UNIVERSITAS GADJAH MADA
Menjadi "Budak Korporat": Analisis Performativitas Pengguna TikTok dalam Konstruksi Identitas dan Selebrifikasi Pekerja Kantoran yang "Ideal"
Linna Amanda, Ratna Noviani SIP, M.Si., Ph.D
Universitas Gadjah Mada, 2025 | Diunduh dari http://etd.repository.ugm.ac.id/

DAFTAR PUSTAKA

Abidin, C. (2018). *Internet celebrity: Understanding fame online*. Bingley, UK: Emerald Publishing.

Abidin, C. (2021). Mapping Internet Celebrity on TikTok: Exploring Attention Economies and Visibility Labours. Cultural Science Journal. 12. 77-103. 10.5334/csci.140.

Andrejevic, M. (2002). The work of being watched: Interactive media and the exploitation of self-disclosure. *Critical Studies in Media Communication*, 19(2), pp. 230–248. doi:10.1080/07393180216561.

Anjum, M.A., & Parvez, A. (2013). Counterproductive behavior at work: A comparison of blue collar and white collar workers.

Antunes, R. (2021). Labour in Pandemic Capitalism. *Notebooks: The Journal for Studies on Power*. 1. 44-61. 10.1163/26667185-01010004.

Ashley, L. dkk. (2023). Professions and inequality: Challenges, controversies, and opportunities, *Journal of Professions and Organization*, Volume 10, Issue 1, February 2023, Pages 80–98, https://doi.org/10.1093/jpo/joac014

Bashari B, F. E. (2020). Influential post identification on Instagram through caption and hashtag analysis. Measurement and Control. 53(3-4):409-415. doi:10.1177/0020294019877489

Bennett, J., & Holmes, S. (2010). The 'place' of television in celebrity studies. *Celebrity Studies*, *1*(1), 65–80. https://doi.org/10.1080/19392390903519073

Benwell, B., & Stokoe, E. (2006). *Discourse and Identity*. Edinburgh University Press. http://www.jstor.org/stable/10.3366/j.ctt1r2356

UNIVERSITAS GADJAH MADA
Menjadi "Budak Korporat": Analisis Performativitas Pengguna TikTok dalam Konstruksi Identitas dan Selebrifikasi Pekerja Kantoran yang "Ideal"
Linna Amanda, Ratna Noviani SIP, M.Si., Ph.D
Universitas Gadjah Mada, 2025 | Diunduh dari http://etd.repository.ugm.ac.id/

Berryman, R., & Kavka, M. (2017). 'I Guess A Lot of People See Me as a Big Sister or a Friend': the role of intimacy in the celebrification of beauty vloggers. *Journal of Gender Studies*, *26*(3), 307–320. https://doi.org/10.1080/09589236.2017.1288611

Bessa, I., et al. (2022). *A Global Analysis of Worker Protest in Digital Labour Platforms*. https://doi.org/10.54394/ctng4947

Beyes, T., Leeker, M., & Schipper, I. (2017). *Performing the digital: Performativity and performances in digital cultures*. Bielefeld: Transcript.

Börzsei, L. (2013). Makes a Meme Instead: A Concise History of Internet Memes. *New Media Studies Magazine*, Utrecht University, (7), 153–189. DOI: https://books.scielo.org/id/ptm2d

Bowler, G. (2014). Netnography: A Method Specifically Designed to Study Cultures and Communities Online. *The Qualitative Report*. doi: 10.46743/2160-3715/2010.1341

Burns, J. R. (2024). 'Slaves' and 'Slave Owners' or 'Enslaved People' and 'Enslavers'? *Transactions of the Royal Historical Society*, *2*, 371–388. doi:10.1017/S0080440123000282

Burris, V. (1982). The Dialectic Of Women's Oppression: Notes On The Relation Between Capitalism And Patriarchy. *Berkeley Journal of Sociology*, *27*, 51–74. http://www.jstor.org/stable/41035317

Butler, J. (1999). *Gender trouble*. New York: Routledge.

