



## DAFTAR PUSTAKA

- Abdul-Rahman, A. R., & Haider, M. J. (2019). Affiliate Marketing: A Study of Its Performance in Oman. *Journal of Management Research*, 19(3), 116-130.
- Alsharo, M. (2021). Enhancing Virtual Collaboration: The Role of Social Interaction and Social Presence. In *Handbook of Research on Organizational Culture and Diversity in the Modern Workforce* (pp. 228-241). IGI Global.
- Altinöz, M. (2008). An overall approach to the communication of organizations in conventional and virtual offices. *International Journal of Information and Communication Engineering*, 2(5), 627-633.
- Ariana Putri, F. (2020). *Budaya Komunikasi Virtual Pada Masa Pandemi Covid-19 (Studi Kasus Pembelajaran Daring di UIN Walisongo Semarang)* (Vol. 7, Issue 2). <https://covid19.go.id/p/berita/pasien-sembuh-covid-19-semakin-bertambah-menjadi-546884-orang>,
- Arifah, F. H., Candrasari, Y., Studi, P., & Komunikasi, I. (2022). POLA KOMUNIKASI VIRTUAL DALAM KOMUNITAS GAMES ONLINE (STUDI NETNOGRAFI PADA KOMUNITAS FACEBOOK GENSHIN IMPACT INDONESIA OFFICIAL). *JUITIK*, 2(2).<http://journal.sinov.id/index.php/juitik/indexHalamanUTAMAJurnal:https://journal.sinov.id/index.php>
- Aviela, H., Wowor, F., & Putri, K. Y. S. (2021). Efektivitas Komunikasi dalam Perkuliahan Online terhadap Proses Belajar pada Mahasiswa Manokwari Papua Barat. *Jurnal Komunikasi Pendidikan*, 5(1), 79–92. [www.journal.univetbantara.ac.id/index.php/komdik](http://www.journal.univetbantara.ac.id/index.php/komdik)
- Aycan, Z. (2012). Work motivation in organizational behavior. In *Handbook of Industrial, Work and Organizational Psychology* (pp. 1-18). Sage Publications.
- Barrett, R., Davidson, M., Prusak, L., & Schweitzer, J. (2011). Collaborative Virtual Environments for Knowledge Management and Decision Making. *Information Knowledge Systems Management*, 10(3), 179-197.
- Baym, N. K., Zhang, Y. B., & Lin, M. C. (2004). Social interactions across media: Interpersonal communication on the internet, telephone and face-to-face. *New Media and Society*, 6(3), 299–318. <https://doi.org/10.1177/1461444804041438>
- Berger, C. R., & Bradac, J. J. (1982). Language and Social Knowledge: Uncertainty in Interpersonal Relations (*The Social Psychology of Language*). E. Arnold.
- Berger, C. R., & Calabrese, R. J. (1975). Some Explorations in Initial Interaction and Beyond: Toward a Developmental Theory of Interpersonal Communication. *Human Communication Research*, 1(2), 99–112. <https://doi.org/10.1111/j.1468-2958.1975.tb00258.x>



Berger, P. L., & Luckmann, T. (1967). *The Social Construction of Reality: A Treatise in the Sociology of Knowledge*. Anchor Books.

Bernhold, Q. S., & Giles, H. (2022). Emotional mimicry: a communication accommodation approach. *Cognition and Emotion*, 36(5), 799–804. <https://doi.org/10.1080/02699931.2022.2109599>

Budio, S. (2019). Strategi Manajemen Sekolah. *Jurnal Menata*, 2(2), 56–72.

Caywood, C. L. (2012). *The Handbook of Strategic Public Relations and Integrated Marketing Communications*. McGraw-Hill Education.

Chang, W. Y., Lin, W. T., & Chen, S. C. (2019). The impact of affiliate marketing on e-commerce platforms: An organizational perspective. *Technological Forecasting and Social Change*, 149, 119757.

Chen, C. C., & Chen, Y. J. (2018). An empirical study of the effectiveness of influencer marketing in affiliate marketing. *Journal of Business Research*, 89, 202-207.

Chen, Y.-C., Chen, C.-H., & Wang, C.-Y. (2018). The Study on the Antecedents and Consequences of Members' Enthusiasm in Non-profit Organizations. *Journal of Public Affairs*, 18(1), e1701. doi: 10.1002/pa.1701

Chiang, C. F., & Hsieh, T. S. (2012). The impacts of perceived organizational support and psychological empowerment on job performance: The mediating effects of organizational citizenship behavior. *International Journal of Hospitality Management*, 31(1), 180-190.

