

## DAFTAR PUSTAKA

2020. "Semangat Baru". <https://www.gojek.com/about/> (di akses 9 Maret 2020).
- Afiyanti, Y. (2008). Focus group discussion (diskusi kelompok terfokus) sebagai metode pengumpulan data penelitian kualitatif. *Jurnal Keperawatan Indonesia*, 12(1), 58-62
- Arimbi, D. F. (2020). *Pengaruh Digital Marketing terhadap Minat Beli Konsumen (Studi Kasus pada Pengguna Aplikasi SHOPEE)* (Doctoral dissertation, STIE YKPN). Baskoro, A. 2009. *Panduan Praktis searching di Internet*. Jakarta Selatan: PT.Transmedia.
- Febrieanto, D. (2014). *PENGARUH BRAND AWARENESS EMOTIONAL BRANDING (Survey Pada Penghuni Kost Eksklusif Daerah Seturan, Sleman, Yogyakarta)* (Doctoral dissertation, UPN" Veteran" yogyakarta).
- Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital marketing*. Pearson UK.
- COKER, K. K., FLIGHT, R. L., & BAIMA, D. M. (2017). SKIP IT OR VIEW IT: THE ROLE OF VIDEO STORYTELLING IN SOCIAL MEDIA MARKETING. *Marketing Management Journal*, 27(2).
- Delaney, K. (2006). Google looks to boost ads with YouTube. *The Wall Street Journal*, B1.
- Dessart, L. (2018). Do ads that tell a story always perform better? The role of character identification and character type in storytelling ads. *International Journal of Research in Marketing*, 35(2), 289-304.
- Durianto, D. 2004. *Brand Equity: Strategi Memimpin Pasar*. Jakarta: PT. Gramedia Pustaka Umat.
- Francis, T., & Hoefel, F. (2018). True Gen: generation Z and its implications for companies. *McKinsey & Company*
- Gojek Indonesia. (2019, Juli 22). Gojek Mempersembahkan: Cerdikiawan [Berkas video]. Diakses dari <https://www.youtube.com/watch?v=viUwhsB00i8&t=1s>.

- Irianto, D. 2017. "Nielsen: Gen Z Anak dan Remaja Usia 10-19 Tahun, Konsumen Potensial Masa Depan". <https://www.lensaIndonesia.com/2016/10/20/nielsen-gen-z-anak-dan-remaja-usia-10-19-tahun-konsumen-potensial-masa-depan.html> (di akses 3 Maret 2020).
- Kakroo, Upasna. 2016. "How To Make Your Product Story Successful". <https://www.brandanew.co/tag/remarkable-product-stories/> (di akses 26 Maret 2020).
- Kurniawan, Sigit. 2020. "Storytelling, Kunci Memenangkan Konten di Era Digital". <https://marketeers.com/storytelling-kunci-memenangkan-konten-di-era-digital/> (diakses 2 Maret 2020).
- Loseva, A. Digital Storytelling in Marketing: Impact of culture on the storytelling narrative: Comparative study of the viral video advertising.
- Lukitaningsih, A. (2013). Iklan Yang Efektif Sebagai Strategi Komunikasi Pemasaran. *Jurnal Ekonomi dan Kewirausahaan*, 13(2), 116-129.
- Mahanani, A. E., & Nugraheni, M. (2017). PERSEPSI KONSUMEN TERHADAP KUALITAS PRODUK DAN KUALITAS PELAYANAN DI RUMAH MAKAN MORO SAKECO GRABAG MAGELANG. *E-Journal Student PEND. TEKNIK BOGA-S1*, 6(7).
- Mahestu, G., & Rahmani, A. N. (2019). Interpretasi Digital Storytelling Pada Iklan Tokopedia. *Journal Digital Media & Relationship*, 1(1), 1-10.
- Mayfield III, T. D. (2011). *A commander's strategy for social media*. ARMY EUROPE AND SEVENTH ARMY APO NEW YORK 09403.
- McDuff, D. (2012). Affective Storytelling: Automatic Measurement of Story Effectiveness from Emotional Responses Collected over the Internet. *PhD Proposal in Media Arts & Sciences, Affective Computing Group, MIT Media Lab*.
- Miller, C. C. (2010). YouTube ads turn videos into revenue. *New York Times*, 2.
- Moleong, Lexy J. 2006. *Metode Penelitian Kualitatif*. Bandung: PT. Remaja Rosdakarya.

- Morris, N. (2009). Understanding digital marketing: marketing strategies for engaging the digital generation.
- Okadiani, N. L. B., Mitariani, N. W. E., & Imbayani, I. G. A. (2019). PENGARUH GREEN PRODUCT DAN SOCIAL MEDIA MARKETING TERHADAP KEPUTUSAN PEMBELIAN PRODUK PADA PT. SENSATIA BOTANICALS. *JUIMA: JURNAL ILMU MANAJEMEN*, 9(1), 64-68.
- O'Neill, A. (2014). To market, to market... *Australian Universities' Review*, 56(1), 70-74.
- Oscar, Okke. 2018. "Youtube Jadi Platform yang Paling Banyak Digunakan Gen Z". <https://kumparan.com/millennial/youtube-jadi-platform-yang-paling-banyak-digunakan-gen-z-27431110790555139> (di akses 2 Maret 2020).
- Pravitaswari, N., Arifin, Z., & Mawardi, M. K. (2018). PENGARUH STORYTELLING MARKETING TERHADAP BRAND EQUITY DAN KEPUTUSAN PEMBELIAN (Survei Pada Video Iklan Allure Matcha Latte Story Di Youtube). *Jurnal Administrasi Bisnis*, 57(1), 30-37.
- Rosiantiningsih, Diarti. 2016. "Gen Z Konsumen Potensial di Masa Depan". <http://marketplus.co.id/2016/10/gen-z-konsumen-potensial-di-masa-depan/> (di akses 2 Maret 2020).
- Ryuukoi. 2019. "Daftar Media Sosial Terpopuler di Indonesia 2019". <https://mediatulis.net/daftar-media-sosial-terpopuler-di-indonesia-2019/> (di akses 3 Maret 2020).
- Schiffman, Leon G. dan Leslie L. Kanuk. 2000. *Perilaku Konsumen*. (Edisi Ke-2). Jakarta: PT. Indeks Gramedia.
- Sugiyono. 2018. *Metode Penelitian Kombinasi*. Bandung: Alfabeta.
- Watie, E. D. S. (2016). Komunikasi dan media sosial (communications and social media). *Jurnal The Messenger*, 3(2), 69-74.
- Wojcicki, S. (2016). Susan Wojcicki on the Effectiveness of Empowering Ads on YouTube. *Think with Google*.