Bryson, J., dkk. (2014). *Women workers: caring, sharing, enjoying their work – or just another gender stereotype? Labour & Industry: a Journal of the Social*

Menjadi "Budak Korporat": Analisis Performativitas Pengguna TikTok dalam Konstruksi Identitas dan
Selebrifikasi Pekerja Kantoran yang "Ideal"
Linna Amanda, Ratna Noviani SIP, M.Si., Ph.D
Universitas Gadjah Mada, 2025 | Diunduh dari http://etd.repository.ugm.ac.id/

and Economic Relations of Work, 24(4), 258–271. doi:10.1080/10301763.2014.978965

Callinicos, A. (1983). *The revolutionary ideas of Karl Marx*. London, UK: Bookmarks.

Caruana, R., dkk. (2021). Modern Slavery in Business: The Sad and Sorry State of a Non-Field. *Business & Society,* 60(2), 251-287. https://doi.org/10.1177/0007650320930417

Chandra, E. (2018). YouTube, Citra Media Informasi INTERAKTIF Atau media Penyampaian Aspirasi pribadi. *Jurnal Muara Ilmu Sosial, Humaniora, Dan Seni, 1*(2), 406. doi:10.24912/jmishumsen.v1i2.1035

Chuying, L. (2022). A Study of The Metaphor of The Internet Buzzword “corporate slave” in The Context of Semantics. *SHS Web Conf.* 148 01011. DOI: 10.1051/shsconf/202214801011

Chouliaraki, L., & Morsing, M. (2009). Media, Organizations and Identity.

Civila, S., & Jaramillo-Dent, D. (2022). #Mixedcouples on TikTok: Performative hybridization and identity in the face of discrimination. *Social Media + Society, 8*(3), 205630512211224. doi:10.1177/20563051221122464

Cunningham, S., Craig, D. R., & Baym, N. K. (2021). *Creator culture: An introduction to global social media entertainment*. New York City, New York: New York University Press.

Costello, L., McDermott, M., & Wallace, R. (2017). Netnography. *International Journal Of Qualitative Methods*, *16*(1), 160940691770064. doi: 10.1177/1609406917700647

UNIVERSITAS
GADJAH MADA
**Menjadi "Budak Korporat": Analisis Performativitas Pengguna TikTok dalam Konstruksi Identitas dan
Selebrifikasi Pekerja Kantoran yang "Ideal"**
Linna Amanda, Ratna Noviani SIP, M.Si., Ph.D
Universitas Gadjah Mada, 2025 | Diunduh dari http://etd.repository.ugm.ac.id/

Cotter, K. (2019). Playing the visibility game: How digital influencers and algorithms negotiate influence on Instagram. New Media & Society, 21(4), 895-913. https://doi.org/10.1177/1461444818815684

Cover, R. (2012). Performing and undoing identity online: Social networking, identity theories and the incompatibility of online profiles and Friendship Regimes. *Convergence: The International Journal of Research into New Media Technologies, 18*(2), 177-193. doi:10.1177/1354856511433684

Crane, A., dkk. (2022). Confronting the Business Models of Modern Slavery. *Journal of management inquiry*, *31*(3), 264–285. https://doi.org/10.1177/1056492621994904

Cunningham, S., & Craig, D. (Eds.). (2021). *Creator Culture: An Introduction to Global Social Media Entertainment*. NYU Press. http://www.jstor.org/stable/j.ctv27ftts6

Danesi, M. (2019). Memes and the Future of Pop Culture. *Brill Research Perspectives in Popular Culture, 1(1), 1–81.* doi:10.1163/25894439-12340001

Davis, J. A. (2003). The commodification of self. *Hedgehog Review, 2003,* Vol 5, Issue 2, p41,

Ding, X., & Chai, Q. (2022). The rise of digital capitalism and the social changes it caused: How to develop the Digital Economy in Socialist China. *China Political Economy*, *6*(1), 35–43. https://doi.org/10.1108/cpe-10-2022-0017

Driessens, O. (2012). The celebritization of society and culture: Understanding the structural dynamics of celebrity culture. *International Journal of Cultural Studies, 16*(6), 641-657. doi:10.1177/1367877912459140

Menjadi "Budak Korporat": Analisis Performativitas Pengguna TikTok dalam Konstruksi Identitas dan
Selebrifikasi Pekerja Kantoran yang "Ideal"
Linna Amanda, Ratna Noviani SIP, M.Si., Ph.D
Universitas Gadjah Mada, 2025 | Diunduh dari http://etd.repository.ugm.ac.id/

Dunn, M. (2019). *Hustle and Gig: Struggling and Surviving in the Sharing Economy. Social Forces.* doi:10.1093/sf/soz088

Durham, M.G. and Kellner, D.M. (2006). *Media and Cultural Studies: Keyworks*. Malden; Oxford: Blackwell.