Cho, J., & Trent, A. (2006). Validity in qualitative research revisited. *Qualitative Research*, 6(3), 319–340. <https://doi.org/10.1177/1468794106065006>

Clark, V. L. P., & Creswell, J. W. (2014). *Understanding Research: A Consumers Guide* (G.Gottfried & C. Griscom (eds.); Second Edi). Pearson Education, Inc.

Creswell, J. W. (2009). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches*. In V. Knight, S. Connolly, & L. Habib (Eds.), SAGE Publications, Inc. (3rd ed., Vol. 20, Issue 2). SAGE Publications Inc. <https://doi.org/10.1080/14675980902922143>

Creswell, J. W. (2014). *Research design: qualitative, quantitative, and mixed methods approaches*. Sage publications.

Cornelissen, J. (2014). *Corporate Communication: A Guide to Theory and Practice*. SAGE Publications Ltd.

Cummings, J. N., & Bromiley, M. (2018). The Organizational Implications of Social Media: Challenges, Opportunities, and Recommendations for Future Research. *Academy of Management Perspectives*, 32(1), 20-34.

Cutlip, S. M., Center, A. H., & Broom, G. M. (2018). *Effective Public Relations*. Pearson.



Darmawan, D. (2021). Dinamika Riset Kualitatif: Diskusi Praktis dan Contoh Penerapannya(N. Nita, Ed.; 1st ed.). PT. Remaja Rosdakarya.

Dilshad, R., & Latif, M. (2013). Focus Group Interview as a Tool for Qualitative Research:An Analysis. *Pakistan Journal of Science*, 33(1), 191–198.

Dulebohn, J. H., & Hoch, J. E. (2017). Virtual teams in organizations. *Human resource management review*, 27(4), 569-574.

Dwivedi, L. D. (2016). Developing Interpersonal Communication Strategies. 6(11), 2224–2226.

Effendy, O. U. (2004). Dinamika komunikasi (Cetakan 6.). Remaja Rosdakarya. Eshuis, J., van der Geest, T., & Schuijff, M. (2019). Successful Affiliate Marketing for Merchants. *Journal of Advertising Research*, 59(4), 454-464.

Falkheimer, J., & Heide, M. (2015). Strategic Communication: An Introduction. Routledge.

Far, E. M. (2019). Considering the Effect of Organizational Health on the Work Enthusiasmin Faculty Members of Islamic Azad University of Tehran.

Gibson, D., & Gibbs, J. L. (2006). Unpacking the Concept of Virtuality: The Effects of Geographic Dispersion, Electronic Dependence, Dynamic Structure, and National Diversity on Team Innovation. *Administrative Science Quarterly*, 51(3), 451-495.

Gibson, C. B., & Gibbs, J. L. (2019). Effective communication in virtual teams. *Journal ofManagement*, 45(4), 1334-1358.

Goodman-Deane, J., Mieczkowski, A., Johnson, D., Goldhaber, T., & Clarkson, P. J. (2016).

The impact of communication technologies on life and relationship satisfaction. *Computers in Human Behavior*, 57, 219–229.  
<https://doi.org/10.1016/j.chb.2015.11.053>

Grunig, J. E., & Grunig, L. A. (2016). Excellence in Public Relations and Communication Management. Routledge.

Hasibuan, M. S. P. (2016). Manajemen sumber daya manusia. Bumi Aksara.

Hertel, G., Geister, S., & Konradt, U. (2019). Managing Virtual Teams: A Review of CurrentEmpirical Research. *Human Resource Management Review*, 29(3), 334-345.

Holt, T. J. (2017). Digital Crime and Digital Terrorism (3rd ed.). Sage Publications.

Jablin, F. M., & Putnam, L. L. (2017). The New Handbook of Organizational Communication:Advances in Theory, Research, and Methods. Walter de Gruyter GmbH & Co KG.

Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of social media. *Business horizons*, 53(1), 59-68.



Kassing, J. W., & Armstrong, M. A. (2016). Understanding Communication and Aging: Developing Knowledge and Awareness. SAGE Publications Inc.

