

Works Cited

- Adams, J., Khan, H. A., Raeside, R., & White, D. (2007). *Research Methods for Graduate Business and Social Science Students*. New Delhi: Response Books SAGE.
- Akhtar, D. M. (2016). Research design. *Research Design*.
- Alexa. (2021, June 18). Retrieved from alexa.com: <http://www.alexa.com>
- Analytics, Y. (2021, June). *Youtube*. Retrieved from youtube.com
- Baird, F., & Sehl, K. (2020). *The Complete Guide to YouTube Marketing in 2020*. Retrieved from Hotsuite: www.hotsuite.com
- Barnhart, B. (2019). *Everything you need to know about social media algorithms*. Retrieved from Sprout Social: www.sproutsocial.com
- Brown, A., & Green, T. D. (2007). Video Podcasting in Perspective: The History, Technology, Aesthetics, and Instructional Uses of a New Medium. *Journal of Educational Technology*, 36(1), 3-17.
- Burgess, J., & Green, J. (2018). *YouTube: Online video and participatory culture*. John Wiley & Sons.
- Carr, C. T., & Hayes, R. A. (2015). Social media: Defining, developing, and divining. *Atlantic journal of communication*, 23(1), 46-65.
- Carter N., Bryant-Lukosius D., DiCenso A., Blythe J., & Neville A. J. (2014). The use of triangulation in qualitative research. *In Oncol Nurs Forum*, 41(5), 545-547.
- Castells, M. (2007). Communication, power and counter-power in the network society. *International journal of communication*.
- Choudhari, K., & Bhalla, V.K. (2015). "Video search engine optimization using keyword and feature analysis". *Procedia Computer Science*(58), 691-697.
- Combe, C. (2014). *Introduction to management*. Oxford University Press.
- Culnan, M. J., McHugh, P. J., & Zubillaga, J. I. . (2010). How large US companies can use Twitter and other social media to gain business value. *MIS Quarterly Executive*, 9(4), 246-249.
- Data Reportal. (2020). Retrieved from Data Reportal: <https://datareportal.com/reports/digital-2020-indonesia>
- Data, P. (2020, January 3). "Leading Android apps in the Google play store worldwide in November 2019, by number of downloads (in millions)". Retrieved from Statista: www.statista.com/statistics/693944/leading-android-apps-worldwide-by-downloads/
- Daymon, C., & Holloway, I. (2002). *Qualitative Research Methods in Public Relations and Marketing Communications*. London: Routledge.
- Dictionary, C. (n.d.). Retrieved from <https://dictionary.cambridge.org/>
- Dollarhide, M. (2021, March 15). *Social media*. Retrieved from Investopedia: <https://www.investopedia.com/terms/s/social-media.asp>



- Edosomwan, S., Prakasan, S. K., Kouame, D., Watson, J., & Seymour, T. (2011). The history of social media and its impact on business. *Journal of Applied Management and entrepreneurship*, 16(3), 79-91.
- Ezeife, L. (2017). *Social media strategies for increasing sale*. Walden University, College of Management and Technology. ProQuest. Retrieved April 19, 2021, from <https://www.proquest.com.ezproxy.ugm.ac.id/dissertations-theses/social-media-strategies-increasing-sales/docview/1960882582/se-2?accountid=13771>
- Gahan, B. (2015, May 20). *The 3 steps to success on YouTube*. Retrieved from <https://thenextweb.com/news/the-3-steps-to-success-on-youtube>
- Goulding, C. (2002). Grounded theory: A practical guide for management, business and market researchers. *Sage*.
- Harrigan, P., Soutar, G., Choudhury, M. M., & Lowe, M. (2015). Modelling CRM in a social media age. *Australasian Marketing Journal (AMJ)*, 23(1), 27-37.
- Henderson, A., & Bowley, R. (2010). Authentic dialogue? The role of “friendship” in a social media recruitment campaign. *Journal of Communication Management*.
- hitwise.com. (2010). Retrieved from Top 20 sites and engines: <http://www.hitwise.com/us/datacenter/main/>
- Holland, M. (2016). How YouTube developed into a successful platform for user-generated content. *Elon journal of undergraduate research in communications*.
- Hootsuite. (2021). Retrieved from www.hootsuite.com
- Joosten, T., Pasquini, L., & Harness, L. (2013). Guiding social media at our institutions. *Planning for Higher Education*.
- Kaplan, A. M. (2010). Users of the world, unite! The challenges and opportunities of Social Media. *Business horizons*, 53(1), 59-68.
- Khan, M. L. (2017). Social media engagement: What motivates user participation and consumption on YouTube? *Computers in human behavior*.
- Khang, H., Ki, E. J., & Ye, L. (2012). Social media research in advertising, communication, marketing, and public relations, 1997–2010. *Journalism & Mass Communication Quarterly*.
- Kietzmann, J. H., Hermkens, K., McCarthy, I. P., & Silvestre, B. S. (2011). Social media? Get serious! Understanding the functional building blocks of social media. *Business horizons*.
- Kim, J. (2012). The institutionalization of YouTube: From user-generated content to professionally generated content. *Media, culture & society*, 34(1), 53-67.
- Kumar, R. (2018). Research methodology: A step-by-step guide for beginners. *Sage*.
- Lai, L.S., & Tuban, E. (2006). Groups formation and operations in the Web 2.0 environment and social networks. *Springer Link*, 17(5), 389.
- Lancaster, G. (2005). *Research Methods in Management: a concise introduction to research in management and business consultancy*. Elsevier.

