UNIVERSITAS
GADJAH MADA
**Brand Archetypes pada Akun Instagram Fast Fashion Zara, Uniqlo dan H&M (Brand Archetypes on the
Fast Fashion Instagram Accounts Zara, Uniqlo and H&M)**
KEZIA MARISKA PUTERI, Pulung Setiosuci Perbawani, S.I.P., M.M.
Universitas Gadjah Mada, 2019 | Diunduh dari http://etd.repository.ugm.ac.id/

Daftar Pustaka

Buku

Creswell,John W.2009.*Research Design : Qualitative, Quantitative and Mixed Methods Approaches : Third Edition.*United States : Sage Publications.

Dawson,Catherine.2002.*Practical Research Methods : A user-friendly Guide to Mastering Research.*United Kingdom : howtobooks.

Eriyanto. 2011. *Analisis Isi: Pengantar Metodologi untuk Penelitian Ilmu Komunikasi dan Ilmu-ilmu Sosial Lainnya*. Jakarta: Kencana.

Faigin,Gary.1990. *The Artist's Complete Guide to Facial Expression.*New York : WATSON-GUPTILL PUBLICATIONS.

Flasow,Priscilla A.2005.*Fundamentals of Survey Research Methodology.*Washington : MITRE.

Haghirian,Parissa.2010.*Understanding Japanese Management Practice.*New York : Business Expert Press.

Hurlock,E.B.1993. *Psikologi Perkembangan: Suatu pendekatan sepanjang rentang kehidupan (edisi kelima)*. Jakarta: Erlangga

Keller,Kevin Lane.2013.*Strategic Brand Management : Building, Measuring, and Managing Brand Equity : Fourth Edition.* New Jersey : Pearson.

Krippendorff.2004.*Content Analysis An Introduction to Its Methodology : Second Edition.*United Kingdom, London : Sage Publications.

Kuhnke,Elizabeth.2007.*Body Language for Dummies.*England : John Wiley & Sons, Ltd.

Kumar,Ranjit.2011.*Research Methodology : A step-by-step guide for begginers : Third Edition.*United Kingdom : Sage Publications.

Lawson, T. T. (2008). *Carl Jung, Darwin of the mind*. Karnac Books.

UNIVERSITAS GADJAH MADA
Brand Archetypes pada Akun Instagram Fast Fashion Zara, Uniqlo dan H&M (Brand Archetypes on the Fast Fashion Instagram Accounts Zara, Uniqlo and H&M)
KEZIA MARISKA PUTERI, Pulung Setiosuci Perbawani, S.I.P., M.M.
Universitas Gadjah Mada, 2019 | Diunduh dari http://etd.repository.ugm.ac.id/

Mark, Margaret dan Pearson,Carol S.2001.*The Hero and The Outlaw : Building Extraordinary Brands Through the Power of Archetypes.*United States : MCGraw-Hill.

Morris,Desmon.1994.*Body Talk : The Meaning of Human Gestures.*New York : Crown Trade Paperbacks.

Muijs,Daniel.2004.*Doing Quantitative Research in Education with SPSS.*United Kingdom : Sage Publications.

Neuendorf, Kimberly A.2002.*The Content Analysis Guidebook.*United Kingdom : Sage Publications.

Papadopoulos.2006.*The Handbook of Jungian Psychology : Theory, Practice and Applications.* Inggris, East Sussex : Routledge.

Sarwono,Jonathan. 2006. Metode Penelitian Kuantitatif dan Kualitatif. Yogyakarta :Graha Ilmu.

Shafstesbury,Edmund.1889.*Lessons In The Art of Facial Expressions.*Washington DC : The Martin College Press.

Suyanto.2007.*Marketing Strategy Top Brand Indonesia.*Yogyakarta : C.V Andi Offset.

Vanderstoep, Scott & Johnston, Deirdre. (2009). *Research Methods in Everyday Life: Blending Qualitative and Quantitative Approaches.* New York : Crown Trade Paperbacks.

Walsh-Phillips,Kim.2017.*Instagram for Business.*United States : Entrepreneur Media.

Jurnal

Aaker,Jennifer L.1997.*Dimension of Brand Personality.Journal of Marketing Research.*34(3).p.347-356.

