

DAFTAR PUSTAKA

- Akpinar, E., dan Berger, J. (2017). Valuable Virality. *Journal of Marketing Research*, 54(2), 318–330. <https://doi.org/10.1509/jmr.13.0350>
- Algesheimer, R., Dholakia, U. M., dan Herrmann, A. (2005). The Social Influence of Brand Community: Evidence from European Car Clubs. *Journal of Marketing*, 69(3), 19–34. <https://doi.org/10.1509/jmkg.69.3.19.66363>
- Alhothali, G. T., dan Aljefree, N. M. (2023). Young adults' sought gratifications from, and perceptions of food advertising by, social media influencers: A qualitative approach. *Journal of Health, Population and Nutrition*, 42(1), 103. <https://doi.org/10.1186/s41043-023-00449-4>
- Anjani, L., Mok, T., Tang, A., Oehlberg, L., dan Goh, W. B. (2020). Why do people watch others eat food? An Empirical Study on the Motivations and Practices of Mukbang Viewers. *Proceedings of the 2020 CHI Conference on Human Factors in Computing Systems*, 1–13. <https://doi.org/10.1145/3313831.3376567>
- AnyMind Group. (2022). Share of leading influencer marketing campaigns on TikTok in Indonesia as of October 2022, by brand industry [Graph]. *Statista*. <https://www-statista-com.ezproxy.ugm.ac.id/statistics/1378790/indonesia-influencer-marketing-campaigns-on-tiktok-by-brand-type/>
- Appel, G., Grewal, L., Hadi, R., dan Stephen, A. T. (2020). The future of social media in marketing. *Journal of the Academy of Marketing Science*, 48(1), 79–95. <https://doi.org/10.1007/s11747-019-00695-1>
- Ashley, C., dan Tuten, T. (2015). Creative Strategies in Social Media Marketing: An Exploratory Study of Branded Social Content and Consumer Engagement. *Psychology dan Marketing*, 32(1), 15–27. <https://doi.org/10.1002/mar.20761>
- Balaji, M. S., Behl, A., Jain, K., Baabdullah, A. M., Giannakis, M., Shankar, A., dan Dwivedi, Y. K. (2023). Effectiveness of B2B social media marketing: The effect of message source and message content on social media engagement. *Industrial Marketing Management*, 113, 243–257. <https://doi.org/10.1016/j.indmarman.2023.06.011>
- Barger, V., Peltier, J. W., dan Schultz, D. E. (2016). Social media and consumer engagement: A review and research agenda. *Journal of Research in Interactive Marketing*, 10(4), 268–287. <https://doi.org/10.1108/JRIM-06-2016-0065>
- Belanche, D., Casalo, L. V., Flavián, M., dan Ibáñez-Sánchez, S. (2021). Understanding influencer marketing: The role of congruence between influencers, products and consumers. *Journal of Business Research*, 132, 186–195. <https://doi.org/10.1016/j.jbusres.2021.03.067>