- Leavy, P. (2017). *Research Design: Quantitative, Qualitative, Mixed Methods, Arts-Based, and Community-Based Participatory Research Approaches*. The Guilford Press.
- Lederman, N. G., & Lederman, J. S. (2015). What is a theoretical framework? A practical answer.
- Makhasi, G. Y. (2021, June 1). Personal Communication.
- Maxwell, J. A. (2012). *Qualitative research design: An Interactive Approach* (Vol. 41). Sage publications.
- McKinsey. (2009, September 1). *Our Insight*. Retrieved from McKinsey & Company: <https://www.mckinsey.com/>
- Miller, M. (2011). *YouTube Online Video Marketing for Any Business*.
- Murdough, C. (2009). Social media measurement: It's not impossible. *Journal of interactive advertising*, 10(1), 94-99.
- Newberry, C. (2020). *15 of The Best Social Media Monitoring Tools to Save Your Time*. Retrieved from Hotsuite: <http://www.hotsuite.com>
- Olafson, K. (2021). *19 Social Media KPIs You Should Be Tracking*. Retrieved from www.hotsuite.com
- Perrin, A. (2015). Social media usage. *Pew research center*, 125, 52-68.
- Pettinger, R. (1994). *Introduction to management*. Macmillan International Higher Education.
- Podcast Content is Growing Audio Engagement*. (2020). Retrieved from Nielsen: www.nielsen.com
- Purnamasari, N. D. (2021, June 12). Personal Communication.
- Rahi, S. (2017). Research design and methods: A systematic review of research paradigms, sampling issues and instruments development. *International Journal of Economics & Management Sciences*(6(2)), 1-5.
- Ramanadhan, S., Mendez, S. R., Rao, M., & Viswanat, K. (2013). Social media use by community-based organizations conducting health promotion: a content analysis. *BMC public health*, 13(1), 1-10.
- Rathore, A.K., Ilavarasan, P.V., & Dwivedi, Y.K. (2016). Social media content and product co-creation: an emerging paradigm". *Journal of Enterprise Information Management*, Vol. 29 No. 1.
- Robbins, S. P., & Coulter, M. (2003). *Management*. New Jersey: Pearson Education.
- Roetzel, P. (2018). "Information overload in the information age: a review of the literature from business administration, business psychology, and related disciplines with a bibliometric approach and framework development". *Business Research*, 12(2), 479-522.
- Safko, L. (2010). *The social media bible: tactics, tools, and strategies for business success*. John Wiley & Sons.
- Salim, K. E. (2021, June 14). Personal Communication.
- Saunders, M., Lewis, P., & Thornhill, A. (2003). Research methods for business students (5th ed). *Essex: Prentice Hall: Financial Times*.
- Scott, D. M. (2011). *The New Rules of Marketing & PR*. Hoboken, New Jersey: John Wiley & Sons, Inc.



- Stavrakantonakis, I., Gagiou, A. E., Kasper, H., & Thalhammer, A. (2012). An approach for evaluation of social media monitoring tools. *Common Value Management*, 52(1), 52-64.
- Stocking, G., Kessel, P. V., Barthel, M., Matsa, K. E., & Khuzam, M. (2020, September 28). *YouTube news consumers about as likely to use the site for opinions as for facts*. Retrieved from Pew Research Center: <https://www.pewresearch.org/>
- Tafesse, W. (2020). YouTube marketing: how marketers' video optimization practices influence video views. *Internet Research*.
- Tankovska, H. (2021, June 2021). *Global social networks ranked by number of users 2021*. Retrieved from Statista: www.statista.com
- Taprial, V., & Kanwar, P. (2012). *Understanding social media*. Bookboon.
- Thackeray, R., Neiger, B. L., Hanson, C. L., & McKenzie, J. F. (2008). Enhancing promotional strategies within social marketing programs: use of Web 2.0 social media. *Health promotion practice*, 9(4), 338-343.
- Thomas, D. R. (2006). A general inductive approach for analyzing qualitative evaluation data. *American journal of evaluation*.
- Vivek, S. D., Beatty, S. E., & Morgan, R. M. (2012). Customer engagement: Exploring customer relationships beyond purchase. *Journal of marketing theory and practice*, 20(2), 122-146.
- Whiting, A., & Williams, D. (2013). Why people use social media: a uses and gratifications approach. *Qualitative market research: an international journal*, 362-369.
- Wilson, V. (2016). Research Methods: Triangulation. *Evidence Based Library and Information Practice*, 74-75.
- worldometer.info*. (2020). Retrieved from worldometers: <https://www.worldometers.info/world-population/population-by-country/>
- Yin, R. K. (2009). *Case study research: Design and methods (Vol 5)*. Sage.
- YouTube. (2021). Retrieved from www.youtube.com