UNIVERSITAS
GADJAH MADA
**Brand Archetypes pada Akun Instagram Fast Fashion Zara, Uniqlo dan H&M (Brand Archetypes on the
Fast Fashion Instagram Accounts Zara, Uniqlo and H&M)**
KEZIA MARISKA PUTERI, Pulung Setiosuci Perbawani, S.I.P., M.M.
Universitas Gadjah Mada, 2019 | Diunduh dari http://etd.repository.ugm.ac.id/

Aaker,Jennifer dan *Fournier,Susan.*(1995).*"A Brand As a Character, a Partner and a Person: Three Pespectives on the Question of Brand Personality.Adcance in Consumer Research.*22.391-395.

Adamski, Adam.2011.*Archetypes and the Collective Unconscious of Carl G.Jung in the Light of Quantum Psychology.NeuroQuantology.*9(3).563-570.

Aftab, M. A., Yuanjian, Q., Kabir, N., & Barua, Z. (2018). Super Responsive Supply Chain: The Case of Spanish Fast Fashion Retailer Inditex-Zara. *International Journal of Business and Management*, *13*(5), 212. doi: 10.5539/ijbm.v13n5p212

Arrigo, Elisa.2010.*Innovation and Market-Driven Management in Fast Fashion Companies.Symphonya Emerging Issue in Management.*n(2).67-85. http://dx.doi.org/10.4468/2010.2.06arrigo.

Barnes,Liz dan Lea-Greenwood, Gaynor.2006.*Fast Fashioning the Supply Chain : Shaping the Research Agenda.Journal of Fashion Marketing and Management.*10(3).259-271.

Barnes,Liz dan Lea-Greenwood, Gaynor.2010.*Fast Fashion in the Retail Store Environment.International Journal of Retail & Distribution Management.*38(10).760-772.

Bechter, C., Farinelli, G., Daniel, R.-D., & Frey, M. (2016). Advertising between Archetype and Brand Personality. *Administrative Sciences*, *6*(2), 5. doi: 10.3390/admsci6020005

Bhardwaj, Vertica dan Fairhurst, Ann.2010.*Fast Fashion : Response to Changes in the Fashion Industry.*20(1).165-173. DOI: 10.1080/09593960903498300.

Birtwistle,Gretee, Siddiui,Noreen dan Fiorito, Susan S.2003.*Quick Response : Perceptions of UK Fashion Retailers.*31(2).118-128. DOI 10.1108/09590550310462010.

UNIVERSITAS
GADJAH MADA
**Brand Archetypes pada Akun Instagram Fast Fashion Zara, Uniqlo dan H&M (Brand Archetypes on the
Fast Fashion Instagram Accounts Zara, Uniqlo and H&M)**
KEZIA MARISKA PUTERI, Pulung Setiosuci Perbawani, S.I.P., M.M.
Universitas Gadjah Mada, 2019 | Diunduh dari http://etd.repository.ugm.ac.id/

Bruce,Margaret dan Daly,Lucy.2006.*Buyer Behaviour for Fast Fashion.Journal of Fashion Marketing and Fashion Management.*10(3).329-344. DOI 10.1108/13612020610679303.

Cachon,Gerard P., dan Swinney,Robert.2011.*The Value of Fast Fashion : Quick Response, Enhanced Design, and Strategic Consumer Behaaviour.Management Science.*57(4).778-795. 0.1287/mnsc.1100.1303.

Caro, Felipe dan Martínez-de-Albéniz, Victor .2013.*Operations Management in Apparel Retailing: Processes, Frameworks and Optimization.Bulletin of Statistics and Operations Research*.29(2).103–116.

Christoper,Marti, Lowson,Robert dan Peck,Helen.*Creating Agile Supply Chains in the Fashion Industry.*32(8).367-376.

Cillo,Paola dan Verona,Gianmario2008.*Search Styles in Style Searching : Exploring Innovation Strategies in Fashion Firms.Long Range Planning*.41.650-671. doi:10.1016/j.lrp.2008.08.001.

Cook,Sasikarn Chatvijit Cook dan Yurchisin,Jennifer.2006.*Fast Fashion Environments : Consumer's Heacen or Retailer's Nightmare. International Journal of Retail & Distriibution Management.*45(2).143-157. DOI 10.1108/IJRDM-03-2016-0027.

Cukul,Dilek.2015.*Fashion Marketing in Social Media : Using Instagram for Fashion Branding.Business & Management Conference.* 116-129.DOI: 10.20472/BMC.2015.001.007.

