UNIVERSITAS
GADJAH MADA
Komunikasi Merek Glokal di Media Sosial: Analisis Isi Kualitatif pada Konten Akun Instagram IKEA Indonesia (@ikea_id)
Muhammad Haldis Maheswara Thohari, Dr. Widodo Agus Setianto, M.Si.
Universitas Gadjah Mada, 2026 | Diunduh dari http://etd.repository.ugm.ac.id/

DAFTAR PUSTAKA

Aaker, D.A. (1991). *Managing Brand Equity: Capitalizing on the Value of a Brand Name.* New York: The Free Press.

Alden, D. L., Steenkamp, J.-B. E. M., & Batra, R. (1999). Brand positioning through advertising in Asia, North America, and Europe: The role of global consumer culture. *Journal of Marketing*, *63*(1), 75–87. https://doi.org/10.1177/002224299906300106

Al-Issa, N., Dens, N., & Kwiatek, P. (2024). The interplay of culture, religion and luxury consumption: A cross-national investigation. *Journal of Islamic Marketing, 15(6), 1608–1631.* https://doi.org/10.1108/JIMA-05-2023-0153

APJII. (2026). Survei Penetrasi Internet dan Perilaku Penggunaan Internet 2026. Diakses 15 Maret 2026 dari https://survei.apjii.or.id/survei/group/12

Arnould, E. J., & Thompson, C. J. (2015). Introduction: Consumer culture theory: Ten Years gone (and beyond). *Research in Consumer Behavior*, 1–21. https://doi.org/10.1108/s0885-211120150000017001

Asfar, A. (2019). ANALISIS NARATIF, ANALISIS KONTEN, DAN ANALISIS SEMIOTIK (Penelitian Kualitatif). https://doi.org/10.13140/RG.2.2.21963.41767

Ateke, B. W., & Nwulu, C. S. (2017). The brand communication-brand awareness nexus. *Business Master, 5(1), 210-221.*

Badan Pusat Statistik. (2024). Profil Suku dan Keragaman Bahasa Daerah Hasil Long Form Sensus Penduduk 2020. Diakses 1 Juni 2026 dari https://www.bps.go.id/id/publication/2024/12/12/6feb932e24186429686fb57b/profil-suku-dan-keragaman-bahasa-daerah-hasil-long-form-sensus-penduduk-2020.html

Barnawi, O. Z. (2022). Branding in Transnational English Medium Instruction-Oriented Universities in the Arabian Gulf: Implications for Language Policy. *Eurasian Journal of Applied Linguistics, 8(1), 58 72. urnal of Applied Linguistics, 8(1), 55-72.* http://dx.doi.org/10.32601/ejal.911519

Belk, R. (2019). The Future of Globalization: A Comment. International Marketing Review, 36(4), 545-547. https://doi.org/10.1108/IMR-01-2019-0009

Bulmer, S., Palakshappa, N., Dodds, S., & Harper, S. (2024). Sustainability, brand authenticity and Instagram messaging. *Journal of Business Research*, *175*, 114547. https://doi.org/10.1016/j.jbusres.2024.114547

Bogdan, R., & Taylor, S. J. (1975). *Introduction to qualitative research methods: A phenomenological approach to the social sciences*. Wiley.

Burt, S., Johansson, U., & Thelander, Å. (2011). Standardized marketing strategies in retailing? IKEA's marketing strategies in Sweden, the UK and China.

UNIVERSITAS
GADJAH MADA
Komunikasi Merek Glokal di Media Sosial: Analisis Isi Kualitatif pada Konten Akun Instagram IKEA Indonesia (@ikea_id)
Muhammad Haldis Maheswara Thohari, Dr. Widodo Agus Setianto, M.Si.
Universitas Gadjah Mada, 2026 | Diunduh dari http://etd.repository.ugm.ac.id/

Journal of Retailing and Consumer Services, 18(3), 183-193. https://doi.org/10.1016/j.jretconser.2010.09.007

Cătălin, M. C., & Andreea, P. (2014). Brands as a mean of consumer self-expression and desired personal lifestyle. *Procedia - Social and Behavioral Sciences*, *109*, 103–107. https://doi.org/10.1016/j.sbspro.2013.12.427

CNN Indonesia. (2024). Bag Charm, Tren Gantungan Tas yang Nyontek Gaya Jane Birkin. Diakses 6 Juni 2026 dari https://www.cnnindonesia.com/gaya-hidup/20241018114259-277-1156756/bag-charm-tren-gantungan-tas-yang-nyontek-gaya-jane-birkin