Fath, S., Ma, A., & Shelby Rosette, A. (2022). Self-views of disadvantage and success impact perceptions of privilege among white men. *Organizational Behavior and Human Decision Processes*, *169*, 104114. https://doi.org/10.1016/j.obhdp.2021.104114

Ford, J., dkk. (2021). 'You Just Had to Get on with It': Exploring the Persistence of Gender Inequality through Women's Career Histories. Work, Employment and Society, 35(1), 78-96. https://doi.org/10.1177/0950017020910354

Freelon, D., Marwick, A., & Kreiss, D. (2020). False equivalencies: Online activism from left to right. *Science*, *369*(6508), 1197–1201. https://doi.org/10.1126/science.abb2428

Fuchs, C. (2010). 'Alternative media as Critical Media', *European Journal of Social Theory*, 13(2), pp. 173–192. doi:10.1177/1368431010362294.

Fuchs, C. (2014). *Digital Labour and Karl Marx*. New York, NY: Routledge, Taylor & Francis Group.

Fuchs, C. (2015). *Culture and economy in the age of Social Media* [Preprint]. doi:10.4324/9781315733517.

Fuchs, C. & Mosco, V. (2015). *Marx in the Age of Digital Capitalism.* Brill.

Fuchs, C. (2021). *Media, communication and society. vol. 3, Digital capitalism*. Routledge.

UNIVERSITAS
GADJAH MADA
**Menjadi "Budak Korporat": Analisis Performativitas Pengguna TikTok dalam Konstruksi Identitas dan
Selebrifikasi Pekerja Kantoran yang "Ideal"**
Linna Amanda, Ratna Noviani SIP, M.Si., Ph.D
Universitas Gadjah Mada, 2025 | Diunduh dari http://etd.repository.ugm.ac.id/

Foucault, Michel, 1926-1984. Discipline and Punish : the Birth of the Prison. New York :Pantheon Books, 1977.

Gandini, A. (2016). *The Reputation Economy: Understanding Knowledge work in digital society*. Palgrave Macmillan.

Giddens, A. (1991). *The Consequences of Modernity*. Cambridge, U.K.: Polity Press.

Giddens, A. (1981). Modernism and post-modernism. *New German Critique,* (22), 15. doi:10.2307/487860

Guha, S. (2012). Women and Development in India: An issue of marginalization of female labour. IOSR Journal of Humanities and Social Science. 5. 40-45. 10.9790/0837-0544045.

Haidar, S., dkk. (2020). Brand Perceptions of the Middle Class: A study of Stereotypes. 30. 95-112.

Han, C., Jia, F., Jiang, M., & Chen, L. (2022). Modern slavery in Supply Chains: A systematic literature review. *International Journal of Logistics Research and Applications,* 1-22. doi:10.1080/13675567.2022.2118696

Hearn, A. (2010). Structuring feeling: Web 2.0, online ranking and rating, and the digital 'reputation' economy.

Helmerich, N., Raj-Reichert, G., & Zajak, S. (2020). Exercising associational and networked power through the use of digital technology by workers in Global Value Chains. *Competition & Change*, *25*(2), 142–166. https://doi.org/10.1177/1024529420903289

Hermeking, M. (2005). Culture and Internet Consumption: Contributions from Cross-Cultural Marketing and Advertising Research, *Journal of*

UNIVERSITAS GADJAH MADA
Menjadi "Budak Korporat": Analisis Performativitas Pengguna TikTok dalam Konstruksi Identitas dan Selebrifikasi Pekerja Kantoran yang "Ideal"
Linna Amanda, Ratna Noviani SIP, M.Si., Ph.D
Universitas Gadjah Mada, 2025 | Diunduh dari http://etd.repository.ugm.ac.id/

Computer-Mediated Communication, Volume 11, Issue 1, 1 November, Pages 192–216, https://doi.org/10.1111/j.1083-6101.2006.tb00310.x

Hossler, P. (2020) 'False consciousness', *Encyclopedia of Critical Whiteness Studies in Education*, pp. 204–211. doi:10.1163/9789004444836_028.