Jang,Junghyun, Ko,Eunju dan Chun, Eunha.2012.*A Study of a Social Content Model for Sustainable Development in the Fast Fashion Industry.Journal of Global Fashion Marketing.*3(2).61-69.

Kassarjian,Harold H.1977.*Content Analysis in Consumer Research.Journal of Consumer Research.*4.8-18.

UNIVERSITAS
GADJAH MADA
**Brand Archetypes pada Akun Instagram Fast Fashion Zara, Uniqlo dan H&M (Brand Archetypes on the
Fast Fashion Instagram Accounts Zara, Uniqlo and H&M)**
KEZIA MARISKA PUTERI, Pulung Setiosuci Perbawani, S.I.P., M.M.
Universitas Gadjah Mada, 2019 | Diunduh dari http://etd.repository.ugm.ac.id/

Keller,Kevin Lane.1993.*Conceptualizing, Measuring, and Managing Customer-Based Brand Equity.*57(1).1-22.

Krepapa, Areti; Regkoukou, Sophia, and Ion Beratis (2016), "Engagement with Luxury Brands on Instagram: An Exploratory Analysis", Global Innovation and Knowledge Academy (GIKA 2016) conference proceedings. ISBN: 978-84-608-3840-1.

Kumar, A. (2018). Story of Aaker's brand personality scale criticism. *Spanish Journal of Marketing - ESIC, 22*(2), 203–230. doi: 10.1108/sjme-03-2018-005

Laub, Fabian & Ferdinand, Hans-Michael & Kramer, Irene & Pätzmann, Jens. (2018). *How archetypal brands leverage consumers' perception. A qualitative investigation of brand loyalty and storytelling. Journal of Brand Planning*. S. 46 - 53.

Lin,Long-Yi.2010.*The relationship of Consumer Personality Trait, Brand Personality and Brand Loyalty : An Empirical Study of Toys and Video Games Butyers.Journal of Products & Brand Management.*19(1).4-17. DOI 10.1108/10610421011018347.

Lopez, C. and Fan, Y. (2009).*Internationalisation of the Spanish fashion brand Zara*.*Journal of Fashion Marketing and Management*, Vol. 13 No. 2, p. 279-296.

Loureiro, S., dan Gomes, D. (2016). Relationship between companies and the public on facebook: The Portuguese and the Brazilian context. Journal of Promotion Management, 22(5), 705-718.

Loureiro,Sandra Maria C*orreia et.al.2016. Creating Value for Customers Through Engagement and Participation in Brand Communities. International Journal of Business Performance Management.*.16(2).114-123. 10.1504/IJBPM.2015.068720

UNIVERSITAS GADJAH MADA
Brand Archetypes pada Akun Instagram Fast Fashion Zara, Uniqlo dan H&M (Brand Archetypes on the Fast Fashion Instagram Accounts Zara, Uniqlo and H&M)
KEZIA MARISKA PUTERI, Pulung Setiosuci Perbawani, S.I.P., M.M.
Universitas Gadjah Mada, 2019 | Diunduh dari http://etd.repository.ugm.ac.id/

Malär, L., Krohmer, H., Hoyer, W. D., & Nyffenegger, B. (2011). Emotional Brand Attachment and Brand Personality: The Relative Importance of the Actual and the Ideal Self. *Journal of Marketing*, *75*(4), 35–52. doi: 10.1509/jmkg.75.4.35

Mulyadi,Mohammad.2011.*Penelitian Kuantitatif dan Kualitatif serta Pemikiran Dasar Menggabungkanya.Jurnal Studi Komunikasi dan Media.*15(1).127-139.

Riyas,Mohamed dan Herath.2016.*Impact of Brand Personality Determinants towards Purchasing Intention : A Study on Branded Umbrella Products in Sri Lanka Kelaniya Journal of Management.*.5(1).47-58.

Shah,Sayyed Rashid dan Al-Bargi,Abdullah.2013.*Research Paradigms : Researchers' Wordviews, Theoretical Frameworks and Study Designs.AWEJ.*4(4).p.252-264

Sheridan, M., Moore, C. and Nobbs, K. (2006), "Fast fashion requires fast marketing", *Journal of Fashion Marketing and Management*, Vol. 10 No. 3, pp. 301-315.