Danibrata, A. (2017). The Impact of Information Technology, Customer Relationship Management, Service Personalization and Communication on Customer Loyalty. *International Journal of Business, Economics, and Law, 13(2), 63-67.*

Dialogue Communications. (2025). Kenaikan Preferensi Konsumen Pada Produk Lokal, Brand Global Harus Hati-Hati!. Diakses 15 Maret 2026 dari https://dialoguecomms.id/04/kenaikan-preferensi-konsumen-pada-produk-lokal-brand-global-harus-hati-hati/

Dens, N., & Poels, K. (2023). The rise, growth, and future of branded content in the Digital Media Landscape. *International Journal of Advertising*, *42*(1), 141–150. https://doi.org/10.1080/02650487.2022.2157162

de Mooij, M., & Hofstede, G. (2010). The Hofstede Model: Applications to Global Branding and Advertising Strategy and Research. *International Journal of Advertising*, *29*(1), 85–110. https://doi.org/10.2501/s026504870920104x

Dong, L. C., & Yu, C. (2020). Globalization or localization: Global brand perception in emerging markets. *International Business Research*, *13*(10), 53. https://doi.org/10.5539/ibr.v13n10p53

Elsetouhi, A., Ebeid, A. Y., & Tolba, Y. (2025). The Relationship between Glocal Advertising Value and Brand Awareness, Associations by Mediating Customer Attitude. *International Journal of Innovative Research and Scientific Studies*, *8*(9), 342–359. https://doi.org/10.53894/ijirss.v8i9.10695

Evans, J., Mavondo, F. T., & Bridson, K. (2008). Psychic Distance: Antecedents, Retail Strategy Implications, and Performance Outcomes. Journal of International Marketing, 16(2), 32–63. https://doi.org/10.1509/jimk.16.2.32

Feng, W., Wu, D. D., & Yi, L. (2021). Transcultural brand communication: Disneyland's social media posts from USA to Hong Kong and Shanghai. *Discourse & Communication*, *15*(6), 690–706. https://doi.org/10.1177/17504813211026508

Guillen, M. F. (2021). The Platform Paradox: How Digital Businesses Succeed in an Ever-Changing Global Marketplace. Philadelphia: Wharton School Press.

UNIVERSITAS
GADJAH MADA
Komunikasi Merek Glokal di Media Sosial: Analisis Isi Kualitatif pada Konten Akun Instagram IKEA Indonesia (@ikea_id)
Muhammad Haldis Maheswara Thohari, Dr. Widodo Agus Setianto, M.Si.
Universitas Gadjah Mada, 2026 | Diunduh dari http://etd.repository.ugm.ac.id/

Han, C. M., Nam, H., & Swanepoel, D. (2023). Perceived brand localness of foreign brands and its impacts on Brand Trust and purchase intentions in developing countries in Asia: A social identity theory perspective. *International Marketing Review*, *40*(6), 1297–1324. https://doi.org/10.1108/imr-05-2022-0130

Hardani., Auliya, N. H., Andriani, H., Fardani, R. A., Ustiawaty, J., Utami, E. F., Sukmana, D. J., Istiqomah, R. R., (2020). *Metode Penelitian Kualitatif & Kuantitatif.* Yogyakarta: CV. Pustaka Ilmu

Hassan, A. A., & Wang, J. (2024). Cultural fusion unleashed: Analyzing Xiaomi's Multifaceted Brand Communication Strategy Across Global, Chinese, and Egyptian social media channels. *Journal of Global Marketing*, *37*(2), 138–158. https://doi.org/10.1080/08911762.2023.2299269

Hashem, T. N., Al-Qeed, M., & Qtaish, R. M. (2024). Brand Linguistics: The influence of using local terminology through social media in marketing products on customers' purchase behavior. *Journal of System and Management Sciences*, *14*(2). https://doi.org/10.33168/jsms.2024.0218

He, J., Wang, C. L. (2015). Cultural Identity and consumer ethnocentrism impacts on preference and purchase of domestic versus Import Brands: An empirical study in China. *Journal of Business Research*, *68*(6), 1225–1233. https://doi.org/10.1016/j.jbusres.2014.11.017

Hewett, K., Rand, W., Rust, R., & Van Heerde, H. (2016). Brand Buzz in the Echoverse. Journal of Marketing, 18(3). https://doi.org/10.1509/jm.15.0033

Heding, T., Knudtzen, C. F., Bjerre, M. (2020). *Brand Management: Mastering Research, Theory and Practice.* New York: Routledge.