Humphreys, K., & Kim, J. (2021). Transgender microcelebrity activists: Self-broadcasting as politics. *Journal of Student Research, 10*(3). doi:10.47611/jsr.v10i3.1394

Hyman, R. and Price, R. (2016) *The New Working Class?: White-collar workers and their organizations- A reader*. London: Palgrave Macmillan Limited.

Islam, M., & van Staden, C. J. (2022). Modern Slavery Disclosure Regulation and Global Supply Chains: Insights from Stakeholder Narratives on the UK Modern Slavery Act. *Journal of Business Ethics*, *180*, 455–479. https://doi.org/10.1007/s10551-021-04878-1

Jahandideh, M. H., & Shahnoori, S. (2021). Identity crisis and gender performativity: Critical discourse analysis of jhumpa lahiri's interpreter of maladies. *International Journal of Linguistics, Literature and Translation, 4*(7), 37-46. doi:10.32996/ijllt.2021.4.7.5

Jaidka, K. (2022). Cross-platform- and subgroup-differences in the well-being effects of Twitter, Instagram, and Facebook in the United States. *Sci Rep* 12, 3271. https://doi.org/10.1038/s41598-022-07219-y

Jarzabkowski, P., & Pinch, T. (2013). Sociomateriality is 'the new black': Accomplishing repurposing, reinscripting and repairing in context. *Management, 16*(5), 579. doi:10.3917/mana.165.0579

UNIVERSITAS GADJAH MADA
Menjadi "Budak Korporat": Analisis Performativitas Pengguna TikTok dalam Konstruksi Identitas dan Selebrifikasi Pekerja Kantoran yang "Ideal"
Linna Amanda, Ratna Noviani SIP, M.Si., Ph.D
Universitas Gadjah Mada, 2025 | Diunduh dari http://etd.repository.ugm.ac.id/

Jerslev, A. (2014). Celebrification, authenticity, gossip: The celebrity humanitarian. *Nordicom Review, 35*(S1), 171-186. doi:10.2478/nor-2014-0111

Joedo, H. M., & Dwijowijoto, R. N. (2006). *Reinventing Badan Usaha milik Daerah (BUMD)*. Jakarta, Indonesia: Elex Media Komputindo.

Johann, Michael. (2022). Political participation in transition: Internet memes as a form of political expression in social media. *Studies in Communication Sciences*. 22. 10.24434/j.scoms.2022.01.3005.

Kariko, A. A., & Anasih, N. (2019). Laughing at one's Self: A study of self-reflective internet memes. *Journal of Physics: Conference Series*, *1175*, 012250. https://doi.org/10.1088/1742-6596/1175/1/012250

Koch, A. K., dkk. (2014). Self-rewards and personal motivation. *European Economic Review*, *68*, 151–167. https://doi.org/10.1016/j.euroecorev.2014.03.002

Kress, G., & Leeuwen, T. V. (2006). *Reading images the grammar of visual design* (Second ed.). Routledge.

Kulkarni, A. A. (2017). Internet meme and political discourse: *A study on the impact of internet meme as a tool in communicating political satire*. *Journal of Content, Community & Communication, 6*(3). doi:10.2139/ssrn.3501366

Lewis, T. (2010). Branding, Celebritization and the lifestyle expert. *Cultural Studies, 24*(4), 580-598. doi:10.1080/09502386.2010.488406

Liu, H. L. (2021). Vlog: A new communication practice in post pandemic. *Jurnal Audiens, 2*(2), 202-208. doi:10.18196/jas.v2i2.11910

UNIVERSITAS GADJAH MADA
Menjadi "Budak Korporat": Analisis Performativitas Pengguna TikTok dalam Konstruksi Identitas dan Selebrifikasi Pekerja Kantoran yang "Ideal"
Linna Amanda, Ratna Noviani SIP, M.Si., Ph.D
Universitas Gadjah Mada, 2025 | Diunduh dari http://etd.repository.ugm.ac.id/

Lutfiputri, N. (2023). Meme as a Tool for Resistance Towards Hustle Culture: A Critical Discourse Analysis. *Ultimacomm: Jurnal Ilmu Komunikasi*, *14*(2), 175-190. https://doi.org/https://doi.org/10.31937/ultimacomm.v14i2.2706

Maguire, J. S., & Matthews, J. (2014). *The cultural intermediaries reader*. Los Angeles, CA: SAGE.

