

DAFTAR PUSTAKA

- Aaker, D. A. (1991). *Managing Brand Equity*. London: The Free Press.
- Andriyanto, R. D., Haryanto, J. O. (2010). Analisis Pengaruh Internet Marketing terhadap Pembentukan Word of Mouth dan Brand Awareness untuk Memunculkan Intention to Buy. *Jurnal Manajemen Teknologi* 9(1):20-34.
- Aruman, E. (May, 2015). *Perjalanan Pemasaran Modern di Indonesia*. Retrieved March 21, 2020, from <https://mix.co.id/headline/perjalanan-pemasaran-modern-di-indonesia/>.
- As'ad, Rumman, H., & Alhadid, A. Y. (2014). The Impact of Social Media Marketing on Brand Equity: An Empirical Study on Mobile Service Providers in Jordan. *Society of Interdisciplinary Business Research Vol 3, No. 1*, 315-325.
- Bachdar, S. (May, 2017). *Menganalisis Konsumsi Kosmetik Perempuan Millenials Indonesia*. Retrived March 10, 2020, from <https://marketeers.com/menganalisa-konsumsi-kosmetik-perempuan-milenial-indonesia/>.
- Bella, A. (August, 2018). *Seperti Apa Perilaku Konsumen Kecantikan Indonesia?* Retrieved March 10. 2020, from <https://marketeers.com/seperti-apa-perilaku-konsumen-kecantikan-indonesia/>.
- Berapa Pengguna Media Sosial Indonesia?* (2019, January). Retrieved September 4, 2019, from Databoks.katadata.co.id: <https://databoks.katadata.co.id/datapublish/2019/02/08/berapa-pengguna-media-sosial-indonesia>
- Bowersox, D. and Morash, E. (1989) The Integration of Marketing Flows in Channels of Distribution. *European Journal of Marketing*, 23, 2.
- Boyle, E. (2007). A Process Model of Brand Cocreation: Brand Management and Research Implications. *Journal of Product & Brand Management*, Vol. 16 No. 2, pp. 122-131.
- Chan A. & Astari D. (2017). The Analysis of Content Marketing in Online Fashion Shops in Indonesia. *Review of Integrative Business and Economics Research*, Vol. 6, no. 2, pp.225-233
- Cheung, C., & Lee, K. (2012). What Drives Consumers to Spread Electronic Word of Mouth in Online Consumer-Opinion Platforms. *Decision Support System*, 53(1), 218-225.

Claesson, A. & Jonsson, A. (2017). The Confusion of Content Marketing: A Study to Clarify the Key Dimension of Content Marketing. Thesis Tidak Diterbitkan. School of Health and Society Hogskolan Kristianstad.

Csordas, T., Kujbus Eva M., 7 Gati, M. (2014). The Attributes of Social Media as a Strategic Marketing Communication Tool. *Journalism and Mass Communication*, Vol. 4, No. 1, pp. 48-71.

Data dan Fakta Instagram dalam Statistik. (2018, October 8). Retrieved September 4, 2019, from Jelajahdigital.cm: <https://jelajahdigital.com/data-dan-fakta-instagram-dalam-statistik/>

Dobaj et al. (2015). *Content marketing Handbook: Simple Ways to Innovate Your Marketing Approach*. Warsaw: CMEX.

Eberechukwu, A. J. & Chukwuna, A. (2016). Integrated Marketing Communication in Building Customer-Based Brand equity: A Review Paper. *International Journal of Management and Economics*, Vol. 2, Issue 03, pp. 573-582.

ElAydi, H. O. (2018). The Effect of Social Media Marketing on Brand Awareness through Facebook: An Individual-Based Perspective of Mobile Services Sector in Egypt. *Library Journal*. Vol. 5.

Elisa, R. & Gordini, N. (2014). Content Marketing Metrics: Theoretical Aspects and Empirical Evidence. *European Scientific Journal*, Vol. 10, No. 34, pp.92-102.

