No. 8.

- Nicolini, V., Cassia, F., & Bellotto, M. (2017). Children perceptions of emotional and rational appeals in social advertisements. *Young Consumers*, 18(3), 261–277.
- Noble, G., Pomering, A. & W. Johnson, L. (2014). Gender and message appeal: their influence in a pro-environmental social advertising context. *Journal of Social Marketing*, Vol. 4 No. 1, pp. 4-21.
- Noel, J. K., Babor, T. F. & Grady, J. J. (2018). Advertising content, platform characteristics and the appeal of beer advertising on a social networking site. *Alcohol and Alcoholism*, 53(5) 619–625. doi: 10.1093/alcalc/agy020
- Obermiller, C. (1995). The baby is sick/the baby is well: A test of environmental communication appeals. *Journal of Advertising*, Vol. 24 No. 2, pp. 55-70.
- O'Connor, C. & Joffe, H. (2020). Intercoder reliability in qualitative research: Debates and practical guidelines. *International Journal of Qualitative Methods*, 19: 1–13. doi:10.1177/1609406919899220.
- Page, R., & Brewster, A. (2007). Emotional and rational product appeals in televised food advertisements for children: Analysis of commercials shown on US broadcast networks. *Journal of Child Health Care*, 11(4), 323-340.
- Pakaya, S. (2012). *The influence of celebrity endorser on fresh care advertising on consumer purchase interest*. Gorontalo State University.

- Pambudi, S. (2015). *Representasi pesan moral yang terdapat pada iklan AQUA (Analisis semiotika pada iklan Aqua #AdaAqua versi "Salah bonceng" di televisi)*. Skripsi. University of Muhammadiyah Malang.
- Panda, T. K., Panda, T. K., & Mishra, K. (2013). Does emotional appeal work in advertising? The rationality behind using emotional appeal to create favorable brand attitude. *IUP Journal of Brand Management*, 10(2), 7.
- Parahita, R. (2019, December 24). *Aqua reflections x Rinaldy Yunardi resmi diluncurkan*. Her World. Retrieved March 15, 2023, from <https://www.herworld.co.id/article/2019/12/12485-Aqua-Reflections-X-Rinaldy-Yunardi-Resmi-Diluncurkan>
- Perbangsa, P. S. (2013). *Analisis efektivitas iklan pada media televisi (Studi kasus pada produk Vitazone di Universitas Diponegoro)*. Skripsi. Universitas Diponegoro.
- Petty, R.E. & Cacioppo, J.T. (1986). The Elaboration Likelihood Model of persuasion. *Advances in Experimental Social Psychology*, Vol. 19, pp. 123-205.
- Pollay, R. W. (1983). Measuring the cultural values manifest in advertising. *Current Issues and Research in Advertising*, 6(1), 71-92.
- Pradipta, B. A. (2022) *Tiba Tiba Tennis: Sang legenda kehabisan kata-kata, tenis Indonesia pemenangnya!* Kompas.com. Retrieved March 15, 2023, from

<https://www.kompas.com/sports/read/2022/11/13/00150848/tiba-tiba-tenis-sang-legenda-kehabisan-kata-kata-tenis-indonesia?page=all>

Pratiwi, Fiji. (2021, November 16). *Aqua Danone bantu tingkatkan ekonomi warga lampung*. Republika. Retrieved August 1, 2023, from <https://ekonomi.republika.co.id/berita/r2n7o5457/aqua-danone-bantu-tingkatkan-ekonomi-warga-lampung>

Priskila, K. R. (2019). *Aqua Reflections luncurkan desain botol baru*. Her World. Retrieved March 15, 2023, from <https://www.herworld.co.id/article/2019/4/11000-Aqua-Reflections-Luncurkan-Desain-Botol-Baru>

Puto, C.P. & Wells, W. D. (1984). Informational and transformational advertising: The differential effects of time. *Advances in Consumer Research*, Vol. 11 No. 1, pp. 638-643.