Huxley, K. (2020). Content Analysis, Quantitative. SAGE Research Methods. https://doi.org/10.4135/9781526421036880564

Hollebeek, L. D., & 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*(1), 27–41. https://doi.org/10.1016/j.intmar.2018.07.003

Hollensen, S. (2020). *Global Marketing*. Pearson.

Holt, D. B. (2004). How Brands become Icons: The Principles of Cultural Branding. Boston: Harvard Business Press.

Inter IKEA System B.V. (2025). Year in Review Y25. Diakses 2 Februari 2026 dari https://www.ikea.com/global/en/our-business/how-we-work/year-in-review-fy25/

Inter IKEA System B.V. (2026). The IKEA vision and values. Diakses 6 Juni 2026 dari https://www.ikea.com/us/en/this-is-ikea/about-us/the-ikea-vision-and-values-pub9aa779d0/

UNIVERSITAS
GADJAH MADA
Komunikasi Merek Glokal di Media Sosial: Analisis Isi Kualitatif pada Konten Akun Instagram IKEA Indonesia (@ikea_id)
Muhammad Haldis Maheswara Thohari, Dr. Widodo Agus Setianto, M.Si.
Universitas Gadjah Mada, 2026 | Diunduh dari http://etd.repository.ugm.ac.id/

Japutra, A., Nguyen, B., & Melewar, T. C. (2019). A Framework of Brand Strategy and The "Glocalization" Approach. *Brand Culture and Identity*, 340–364. https://doi.org/10.4018/978-1-5225-7116-2.ch020

Jave-Chire, M., Alvarez-Risco, A., & Guevara-Zavaleta, V. (2025). Footwear industry's journey through Green Marketing Mix, brand value and sustainability. *Sustainable Futures*, *9*, 100561. https://doi.org/10.1016/j.sftr.2025.100561

Jewitt, C., Bezemer, J., & O'Halloran, K. L. (2016). *Introducing multimodality*. London: Routledge.

Jonsson, A., & Foss, N. J. (2011). International Expansion through Flexible Replication: Learning from the Internationalization Experience of IKEA. Journal of International Business Studies, 42(9), 1079–1102. https://doi.org/10.1057/jibs.2011.32

Kaplan, A. M., & Haenlein, M. (2010). Users of the World, Unite! The Challenges and Opportunities of Social Media. Business Horizons, 53(1), 59-68. Academia. https://doi:10.1016/j.bushor.2009.09.003

Kearney. (2023). The 2023 Global Retail Development Index. Diakses 2 Februari 2026, dari https://www.kearney.com/industry/consumer-retail/global-retail-development-index/2023

Keller, K. L. (2003). Understanding brands, branding and brand equity. Interactive Marketing, 5(1), 7-20.

Kim, B. B., Hong, S., & Lee, H. (Min). (2021). Brand communities on Instagram: Exploring Fortune 500 companies' Instagram Communication Practices. *International Journal of Strategic Communication*, *15*(3), 177–192. https://doi.org/10.1080/1553118x.2020.1867556

Krippendorff, K. (2019). Content Analysis: An Introduction to Its Methodology (Fourth Edition). SAGE Research. https://doi.org/10.4135/9781071878781

Kusumasondjaja, S. (2018). The roles of message appeals and orientation on social media brand communication effectiveness. *Asia Pacific Journal of Marketing and Logistics*, *30*(4), 1135–1158. https://doi.org/10.1108/apjml-10-2017-0267

Levitt, T. (1983). *The globalization of markets*. Harvard Business Review.

Li, F., Larimo, J., & Leonidou, L. C. (2021). Social media marketing strategy: definition, conceptualization, taxonomy, validation, and future agenda. *Journal of the Academy of Marketing Science, 49, 51-70.* https://doi.org/10.1007/s11747-020-00733-3

Li, F., Larimo, J., & Leonidou, L. C. (2023). Social media in Marketing Research: Theoretical Bases, Methodological Aspects, and Thematic Focus. *Psychology & Marketing, 40(1), 124-145.* https://doi.org/10.1002/mar.21746

UNIVERSITAS
GADJAH MADA
Komunikasi Merek Glokal di Media Sosial: Analisis Isi Kualitatif pada Konten Akun Instagram IKEA Indonesia (@ikea_id)
Muhammad Haldis Maheswara Thohari, Dr. Widodo Agus Setianto, M.Si.
Universitas Gadjah Mada, 2026 | Diunduh dari http://etd.repository.ugm.ac.id/