Elliott, N. (2015, September). *How Does Your Brand Stack Up on Facebook, Twitter, and Instagram?* Retrieved January 28, 2020, from https://go.forrester.com/blogs/15-09-15-how_does_your_brand_stack_up_on_facebook_twitter_and_instagram/

Emir. (2007). *Metodologi Pendidikan Kuantitatif dan Kualitatif*. Jakarta: PT. Raja Grafindo Persada.

Fajrina, H. N. (2015). Usia Tentukan Pilihan Media Sosial. Diakses melalui <https://www.cnnindonesia.com/teknologi/20150330123638-185-42923/usia-tentukan-pilihan-media-sosial> pada 4 Juli 2020.

Farquhar, Peter H. (1989). Managing Brand Equity. *Marketing Research*, 1 (September), 24-33.

Fill, C. & Jamieson, B. (2014). *Marketing Communication*. Edinburg: Heriot-Watt University.

Francis & Hoefel. (2018). 'True Gen': Generation Z and Its Implications For Companies. McKinsey & Company.

Friestad, M. & Wright, P. (1994). The Persuasion Knowledge Model: How People Cope with Persuasion Attempts. *Journal of Consumer Research* Vol. 21, No. 1 (Jun., 1994), pp. 1-31.

Fromm, J. (2018). *The Influence of Identity: What Gen Z Wants from the Beauty*. Retrived March 3, 2020, from <http://www.millennialmarketing.com/2018/01/the-influence-of-identity-what-gen-z-wants-from-the-beauty-industry/>Goi, C. L., Ngu, I. Y., & Chieng, F. Y. (2015). The Relationship Between Social Media and Brand Equity. *Proceedings of Academics World 12th International Conference*, (pp. 57-61). Singapore.

Gunelius, S. (2008). *30-Minute Social Media Marketing*. New York: Mc Graw Hill.

Grubor, A. & Milovanov, O. (2016). *Content marketing: Creating, Maintaining and Enhancing Brand Equity*. 19th Ebes Conference - Istanbul Proceedings Cd - Volume 2.

Hadi, Sutrisno. (1992). *Metodologi Research Jilid 2*. Yogyakarta: Andi

Hakim, F. C. & Hamzah, M. I. (2012). *Perkembangan Sejarah Pemasaran Dunia: Sebuah Studi Letaratur dan Aplikasinya di Indonesia*. Retrieved March 18, 2020, from https://www.academia.edu/34938251/perkembangan_sejarah_pemasaran_dunia_sebuah_studi_letaratur_dan_aplikasinya_di_indonesia.

Hasibuan, L. (2019). Wah, RI Jadi Pengguna Instagram Terbanyak Se-Asia Pasifik. Diakses melalui https://www.cnbcindonesia.com/lifestyle/20190305173423-33-59051/wah-ri-jadi-pengguna-instagram-terbanyak-se-asia-pasifik_pada_22_Oktober_2019.

Hati, R. N. (June, 2019). *Siap Hadapi Tantangan di Era Beauty 4.0 dengan 4 Langkah Berikut Ini*. Retrieved March 10, 2020, from <https://blog.mokapos.com/beauty-4.0-tren-kecantikan-2019>.

Hennig-Thurau T., Gwinner, K., Walsh, G., & Gremler, D. (2004). Electronic Word-of-Mouth Via Consumer-Opinion Platforms: What Motivates Consumers to Articulate Themselves on the Internet? *Journal of Interactive Marketing*, 18(1), 38-52.

Hoeffler, S., & Keller, K. L. (2003). The Marketing Advantages of Strong Brands. *Journal of Brand Management*, 10 (6), 421-445.

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), pp.27–41.

How to Create Engaging Visual Content for Instagram. (2017, July). Retrived January 28, 2020, from <https://izea.com/2017/07/27/instagram-content-marketing/>

Imran, Hasyim A. (2017). Peran Sampling dan Distribusi Data dalam Penelitian Komunikasi Pendekatan Kuantitatif. *Jurnal Studi Komunikasi dan Media*, Vol. 21, No. 1, Hal. 111-126.

Jakste, L. Z., Kuvykaite, R. (2013). Communication in Social Media for Brand Equity Building. *Economics and Management*, Vo. 18, No. 1.

