

## DAFTAR PUSTAKA

- Aaker, D.A., 1996, Measuring Brand Equity across Products and Markets, *California Management Review*, 38(3), 102-120.
- Ahdiat, A., 2022, *Usaha Batik Indonesia Mayoritas Berskala Mikro*, <https://databoks.katadata.co.id/datapublish/2022/10/02/usaha-batik-indonesia-mayoritas-berskala-mikro> (online accessed: October 2<sup>nd</sup>, 2022).
- Benes, R., 2018, *How Many Marketers in the US Use Facebook?*, *Insider Intelligence*, <https://www.insiderintelligence.com/content/how-many-marketers-in-the-us-use-facebook> (online accessed: December 12<sup>th</sup>, 2018).
- Bolboaca, D., 2020, *60+ Video Marketing Statistics You Need to Know in 2020*, <https://www.creatopy.com/blog/video-marketing-statistics/> (online accessed: June 15<sup>th</sup>, 2020).
- Bowden, J., 2009, The Process of Customer Engagement: A Conceptual Framework, *Journal of Marketing Theory and Practice*, 17(1), 63-74.
- Damayanti, S., Chan, A., and Barkah, C.S., 2021, Pengaruh Social Media Marketing terhadap Brand Image My Pangandaran Tour and Travel, *JIM (Jurnal Ilmu Manajemen)*, 9(3), 852-862.
- Dewi, S. K., and Sudaryanto, A., 2020, Validitas dan Reliabilitas Kuesioner Pengetahuan, Sikap dan Perilaku Pencegahan Demam Berdarah, *Seminar Nasional Keperawatan Universitas Muhammadiyah Surakarta (SEMNASKEP) 2020*, 73–79.
- Durianto, D., Sugiarto, and Budiman, L. J., 2004, *Brand Equity Ten: Strategi Memimpin Pasar*, PT Gramedia Pustaka Utama, Jakarta.
- Fajariah, N., Thoyib, A., and Rahman, F., 2016, Pengaruh Brand Awareness, Perceived Quality dan Brand Image terhadap Brand Loyalty pada Generasi Y di Indonesia, *Jurnal Aplikasi Manajemen*, 14(3), 471-480.
- Febriana, S.A., Erdina, Dewi, K., Ridora, Y., Anggraeni, A., Indrastuti, N., Waskito, F., Oginawati, K., Tanziha, I., and Prakoeswa, C.R.S., 2023, Risk Factors of Occupational Skin Diseases among Traditional Batik Manufacturing Workers in Yogyakarta, Indonesia, *BMC Research Notes*, 16(2), 1-6.