Sugih, I. L., & Soekarno, S. (2015). Lesson Learned from Indonesian Biggest Fashion Retailer Company to Encourage the Development of Small Fashion Business. *Procedia - Social and Behavioral Sciences*, *169*, 240–248. doi: 10.1016/j.sbspro.2015.01.307

Sung, Yongjun dan Kim Jooyoung.2010.*Effects of Brand Personality on Brand Trust and Brand Affect.Psychology & Marketing.*27(7).39-661. DOI: 10.1002/mar.20349.

Taherdoost,Hamed.201.*Sampling Methods in Research Methodology; How to Choose a Sampling Techiue for Research.International Journal of Academic Research in Management.*5(2).18-27.

Tyler, David, Heeley,Jo dan Bharma,Tracy.*Supply Chain Influences on New Product Development in Fashion Clothing.Journal of Fashion*

UNIVERSITAS GADJAH MADA
Brand Archetypes pada Akun Instagram Fast Fashion Zara, Uniqlo dan H&M (Brand Archetypes on the Fast Fashion Instagram Accounts Zara, Uniqlo and H&M)
KEZIA MARISKA PUTERI, Pulung Setiosuci Perbawani, S.I.P., M.M.
Universitas Gadjah Mada, 2019 | Diunduh dari http://etd.repository.ugm.ac.id/

*Marketing and Management.*10(3).316-328. DOI 10.1108/13612020610679295.

Vinalka,Raj dan Manik,Dhruva.2017.*How Instagram is Changing the Way Marketing Works?.IJMBS.*7(4).12-16.

Wagner,P.(2014).*Gesture and Speech in Interaction : An Overview.Speech Communication.*57.209-232.

Watson, maegan Zarley dan Yan, Ruoh-Nan.2013.*An Exploratory Study of the Decision Processes of Fast Versus Slow Fashion Consumers.Journal of Fashion Marketing and Management.*17(2).141-159.

Wilson,Jon A.J. dan Liu,Jonathan.2009.*'The Pinocchio Effect', When Managing The Brand Creation Process Across Cultures.TMC Academic Journal.*4(1).45-58.

Xara-Brasil, Duarte, Hamza, Kavita Miadaira dan Marquina,Percy.2018.*The Meaning of a Brand? An Archetypal Approach.Emerald Publishing Limited.* DOI 10.1108/REGE-02-2018-0029.

Yu,Jennie Peterson, Chang,Jimmy dan Wong,Yiu Hing.2012.*Fast Fasbric : Development and Production Practices of Dominant Fast Fashion Retailers.RJTA.*16(3).1-17.

Thesis

Broek, Niels uit.2014.*The Visualization of Archetypes Through the Use of Colors in Logos* (master Thesis, University of Twente, Belanda).

Buinac,Ena dan Lundberg,Jonatan.2016.*Instagram as a Marketing Tool : A Case Study about how Companies Communicate their Brands on Social Media* (Bachelors Thesis,Lulea University of Technology,Inggris).

Descatoires.2017.*I Shop, Therefore I Am : The Meaning of Fast and Slow Fashion Consumption* (Master Thesis, Auckland University, New Zealand)

UNIVERSITAS
GADJAH MADA
**Brand Archetypes pada Akun Instagram Fast Fashion Zara, Uniqlo dan H&M (Brand Archetypes on the
Fast Fashion Instagram Accounts Zara, Uniqlo and H&M)**
KEZIA MARISKA PUTERI, Pulung Setiosuci Perbawani, S.I.P., M.M.
Universitas Gadjah Mada, 2019 | Diunduh dari http://etd.repository.ugm.ac.id/

Elizaga,Leire Uriarte.(2016).*The Contrast of Fast Fashion Giants Zara, H&M, and Uniqlo* (Master Thesis, Higher Technical School of Industrial Engineers and Telecommunications,Taiwan)

Emmy,Andersson, Mario,Eriksson, dan Ellen,Karlsson.2015.*Branding via Instagra, : A Research on an SME's Brand Identity* (Bachelor Thesis,Jonkoping International Business chool,Inggris).

Fairman,J dan Singh M.,Arrington.(2002).*Zara Case Inspection* (Colobmbua Business School) .Retrivied from https://geographyfieldwork.com/ZARA%20Case%20INSPECTION.pdf.

Ha,Ashley.2015.*An Experiment : Instagram Marketing Techiues and Their Effectiveness* (Senior Project, Polytechnic State University,California).

Huoviala,Anna.2015.*Gate Keepers : How Designers Add Value in the Fast Fashion Process.*(Master Thesis, Aalto University, Inggris).

