

Daftar Pustaka

Sumber Buku

- Ames, M., & Burcon, S. (2016). *How Pop Culture Shapes the Stages of a Woman's Life: From Toddlers-in-Tiaras to Cougars-on-the-Prowl*. New York: Palgrave Macmillan.
- Bungin, B. (2005). *Metodologi Penelitian Kuantitatif: Komunikasi, Ekonomi, dan kebijakan Publik Serta Ilmu-Ilmu Sosial Lainnya*. Jakarta: Kencana.
- Gass, R. H., & Seiter, J. S. (2004). *Persuasion: Social Influence and Compliance Gaining*. Boston: Allyn and Bacon.
- Gauntlett, D. (2008). *Media, Gender, & Identity: An Introduction (2nd Edition)*. New York : Routledge.
- Ghozali, I. (2006). *Aplikasi Analisis Multivariate Dengan Program SPSS*. Semarang: Badan Penerbit Universitas Diponegoro.
- Hearn, A., & Schoenhoff, S. (2016). From Celebrity to Influencer: Tracing the Diffusion of Celebrity Value Accross the Data Stream. In P. D. Marshall, & S. Redmond, *A Companion to Celebrity* (p. 194). John Wiley & Sons, Inc.
- Hodkinson, P. (2011). *Media, Culture, and Society: an Introduction*. London: SAGE Publications.
- Idrus, M. (2009). *Metode Penelitian Ilmu Sosial: Pendekatan Kualitatif dan Kuantitatif*. Jakarta: Erlangga.
- Jugenheimer, D. W., Kelley, L. D., Hudson, J., & Bradley, S. (2010). *Advertising and Public Relation Research*. New York : M.E. Sharpe.
- Manampiring, H. (2015). *The Alpha Girl Guide*. Jakarta : Gagas Media.
- Marwick, A. E. (2015). You May Know Me from YouTube: (Micro-)Celebrity in Social Media. In P. D. Marshall, & S. Redmond, *A Companion to Celebrity* (pp. 333-314). Hoboken, NJ, USA : John Wiley & Sons.inc
- McGarty, C., Yzerbyt, V. Y., & Spears, R. (2004). *Stereotypes as Explanations: The formation of meaningful beliefs about*. Cambridge: Cambridge University Press.
- McGee, M. (2005). *Self-Help, Inc.: Makeover Culture in American Culture Life*. London: Oxford University Press.
- McQuail, D. (2010). *Teori Komunikasi Massa McQuail*. Jakarta : Salemba Humanika.
- Mulyana, D. (2010). *Ilmu Komunikasi: Suatu Pengantar*. Bandung: Remaja Rosda Karya.
- Neuman, W. L. (2000). *Social Research Methods: Qualitative and Quantitative Approaches*. Boston: Pearson.
- Perloff, R. M. (2008). *The Dynamics of Persuasion*. New York : Routledge.
- Rakhmat, J. (1991). *Metode Penelitian Komunikasi*. Bandung: Remaja Rosda Karya.
- Ruslan, R. (2003). *Metode Penelitian PR & Komunikasi*. Jakarta : Raja Grafindo Persada.

- Smith, C. J. (2008). *Cosmopolitan Culture and Consumerism in Chick Lit*. New York: Routledge.
- Sugiyono. (2006). *Metode Penelitian Bisnis*. Bandung: Alfabeta.
- Sunyoto, D. (2011). *Analisis Regresi dan Uji Hipotesis*. Yogyakarta : CAPS.