Lin, Q., Xiaoyu, L., & Jianqiang, Z. (2023). Global Marketing Standards and Local Adaptation: An Analysis of the Literature. *International Journal of Management and Human Science (IJMHS), 7(2), 44–57*. https://doi.org/10.31674/ijmhs.2023.v07i02.006

Ling, I.-L., Liu, Y.-F., Lin, C.-W. (Wilson), & Shieh, C.-H. (2020). Exploring IKEA Effect in Self-expressive Mass Customization: Underlying Mechanism and Boundary Conditions. *Journal of Consumer Marketing*, *37*(4), 365–374. https://doi.org/10.1108/jcm-09-2017-2373

Lopez-Lomelí, M. Á., Llonch-Andreu, J., & Rialp-Criado, J. (2019). Local, global and glocal consumer brand relationships. *Spanish Journal of Marketing - ESIC*, *23*(3), 775–798. https://doi.org/10.1108/sjme-10-2018-0046

Majeed, M. U., Hussain, Z., & Aslam, S. (2025). The Impact of Globalization on Relationship Marketing and Customer Loyalty: The Mediating Role of Cultural Adaptation. *International Journal of Marketing, Communication and New Media, (17).* https://doi.org/10.54663/2182-9306.2025.SpecialIssueIM.80-100

Mansouri, N., Zheng, Z. (2025). Balancing Global Consistency and Cultural Adaptation: A Comparative Study of IKEA's Brand Communication in China and Sweden. Diakses dari Lund University, Lund University Publication https://lup.lub.lu.se

Maynard, M., & Tian, Y. (2004). Between Global and Glocal: Content Analysis of The Chinese Web Sites of The 100 Top Global Brands. *Public Relations Review*, *30*(3), 285–291. https://doi.org/10.1016/j.pubrev.2004.04.003

Mårtensson, Moa., & Wilander, Maja. (2025). Brand Communication Across Cultures A qualitative study on global brands' brand communication in Middle Eastern and Western cultural contexts. Diakses dari Lund University. Lund University Library https://lup.lub.lu.se/student-papers/search/publication/9193747

Meyer, K. E., Li, J., & Brouthers, K. D. (2023). International business in the digital age: Global strategies in a world of national institutions. *Journal of International Business Studies, 54(4), 577.* https://doi.org/10.1057/s41267-023-00618-x

Miller, C. M. (2024). *Writing for Digital Media*. Indianapolis: PALNI Press.

Moleong, L. J. (2013). *Metodologi Penelitian Kualitatif Edisi Revisi.* Bandung: PT Remaja Rosdakarya

Morais, R. J., & Lerman, D. (2019). The brand language brief: A pillar of sound brand strategy. *Journal of Brand Strategy, 8(3), 265-281.* https://doi.org/10.69554/SACQ3116

UNIVERSITAS
GADJAH MADA
Komunikasi Merek Glokal di Media Sosial: Analisis Isi Kualitatif pada Konten Akun Instagram IKEA Indonesia (@ikea_id)
Muhammad Haldis Maheswara Thohari, Dr. Widodo Agus Setianto, M.Si.
Universitas Gadjah Mada, 2026 | Diunduh dari http://etd.repository.ugm.ac.id/

Mota, B., & Dalmoro, M. (2025). Strategic narratives for Global Brands: Crafting cross-cultural communication in the digital era. *Revista Interdisciplinar de Marketing*, *15*(2), 163–186. https://doi.org/10.4025/rimar.v15i2.75669

Nie, C., & Wang, T. (2019). How Global Brands incorporate local cultural elements to improve brand evaluations. *International Marketing Review*, *38*(1), 163–183. https://doi.org/10.1108/imr-01-2019-0035

Noris, A., Sabatini, N., & Cantoni, L. (2025). Strategic localization practices and glocalization dynamics: insights from the fashion industry. Humanities and Social Sciences Communications, 12(1), 1-10. https://doi.org/10.1057/s41599-025-05542-z

Olaniran, B. A. (2018). Social media as Communication Channel in emerging economies: A closer look at cultural implications. *Journal of Advances in Management Research*, *15*(2), 130–145. https://doi.org/10.1108/jamr-04-2017-0050

Özsomer, A. (2012). The interplay between global and local brands: A closer look at perceived brand Globalness and local Iconness. *Journal of International Marketing*, *20*(2), 72–95. https://doi.org/10.1509/jim.11.0105

Pasha, R., Al-Fateh, M. F. (2025). Indonesia Padel Report 2025. Diakses 28 Agustus 2026 dari https://www.linkedin.com/posts/fayaaz-a-a94980308_indonesia-padel-report-2025-activity-7392531443010142208-NT9R

Purwaningwulan, M. M., Suryana, A., Wahyudin, U., & Dida, S. (2019). The existence of social media as a promotional media in the Hijab image revolution in Indonesia. *Library Philosophy and Practice (e-journal). 2278.* https://digitalcommons.unl.edu/libphilprac/2278

Retnowati, Y. (2015). Challenge in Cross Cultural Advertising. *Humaniora,* vol. 27, no. 3. https://doi.org/10.22146/jh.v27i3.10594

Robertson, R. (1992). Globalization: Social Theory and Global Culture. London: Sage.