Qayum, A. (2022) *Instagram ads made simple: How to create Instagram ads in 2023*. Oberlo. Retrieved March 8, 2023, from <https://id.oberlo.com/blog/instagram-ads#:~:text=your%20free%20trial-.What%20Are%20Instagram%20Ads%3F,by%20a%20%E2%80%9CSporsored%E2%80%9D%20label.>

Ramadhan, Bilal. (2017, August 27). *Kampanye daur ulang botol plastik di Bali marathon 2017*. Republika. Retrieved March 15, 2023, from <https://news.republika.co.id/berita/ovcdzm330/kampanye-daur-ulang-botol-plastik-di-bali-marathon-2017>

- Rahman, M. T. & Pial, T. (2020) Influence of rational and emotional appeals on purchasing through online: The case on social media. *Journal of Financial Research*, Vol. 11, No. 1; 2020. Retrieved March 15, 2023, from <http://ijfr.sciedupress.com> International
- Ray, M.L. (1973). Marketing communication and the hierarchy-of-effects. In Kline, G.F. and Clarke, P. (Eds), *New Models for Mass Communication*. Sage.
- Reychav, I., & Wu, D. (2015). Mobile collaborative learning: The role of individual learning in groups through text and video content delivery in tablets. *Computers in Human Behavior*, 50, 520–534.
- Rocha, P. I., Oliveira, J. H. C. & Giraldi, J. M. E. (2020). Marketing communications via celebrity endorsement: An integrative review. *Benchmarking: An International Journal*, 27(7), 2233-2259.
- Rodrigo, U., Cristian, B. R., Enrique, M. & Martina, C. (2022). Celebrity endorsement using different types of new media and advertising formats. *Academia Revista Latinoamericana de Administración*, Vol. 35 No. 3, pp. 281-302. <https://doi.org/10.1108/ARLA-08-2021-0167>
- Rosenkrans, G. (2009) The creativeness and effectiveness of online interactive rich media advertising. *Journal of Interactive Advertising*, Vol. 9, No. 2, 2007, pp. 259-267.

- RW, Achmad. (2022, September 26). *Lewat IRI, Danone-AQUA perkuat implementasi ekonomi sirkular di Indonesia*. Jawa Pos. Retrieved August 1, 2023, from <https://radarjombang.jawapos.com/nasional/661025649/lewat-iri-danoneaqua-perkuat-implementasi-ekonomi-sirkular-di-indonesia>
- Schiffman, L. G. & Kanuk, L. L. (2007). *Consumer behavior*. Pearson Education International Press.
- Schivinski, B., Christodoulides, G., & Dabrowski, D. (2016). Measuring consumers' engagement with brand-related social-media content. *Journal of Advertising Research*, 56, 64 - 80.
- Schreier, M. (2019). *Sage research methods foundations content analysis, qualitative*. SAGE Publications Ltd.
- SehatAQUA [SehatAQUA]. (2022, December 13). Home. [Website Page]. Youtube. Retrieved March 15, 2023, from <https://www.youtube.com/channel/UC52r0UHxwVeFk2O7LcaCBUQ>
- SehatAQUA [SehatAQUA]. (2022, December 13). [Video]. Youtube.
- SehatAQUA [sehataqua]. (2022, December 13). Home. [Website Page]. Tik Tok. Retrieved March 15, 2023, from <https://www.tiktok.com/@sehataqua?lang=en>
- Sehat AQUA [sehataqua]. (2022, December 13). Ada yang punya temen kayak Desta yang suka gregetan padahal nonton cuplikan doang? Ingetin

#AQUADULU gih [Video]. Tik Tok. Retrieved March 15, 2023, from
<https://vt.tiktok.com/ZS8Dvy2tR/>

Sehat AQUA [sehatAQUA]. (2022, December 13). Home. [Website Page].