- Flores, R. M., 2012, *Effects of Green Advertising on Trust Building, Brand Opinion, and Purchase Behavior -Edición Única*. ProQues LCC. Ann Arbor.
- Gillath, O., Bahns, A.J., Ge, F., and Crandall, C.S., 2012, Shoes as a Source of First Impressions, *Journal of Research in Personality*, 46(4), 423-430.
- Harris, I., 2024, *The Best Time to Post YouTube Shorts (2024)*, <https://www.hopperhq.com/blog/best-time-to-post-youtube-shorts/> (online accessed: March 12<sup>th</sup>, 2024).
- Hutami, F.A., Sudiarso, A., and Herliansyah, M.K., 2021, Identifikasi Waste pada Proses Produksi Batik Tulis Menggunakan Pendekatan Lean Manufacturing dengan Metode Value Stream Mapping (Studi Kasus: Batik Tulis di Giriloyo), *Prosiding Seminar Nasional Industri Kerajinan Dan Batik*, 3(1), D.10 1-12.
- Ismail, T., Wiyantoro, L.S., Meutia, and Muchlish, M., 2012, Strategy, Interactive Control System and National Culture: A Case Study of Batik Industry in Indonesia, *Procedia - Social and Behavioral Sciences*, 65, 33-38.
- Istiqomah, N.A., 2017, Analisis Pengaruh Tipe Brand-Content Strategies terhadap Brand Awareness Produk Batik Tulis (Studi Kasus Batik Butimo, Gulurejo, Lendah, Kulon Progo), Skripsi, Universitas Gadjah Mada.
- Indah, K., 2023, *20+ Top YouTube Shorts Statistics in 2024-In Creditoools*, <https://increditools.com/YouTube-shorts-statistics/> (online accessed: July 28<sup>th</sup>, 2023)
- Kemp, S. 2022, *Reels Grew by 220M Users in Last 3 Months (And Other Jaw-Dropping Stats)*, <https://blog.hootsuite.com/simon-kemp-social-media/> (online accessed: October 26<sup>th</sup>, 2022).
- Kim, K., Sin, S.J. and Yoo-Lee, E., 2021, Use and Evaluation of Information from Social Media: A Longitudinal Cohort Study, *Library & Information Science Research*, 43(3), 101-104.
- Kuntag, J. R., and Sijabat, S., 2023, *Pragmatics Element In Product Promotion Content Through Short Video Platform Tik Tok, Instagram Reels, And Youtube Shorts*, *Jurnal Ekonomi*, 12(04), 2156–2165.
- Kurniasari, M., and Budiatmo, A., 2018, Pengaruh Social Media Marketing, Brand Awareness Terhadap Keputusan Pembelian Dengan Minat Beli Sebagai Variabel Intervening Pada J.Co Donuts & Coffee Semarang. *Jurnal Ilmu Administrasi Bisnis*, 7(3), 152–159.
- Kusumah, E. P., 2023, *Metode Penelitian Bisnis: Analisis Data Melalui SPSS dan Smart-PLS*, Deepublish, Yogyakarta.

- Liu, G., Gao, P., Li, Y., and Zhang, Z., 2019, Research on the Influence of Social Media Short Video Marketing on Consumer Brand Attitude, *Proceedings of the 2019 5th International Conference on Social Science and Higher Education (ICSSHE 2019)*, 336, 784-789.
- Maghfiroh, L., and Iriani, S. S., 2021, Niat Beli Sepatu Merek Lokal oleh Generasi Muda: Pengaruh *Consumer Ethnocentrism*, *Perceived Quality*, *Perceived Price*, dan *Perceived Brand Image*, *JIM (Jurnal Ilmu Manajemen)*, 9(2), 617,
- Maurya, U.K., and Mishra, P., 2012, What is a Brand? A Perspective on Brand Meaning, *European Journal of Business and Management*, 4(3), 122–133.
- Mayangsari, D., 2013, Perancangan Model Bisnis Sepatu Batik Studi pada Duhita Staff, Thesis, Universitas Gadjah Mada.
- Meutia, 2012, Pengembangan Kompetensi Sosial Kewirausahaan untuk Meningkatkan Keunggulan Bersaing dan Kinerja Bisnis UKM, Disertasi doktor, Universitas Diponegoro, Semarang.
- Moerniwati, E.D.A., 2020, Studi Batik Tulis (Kasus di Perusahaan Batik Ismoyo Dukuh Butuh Desa Gedongan Kecamatan Plupuh Kabupaten Sragen), *Ayoe Moerniwati Art Educare*, 1(1), 30-41.
- Mustafidah, H., Imantoyo, A., and Suwarsito, S., 2020, Pengembangan Aplikasi Uji-T Satu Sampel Berbasis Web, *Juita : Jurnal Informatika/Jurnal Informatika*, 8(2), 245-251.
- Nasution, L.M., 2020, Statistik Deskriptif, *Hikmah*, 14(1), 49-55.
- Nowacki, A., 2017, Chi-Square and Fisher's Exact Tests, *Cleveland Clinic Journal of Medicine*, 84(9 suppl 2), e20–e25.
- Pallevi, T. D., 2022, Effects of Brand Identity-Based Promotion on Purchase Decision (Case Study: Butimo Batik, Yogyakarta), Undergraduate Thesis, Universitas Gadjah Mada.
- Pamela, L., 2020, Kajian Desain Batik Tulis di Batik Owens Joe Bekonang, *Gelar (Surakarta)*, 17(2), 129–139.
- Putra, Y., Santoso, P.Y., and Adhypoetro, R.R., 2021, Branding Produk dalam Menjaga Loyalitas Konsumen pada Masa Pandemi Covid-19, *Jurnal Cyber PR*, 1(1), 11-21.
- Putri, R. V. R., 2023, Pengaruh Instagram Reels Terhadap Brand Awareness Batik di Industri B2B (Studi Kasus: Batik Butimo, Yogyakarta), Undergraduate Thesis, Universitas Gadjah Mada.