- Benchmarks, budgets, and trends 11th annual ... (n.d).
<https://contentmarketinginstitute.com/wp-content/uploads/2020/09/b2b-2021-research-final.pdf>
- Berger, J., dan Milkman, K. L. (2012). What Makes Online Content Viral? *JOURNAL OF MARKETING RESEARCH*.
- Boerman, S. C., Willemsen, L. M., dan Van Der Aa, E. P. (2017). "This Post Is Sponsored." *Journal of Interactive Marketing*, 38, 82–92.
<https://doi.org/10.1016/j.intmar.2016.12.002>
- Brodie, R. J., Ilic, A., Juric, B., dan Hollebeck, L. (2013). Consumer engagement in a virtual brand community: An exploratory analysis. *Journal of Business Research*, 66(1), 105–114. <https://doi.org/10.1016/j.jbusres.2011.07.029>
- Bu, Y., Parkinson, J., dan Thaichon, P. (2021). Digital content marketing as a catalyst for e-WOM in food tourism. *Australasian Marketing Journal*, 29(2), 142–154.
<https://doi.org/10.1016/j.ausmj.2020.01.001>
- Buchanan, L., Kelly, B., dan Yeatman, H. (2017). Exposure to digital marketing enhances young adults' interest in energy drinks: An exploratory investigation. *PLOS ONE*, 12(2), e0171226. <https://doi.org/10.1371/journal.pone.0171226>
- Bui, T. T., Tran, Q. T., Alang, T., dan Le, T. D. (2023). Examining the relationship between digital content marketing perceived value and brand loyalty: Insights from Vietnam. *Cogent Social Sciences*, 9(1), 2225835.
<https://doi.org/10.1080/23311886.2023.2225835>
- Calder, B. J., Malthouse, E. C., dan Schaedel, U. (2009). An Experimental Study of the Relationship between Online Engagement and Advertising Effectiveness. *Journal of Interactive Marketing*, 23(4), 321–331.
<https://doi.org/10.1016/j.intmar.2009.07.002>
- Campbell, C., dan Farrell, J. R. (2020). More than meets the eye: The functional components underlying influencer marketing. *Business Horizons*, 63(4), 469–479.
<https://doi.org/10.1016/j.bushor.2020.03.003>
- Campbell, C., dan Grimm, P. E. (2019). The Challenges Native Advertising Poses: Exploring Potential Federal Trade Commission Responses and Identifying Research Needs. *Journal of Public Policy dan Marketing*, 38(1), 110–123.
<https://doi.org/10.1177/0743915618818576>
- Cao, D., Meadows, M., Wong, D., dan Xia, S. (2021). Understanding consumers' social media engagement behaviour: An examination of the moderation effect of social media context. *Journal of Business Research*, 122, 835–846.
<https://doi.org/10.1016/j.jbusres.2020.06.025>

- Casaló, L. V., Flavián, C., dan Ibáñez-Sánchez, S. (2020). Influencers on Instagram: Antecedents and consequences of opinion leadership. *Journal of Business Research*, 117, 510–519. <https://doi.org/10.1016/j.jbusres.2018.07.005>
- Chakraborty, U., dan Bhat, S. (2018). The Effects of Credible Online Reviews on Brand Equity Dimensions and Its Consequence on Consumer Behavior. *Journal of Promotion Management*, 24(1), 57–82. <https://doi.org/10.1080/10496491.2017.1346541>
- Chen, J., Du, Y., dan Rui, J. R. (2023). How Foods and Beverages Are Promoted Online: A Content Analysis of the Digital Food Environment in China. *Nutrients*, 15(24), 5067. <https://doi.org/10.3390/nu15245067>
- Cheung, M. L., Leung, W. K. S., Aw, E. C.-X., dan Koay, K. Y. (2022). “I follow what you post!”: The role of social media influencers’ content characteristics in consumers’ online brand-related activities (COBRAs). *Journal of Retailing and Consumer Services*, 66, 102940. <https://doi.org/10.1016/j.jretconser.2022.102940>
- Cheung, M. L., Leung, W. K. S., Yang, M. X., Koay, K. Y., dan Chang, M. K. (2022). Exploring the nexus of social media influencers and consumer brand engagement. *Asia Pacific Journal of Marketing and Logistics*, 34(10), 2370–2385. <https://doi.org/10.1108/APJML-07-2021-0522>
- Coates, A. E., Hardman, C. A., Halford, J. C. G., Christiansen, P., dan Boyland, E. J. (2019). Food and Beverage Cues Featured in YouTube Videos of Social Media Influencers Popular With Children: An Exploratory Study. *Frontiers in Psychology*, 10, 2142. <https://doi.org/10.3389/fpsyg.2019.02142>
- Cohen, J. (2013). *Statistical Power Analysis for the Behavioral Sciences* (0 ed.). Routledge. <https://doi.org/10.4324/9780203771587>
- Dam, L., Borsari, A. M. B., dan Burroughs, B. (2024). (Over)Eating with Our Eyes: An Examination of Mukbang Influencer Marketing and Consumer Engagement with Food Brands. *Journal of Promotion Management*, 30(2), 227–251. <https://doi.org/10.1080/10496491.2023.2253244>
- Delbaere, M., Michael, B., dan Phillips, B. J. (2021). Social media influencers: A route to brand engagement for their followers. *Psychology dan Marketing*, 38(1), 101–112. <https://doi.org/10.1002/mar.21419>
- Devereux, E., Grimmer, L., dan Grimmer, M. (2020a). Consumer engagement on social media: Evidence from small retailers. *Journal of Consumer Behaviour*, 19(2), 151–159. <https://doi.org/10.1002/cb.1800>
- Dolan, R., Conduit, J., Frethey-Bentham, C., Fahy, J., dan Goodman, S. (2019). Social media engagement behavior: A framework for engaging customers through social

media content. *European Journal of Marketing*, 53(10), 2213–2243.
<https://doi.org/10.1108/EJM-03-2017-0182>