Keller, K. L. (2013). *Strategic Brand Management: Building, Measuring, and Managing Brand Equity*. USA: Pearson.

Keller, K. L. (2009). Building Strong Brands in A Modern Marketing Communications Environment. *Journal of Marketing Communications*, No. 15, Vol. 2-3, pp.139-155.

Keller, Kevin L. (1993). Conceptualizing, Measuring, and Managing Customer-Based Brand Equity. *Journal of Marketing*, Vol. 57, No. 1, pp. 1-22.

Khurram, M., Qadeer, F., Sheeraz, M. (2018). The Role of Brand Recall, Brand Recognition and Price Consciousness in Understanding Actual Purchase. *Journal Research in Social Sciences*. Vol. 6, No. 2, hal. 220-234.

Kietzmann, J., Hermkens, K., McCarthy, I., & Silvestre, B. (2011). Social media? Get Serious! Understanding the Functional Building Blocks of Social Media. *Business Horizons*, 54(1), 241-251.

Kotler, P., Keller Kevin L. (2006). *Marketing Management*. New Jersey: Pearson.

Laoli, N. (September, 2019). *Melihat Pola Perilaku Konsumen di Era Beauty 4.0*. retrieved March 10, 2020, from <https://peluangusaha.kontan.co.id/news/melihat-pola-perilaku-konsumen-di-era-beauty-40?page=all>.

Lindstrom, A. L. & Jorneus, A. (2016). *Co-Creation Value through Content marketing*. Tesis tidak diterbitkan. School of Business, Economics, and Law. University of Gothenburg.

Louro, M. J., & Cunha, P. V. (2001). Brand Management Paradigms. *Journal of Marketing Management*, Vol. 17, No. 7-8, pp. 849–875.

Low, George S. & Lamb, Charles W. (2000). The Measurement and Dimensionality of Brand Associations. *Journal of Product & Brand Management*, Vol. 9 No. 6 2000, pp. 350-368.

MacKenzie, Scott B. (1986), "The Role of Attention in Me-diating the Effect of Advertising on Attribute Importance," *Journal of Consumer Research*, 13 (September), pg. 174-95.

Menuju 2019, Seperti Inilah Perkembangan Digital Marketing di Indonesia. (December, 2018) retrieved March 18, 2020, from <https://www.nataconnexindo.com/blog/menuju-2019-seperti-inilah-perkembangan-digital-marketing-di-indonesia>.

Mongkol, K. (2014). Integrated Marketing Communication to Increase Brand Equity: The Case of a Thai Beverage Company. *International Journal of Trade, Economics and Finance* Vol. 5, No. 5, pp.445-448.

Pandrianto, N. & Sukendro, G. G. (2018). Analisis Strategi Pesan Content Marketing Untuk Mempertahankan Brand Engagement. *Jurnal Komunikasi*, Vol. 10, No. 2, pp. 167-176.

Pertiwi, W. K. (2019, February 4). *Separuh Penduduk Indonesia Sudah "Melek" Media Sosial*. Retrieved September 7, 2019, from Kompas.com: <https://tekno.kompas.com/read/2019/02/04/19140037/separuh-penduduk-indonesia-sudah-melek-media-sosial>

Perubahan Gaya Hidup Dorong Industri Kosmetik. (January, 2020). Retrived March 10, 2020, from <https://www.kemenperin.go.id/artikel/21460/Perubahan-Gaya-Hidup-Dorong-Industri-Kosmetik>.

Pixy Awards 2020: Produk Favorit Pixy Berdasarkan Hasil Voting Instagram! (February. 2019). Retrieved February 21, 2020, from <http://www.pixy.co.id/news/pixy-awards-2020-produk-favorit-pixy-berdasarkan-hasil-voting-instagram>.

#PixyColoReinvention: Wujud Energy Of Beauty Yang Trendy. (July, 2019). Retrieved February 21, 2020, from <http://www.pixy.co.id/news/pixycoloreinvention-wujud-energy-of-beauty-yang-trendy>.