Marabelli, M., & Page, X. (2018). Performing identity through social media: A sociomaterial perspective. *SSRN Electronic Journal*. doi:10.2139/ssrn.3134979

Marshall, P. D., Moore, C. L., & Barbour, K. (2019). *Persona studies: An introduction*. Hoboken, New Jersey: Wiley-Blackwell.

Marwick, A., & Boyd, D. (2011). To see and be seen: Celebrity practice on Twitter. *Convergence: The International Journal of Research into New Media Technologies, 17*(2), 139-158. doi:10.1177/1354856510394539

McLuhan, M. (1964). *Understanding media: The extensions of man*. New York: McGraw-Hill.

Mirrlees, T. (2024). *Work in the Digital Media and Entertainment Industries: A Critical Introduction*. Routledge.

Monacho, B. C., & Slamet, Y. (2023). The effect of influencer engagement rate in increasing followers of Instagram official account. *Jurnal Komunikasi: Malaysian Journal of Communication*, *39*(2), 373–388. https://doi.org/10.17576/jkmjc-2023-3902-21

Musto, M. (2010). Revisiting Marx's Concept of Alienation. *Socialism and Democracy*, *24*(3), 79–101. https://doi.org/10.1080/08854300.2010.544075

Menjadi "Budak Korporat": Analisis Performativitas Pengguna TikTok dalam Konstruksi Identitas dan
Selebrifikasi Pekerja Kantoran yang "Ideal"
Linna Amanda, Ratna Noviani SIP, M.Si., Ph.D
Universitas Gadjah Mada, 2025 | Diunduh dari http://etd.repository.ugm.ac.id/

Novianto, A. and Wulansari, A.D. (2019) 'Kerja Tak Terbayar di media sosial: Alienasi Dan Eksploitasi Pekerja Yang Tersamarkan dalam kapitalisme digital', *Jurnal Studi Pemuda*, 6(2), p. 651. doi:10.22146/studipemudaugm.39744.

Noviasri, R., & Andari, T. W. (2017). Vlog Celebrities: Commodification And Construction Of Self-Identity. *International Conference of Art, Craft, and Design.*

Octaviani, S. A. (2021). Performativitas Dan Komodifikasi androgini di media sosial. *Jurnal Kawistara, 11*(2), 186. doi:10.22146/kawistara.v11i2.65442

Oser, J., dkk. (2022). How political efficacy relates to online and offline political participation: A multilevel meta-analysis. *Political Communication*, *39*(5), 607–633. https://doi.org/10.1080/10584609.2022.2086329

Page, R. (2012). The linguistics of self-branding and micro-celebrity in Twitter: The role of hashtags. Discourse & Communication, 6(2), 181-201. https://doi.org/10.1177/1750481312437441

Pérez-Ahumada, P. (2016) 'The end of a traditional class distinction in neoliberal society: "white-collar" and "blue-collar" work and its impact on Chilean Workers' Class consciousness', *Critical Sociology*, 43(2), pp. 291–308. doi:10.1177/0896920515585609.

Qin, Y., Omar, B., & Musetti, A. (2022). The addiction behavior of short-form video app TikTok: The Information Quality and System Quality Perspective. *Frontiers in Psychology*, *13*. https://doi.org/10.3389/fpsyg.2022.932805

Menjadi "Budak Korporat": Analisis Performativitas Pengguna TikTok dalam Konstruksi Identitas dan
Selebrifikasi Pekerja Kantoran yang "Ideal"
Linna Amanda, Ratna Noviani SIP, M.Si., Ph.D
Universitas Gadjah Mada, 2025 | Diunduh dari http://etd.repository.ugm.ac.id/

Radhinda, A. P. (2020). Penerapan proses employer branding Pada Perusahaan e-commerce (Studi Kasus Pada Shopee Indonesia). *Tuturlogi*, *1*(3), 185–204. https://doi.org/10.21776/ub.tuturlogi.2020.001.03.3

Raun, T. (2018). Capitalizing intimacy. *Convergence: The International Journal of Research into New Media Technologies, 24*(1), 99-113. doi:10.1177/1354856517736983

Rintel, S. (2013). Crisis memes: The importance of templatability to Internet culture and freedom of expression. *Australasian Journal of Popular Culture, 2(2), 253–271.* doi:10.1386/ajpc.2.2.253_1

Ritzer, G. (2015). Prosumer Capitalism. *The Sociological Quarterly*, 56(3), pp. 413–445. doi:10.1111/tsq.12105.