Ducoffe, R.H. (1996). Advertising Value and Advertising on the Web. *Journal of Advertising Research*, 36, 21–35.

Eckler, P., dan Bolls, P. (2011). Spreading the Virus: Emotional Tone of Viral Advertising and Its Effect on Forwarding Intentions and Attitudes. *Journal of Interactive Advertising*, 11(2), 1–11.
<https://doi.org/10.1080/15252019.2011.10722180>

Ennen, E., dan Richter, A. (2010). The Whole Is More Than the Sum of Its Parts— Or Is It? A Review of the Empirical Literature on Complementarities in Organizations. *Journal of Management*, 36(1), 207–233.
<https://doi.org/10.1177/0149206309350083>

Erwin, E., Suade, Y. K. M., dan Alam, N. (2023). Social Media Micro-enterprise: Utilizing Social Media Influencers, Marketing Contents and Viral Marketing Campaigns to Increase Customer Engagement. In Nairobi, Yuliansyah, H. Jimad, R. Perdana, G. E. Putrawan, dan T. Y. Septiawan (Eds.), *Proceedings of the International Conference of Economics, Business, and Entrepreneur (ICEBE 2022)* (Vol. 241, pp. 578–593). Atlantis Press SARL. https://doi.org/10.2991/978-2-38476-064-0_58

Fleming-Milici, F., dan Harris, J. L. (2020). Adolescents' engagement with unhealthy food and beverage brands on social media. *Appetite*, 146, 104501.
<https://doi.org/10.1016/j.appet.2019.104501>

Folkvord, F., Bevelander, K. E., Rozendaal, E., dan Hermans, R. (2019). Children's bonding with popular YouTube vloggers and their attitudes toward brand and product endorsements in vlogs: An explorative study. *Young Consumers*, 20(2).
<https://doi.org/10.1108/YC-12-2018-0896>

Folkvord, F., Roes, E., dan Bevelander, K. (2020). Promoting healthy foods in the new digital era on Instagram: An experimental study on the effect of a popular real versus fictitious fit influencer on brand attitude and purchase intentions. *BMC Public Health*, 20(1), 1677. <https://doi.org/10.1186/s12889-020-09779-y>

Forgas, J. P. (Ed.). (2012). *Affect in Social Thinking and Behavior* (0 ed.). Psychology Press. <https://doi.org/10.4324/9780203720752>

Gamage, T. C., dan Ashill, N. J. (2023). # Sponsored-influencer marketing: Effects of the commercial orientation of influencer-created content on followers' willingness to search for information. *Journal of Product dan Brand Management*, 32(2), 316–329. <https://doi.org/10.1108/JPBM-10-2021-3681>