Pratiwi & Suminar. (2017). Pengaruh Fungsi Make-up Sebagai Camouflage dan Seduction terhadap Kepercayaan Diri pada Remaja Putri. *Jurnal Psikologi Pendidikan dan Perkembangan*, Vol. 6, pp. 19-31.

- Petburikul, K. (2009). The Impact of Corporate Re-branding on Brand Equity. *RU. Int. J. vol. 3(1)*, 157-171.
- Pazeraite, A. & Repoviene R. (2016). Content Marketing Elements and Their Influence on Search Advertisement Effectiveness: Theoretical Background and Practical Insights. *Management of Organizations: Systematic Research*. No. 75, pp. 97-109.
- Pulizzi, J. (2014). *Epic Content Marketing*. New York: McGraw-Hill.
- Rahim, K., & Clemens, B. (2012). Organizational Goals and Performance Measurement Criteria for Content marketing. *Journal of Communication and Computer* 9, 896-904.
- Ratana, M. (2017). Pengaruh Social Media Marketing terhadap Ekuitas Merek (Program Crowdsourcing Foto Periode 18 Juli 2016 – 2 April 2017 di Instagram). *Jurnal Studi Komunikasi dan Media*, Vol. 22, No. 1, pp. 13-28.
- Rastati, R. (2018). Media Literasi Bagi Digital Natives: Perspektif Generasi Z di Jakarta. *Jurnal Teknologi Pendidikan*, Vol. 06, No. 1, pp. 60
- Ratana, M. (2018). Pengaruh Social Media Marketing Terhadap Ekuitas Merek (Program Crowdsourcing Foto Periode 18 Juli 2016 – 2 April 2017 di Instagram). *Studi Komunikasi dan Media Vol. 22 No. 1*, 13-28.
- Riduwan, & Kuncoro, E. A. (2014). *Cara Menggunakan dan Memaknai Path Analysis*. Bandung: Alfabeta.
- Ritonga, F., & Setiawan, Ivan A. (2011). *Analisis Jalur (Path Analysis) dengan menggunakan Program AMOS*. Graha Ilmu: Tangerang.
- Rohadian, S. & Amir, M. T. (2019). Upaya Membangun Customer Engagement Melalui Media Sosial Instagram. *Journal of Entrepreneurship, Management, and Industry* Vol. 2, No. 4, (2019), pp. 179-187.
- Sarwono, J. (2006). *Metode Penelitian Kuantitatif dan Kualitatif*. Yogyakarta: Graha Ilmu.
- Sashi, C. M. (2012). Customer Engagement, Buyer-Seller Relationships, and Social Media. *Management Decision*, Vol. 50 Issue: 2, pp.253-272.
- Schivinski, B., Dabrowski, D. (2014). The Effect of Social Media Communication on Consumer Perceptions of Brands. *Journal of Marketing Communication*. London: Routledge.

Sejarah dan Profil Singkat TCID (Mandom Indonesia Tbk. (June, 2012). Retrived February 21, 2020, from <https://britama.com/index.php/2012/06/sejarah-dan-profil-singkat-tcid/>.

Sekar, P. (2014, May 3). *Dulang Sukses Pemasaran Instagram? Ini Strateginya*. Retrieved September 4, 2019, from Marketing.co.id: <https://www.marketing.co.id/dulang-sukses-pemasaran-instagram-ini-strateginya/>

Setiawan M. R. & Rachmawati, I. (2019). Strategi Digital Content Marketing Eiger Melalui Media Sosial Instagram: The Strategy of Digital Content Marketing Eiger Through Social Media Instagram. *Prosiding Manajemen Komunikasi*, Vol. 5, No. 2, pp. 625-632.

Simangunsong, E. (2018). Generation-Z Buying Behaviour in Indonesia: Opportunities for Retail Businesses. *Jurnal Ilmiah Manajemen*, Volume 8, No. 2, pp.243-253.

Sinaga, N. (September, 2018). *Rebranding Untuk Tingkatkan Merek, PIXY Sukses Luncurkan Produknya di Kota Medan*. Retrieved February 21, 2020, from <https://medan.tribunnews.com/2018/09/09/rebranding-untuk-tingkatkan-merek-pixy-sukses-luncurkan-produknya-di-kota-medan>.