Ritzer, G. and Jurgenson, N. (2010), Production, consumption, prosumption. *Journal of Consumer Culture*, 10(1), pp. 13–36. doi:10.1177/1469540509354673.

Roemer, J.E. (1982). Origins of exploitation and class: Value theory of pre-capitalist economy. *Econometrica*, 50(1), p. 163. doi:10.2307/1912536.

Rojali, N. (2021). Pengelolaan Instagram X Group Dalam Upaya Meningkatkan Employee Engagement Karyawan. *Jurnal Jurusan Jurnalistik.* 7, (2). https://doi.org/10.24252/jurnalisa.v7i2.21039

Salih, S. (2002). *Judith Butler* (1st ed.). London: Routledge.

Scarlett, A., & Zeilinger, M. (2019). Rethinking Affordance. https://doi.org/10.70064/mt.v3i1.966. Retrieved from https://journalcontent.mediatheoryjournal.org/index.php/mt/article/view/966

UNIVERSITAS
GADJAH MADA
**Menjadi "Budak Korporat": Analisis Performativitas Pengguna TikTok dalam Konstruksi Identitas dan
Selebrifikasi Pekerja Kantoran yang "Ideal"**
Linna Amanda, Ratna Noviani SIP, M.Si., Ph.D
Universitas Gadjah Mada, 2025 | Diunduh dari http://etd.repository.ugm.ac.id/

Sessions, H., dkk (2020). Do the Hustle! Empowerment from Side-hustles and Its Effects on Full-time Work Performance. Academy of Management Journal. doi:10.5465/amj.2018.0164

Shah, M. I. (2015). Marx's Concept Of Alienation And Its Impacts On Human Life. *35 (2015) pp. 43-54.*

Silverman, H. (1989). *Derrida and Deconstruction*. London: Routledge.

Smith, L. G., dkk. (2023). Digital traces of offline mobilization. *Journal of Personality and Social Psychology*, *125*(3), 496–518. https://doi.org/10.1037/pspa0000338

Soegiri D.S & Cahyono, Edi. (2003). Gerakan serikat buruh / Soegiri D.S., Edi Cahyono. Jakarta : Hasta Mitra

Subijanto. (2011). 'Peran Negara Dalam Hubungan tenaga Kerja di Indonesia', *Jurnal Pendidikan dan Kebudayaan*, 17(6), pp. 705–718. doi:10.24832/jpnk.v17i6.61.

Suciartini, N. (2020). Bahasa Satire dalam Meme Media Sosial. Pustaka : *Jurnal Ilmu-Ilmu Budaya*. 20. 1. 10.24843/PJIIB.2020.v20.i01.p01.

Supardan, A. I. (2020). Gender performativity in Stieg Larsson's 'the girl with the dragon tattoo'. *Rainbow: Journal of Literature, Linguistics and Cultural Studies, 9*(1), 103-115. doi:10.15294/rainbow.v9i1.37993

Suwignyo. (2012). *Buruh Bergerak: Membangun Kecerdasan Kelas. Jakarta:* Friedrich Ebert Stiftung.

UNIVERSITAS GADJAH MADA
Menjadi "Budak Korporat": Analisis Performativitas Pengguna TikTok dalam Konstruksi Identitas dan Selebrifikasi Pekerja Kantoran yang "Ideal"
Linna Amanda, Ratna Noviani SIP, M.Si., Ph.D
Universitas Gadjah Mada, 2025 | Diunduh dari http://etd.repository.ugm.ac.id/

Thomas, J. (1988). Women and Capitalism: Oppression or Emancipation? A Review Article. *Comparative Studies in Society and History*, *30*(3), 534–549. http://www.jstor.org/stable/178999

Torraco, R. (2018). Economic inequality, educational inequity, and reduced career opportunity: A self-perpetuating cycle? *New Horizons in Adult Education and Human Resource Development*, *30*(1), 19–29. https://doi.org/10.1002/nha3.20206

Turner, G. (2014). *Understanding celebrity*. SAGE Publications Ltd.