- Gavilanes, J. M., Flatten, T. C., dan Brettel, M. (2018). Content Strategies for Digital Consumer Engagement in Social Networks: Why Advertising Is an Antecedent of Engagement. *Journal of Advertising*, 47(1), 4–23. <https://doi.org/10.1080/00913367.2017.1405751>
- Gewiese, J., & Rau, S. (2023). *Target audience: TikTok users in Indonesia* (Statista Consumer Insights Target Audience Report). Statista.
- Giakoumaki, C., dan Krepapa, A. (2020). Brand engagement in self-concept and consumer engagement in social media: The role of the source. *Psychology dan Marketing*, 37(3), 457–465. <https://doi.org/10.1002/mar.21312>
- Hair, J. F. (Ed.). (2017). *A primer on partial least squares structural equation modeling (PLS-SEM)* (Second edition). Sage.
- Hair, J. F., Black, W. C., Babin, B. J., dan Anderson, R. E. (2019). *Multivariate data analysis* (Eighth edition). Cengage.
- Hanaysha, J. R. (2022). An examination of social media advertising features, brand engagement and purchase intention in the fast food industry. *British Food Journal*, 124(11), 4143–4160. <https://doi.org/10.1108/BFJ-08-2021-0907>
- Hanson, G., dan Haridakis, P. (2008). YouTube Users Watching and Sharing the News: A Uses and Gratifications Approach. *The Journal of Electronic Publishing*, 11(3). <https://doi.org/10.3998/3336451.0011.305>
- Hazari, S., Talpade, S., dan Brown, C. O. (2023). Do brand influencers matter on TikTok? A social influence theory perspective. *Journal of Marketing Theory and Practice*, 1–19. <https://doi.org/10.1080/10696679.2023.2217488>
- Hollebeek, L. D. (2011). Demystifying customer brand engagement: Exploring the loyalty nexus. *Journal of Marketing Management*, 27(7–8), 785–807. <https://doi.org/10.1080/0267257X.2010.500132>
- Hollebeek, L. D., Glynn, M. S., dan Brodie, R. J. (2014). Consumer Brand Engagement in Social Media: Conceptualization, Scale Development and Validation. *Journal of Interactive Marketing*, 28(2), 149–165. <https://doi.org/10.1016/j.intmar.2013.12.002>
- Hollebeek, L. D., dan Macky, K. (2019). Digital Content Marketing's Role in Fostering Consumer Engagement, Trust, and Value: Framework, Fundamental Propositions, and Implications. *Journal of Interactive Marketing*, 45, 27–41. <https://doi.org/10.1016/j.intmar.2018.07.003>
- Holliman, G., dan Rowley, J. (2014). Business to business digital content marketing: Marketers' perceptions of best practice. *Journal of Research in Interactive Marketing*, 8(4), 269–293. <https://doi.org/10.1108/JRIM-02-2014-0013>

- Holmberg, C., E. Chaplin, J., Hillman, T., dan Berg, C. (2016). Adolescents' presentation of food in social media: An explorative study. *Appetite*, *99*, 121–129. <https://doi.org/10.1016/j.appet.2016.01.009>
- Holton, A. E., Baek, K., Coddington, M., dan Yaschur, C. (2014). Seeking and Sharing: Motivations for Linking on Twitter. *Communication Research Reports*, *31*(1), 33–40. <https://doi.org/10.1080/08824096.2013.843165>
- Hughes, C., Swaminathan, V., dan Brooks, G. (2019). Driving Brand Engagement Through Online Social Influencers: An Empirical Investigation of Sponsored Blogging Campaigns. *Journal of Marketing*, *83*(5), 78–96. <https://doi.org/10.1177/0022242919854374>
- Hwang, K., dan Zhang, Q. (2018). Influence of parasocial relationship between digital celebrities and their followers on followers' purchase and electronic word-of-mouth intentions, and persuasion knowledge. *Computers in Human Behavior*, *87*, 155–173. <https://doi.org/10.1016/j.chb.2018.05.029>
- Janssen, L., Schouten, A. P., & Croes, E. A. J. (2022). Influencer advertising on Instagram: Product-influencer fit and number of followers affect advertising outcomes and influencer evaluations via credibility and identification. *International Journal of Advertising*, *41*(1), 101–127. <https://doi.org/10.1080/02650487.2021.1994205>
- Jefferson, S., dan Tanton, S. (2015). *Valuable content marketing: How to make quality content your key to success* (Second edition). Kogan Page.
- Jhavar, A., Kumar, P., dan Varshney, S. (2023). The emergence of virtual influencers: A shift in the influencer marketing paradigm. *Young Consumers*, *24*(4), 468–484. <https://doi.org/10.1108/YC-05-2022-1529>
- Kapitan, S., dan Silvera, D. H. (2016). From digital media influencers to celebrity endorsers: Attributions drive endorser effectiveness. *Marketing Letters*, *27*(3), 553–567. <https://doi.org/10.1007/s11002-015-9363-0>
- Katz, E., Blumler, J. G., & Gurevitch, M. (1973). Uses and Gratifications Research. *Public Opinion Quarterly*, *37*(4), 509. <https://doi.org/10.1086/268109>
- Khan, I. (2022). Do brands' social media marketing activities matter? A moderation analysis. *Journal of Retailing and Consumer Services*, *64*, 102794. <https://doi.org/10.1016/j.jretconser.2021.102794>
- Ki, C. 'Chloe,' dan Kim, Y. (2019). The mechanism by which social media influencers persuade consumers: The role of consumers' desire to mimic. *Psychology dan Marketing*, *36*(10), 905–922. <https://doi.org/10.1002/mar.21244>
- Kim, D. J., Ferrin, D. L., dan Rao, H. R. (2009). Trust and Satisfaction, Two Stepping Stones for Successful E-Commerce Relationships: A Longitudinal Exploration.