Sumber Jurnal

- Applbaum, R. L., & Anatol, K. W. (1973). Dimensions of Source Credibility: A Test for Reproducibility. *Speech Monograph*, 231-237.
- As'ad, H. A.-R., & Alhadid, A. Y. (2014). The Impact of Social Media Marketing on Brand Equity: An Empirical Study on Mobile Service Providers in Jordan. *Review of Integrative Business & Economics Research*, 3(1), 315 - 326.
- Bergsma, A. (2008). Do Self-Help Books Help? *Journal of Happiness Studies*, 341-360.
- Berlo, D. K., Lemert, J. B., & Mertz, R. J. (1969). Dimensions of Evaluating the Acceptability of Message Source. *Public Opinion Quarterly Volume 33 Issue 4*, 563-576.
- Brown, W. J., & Bocarnea, M. (2007). Celebrity-Persona Identification Scale. In R. A. Reynolds, R. Woods, & J. D. Baker, *Handbook of Research and Electronic Surveys and Measurements* (pp. 302-305). Hershey: Idea Group Reference.
- Flanagin, A. J., & Metzger, M. J. (2003). The Perceived Credibility of Personal Web Page Information as Influenced by the Sex of the Source. *Computers in Human Behaviour* no. 19, 683-701.
- Flanagin, A. J., & Metzger, M. J. (2008). Digital Media and Youth: Unparalleled Opportunity and Unprecedented Responsibility. In A. J. Flanagin, & M. J. (ed.), *Digital Media, Youth, and Credibility* (p. 8). London: The MIT Press.
- Grodin, D. (1991). The Interpreting Audience: The Therapeutics of Self-Help Book Reading. *Critical Studies of Mass Communication*, 404-420.
- Hazleden, R. (2003). Love Yourself: The Relationship of The Self With Itself in Popular Self-Help Text. *Journal of Sociology*, 39(4), 413 - 428.
- Jones, L. W., Sinclair, R. C., & Courneya, K. S. (2003). The Effects of Source Credibility and Message Framing on Exercise Intentions, Behaviors, and Attitudes: An Integration of Elaboration and Likelihood Model and Prospect Theory. *Journal of Applied Social Psychology*, 179-196.
- Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and Opportunities of Social Media. *Business Horizons*, 1.
- Khamis, S., Ang, L., & Welling, R. (2016). Self-branding, 'micro-celebrity and The Rise of Social Media Influencer. *Celebrity Studies*.
doi:10.1080/19392397.2016.1218292
- Li, R., & Suh, A. (2015). Factors Influencing Information credibility on Social Media Platforms: Evidence of Facebook Pages. *Procedia Computer Science*, 314-328.

- Marwick, A. E., & Boyd, D. (2010). I Tweet Honestly, I Tweet Passionately: Twitter Users, Context Collapse, and The Imagined Audience. *New Media & Society* 13 (1), 114 - 133.
- McCauley, C., & Stitt, C. L. (1978). An Individual and Quantitative Measure of Stereotypes. *Journal of Personality and Social Psychology* Vol. 9, 929-940.
- McCroskey, J. C., & Young, T. J. (1981). Ethos and credibility: The construct and its measurements after three decades. *Central States Speech Journal*, 24-34.
- Metzger, M. J., Flanagin, A. J., Eyal, K., Lemus, D. R., & McCan, R. (2003). Credibility on 21st Century: Integrating Perspective on Source, Message and Media Credibility in the Contemporary Media Environment. *Communication Yearbook*, 293-335.
- Nehring, D., Alvarado, E., Hendriks, E. C., & Kerrigan, D. (2016). *Transnational Popular Psychology and Global Self-Help Industry: the Politics of Temporary Social Change*. New York: Palgrave Macmillan.
- Ohanian, R. (1990). Construction and Validation of a Scale to Measure Celebrity Endorsers' Perceived Expertise,. *Journal of Advertising*, Vol. 19, No. 3 , 39-52.
- Petty, R., & Cacioppo, J. (2011). Elaboration Likelihood Model. In E. Giffin, *A First Look at Communication Theory* (pp. 205-215). New York: McGraw Hill.
- Pornpitakpan, C. (2004). The Persuasiveness of Source Credibility: A Critical Review of Five Decades Evidence . *Journal of Applied Social Psychology*, 34, 243-281.
- Rahmawan, D. (2013). SELEBTWITS: MICRO-CELEBRITY PRACTITIONERS IN INDONESIAN TWITTERSPHERE.
- Senft, T. M. (2013). Microcelebrity and The Branded Self . In J. Hartley, J. Burgess, & A. Bruns, *A Companion to New Media Dynamics* (pp. 346 - 354). -: Blackwell Publishing.
- Sood, S. (2002). Audience Involvement and Entertainment-Education. *Communication Theory* Vol. 12 Issue 2 , 153-172.
- Steele, J. R., & Brown, J. D. (1995). Adolescent Room Culture: Studying Media in the Context of Everyday Life. *Journal of Youth and Adolescence* Vol. 24 Issue 5, 552 - 576.
- Sundar, S. S. (2008). The MAIN Model: A Heuristic Approach to Understanding Technology. In M. J. Flanagin, *Digital Media, Youth, and Credibility* (pp. 73-100). Cambridge, MA: The MIT Press.
- Tseng, S., & Fogg, B. (1999). Credibility and Computing Technology. *Communication of The ACM* 42, 39-44.
- Ward, R. M., Popson, H. C., & DiPaolo, D. G. (2010). Defining the Alpha Female: A Female Leadership Measure. *Journal of Leadership and Organizational Studies* Vol. 17, 309-320.
- Wathen, C. N., & Burkell, J. (2002). Believe It or Not: Factors Influencing Credibility. *JOURNAL OF THE AMERICAN SOCIETY FOR INFORMATION SCIENCE AND TECHNOLOGY*, 53, 132-144.