Turner, G. (2006). The mass production of celebrity. *International Journal of Cultural Studies, 9*(2), 153-165. doi:10.1177/1367877906064028

Vallas, S. P. (1991). Workers, Firms, and the Dominant Ideology: Hegemony and Consciousness in the Monopoly Core. *The Sociological Quarterly*, *32*(1), 61–83. http://www.jstor.org/stable/4121441

Vasile, S., Mototo, L., & Chuchu, T. (2021). Using “memes” as a marketing communication tool in connecting with consumers within the age of Digital Connectivity. *International Review of Management and Marketing*, *11*(3), 30–35. https://doi.org/10.32479/irmm.11313

Virianita, R. (2008). Partisipasi Buruh dalam Aksi Unjuk Rasa. *Sodality: Jurnal Sosiologi Pedesaan*, *2*(3).

Veblen, T. (1899). The theory of the leisure class. New York, NY: Macmillan.

Veblen, T. (2006). *Conspicuous consumption*. New York: Penguin Books.

Verme, P. (2009). *Happiness, freedom and control. Journal of Economic Behavior & Organization, 71(2), 146–161.* doi:10.1016/j.jebo.2009.04.008

UNIVERSITAS GADJAH MADA
Menjadi "Budak Korporat": Analisis Performativitas Pengguna TikTok dalam Konstruksi Identitas dan Selebrifikasi Pekerja Kantoran yang "Ideal"
Linna Amanda, Ratna Noviani SIP, M.Si., Ph.D
Universitas Gadjah Mada, 2025 | Diunduh dari http://etd.repository.ugm.ac.id/

Violot, C., dkk. (2024). Shorts vs. Regular Videos on YouTube: A Comparative Analysis of User Engagement and Content Creation Trends. 213-223. 10.1145/3614419.3644023.

Wang, X., & Hee, C.B. (2020). The Impact of the Audience's Continuance Intention Towards the Vlog: Focusing on Intimacy, Media Synchronicity and Authenticity. *Informs Journal on Computing, 16*, 65-77.

Waterloo, S. F., dkk. (2018). Norms of online expressions of emotion: Comparing Facebook, Twitter, Instagram, and WhatsApp. *New media & society*, *20*(5), 1813–1831. https://doi.org/10.1177/1461444817707349

Watkins, D. J. (2016). Slavery and Freedom in Theory and Practice. *Political Theory*, *44*(6), 846–870. https://www.jstor.org/stable/26419441

Wagman, M. (1980). Corporate slavery in New Netherland. *The Journal of Negro History*, *65*(1), 34–42. https://doi.org/10.2307/3031546

Weissbrodt, D. S. (2002). *Abolishing Slavery and Its Contemporary Forms*. Office of the United Nations High Commissioner for Human Rights.

Whitmer, J. M. (2019). You are your brand: Self-branding and the marketization of self. *Sociology Compass*, *13*(3). https://doi.org/10.1111/soc4.12662

Whitmer, J. M. (2020). "Between a Regular Person and a Brand": Managing the Contradictions of the Authentic Self-Brand. *The Sociological Quarterly*, *62*(1), 143–160. https://doi.org/10.1080/00380253.2020.1724058

Yew, R. dkk. (2018). Social Network Influencers' Engagement Rate Algorithm Using Instagram Data. 1-8. 10.1109/ICACCAF.2018.8776755.

UNIVERSITAS
GADJAH MADA
**Menjadi "Budak Korporat": Analisis Performativitas Pengguna TikTok dalam Konstruksi Identitas dan
Selebrifikasi Pekerja Kantoran yang "Ideal"**
Linna Amanda, Ratna Noviani SIP, M.Si., Ph.D
Universitas Gadjah Mada, 2025 | Diunduh dari http://etd.repository.ugm.ac.id/

Ziff, B. H., & Rao, P. V. (1997). *Borrowed power: Essays on cultural appropriation*. New Brunswick, NJ: Rutgers University Press.

Zubaidah, N. & Ardelia, I. (2018). A Discourse Analysis of Memes. *Getsempena English Education Journal* , *5*(2), 58=64. https://doi.org/10.46244/geej.v5i2.827

Zeng, J., & Kaye, D. B. V. (2022). From content moderation to *visibility moderation*: A case study of platform governance on TikTok. *Policy & Internet*, *14*(1), 79–95. https://doi.org/10.1002/poi3.287