Facebook. Retrieved March 15, 2023, from
https://www.facebook.com/SehatAQUA/?locale=id_ID

Sehat AQUA [sehatAQUA]. (2022, December 13). Mau panas ataupun gerah,
jangan jadi terpecah. Mending ademin aktivitasmu dengan #AQUADULU!
[Video]. Tik Tok. Retrieved March 15, 2023, from
<https://vt.tiktok.com/ZS8DvXek3/>

Sehat AQUA [sehatAQUA]. (2022, December 13). Saat cuaca gak jelas,
#AQUADULU 100% MURNI biar mood stabil saat cuacanya stabil
[Video]. Tik Tok. Retrieved March 15, 2023, from
<https://vt.tiktok.com/ZS8Dv5JCa/>

Sehat AQUA [sehataqua]. (2022, December 13). Ada yang punya temen kayak
@desta80s yang suka gregetan padahal nonton cuplikan doang? Ingetin
#AQUADULU gih [Video]. Instagram. Retrieved March 15, 2023, from
<https://www.instagram.com/p/ClinLlrDpOE/>

Sehat AQUA [sehataqua]. (2022, December 13). Home. [Website Page].
Instagram. Retrieved March 15, 2023, from
<https://www.instagram.com/sehataqua/?hl=en>

Sehat AQUA [sehataqua]. (2022, December 13). Mau panas ataupun gerah, jangan jadi terpecah. Mending ademin aktivitasmu dengan #AQUADULU! [Video]. Instagram. Retrieved March 15, 2023, from <https://www.instagram.com/p/CIDMvs2r8pd/>

Sehat AQUA [sehataqua]. (2022, December 13). Udah bedug, tapi belum sampe rumah? Tenang, buka #AQUADULU yang 100% Murni untuk bulan yang suci [Video]. Instagram. Retrieved March 15, 2023, from <https://www.instagram.com/p/CqSh7JJtr4L/>

Sertoglu, Aysegul Ermec, et al. (2014). Examining the effect of endorser credibility on the consumers' buying intentions: An empirical study in Turkey. *International Review of Management and Marketing*, Vol. 4, No. 1, pp.66-77.

Setiawan, W. (2021, March 25). *Danone-AQUA lestari "to bring goodness" (The best creative PR program 2021)*. Mix Marketing Communication. Retrieved March 15, 2023, from <https://mix.co.id/mix-award/pr-of-the-year/danone-aqua-lestari-to-bring-goodness-the-best-creative-pr-program-2021/>

Shahbaznezhad, H., Dolan, R., & Rashidirad, M. (2021). The role of social media content format and platform in users' engagement behavior. *Journal of Interactive Marketing*, 53, 47 - 65.

Shapiro, G. & Markoff, J. (1997). A matter of definition. In Carl W. Roberts (Ed.), *Text analysis for the social sciences: Methods for drawing statistical inferences from texts and transcripts* (pp. 9–31). Mahwah, NJ: Erlbaum.

- Shen, F. (2013). Appeals and cultural values in Chinese television commercials. *International Business Research*, 6:4, 25:31.
- Shimp, T. A., & Andrews, J. C. (2013). Advertising, promotion, and other aspects of integrated marketing communications. *Integrated Marketing Communications*, 1–754.
- Shubhangam, K., Srivastava, M., Ravi, R. & Singh, R. (2020). Influence of social media advertisement on customer's purchase decision: A literature review. *International Journal on Recent Trends in Business and Tourism*, Vol. 4 (4).
- Situmorang, J. R. (2008). Mengapa harus iklan. *Jurnal Administrasi Bisnis*. Vol. 4, No. 2, pp. 188-200.
- Slater, M. D. (1999). Drinking and driving PSAs: A Content analysis of behavioral influence strategies. *Journal of Alcohol and Drug Education*, Vol. 44, No. 3 (Spring, 1999), pp. 68-81.
- Sreejesh, S., Paul, J., Strong, C., & Pius, J. (2021). Consumer response towards social media advertising: Effect of media interactivity, its conditions and the underlying mechanism. *International Journal of Information Management*, 54 (102155), 1-11. <https://doi.org/10.1016/j.ijinfomgt.2020.102155>
- Stuhlfaut, M. W. & Windels, K. (2019). Altered states: The effects of media and technology on the creative process in advertising agencies. *Journal of Marketing Communications*, 25(1), 2019, pp. 1–27.