Information Systems Research, 20(2), 237–257.
<https://doi.org/10.1287/isre.1080.0188>

Kim, A. J., dan Ko, E. (2012). Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand. *Journal of Business Research*, 65(10), 1480–1486. <https://doi.org/10.1016/j.jbusres.2011.10.014>

Kim, D. Y., dan 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. <https://doi.org/10.1016/j.jbusres.2021.05.024>

Kırcaburun, K., Kokkinos, C. M., Demetrovics, Z., Király, O., Griffiths, M. D., dan Çolak, T. S. (2019). Problematic Online Behaviors among Adolescents and Emerging Adults: Associations between Cyberbullying Perpetration, Problematic Social Media Use, and Psychosocial Factors. *International Journal of Mental Health and Addiction*, 17(4), 891–908. <https://doi.org/10.1007/s11469-018-9894-8>

Ko, H., Cho, C.-H., dan Roberts, M. S. (2005). Internet Uses and Gratifications: A Structural Equation Model of Interactive Advertising. *Journal of Advertising*, 34(2), 57–70.

Kramer, A. D. I., Guillory, J. E., dan Hancock, J. T. (2014). Experimental evidence of massive-scale emotional contagion through social networks. *Proceedings of the National Academy of Sciences*, 111(24), 8788–8790. <https://doi.org/10.1073/pnas.1320040111>

Lang, A. (2000). The Limited Capacity Model of Mediated Message Processing. *Journal of Communication*, 50(1), 46–70. <https://doi.org/10.1111/j.1460-2466.2000.tb02833.x>

Lee, C. S., dan Ma, L. (2012). News sharing in social media: The effect of gratifications and prior experience. *Computers in Human Behavior*, 28(2), 331–339. <https://doi.org/10.1016/j.chb.2011.10.002>

Lee, D., dan Wan, C. (2023). The Impact of *Mukbang* Live Streaming Commerce on Consumers' Overconsumption Behavior. *Journal of Interactive Marketing*, 58(2–3), 198–221. <https://doi.org/10.1177/10949968231156104>

Lee, M. T., dan Theokary, C. (2021). The superstar social media influencer: Exploiting linguistic style and emotional contagion over content? *Journal of Business Research*, 132, 860–871. <https://doi.org/10.1016/j.jbusres.2020.11.014>

Lieb, R. (2012). *Content marketing: Think like a publisher ; how to use content to market online and in social media*. Que.

Lou, C., dan Yuan, S. (2019a). Influencer Marketing: How Message Value and Credibility Affect Consumer Trust of Branded Content on Social Media. *Journal*

of *Interactive Advertising*, 19(1), 58–73.
<https://doi.org/10.1080/15252019.2018.1533501>

Malik, A., Dhir, A., dan Nieminen, M. (2016). Uses and Gratifications of digital photo sharing on Facebook. *Telematics and Informatics*, 33(1), 129–138.
<https://doi.org/10.1016/j.tele.2015.06.009>

MarkPlus. (2022). Type of products associated with influencers in Indonesia as of June 2022 [Graph]. *Statista*. <https://www-statista-com.ezproxy.ugm.ac.id/statistics/1318688/indonesia-products-associated-with-influencers/>

Martínez-López, F. J., Anaya-Sánchez, R., Fernández Giordano, M., dan Lopez-Lopez, D. (2020). Behind influencer marketing: Key marketing decisions and their effects on followers' responses. *Journal of Marketing Management*, 36(7–8), 579–607.
<https://doi.org/10.1080/0267257X.2020.1738525>