Kanetaki, Z., Stergiou, C., Bekas, G., Troussas, C., & Sgouropoulou, C. (2022). Evaluating Remote Task Assignment of an Online Engineering Module through Data Mining in a Virtual Communication Platform Environment. *Electronics (Switzerland)*, 11(1). <https://doi.org/10.3390/electronics11010158>

Klein, H. J., & Jiang, K. (2019). Employee Voice Behavior in Virtual Teams. In Handbook of Research on Employee Voice and Silence in Contemporary Organizations (pp. 225-246). IGI Global.

Kelleher, T., & Miller, B. M. (2017). Organizational Communication: Approaches and Processes. Cengage Learning.

Kock, N., & Lynn, G. S. (2012). The Use of Virtual Worlds in Business: A Literature Review and Synthesis. *Journal of Business Research*, 65(8), 1059-1073.

Kock, N. (2018). The use of communication technologies in virtual business teams: A summary of empirical research. *Journal of Business and Psychology*, 33(6), 747-760.

Kotler, P., & Keller, K. L. (2016). Marketing management (15th ed.). Pearson.

Kozinets, R. V. (2010). Netnography: Doing Ethnographic Research Online. Sage Publications.

Krisna, Y., Sekarwangi, D. M., Si, M., & Riyanto, D. B. (2022). *AKOMODASI KOMUNIKASI MAHASISWA ASAL NUSA TENGGARA TIMUR (NTT) DALAM MEMBANGUN KEAKRABAN DENGAN MAHASISWA SUKU JAWA DI KOTA SURAKARTA (Studi Pada Organisasi Flobamorata Surakarta)*.

Kumar, A., & Singh, N. (2020). Affiliate marketing: A review of current research. *Journal of Research in Marketing*, 8(1), 53-62.

Lee, Y. (2022a). Dynamics of Symmetrical Communication Within Organizations: The Impacts of Channel Usage of CEO, Managers, and Peers. *International Journal of Business Communication*, 59(1), 3–21. <https://doi.org/10.1177/2329488418803661>

Lee, Y. (2022b). How dialogic internal communication fosters employees' safety behavior during the COVID-19 pandemic. *Public Relations Review*, 48(1). <https://doi.org/10.1016/j.pubrev.2022.102156>

Liclin, Y. S., & Guba, E. A. (1985). Naturalistic inquiry. SAGE Publications Inc.

Luthans, F., & Youssef, C. M. (2007). Emerging positive organizational behavior. *Journal of Management*, 33(3), 321-349.

Marlow, S. L., Lacerenza, C. N., & Salas, E. (2017). Communication in virtual teams: a conceptual framework and research agenda. *Human Resource Management Review*, 27(4), 575–589. <https://doi.org/10.1016/j.hrmr.2016.12.005>



- Majchrzak, A., Faraj, S., Kane, G. C., & Azad, B. (2013). The Contradictory Influence of Social Media Affordances on Online Communal Knowledge Sharing. *Journal of Computer-Mediated Communication*, 19(1), 38-55.
- Mazur, B. (2019). The impact of technology on organizational communication: Challenges and opportunities. *Journal of Business and Technical Communication*, 33(1), 3-27.
- Mulyana, D. (2005). Ilmu Komunikasi: Suatu Pengantar. Remaja Rosdakarya.
- Patton, M. . (1990). Qualitative evaluation and research methods (2nd ed.). Newbury Park, CA: Research in Nursing & Health, 14(1), 73–74.
- Patton, R. M., Beaver, J. M., & Potok, T. E. (2011). Classification of distributed data using topic modeling and maximum variation sampling. *Proceedings of the Annual Hawaii International Conference on System Sciences*. <https://doi.org/10.1109/HICSS.2011.101>
- Przybylski, A. K., & Weinstein, N. (2013). Can you connect with me now? How the presence of mobile communication technology influences face-to-face conversation quality. *Journal of Social and Personal Relationships*, 30(3), 237–246. <https://doi.org/10.1177/0265407512453827>
- R.Wayne Pace & Don F Faules (2006), Komunikasi Organisasi Strategi Meningkatkan Kinerja Perusahaan Bandung: PT Remaja Rosdakarya
- Rahayu, R., Halid, Y., Studi Komunikasi dan Penyiaran Islam IAIN Kendari, P., & Agama Islam Negeri Kendari, I. (2022). *Efektivitas Komunikasi Antarpribadi Mahasiswa IAIN Kendari Melalui Media Sosial di Masa Covid 19* (Vol. 15, Issue 1).
- Rakhmat, J. (2012). Psikologi Komunikasi (T. Surjaman (ed.); 28th ed.). PT Remaja Rosdakarya.
- Reinartz, W. J., & Haenlein, M. (2017). The impact of affiliate marketing on customer purchase behavior. *Journal of Business Research*, 80, 80-86.
- Rice, R. E., & Love, G. (2020). Electronic Media and Communication. In The International Encyclopedia of Organizational Communication (pp. 1-16). Wiley.
- Robbins, S. P., & Judge, T. A. (2017). *Organizational Behavior* (17th ed.). Pearson Education.
- Rothaermel, F. T. (2018). *Strategic Management Fourth Edition*.
- Sakiru, A. O., & Adebayo, O. A. (2016). Impact of Management Support and Recognition on Employees' Enthusiasm. *European Journal of Business and Management*, 8(23), 28-36.
- Saremi, M., Faraji, O., & Habibi, E. (2017). The Relationship Between Job Satisfaction and Organizational Citizenship Behavior: Testing the Mediating Role of Organizational Commitment and the Moderating Role of Cultural Intelligence. *International Journal of Business and Management*, 12(1), 107-118.