- Suleman, D., Suyoto, Y. T., Sjarief, R., Sabil, S., Marwansyah, S., Adawi, P. R. & Puspasari, A. (2023). The effects of brand ambassador and trust on purchase decisions through social media. *International Journal of Data and Network Science* 7, 433–438.
- Suprpto, W., Hartono K. & Bendjeroua, H. (2020) Social media advertising and consumer perception on purchase intention. *SHS Web of Conferences* 76, 01055 (2020) <https://doi.org/10.1051/shsconf/20207601055>
- Sutisna. (2003). Perilaku konsumen dan komunikasi pemasaran. *PT Remaja Rosdakarya*.
- Tjiptono, Fandy. (1997). *Strategi pemasaran (2nd Edition)*. Yogyakarta: Andi.
- Taylor, C. R. & Carlson, L. (2021). The future of advertising research: New directions and research needs. *Journal of Marketing Theory and Practice*, 29(1), 51-62.
- Taylor, D. G., Lewin, J. E., & Strutton, D. (2011). Friends, fans, and followers: Do ads work on social networks? How gender and age shape receptivity. *Journal of Advertising Research*, 51, 258-275. <https://doi.org/10.2501/JAR-51-1-258-275>
- Teichert, T., Hardeck, D., Liu, Y., & Trivedi, R. (2018). How to implement informational and emotional appeals in print advertisements: A framework for choosing ad appeals based on advertisers' objectives and targeted

demographics. *Journal of Advertising Research*, 58(3), 363–379. doi:

<https://doi.org/10.2501/JAR-2017-054>.

Top Brand Award. (2023). *Top Brand Index*. Retrieved March 15, 2023, from

<https://www.topbrand-award.com/top-brand-index/>

Triwijanarko, R. (2018, February 2). Intip kemasan premium Sebastian Gunawan

untuk AQUA reflections. *Marketeers*. Retrieved March 15, 2023, from

<https://www.marketeers.com/kemasan-premium-sebastian-gunawan-untuk-aqua-reflections/>

Tuškej, U., & Podnar, K. (2018). Consumers' identification with corporate

brands: Brand prestige, anthropomorphism and engagement in social media.

Journal of Product and Brand Management, 27, 3–17.

Uribe, R., Buzeta, C., Manzur, E. & Celis, M. (2022). Celebrity endorsement

using different types of new media and advertising formats. *Academia*

Revista Latinoamericana de Administración, Vol. 35 No. 3, pp. 281-302.

Wachyuni, S. S. & Priyambodo, T. K. (2020). The influence of celebrity

endorsement in restaurant product purchase decision making. *International*

Journal of Management, Innovation & Entrepreneurial Research eISSN:

2395-7662, Vol. 6, No 2, 2020, pp 45-54.

<https://doi.org/10.18510/ijmier.2020.625>

Wang, F. & Hariandja, E. S. (2016). *The influence of brand ambassador on brand image and consumer purchasing decision: A case of Tous Les Jours in Indonesia*. Universitas Pelita Harapan.

Wang, Y. & Chen, H. (2020). Self-presentation and interactivity: Luxury branding on social media. *Journal of Product & Brand Management*, Vol. 30 No. 5, pp.656-670. <https://doi.org/10.1108/JPBM-05-2019-2368>.

Wasesa, S. A. (2013, January 28). *Marketingnesia: Club Aqua*. Marketing.co.id. Retrieved March 15, 2023, from <http://www.marketing.co.id/club-aqua/>

Wijanarko, P., Suharyono, S., & Arifin, Z. (2016). Effect of celebrity endorser on brand image and their impact on purchase decisions (Survey of visitors to Kriwul coffee shop, Merjosari village, Lowokwaru district, Malang city who have ever seen advertisements and purchased TOP coffee). *Journal of Business Administration*, Universitas Brawijaya, 34(1), 165–171.

Wijayaningrum, L. A. (2018). *The effect of celebrity endorser on brand awareness and it's impact on purchase decision (Study on undergraduate student of Oppo smartphone in Malang city)*. Universitas Brawijaya.

Wiley, K. (2022). *6 types of TikTok ads with examples (Why and how they're effective)*. Statusphere. Retrieved March 15, 2023, from <https://brands.joinstatus.com/6-types-of-tiktok-ads>

Wróbel, M. (2017). Emotional affectivity. Springer International Publishing AG,

V. Zeigler-Hill, T.K. Shackelford (eds.), *Encyclopedia of Personality and Individual Differences*, DOI 10.1007/978-3-319-28099-8_507-1

Yadav, M. S. & Varadarajan, R. (2005). Interactivity in the electronic

marketplace: An exposition of the concept and implications for research.