Mathew, V., dan Soliman, M. (2021). Does digital content marketing affect tourism consumer behavior? An extension of Technology acceptance model. *Journal of Consumer Behaviour*, 20(1), 61–75. <https://doi.org/10.1002/cb.1854>

MGDA. (2014). “The Shift to Native Advertising in Marketing,” <http://www.mdgadvertising.com/blog/the-shift-to-native-advertising-in-marketing-infographic/>

Michaelidou, N., Siamagka, N. T., dan Christodoulides, G. (2011). Usage, barriers and measurement of social media marketing: An exploratory investigation of small and medium B2B brands. *Industrial Marketing Management*, 40(7), 1153–1159.
<https://doi.org/10.1016/j.indmarman.2011.09.009>

Murphy, G., Corcoran, C., Tatlow-Golden, M., Boyland, E., dan Rooney, B. (2020). See, Like, Share, Remember: Adolescents' Responses to Unhealthy-, Healthy- and Non-Food Advertising in Social Media. *International Journal of Environmental Research and Public Health*, 17(7), 2181. <https://doi.org/10.3390/ijerph17072181>

Nagy, J., dan Midha, A. (2014). The Value of Earned Audiences: How Social Interactions Amplify TV Impact: What Programmers and Advertisers Can Gain from Earned Social Impressions. *Journal of Advertising Research*, 54(4), 448–453.
<https://doi.org/10.2501/JAR-54-4-448-453>

Nelson-Field, K., Riebe, E., dan Newstead, K. (2013). The Emotions that Drive Viral Video. *Australasian Marketing Journal*, 21(4), 205–211.
<https://doi.org/10.1016/j.ausmj.2013.07.003>

Odoom, R. (2023). Digital content marketing and consumer brand engagement on social media- do influencers' brand content moderate the relationship? *Journal of*

Marketing Communications, 1–24.
<https://doi.org/10.1080/13527266.2023.2249013>

Oh, C., Roumani, Y., Nwankpa, J. K., dan Hu, H.-F. (2017). Beyond likes and tweets: Consumer engagement behavior and movie box office in social media. *Information dan Management*, 54(1), 25–37. <https://doi.org/10.1016/j.im.2016.03.004>

Oh, J., Bellur, S., dan Sundar, S. S. (2018). Clicking, Assessing, Immersing, and Sharing: An Empirical Model of User Engagement with Interactive Media. *Communication Research*, 45(5), 737–763. <https://doi.org/10.1177/0093650215600493>

Pancer, E., Philp, M., dan Noseworthy, T. J. (2022). Boosting engagement with healthy food on social media. *European Journal of Marketing*, 56(11), 3007–3031. <https://doi.org/10.1108/EJM-07-2021-0565>

Pancer, E., Philp, M., Poole, M., dan Noseworthy, T. J. (2022). Content Hungry: How the Nutrition of Food Media Influences Social Media Engagement. *Journal of Consumer Psychology*, 32(2), 336–349. <https://doi.org/10.1002/jcpsy.1246>

Park, N., Kee, K. F., dan Valenzuela, S. (2009). Being Immersed in Social Networking Environment: Facebook Groups, Uses and Gratifications, and Social Outcomes. *CyberPsychology dan Behavior*, 12(6), 729–733. <https://doi.org/10.1089/cpb.2009.0003>

Phillips, B. J., dan McQuarrie, E. F. (2010). Narrative and Persuasion in Fashion Advertising. *Journal of Consumer Research*, 37(3), 368–392. <https://doi.org/10.1086/653087>

Philp, M., Jacobson, J., dan Pancer, E. (2022). Predicting social media engagement with computer vision: An examination of food marketing on Instagram. *Journal of Business Research*, 149, 736–747. <https://doi.org/10.1016/j.jbusres.2022.05.078>

Pletikosa Cvijikj, I., dan Michahelles, F. (2013). Online engagement factors on Facebook brand pages. *Social Network Analysis and Mining*, 3(4), 843–861. <https://doi.org/10.1007/s13278-013-0098-8>