- Putri, S.S.I., 2018, Sosial Strategi pada Media Sosial untuk Promosi Batik Khas Kediri Kreativitas dan Budaya Siber, *Seminar Nasional Seni dan Desain: "Konvergensi Keilmuan Seni Rupa dan Desain Era 4.0"*, State University of Surabaya, pp. 307-312.
- Rachmawati, R., and Sawitri, S., 2015, Implementasi Strategi Branding Usaha Batik dan Pengaruhnya terhadap Perilaku Konsumen dan Loyalitas Konsumen pada UMKM Batik Pekalongan Jawa Tengah, *Jurnal Teknologi Busana dan Boga*, 2(1), 19-40.
- Rana, R., and Singhal, R., 2015, *Chi-Square Test* and its Application in Hypothesis Testing, *Journal of the Practice of Cardiovascular Sciences*, 1(1), 69-71.
- Raya, A.B., Andiani, R., Siregar, A.P., Prasada, I.Y., Indana, F., Simbolon, T.G.Y., Kinasih, A.T., and Nugroho, A.D., 2021, Challenges, Open Innovation, and Engagement Theory at Craft SMEs: Evidence from Indonesian Batik, *Journal of Open Innovation: Technology, Market, and Complexity*, 7(2), 121.
- Razali, N., and Wah, Y., 2011, Power Comparisons of Shapiro-Wilk, Kolmogorov-Smirnov, Lilliefors and Anderson-Darling tests, *Journal of Statistical Modeling and Analytics*, 2(1), 21-33.
- Restaty, S.M.N., and Wuryanta, A.E.W., 2020, Aktivitas Promosi Media Sosial Instagram dan Sikap Konsumen Muda Produk Batik Lokal, *Warta Ikatan Sarjana Komunikasi Indonesia*, 3(02), 91-102.
- Revaliana, A., and Susilawaty, L., 2023, Pengaruh Social Media Marketing terhadap Consumer Brand Engagement dan Brand Knowledge: Studi Empiris pada Akun Instagram Menantea, *Ultima Management: Jurnal Ilmu Manajemen*, 15(1), 25-39.
- Ridwanto, D., 2016, Analisis Pengaruh Brand Awareness, Brand Knowledge dan Brand Strength terhadap Keputusan Pembelian Laptop Asus (Studi Kasus Pada Mahasiswa Fakultas Ekonomi dan Bisnis Universitas Muhammadiyah Surakarta), Skripsi, Universitas Muhammadiyah Surakarta.
- Robinson, R.S., 2014, *Purposive Sampling*. In: Michalos, A.C. (eds) *Encyclopedia of Quality of Life and Well-Being Research*, Springer, Dordrecht.
- Sammut-Bonnici, T., 2015, Brand and Branding, *Wiley Encyclopedia of Management*, 1-3.
- Sekaran, U., 2006, *Research Methods for Business 4<sup>th</sup> Edition*, John Wiley & Sons Ltd. Chicester.
- Semuel, H., and Setiawan, K.Y., 2018, Promosi Melalui Sosial Media, Brand Awareness, Purchase Intention pada Produk Sepatu Olahraga, *Jurnal Manajemen Pemasaran*, 12(1), 47-52.