Safitri, I. K. (2025). Bisnis Lapangan Padel, Indonesia Teratas di ASEAN. Tempo. Diakses 28 Agustus 2026 dari https://www.tempo.co/data/data/bisnis-lapangan-padel-indonesia-teratas-di-asean-2077249

Sanusi, S. M., Paul, S. I., Makarfi, A. M., Sanyinna, S. B. (2025). From Globalization to Glocalization: Evolution of Brand Identity Paradigm. In Soojodi, S. (Ed). *Strategic Glocalization: Brand Identity, Ethics, and Technology.* Istanbul. Haliç Yayınevi

Sharma, A., Kumar, V., & Borah, S. B. (2017). Ritualization: A strategic tool to position brands in international markets. *Journal of International Marketing,* 25(2), 1–24. https://doi. org/10.1509/jim.16.0104

UNIVERSITAS
GADJAH MADA
Komunikasi Merek Glokal di Media Sosial: Analisis Isi Kualitatif pada Konten Akun Instagram IKEA Indonesia (@ikea_id)
Muhammad Haldis Maheswara Thohari, Dr. Widodo Agus Setianto, M.Si.
Universitas Gadjah Mada, 2026 | Diunduh dari http://etd.repository.ugm.ac.id/

Sichtmann, C., Davvetas, V., & Diamantopoulos, A. (2019). The relational value of perceived brand globalness and localness. Journal of Business Research, 104, 597–613. https://doi.org/10.1016/j.jbusres.2018.10.025

Steenkamp, J. B., Batra, R., & Alden, D. L. (2003). How Perceived Brand Globalness Creates Brand Value. Journal of International Business Studies, 34(1), 53-65. https://doi.org/10.1057/palgrave.jibs.8400002

Sugiyono. (2018). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D.* Bandung: CV. Alfabeta

Sugiyono.(2022). *Metode Penelitian Kuantitatif, Kualitatif dan R&D (4th ed.)*. Bandung: CV. Alfabeta

Sun, H. (2020). Global social media design: Bridging differences across cultures. Oxford University Press

Sutikno, B., & Cheng, J. M. S. (2012). How Global Companies Communicate in Host Country: A Glocalization Strategy in Web Space. *Asian Journal of Communication*, *22*(1), 58–77. https://doi.org/10.1080/01292986.2011.622777

Tu, L., Khare, A., & Zhang, Y. (2012). A Short 8-Item Scale for Measuring Consumers' Local–Global Identity. International Journal of Research in Marketing, 29(1), 35-42. https://doi.org/10.1016/j.ijresmar.2011.07.003

Torelli, C. J., Özsomer, A., Carvalho, S. W., Keh, H. T., & Maehle, N. (2012). Brand concepts as representations of human values: Do cultural congruity and compatibility between values matter? *Journal of Marketing*, *76*(4), 92–108. https://doi.org/10.1509/jm.10.0400

Vogue. (2025). See Every Look from The Met Gala 2025 Red Carpet. Diakses 28 Agustus 2026 dari https://www.vogue.com/slideshow/met-gala-2025-red-carpet

Waqas, M., Hamzah, Z. L., & Salleh, N. A. (2022). Branded content experience in social media settings: A consumer culture theory perspective. *Journal of Brand Management*, *29*(2), 225–240. https://doi.org/10.1057/s41262-021-00268-0

We Are Social. (2025). Digital 2025: Indonesia. Diakses 17 Januari 2026 dari https://datareportal.com/reports/digital-2025-indonesia

Xiang, G., Ou, W., & Ou, B. (2026). Leveraging trends: Investigating the effects of congruence between DPO content and trends on customer engagement on social media. *Journal of Vacation Marketing*. https://doi.org/10.1177/13567667261454754

Zhang, M. (2023). Beyond Borders to Glocal Success: Unraveling IKEA's Social Media Marketing Strategy in the Chinese Market (Master Thesis). Tersedia dari Det Digitale Projektbibiliotek Aaalborg Universitet