- West, R., & Turner, L. H. (2008). *Pengantar Teori Komunikasi 1*. Jakarta: Salemba Humanika.
- Widgery, R. N. (1974). Sex of receiver and physical attractiveness of Source as the Determinants of Initial Credibility Perceptions. *Western Speech*, 13-17.
- Wilson, D. M., & Cash, T. F. (2000). Who Reads Self-Help Books? Development and Validation of The Self-Help Reading Attitude Survey. *Personality and Individual Differences* 29, 119-129.

Sumber Internet

- Badan Pusat Statistik. (2016, September 14). *Penduduk Berumur 15 Tahun Ke Atas Menurut Golongan Umur dan Jenis Kegiatan Selama Seminggu yang Lalu, 2008 - 2016*. Retrieved from Badan Pusat Statistik:
<https://www.bps.go.id/linkTabelStatis/view/id/1904>
- biography.com. (2014, April 2). *Dale Carnegie Biography* . Retrieved from The Biography.com : <http://www.biography.com/people/dale-carnegie-9238769>
- Famous Authors. (2012). *Malcolm Gladwell*. Retrieved March 5, 2017, from Famousauthors.com: <http://www.famousauthors.org/malcolm-gladwell>
- Harvey, E. (2015, March 11). *2015 Book Business Trendspotting Report*. Retrieved from Book Business: <http://www.bookbusinessmag.com/article/2015-book-business-trendspotting-report/>
- Hewwet, E. (2013, Maret 6). *Top 5 celebrity clothing lines: From Rihanna to Kelly Brook*. Retrieved from Metro.co.uk: <http://metro.co.uk/2013/03/06/top-5-celebrity-clothing-lines-from-rihanna-to-kelly-brook-3529119/>
- IBIS World. (2016, February). *Life Coaches in the US: Market Research Report*. Retrieved March 8, 2017, from IBIS World:
<https://www.ibisworld.com/industry/life-coaches.html>
- Lamb-Saphiro, J. (2013, 11 29). *A Short-History of Self-Help, The World's Best Selling Genre*. Retrieved from Publishing Perspective:
<http://publishingperspectives.com/2013/11/a-short-history-of-self-help-the-worlds-bestselling-genre/>
- Main, S. (2017, March 30). *Micro-Influencer Are More Effective With Marketing Campaigns Than Highly Popular Account*. Retrieved March 31, 2017, from Adweek: <http://www.adweek.com/digital/micro-influencers-are-more-effective-with-marketing-campaigns-than-highly-popular-accounts/>
- Manampiring, H. (2015, October 21). *Pemenang Cover Buku Ketiga Adalah...* Retrieved from The Laughing Phoenix:
<https://henrymanampiring.com/2015/10/21/pemenang-cover-buku-ketiga-adalah/>
- Manampiring, H. (2016, April 17). *The Alpha Girl's Journey*. Retrieved April 18, 2016, from The Laughing Phoenix:
<https://manampiring17.wordpress.com/2016/04/17/the-alpha-girls-journey/>.
- Palmer, N. (2015, November 30). *So, You've Been Told You Need to "Check Your Privilege." Now what?* Retrieved from Sociology In Focus:

<http://sociologyinfocus.com/2015/11/so-youve-been-told-you-need-to-check-your-privilege-now-what/>

Rahn, M. (2016). *Factor Analysis: A Short Introduction, Part 1*. Retrieved from The Analysis Factor: <http://www.theanalysisfactor.com/factor-analysis-1-introduction/>

Sebastian, Y. (2009, May 21). *Young On Top - Ketika Usia Tak Menjadi Rintangan*. Retrieved from Yoris Sebastian: <http://yorisesebastian.com/young-on-the-top-ketika-usia-tidak-menjadi-rintangan/>

Thompson, C. (2008, September 5). *Brave New World of Digital Intimacy*. Retrieved from The New York Times Magazine: <http://www.nytimes.com/2008/09/07/magazine/07awareness-t.html>

United Nation. (2013, January 23). *Definition of Youth*. Retrieved from United Nation: <http://www.un.org/esa/socdev/documents/youth/fact-sheets/youth-definition.pdf>