Shockley-Zalabak, P. (2015). Fundamentals of Organizational Communication: Knowledge, Sensitivity, Skills, Values. Pearson.

Sutanto, H., & Senoaji, W. (2019). Faktor-faktor yang mempengaruhi keberhasilan program afiliasi pada industri e-commerce di Indonesia. *Jurnal Manajemen dan Pemasaran Jasa*, 12(1), 19-29.

Sutrisno, A. (2020). E-Commerce: Teori dan Implementasi (Edisi 3). Andi Offset.

Sullivan, K. T., Riedstra, J., Arellano, B., Cardillo, B., Kalach, V., & Ram, A. (2020). Online communication and dating relationships: Effects of decreasing online communication on feelings of closeness and relationship satisfaction. *Journal of Social and Personal Relationships*, 37(8–9), 2409–2418. <https://doi.org/10.1177/0265407520924707>

Vlachopoulos, D., & Makri, A. (2019). Online communication and interaction in distance higher education: A framework study of good practice. *International Review of Education*, 65(4), 605–632. <https://doi.org/10.1007/s11159-019-09792-3>

Voronova, E. M., Lapshova, A. V., Bystrova, N. V., Smirnova, Z. V., & Bulaeva, M. N. (2021). Organization of virtual interaction in the context of the coronavirus pandemic. *Propósitos y Representaciones*, 9(SPE1). <https://doi.org/10.20511/pyr2021.v9nspe1.820>

Wang, H., Liu, X., & Peng, J. (2012). Antecedents and outcomes of employee enthusiasm: Evidence from China. *Journal of Managerial Psychology*, 27(7), 702–722.

Warrier, U., Shankar, A., & Belal, H. M. (2021). Examining the role of emotional intelligence as a moderator for virtual communication and decision making effectiveness during the COVID-19 crisis: revisiting task technology fit theory. *Annals of Operations Research*. <https://doi.org/10.1007/s10479-021-04216-8>

Weick KE. 1979. The Social Psychology of Organizing. Reading, MA.: Addison-Wesley.

2nd ed.

Widhiastawa, I. M. K., & Pamungkas, I. N. A. (2022). PROSES KOMUNIKASI INTERNAL KRISNA OLEH-OLEH DALAM PENYULUHAN PROTOKOL KESEHATAN

COVID-19. *Jurnal Ilmiah Ilmu Komunikasi*, 10(1).

Wong, M. C., & Burton, R. (2018). Virtual communication and its impact on team performance in project execution. *Journal of Management in Engineering*, 34(4), 04018003.

Yin, R. K. (2014). Case study research: Design and methods (5th ed.). Sage publications.

Zamzami, W. S. (2021). Strategi Komunikasi Organisasi. *Cybernetics: Journal Educational*



**KOMUNIKASI ORGANISASI TRAVELOKA AFFILIATE PROGRAM DALAM MENINGKATKAN  
ANTUSIASME ANGGOTA SECARA  
VIRTUAL**

Angela Rossari Innarmastia, Dr. Widodo Agus Setianto, M.Si.  
Universitas Gadjah Mada, 2024 | Diunduh dari <http://etd.repository.ugm.ac.id/>

Research and Social Studies, 25-35.

Zhang, Y., Ling, J., & Fang, L. (2017). The effects of effective communication on employee enthusiasm in the workplace. *Journal of Business and Psychology*, 32(6), 617-628.