Hwang,Sooa.2017. *Storytelling in Branding: Difference in Brand Archetypes Between Western and Asian Tech companies (based on Carl Jung's 12 Archetype model)* (Master Thesis, Aalto University, Inggirs). Diakses darihttps://pdfs.semanticscholar.org/0dfc/867e4bc75604224104ee26b614e9e4a4a4b6.pdf

Jannoun,Roula.(2010).*Zara-Case Study* (MBA Programme,Beirut Arab University, Arab)

Linden,Annie Radner.2016.*An Analysis of the Fast Fashion Industry* (Undergraduate Senior Project, Bard College, New York).Diakses dari https://digitalcommons.bard.edu/cgi/viewcontent.cgi?article=1033&context=senproj_f2016.

Manneh,Mariama.2017.*The Influence of Social Media on E-commerce : Fast Fashion Multinational Companies* (Master Thesis In Business Administration,University of Gavle,Swedia)

UNIVERSITAS
GADJAH MADA
**Brand Archetypes pada Akun Instagram Fast Fashion Zara, Uniqlo dan H&M (Brand Archetypes on the
Fast Fashion Instagram Accounts Zara, Uniqlo and H&M)**
KEZIA MARISKA PUTERI, Pulung Setiosuci Perbawani, S.I.P., M.M.
Universitas Gadjah Mada, 2019 | Diunduh dari http://etd.repository.ugm.ac.id/

Neustadt, Wiener.2010.*Designing Brand Personality Using the Power of Archetypes* (Bachelor Thesis, University of Applied Science, Austria).

Nguyen,Dung.2017.*Social Media Marketing Strategy Case : H&M Hennes & Mauritz* (Bachelor Thesis,Haaga-Helia University of Applied Sciences,Finland).

Oishi,Aynan Haque Ashrabee.(2018).*Analysis of H&M Supply Chain* (Intership Report, BRAC Business School,Bangladesh)

Oliveira,Carolina Lago Barbosa Ortigao de.2014.*Zara : Marketing in Fast Fashion A Case Study* (Master Degree, Nova School of Business & Economics, Inggris).

Oosterhout.2013.*Word Marks : A Helpful Tool to Express Your Identity* (Master Thesis, University of Twente, Belanda).

Platonova, Natalia.2015.*Vodka Branding Archetypes in Use* (Written Assignment, Karlshochschule International University, Inggris).

Roberts,Candice.2010.*Exploring Brand Personality Through Archetypes* (Electronic Theses and Dissertations, East Tennessee State Unicersity, Amerika Serikat)

Sigauw, Judy A., Anna Mattila dan Austin, Jon R.199.*The Brand Personality Scale : An Application for Restaurants. Corel University School of Hotel Administration.*

Vieth,Marisu Niklas.2012.*The Hero versus the Outlaw? Archetypical Brand-Testimonial Congruence and its Influence on Brand Attitude, Purchase Intention and Retrieval* (Master Thesis, University of Twente, Belanda)

Wang,Tina Zyinyin.2010.*Consumer Behavior Characteristics in Fast Fashion* (Master Thesis, Textilhogskolan, Sweden).

UNIVERSITAS GADJAH MADA
Brand Archetypes pada Akun Instagram Fast Fashion Zara, Uniqlo dan H&M (Brand Archetypes on the Fast Fashion Instagram Accounts Zara, Uniqlo and H&M)
KEZIA MARISKA PUTERI, Pulung Setiosuci Perbawani, S.I.P., M.M.
Universitas Gadjah Mada, 2019 | Diunduh dari http://etd.repository.ugm.ac.id/

Xara-Brasil, D., Miadaira Hamza, K. and Marquina, P. (2018), *"The meaning of a brand? An archetypal approach", Revista de Gestão*.25(2).142-159.

Situs Berita

Databoks.2018.*Berapa Pengguna Instagram di Indonesia?*.Diakses dari https://databoks.katadata.co.id/datapublish/2018/02/09/berapa-pengguna-instagram-dari-indonesia pada tanggal 12 April 2019.

Eige Publication.2019.*Gender Equality Index 2019 Sweden.*Retrivied from https://eige.europa.eu/publications/gender-equality-index-2019-sweden

Hubspot.2018.*Instagram For Business in 2018.*Diakses dari https://cdn2.hubspot.net/hubfs/53/Instagram_for_business_in_2018_HubSpot_Later-1.pdf pada tanggal 14 April 2019.