Plume, C. J., dan Slade, E. L. (2018). Sharing of Sponsored Advertisements on Social Media: A Uses and Gratifications Perspective. *Information Systems Frontiers*, 20(3), 471–483. <https://doi.org/10.1007/s10796-017-9821-8>

Promoting a brand, product, or Service | tiktok help center. (n.d.-b). <https://support.tiktok.com/en/business-and-creator/creator-and-business-accounts/promoting-a-brand-product-or-service>

Qin, Y. S. (2020). Fostering brand–consumer interactions in social media: The role of social media uses and gratifications. *Journal of Research in Interactive Marketing*, 14(3), 337–354. <https://doi.org/10.1108/JRIM-08-2019-0138>

- Qutteina, Y., Hallez, L., Mennes, N., De Backer, C., dan Smits, T. (2019). What Do Adolescents See on Social Media? A Diary Study of Food Marketing Images on Social Media. *Frontiers in Psychology*, 10, 2637. <https://doi.org/10.3389/fpsyg.2019.02637>
- Raacke, J., dan Bonds-Raacke, J. (2008). MySpace and Facebook: Applying the Uses and Gratifications Theory to Exploring Friend-Networking Sites. *CyberPsychology dan Behavior*, 11(2), 169–174. <https://doi.org/10.1089/cpb.2007.0056>
- Ringle, C. M., Wende, S., dan Becker, J.-M. (2024). *SmartPLS 4*. SmartPLS. {<https://www.smartpls.com/>}
- Regional Office for South-East Asia, World Health Organization. (2016). WHO nutrient profile model for South-East Asia Region. *WHO Regional Office for South-East Asia*. <https://iris.who.int/handle/10665/253459>
- Ruggiero, T. E. (2000). Uses and Gratifications Theory in the 21st Century. *Mass Communication and Society*, 3(1), 3–37. https://doi.org/10.1207/S15327825MCS0301_02
- Sands, S., Campbell, C. L., Plangger, K., dan Ferraro, C. (2022). Unreal influence: Leveraging AI in influencer marketing. *European Journal of Marketing*, 56(6), 1721–1747. <https://doi.org/10.1108/EJM-12-2019-0949>
- Schindler, P. S., dan Cooper, D. R. (2019). *Business research methods* (Thirteenth edition). McGraw-Hill Education.
- Sekaran, U., dan Bougie, R. (2016). *Research methods for business: A skill-building approach* (Seventh edition). John Wiley dan Sons.
- Semrush. (2023). Most commonly produced content marketing types worldwide in 2022 [Graph]. *Statista*. <https://www-statista-com.ezproxy.ugm.ac.id/statistics/251439/content-types-used-for-marketing-worldwide/>
- Shuqair, S., Filieri, R., Viglia, G., Mattila, A. S., dan Costa Pinto, D. (2024). Leveraging online selling through social media influencers. *Journal of Business Research*, 171, 114391. <https://doi.org/10.1016/j.jbusres.2023.114391>
- Statista. (2022). Content marketing revenue worldwide from 2018 to 2026 (in billion U.S. dollars) [Graph]. *Statista*. <https://www-statista-com.ezproxy.ugm.ac.id/statistics/527554/content-marketing-revenue/>
- Statista Consumer Insights. (2023). *Target audience: TikTok users in Indonesia* (Statista Consumer Insights Target Audience Report). *Statista*. <https://www-statista-com.ezproxy.ugm.ac.id/study/142471/tiktok-users-in-indonesia/>