Singarimbun, M. dan Effendi, S. (1989). *Metode Penelitian Survei*. Jakarta: PT. Pustaka LP3S.

Soewandi, M. (2015). The Impact of Social Media Communication Forms on Brand Equity. *iBuss Management Vol. 3, No. 2*, 204-213.

Solomon, Michael R. (1983). The Role of Products as Social Stimuli: A Symbolic Interactionism Perspective. *Journal of Consumer Research*, Vol. 10, pp. 319-29.

Sugiyono. (2012). *Metode Penelitian Kuantitatif Kualitatif dan R&D*. Bandung: Alfabeta.

Suryabrata, S. (2004). *Psikologi Pendidikan*. Jakarta: PT. Rajagrafindo Persada.

Strauss, J. & Frost, R. (2014). *E-Marketing*. New Jersey: Pearson.

Tampilan Baru Pixy Hadir di Jakarta x Beauty. (August, 2019). Retrieved February 21, 2020, from <http://www.pixy.co.id/news/tampilan-baru-pixy-hadir-di-jakarta-x-beauty>.

Titik, S., & Anang, A. S. (2018). The Effect of New Identity, New Image, and Repositioning As A Process of Rebranding Toward *Brand Loyalty*, Brand

Association, Perceived Quality As Part of Brand Equity. *RJOAS* 4(76), 253-263.

The Gen Z Beauty Consumer. (2018, April). Retrived March 3, 2020, from <https://www.stellarising.com/blog/infographic-generation-z-beauty-consumer>.

Tiga Case Study Brand Indonesia yang Sukses dengan Content Marketing. (February, 2019). Retrieved March 21, 2020, from <https://www.dewaweb.com/blog/3-case-study-brand-indonesia-yang-sukses-dengan-content-marketing/>.

Tiga Inspirasi Look Novelty of Beauty untuk Pancarkan Cantikmu di Bulan Suci. (May, 2019). Retrieved February 21, 2020, from <http://www.pixy.co.id/news/3-inspirasi-look-novelty-of-beauty-untuk-pancarkan-cantikmu-di-bulan-suci>.

Tresna, L., & Wijaya J. C. (2015). The Impact of Social Media Towards Brand Equity: An Empirical Study of Mall X. *iBuss Management* Vol. 3, No. 2, pp. 37-48.

Vinaika, R., Manik, D. (2017). How Instagram is Changing the Way Marketing Works? *International Journal of Management & Business Studies* 7(4):12-15.

Vinerean, S. (2017). Content Marketing Strategy: Definition, Objectives and Tactics. *Expert Journal of Marketing*, Volume 5, Issue 2, pp. 92-98.

Vinerean, S. (2017). Importance of Strategic Social Media Marketing. *Expert Journal of Marketing*. Vol. 5, Issue 1, hal.28-35.

Weerasinghe, D. R. (2018). Impact of Content marketing Towards the Customer Online Engagement. *International Journal of Research in Business, Economics and Management*, Vol.2, Issue 3, pp. 217-223.

Wicaksono, A., Suyadi, I., & Hidayat, K. (2014). Pengaruh Komunikasi Pemasaran terhadap Ekuitas Merek (Studi pada konsumen mobil Toyota Avanza tahun 2012 di Auto 2000 Malang cabang Sukun). *Jurnal Administrasi Bisnis (JAB)*, Vol. 12, No. 2, pp. 1-9.

Wood, S. (2013). *Generation Z as Consumers: Trends and Innovation*. Institute for Emerging Issues: NC State University.

Wally, E., Koshy, S. (2014). The Use of Instagram As A Marketing Tool by Emirati Female Entrepreneurs: An Exploratory Study, 29th. *International Business Research Conference, World Business Institute Australia*, pp. 1-19.

Zhu, X (2018). Research on the Impact of Content marketing on Brand Equity. *Advances in Economics, Business and Management Research (AEBMR)*, Vol. 62, pp. 231-236.

Zorn, R. L. (2017). Coming in 2017: A New Generation of Graduate Students--The Z Generation. *College & University*, 92(1), 61-63.