Amarnath, N. (2018). How Instagram is driving fashion business. Retrieved from https://economictimes.indiatimes.com/tech/software/how-instagram-is-driving-fashion-business/articleshow/62771925.cms?from=mdr

Aria,Pingit.(2013).*Uniqlo Akan Bukai 10 Gerai di Indonesia*.Retrieved from https://gaya.tempo.co/read/489861/uniqlo-akan-bukai-10-gerai-di-indonesia.

Arini,Nimas Novi Dwi. (2013).*Trends Management Uniqlo Bersiap Ekspansi Lagi di Indonesia.*Retrieved from https://swa.co.id/swa/trends/management/uniqlo-bersiap-ekspansi-lagi-di-indonesia

Bernas.id. (2016, September 19). *5 Tips Bebas dari Sikap Konsumtif Terhadap Fashion.* Retrieved from https://www.bernas.id/22501-5-tips-bebas-dari-sikap-konsumtif-terhadap-fashion-.html

Bosnia, T. (2018). *Produk Fashion Paling Diminati dalam Belanja Online.* Retrieved from https://www.cnbcindonesia.com/lifestyle/20180119164658-33-2018/produk-fashion-paling-diminati-dalam-belanja-online.

Dehotman, F. (2017). Ini Sisi Negatif Pesatnya Perkembangan Industri "Fast fashion" di Indonesia. Retrieved from

UNIVERSITAS GADJAH MADA
Brand Archetypes pada Akun Instagram Fast Fashion Zara, Uniqlo dan H&M (Brand Archetypes on the Fast Fashion Instagram Accounts Zara, Uniqlo and H&M)
KEZIA MARISKA PUTERI, Pulung Setiosuci Perbawani, S.I.P., M.M.
Universitas Gadjah Mada, 2019 | Diunduh dari http://etd.repository.ugm.ac.id/

https://jabar.tribunnews.com/2017/07/29/ini-sisi-negatif-pesatnya-perkembangan-industri-fast-fashion-di-indonesia

Dini. (2013). H&M Indonesia Siap Dibuka September 2013. Retrieved from https://lifestyle.kompas.com/read/2013/06/19/14453670/HM.Indonesia.Siap.Dibuka.September.2013.

Djumena, E. (2019). *Belanja Online, Fashion Produk yang Paling Sering Dibeli.* Retrieved from https://money.kompas.com/read/2019/03/18/094000626/belanja-online-fashion-produk-yang-paling-sering-dibeli.

Essays, UK. (2018). The Zaras Brand Strategy Marketing Essay. Retrieved from https://www.ukessays.com/essays/marketing/the-zaras-brand-strategy-marketing-essay.php?vref=1.

Hapsari,Raras Cahyaning. (2019).*tes Kepribadian kenali Tipe Pribadimu dari Cara Jalanmu Jalan Anggun atau Cepat ada Maknanya?*.Retrieved from https://suryamalang.tribunnews.com/2019/02/15/tes-kepribadian-kenali-tipe-pribadimu-dari-cara-jalanmu-jalan-anggun-atau-cepat-ada-maknanya?page=3.

HM Group.(2017).*The HM Way*.Retrivied from https://about.hm.com/content/dam/hmgroup/groupsite/documents/en/hm-way/HM%20Way_en.pdf.

Ika, A. (2017). *Peluang Usaha Menarik dari Bisnis Jasa Titip Beli.* Retrieved from https://money.kompas.com/read/2017/04/29/063000226/peluang.usaha.menarik.dari.bisnis.jasa.titip.beli.

Lahtani,Sulung.(2018).*10 Cara Duduk Ungkap Karakter Seseorang Coba dicek.*Retrieved from https://www.liputan6.com/citizen6/read/3217979/10-cara-duduk-ungkap-karakter-seseorang-coba-dicek.

Li,Nicholas.(2019).*Zara Unexpectedly Changes Its Logo.*Retrivied from https://hypebeast.com/2019/1/zara-2019-logo-change.