- Stieglitz, S., dan Dang-Xuan, L. (2012). *IMPACT AND DIFFUSION OF SENTIMENT IN PUBLIC COMMUNICATION ON FACEBOOK*.
- Stieglitz, S., dan Dang-Xuan, L. (2013). Emotions and Information Diffusion in Social Media—Sentiment of Microblogs and Sharing Behavior. *Journal of Management Information Systems*, 29(4), 217–248. <https://doi.org/10.2753/MIS0742-1222290408>
- Sutinen, U.-M., Luukkonen, R., dan Närvänen, E. (2024). “Tag a person who loves candy” – sociocultural approach to unhealthy food marketing to adolescents in social media. *Young Consumers*, 25(2), 211–225. <https://doi.org/10.1108/YC-04-2023-1726>
- Tanwar, A. S., Chaudhry, H., dan Srivastava, M. K. (2022). Trends in Influencer Marketing: A Review and Bibliometric Analysis. *Journal of Interactive Advertising*, 22(1), 1–27. <https://doi.org/10.1080/15252019.2021.2007822>
- Taylor, D. G., Strutton, D., dan Thompson, K. (2012). Self-Enhancement as a Motivation for Sharing Online Advertising. *Journal of Interactive Advertising*, 12(2), 13–28. <https://doi.org/10.1080/15252019.2012.10722193>
- Tellis, G. J., MacInnis, D. J., Tirunillai, S., dan Zhang, Y. (2019). What Drives Virality (Sharing) of Online Digital Content? The Critical Role of Information, Emotion, and Brand Prominence. *Journal of Marketing*, 83(4), 1–20. <https://doi.org/10.1177/0022242919841034>
- Terho, H., Mero, J., Siutla, L., dan Jaakkola, E. (2022). Digital content marketing in business markets: Activities, consequences, and contingencies along the customer journey. *Industrial Marketing Management*, 105, 294–310. <https://doi.org/10.1016/j.indmarman.2022.06.006>
- Toumpakari, Z., Haase, A. M., dan Johnson, L. (2016). Adolescents’ non-core food intake: A description of what, where and with whom adolescents consume non-core foods. *Public Health Nutrition*, 19(9), 1645–1653. <https://doi.org/10.1017/S1368980016000124>
- Tsen, W. S., dan Cheng, B. K. L. (2021). Who to find to endorse? Evaluation of online influencers among young consumers and its implications for effective influencer marketing. *Young Consumers*, 22(2), 237–253. <https://doi.org/10.1108/YC-10-2020-1226>
- Van Doorn, J., Lemon, K. N., Mittal, V., Nass, S., Pick, D., Pirner, P., dan Verhoef, P. C. (2010). Customer Engagement Behavior: Theoretical Foundations and Research Directions. *Journal of Service Research*, 13(3), 253–266. <https://doi.org/10.1177/1094670510375599>

- Vrontis, D., Makrides, A., Christofi, M., dan Thrassou, A. (2021). Social media influencer marketing: A systematic review, integrative framework and future research agenda. *International Journal of Consumer Studies*, 45(4), 617–644. <https://doi.org/10.1111/ijcs.12647>
- Whiting, A., dan Williams, D. (2013). Why people use social media: A uses and gratifications approach. *Qualitative Market Research: An International Journal*, 16(4), 362–369. <https://doi.org/10.1108/QMR-06-2013-0041>
- Yang, Y., dan Ha, L. (2021). Why People Use TikTok (Douyin) and How Their Purchase Intentions Are Affected by Social Media Influencers in China: A Uses and Gratifications and Parasocial Relationship Perspective. *Journal of Interactive Advertising*, 21(3), 297–305. <https://doi.org/10.1080/15252019.2021.1995544>
- Ye, G., Hudders, L., De Jans, S., dan De Veirman, M. (2021). The Value of Influencer Marketing for Business: A Bibliometric Analysis and Managerial Implications. *Journal of Advertising*, 50(2), 160–178. <https://doi.org/10.1080/00913367.2020.1857888>
- YouGov. (2021). Effectiveness of influencer marketing according to internet users worldwide as of August 2021, by industry [Graph]. *Statista*. <https://www-statista-com.ezproxy.ugm.ac.id/statistics/1275239/effectiveness-influencers-worldwide/>
- Zhou, S., Blazquez, M., McCormick, H., dan Barnes, L. (2021a). How social media influencers' narrative strategies benefit cultivating influencer marketing: Tackling issues of cultural barriers, commercialised content, and sponsorship disclosure. *Journal of Business Research*, 134, 122–142. <https://doi.org/10.1016/j.jbusres.2021.05.011>
- Zhou, S., Blazquez, M., McCormick, H., dan Barnes, L. (2021b). How social media influencers' narrative strategies benefit cultivating influencer marketing: Tackling issues of cultural barriers, commercialised content, and sponsorship disclosure. *Journal of Business Research*, 134, 122–142. <https://doi.org/10.1016/j.jbusres.2021.05.011>