- Seo, E., and Park, J., 2018, A Study on the Effects of Social Media Marketing Activities on Brand Equity and Customer Response in the Airline Industry, *Journal of Air Transport Management*, 66, 36–41.
- Setiawati, M., 2019, Pemilihan Social Media Brand Content Strategies untuk Meningkatkan Brand Awareness pada Segmen Konsumen Batik (Studi Kasus Batik Butimo, Yogyakarta), Skripsi, Universitas Gadjah Mada.
- Sharifah, I.S.S., Tengku Nurul, A.T.B.S., and Nor Khairusshima, M.K., 2017, Thermal Modelling and Analysis of Batik Canting Design, *Procedia Engineering*, 184, 326-333.
- Shi, R., Wang, M., Liu, C., and Gull, N., 2023, The Influence of Short Video Platform Characteristics on Users Willingness to Share Marketing Information: Based on the SOR Model, *Sustainability*, 15(3), 2448.
- Shwastika, R., and Keni, K., 2021, The Effect of Brand Awareness, Social Media Marketing, Perceived Quality, Hedonic Motivation, and Sales Promotion Towards Consumers Intention to Purchase in Fashion Industry, *Advances in Social Science, Education and Humanities Research*, 570, 23-31.
- Sihombing, P. R., Suryadiningrat, S., Sunarjo, D. A., and Yuda, Y. P. A. C., 2023, Identifikasi Data Outlier (Pencilan) dan Kenormalan Data pada Data Univariat serta Alternatif Penyelesaiannya, *Berdikari*, 2(3), 307-316.
- Sugiyono, 2016, *Metode Penelitian Kuantitatif, Kualitatif dan R&D*, Cetakan ke-24, Alfabeta, Bandung.
- Sujarweni, V. W., 2015, *Metodologi penelitian Bisnis & ekonomi*, Pustaka Baru, Yogyakarta.
- Susanti, E., Oskar, D.P., Putra, U., and Yptk, I., 2018, Strategi Branding dalam Membangun Ekuitas Merek UMKM (Studi Kasus: Pusat Oleh-Oleh Kota Padang), *Ikraith Ekonomika*, 1(2), 116–130.
- Sutanto, S., and Tedjaatmadja, H.M., 2021, Increasing Brand Awareness of Sunshine Children Centre by Highlighting its Unique Selling Points in a Promotional Video, *Kata Kita: Journal of Language, Literature, and Teaching*, 9(1), 1–7.
- Taan, H., Radji, D.L., and Rasjid, H., 2021, Social Media Marketing untuk Meningkatkan Brand Image, *SEIKO: Journal of Management & Business*, 4(1), 315-330.
- Tritama, H.B., and Tarigan, R.E., 2016, The Effect of Social Media to the Brand Awareness of a Product of a Company. *Commit Journal*, 10(1), 9-14.

- Van Doorn, J., Lemon, K.N., Mittal, V., Nass, S., Pick, D., Pirner, P., and Verhoef, P. C., 2010, Customer Engagement Behavior: Theoretical Foundations and Research Directions, *Journal of Service Research*, 13(3), 253-266.
- Vinerean, S., and Opreana, A., 2015, Consumer Engagement in Online Settings: Conceptualization and Validation of Measurement Scales, *Expert Journal of Marketing*, 3(2), 35-50.
- Wattenhofer, M., Wattenhofer, R., and Zhu, Z., 2012, The YouTube Social Network, *Sixth International AAAI Conference on Weblogs and Social Media*, 6(2), 354–361.
- Widadi, Z., 2019, Pemaknaan Batik sebagai Warisan Budaya Takbenda, *Pena Jurnal Ilmu Pengetahuan dan Teknologi*, 33(2), 17-27.
- Wulaningrum, P.D., and Fajrin, H.R., 2022, Pengembangan Branding dan Pangsa Pasar pada Industri Kreatif “Batik Tugiran” Pandak, *Abdimas Universal*, 4(1), 9-14.
- Zar, J.H., 1984, *Biostatistical Analysis*, 2nd Edition, Prentice-Hall, Inc., Englewood Cliffs.
- Zhou, R., 2021, Analysis of Short Video Marketing Strategy and Industry Trend and Suggestions to Uploaders. *Advances in Economics, Business and Management Research*, 203, 1934-1937.