UNIVERSITAS GADJAH MADA
Brand Archetypes pada Akun Instagram Fast Fashion Zara, Uniqlo dan H&M (Brand Archetypes on the Fast Fashion Instagram Accounts Zara, Uniqlo and H&M)
KEZIA MARISKA PUTERI, Pulung Setiosuci Perbawani, S.I.P., M.M.
Universitas Gadjah Mada, 2019 | Diunduh dari http://etd.repository.ugm.ac.id/

Lofgren,Emma.2017.*Is Sweden Really The Best Place in The World for Women?*.Retrivied fromhttps://www.thelocal.se/20170309/is-sweden-really-the-best-place-in-the-world-for-women

Martin Roll.(2018).*Uniqlo : The Strategy Behind The Global Japanese Fast Fashion Retail Brand.*Retrivied from https://martinroll.com/resources/articles/strategy/uniqlo-the-strategy-behind-the-global-japanese-fast-fashion-retail-brand/

Marwan, I. (2018). *Buruh Anak, Etika Dunia Fashion, dan Kelangsungannya.* Retrieved from https://womantalk.com/fashion/articles/buruh-anak-etika-dunia-fashion-dan-kelangsungannya-xVQ2r.

Okezone. (2008). *Pull and Bear Hadir di Grand Indonesia : Okezone Lifestyle*. Retrieved from https://lifestyle.okezone.com/read/2008/03/01/29/88174/pull-and-bear-hadir-di-grand-indonesia.

Okezone. (2013). Pertama Kali di Indonesia, Penggemar H&M Rela Antre Panjang : Okezone Lifestyle. Retrieved from https://lifestyle.okezone.com/read/2013/10/06/28/877274/pertama-kali-di-indonesia-penggemar-h-m-rela-antre-panjang.

Rinaldi,Denoan.2013.*Unqilo Buka Gerai Pertamanya di Indonesia 22 Juni 2013.*Retrivied from https://swa.co.id/swa/capital-market/corporate-action/uniqlo-buka-gerai-pertamanya-di-indonesia-22-juni-2013.

Schnell, John.n.d.Instagram Marketing Strategy.Diakses dari http://www.johnschnell.net/pdf/social/Instagram-Marketing.pdf.

Statista. (2017)Instagram: most-followed fashion brands 2017.. Retrieved from https://www.statista.com/statistics/483738/leading-fashion-brands-instagram-followers/

Supriyatna, I. (2017). Kisah Asal Usul Penamaan Zara. Retrieved from https://lifestyle.kompas.com/read/2017/07/12/114600620/kisah.asal.usul.penamaan.zara

UNIVERSITAS
GADJAH MADA
**Brand Archetypes pada Akun Instagram Fast Fashion Zara, Uniqlo dan H&M (Brand Archetypes on the
Fast Fashion Instagram Accounts Zara, Uniqlo and H&M)**
KEZIA MARISKA PUTERI, Pulung Setiosuci Perbawani, S.I.P., M.M.
Universitas Gadjah Mada, 2019 | Diunduh dari http://etd.repository.ugm.ac.id/

Supriyanto,Yayan.2017.*Suka Pakai Baju Uniqlo Tahu Enggak Sejarahnya.*Retrivied from https://netz.id/news/2017/06/23/00316/1013210617/suka-pakai-baju-uniqlo-tahu-enggak-sejarahnya

Tempo.co (2013). *Garmen Lokal Bakal Produksi Untuk H&M dan Uniqlo.* Retrieved from https://bisnis.tempo.co/read/488910/garmen-lokal-bakal-produksi-untuk-hm-dan-uniqlo/full&view=ok

Tempo.co. (2016). *H&M Ingin Genjot Produksi Pakaian di Indonesia* . Retrieved from https://bisnis.tempo.co/read/747855/h.

Tim. (2019). *Kolaborasi Couture Giambattista Valli dengan Ritel Siap Pakai.* Retrieved from https://www.cnnindonesia.com/gaya-hidup/20190524163151-277-398148/kolaborasi-couture-giambattista-valli-dengan-ritel-siap-pakai.

Vincent,Jessica,Kantor,Phillip dan Geller,Daniel.2013.*Inditex Strategy Report.*Retrivied from http://economics-files.pomona.edu/jlikens/SeniorSeminars/Likens2013/reports/inditex.pdf

Wulan,Annisa.(2016).*Jangan Sepelekan Bahasa Tubuh ini Pentingnya.*Retrieved from https://www.liputan6.com/lifestyle/read/2600379/jangan-sepelekan-bahasa-tubuh-ini-pentingnya

Zoe Magazines.n.d.*History of Giant HM Designer Collaborations.*Retrievied from https://www.zoemagazine.net/119618-history-of-giant-hm-designer-collaborations/