Journal of the Academy of Marketing Science, 33(4), 585–603.

<https://doi.org/10.1177/0092070305278487>

Yang, W. (2018) Star power: The evolution of celebrity endorsement research.

International Journal of Contemporary Hospitality Management, 30(1),

389-415.

Yousef, M., Dietrich, T. & Rundle-Thiele, S. (2021). Social advertising

effectiveness in driving action: A study of positive, negative and coactive

appeals on social media. *International Journal of Environmental Research*

and Public Health, 18, 5954. <https://doi.org/10.3390/ijerph18115954>

Yousef, M., Rundle-Thiele, S. & Dietrich, T. (2021). *Advertising appeals*

effectiveness: A systematic literature review. Griffith University.

Zhang, H., Mou, Y., Wang, T. & Hu, J. (2020). The influence of advertising

appeals on consumers' willingness to participate in sustainable tourism

consumption. *Hindawi Complexity*, Volume 2020, Article ID 8812560, 10

pages. <https://doi.org/10.1155/2020/8812560>

About video ad formats. *Youtube Help*. Retrieved March 15, 2023, from

<https://support.google.com/youtube/answer/2375464?hl=en>

(2016). *Tiga cara Aqua dekati kalangan millenial*. Marketeers. 05 April 2016.

Retrieved March 15, 2023, from <https://www.marketeers.com/tiga-cara-aqua-dekati-kalangan-millenial/>

(2017). *PT. Aqua Danone*. Koranmu Indonesia. Retrieved March 15, 2023, from

<https://www.koranmu.com/2017/12/pt-aqua-danone.html>

(2019). *Efisiensikan biaya distribusi, Aqua maksimalkan utilisasi semua pabrik*.

Radar Bogor. Retrieved March 15, 2023, from

<https://www.radarbogor.id/2019/10/22/efisiensikan-biaya-distribusi-aqua-maksimalkan-utilisasi-semua-pabrik/>

(2020, October 15). *Perkuat ekonomi keluarga, Danone-AQUA dukung*

pemberdayaan perempuan lewat AQUA Home Service. AQUA. Retrieved August 1, 2023, from <https://www.aqua.co.id/perkuat-ekonomi-keluarga-danone-aqua-dukung-pemberdayaan-perempuan-lewat-aqua-home-service>

(2021). *Belajar dari Aqua*. Universitas Negeri Semarang Growth-Hub. Retrieved

March 15, 2023, from <https://growth-hub.unnes.ac.id/belajar-dari-aqua/>

(2022, October 5). *Mengenal ekonomi sirkular, upaya dorong kelestarian alam di*

Indonesia. Danone. Retrieved August 1, 2023, from <https://danone.co.id/tak-berkategori-id/mengenal-ekonomi-sirkular-upaya-dorong-kelestarian-alam-di-indonesia/>

- (2023). AQUA. Retrieved March 15, 2023, from <https://aqua.co.id/>
- (2023). *Aqua: #AquaDulu reigns supreme with strategic time targeting*. Emtek Digital. Retrieved March 15, 2023, from <https://emtek.digital/portfolio/aqua-aquadulu-reigns-supreme-with-strategic-time-targeting/>
- (2023). *Komparasi Brand Index*. Top Brand Award. Retrieved March 15, 2023, from https://www.topbrand-award.com/komparasi_brand/bandingkan?id_award=1&id_kategori=2&id_subkategori=432
- (2023). *Navigating social media advertising: How to choose the right platform and ads for your brand*. Big Commerce. Retrieved March 15, 2023, from <https://www.bigcommerce.com/articles/omnichannel-retail/social-media-advertising/>
- (2023). *Sejarah*. AQUA. Retrieved March 15, 2023, from <https://aqua.co.id/sejarah>
- (2023). *The effectiveness of social media advertising in 2023*. Sociallybuzz. Retrieved March 15, 2023, from <https://www.sociallybuzz.com/the-effectiveness-of-social-media-advertising/>