

DAFTAR PUSTAKA

- Abercrombie, N. & Longhurst, B. (1998). *Audiences: A Sociological Theory of Performance and Imagination*. London: Sage Publication.
- Ambroise, L., & Albert, N. (2019). Celebrity endorsement: Conceptual clarifications, critical review, and future research perspectives. *Recherche et Applications En Marketing* (English Edition), 1-26. DOI:10.1177/2051570719876198.
- Association for Psychological Science. (2012, Oktober 24). Self-Affirmation Enhances Performance, Makes Us Receptive to Our Mistakes. *Association for Psychological Science*. Diakses dari <https://www.psychologicalscience.org/news/releases/self-affirmation-enhances-performance-makes-us-receptive-to-our-mistakes.html> pada 18 Juli 2021.
- Autio, M., & Heinonen, V. (2004). *To Consume or Not to Consume?* *YOUNG*, 12(2), 137–153. doi:10.1177/1103308804042104
- Avriyanty, R. (2012). *Analisis Resepsi Penonton di Youtube Terhadap Konstruksi Gender dalam Video Musik If I Were A Boy Karya Beyonce Knowles*. [skripsi]. Jakarta: Fakultas Ilmu Sosial dan Ilmu Politik, Universitas Indonesia.
- Babauta, L. (2007, Desember 6). Wake Up: A Guide to Living Your Life Consciously. *Zen Habits*. Diakses dari <https://zenhabits.net/wake-up-a-guide-to-living-your-life-consciously/> pada 20 Februari 2021.
- Bachtar, D. M. (2019). *Analisis Resepsi Mahasiswa Obesitas di Universitas Gadjah Mada terhadap Akun @fatgirlfedup sebagai Media Komunikasi Kesehatan Preventif*. [skripsi]. Yogyakarta: Fakultas Ilmu Sosial dan Ilmu Politik, Universitas Gadjah Mada.
- Bagai, S. (2018, Agustus 1). What is Conscious Living and How it Can Reshape Your Life?. *Sunil Bagai*. Diakses dari <http://sunilbagai.com/conscious-living-can-reshape-life/> pada 5 Januari 2021.
- Balundė, A., Jovarauskaitė, L., & Poškus, M. S. (2020). Exploring Adolescents' Waste Prevention via Value-Identity-Personal norm and Comprehensive Action

- Determination Models. *Journal of Environmental Psychology*, 72, 1-34.
<https://doi.org/10.1016/j.jenvp.2020.101526>.
- Baran, S. J., & Dennis, K. D. (2012). *Mass Communication Theory: Foundations, Ferment, and Future*. USA: Wadsworth.
- Baran, S. J., McIntyre, J. S., & Meyer, T. P. (1984). *Self Symbols and Society: An Introduction to Mass Communication*. New York: Random House.
- Barker, C. (2004). *Cultural Studies: Teori dan Praktik*. Terjemahan Nurhadi. Yogyakarta: Kreasi Wacana.
- Barker, C. (2014). *Kamus Kajian Budaya*. Yogyakarta: Kanisius.
- Bertrand, I. dan Hughes, P. (2005). *Media Research Methods: Audience, Institutions, Texts*. New York: Palgrave MacMillan.
- Buka Talks. (2018, Desember 31). *Astri Puji Lestari – Menerapkan Gaya Hidup Minimalis & Pola Hidup Sederhana* /BukaTalks [Video]. YouTube. Diakses dari <https://www.youtube.com/watch?v=vk4vg2t7cn8> pada 21 April 2021.
- Campbell, C. (1987). *The Romantic Ethic and the Spirit of Modern Consumerism*. Oxford: Blackwell.
- Cha, M., Haddadi, H., Benevenuto, F., & Gummadi, K. (2010). Measuring User Influence in Twitter: The Million Follower Fallacy. In: *The fourth International AAAI Conference on Weblogs and Social Media, Washington, DC, 23–26 May*. Chicago, IL: Association for the Advancement of Artificial Intelligence.
- Chaney, D. (1996). *Lifestyles*. London: Routledge.
- Creswell, J. W. (2003). *Research Design Qualitative, Quantitative, and Mixed Methods Approaches* (2nd ed.). California: Sage Publications.
- Croteau, D. dan Hoynes, W. (2014). *Media/Society: Industries, Images, and Audiences* (5th ed.). London: Sage Publications.
- Danciu, V. (2015). Successful Green Branding, a New Shift in Brand Strategy: Why and how it works. *The Romanian Economic Journal*, (18)56, 47-64.
- Derksen, L. & Gartrell, J. (1993). The social context of recycling. *American Sociological Review*, 58, 434-442.

- Dunlap, R.E. & Catton, W.R. (1994). Struggling with human exemptionalism: the rise, decline and revitalization of environmental sociology. *American Sociologist*, 25, 5-30.
- Fadlina, R. A. (2012). *Khalayak dan Kritik Sosial dalam Musik*. [skripsi]. Yogyakarta: Fakultas Ilmu Sosial dan Politik, Universitas Gadjah Mada.
- Fasya, A. M. (2019). *Analisis Resepsi Audiens terhadap Citra Diri Dwi Handayani melalui Akun Instagram @dwiandaanda*. [skripsi]. Yogyakarta: Fakultas Ilmu Sosial dan Politik, Universitas Gadjah Mada.
- Featherstone, M. (1987). *Lifestyle and Consumer Culture. Theory, Culture & Society*, 4(1), 55–70. doi:10.1177/026327687004001003
- Fishbein, M., & Ajzen, I. (2010). Predicting and Changing Behavior: The Reasoned Action Approach. *Psychology Press*. doi: 10.4324/9780203838020
- Gawain, S. (2006). *Awakening: A Daily Guide to Conscious Living*. California: Nataraj Publishing.
- Gerakan Indonesia Diet Kantong Plastik. (n.d). *Tentang Kami*. Diakses dari <https://dietkantongplastik.info/tentang-kami/> pada 14 April 2021.
- Glucksman, M. (2017). The Rise of Social Media Influencer Marketing on Lifestyle Branding: A Case Study of Lucie Fink. *Elon Journal of Undergraduate Research in Communications*, 8(2), 77-87.
- Gulzar, A. (n.d). Importance of Lifestyle in A Healthy Life. *Nupathe*. Diakses dari <https://nupathe.com/blog/importance-of-lifestyle-in-a-healthy-life/> pada 5 Januari 2021.
- Haanpää, L. (2007). Consumers? green commitment: indication of a postmodern lifestyle? International. *Journal of Consumer Studies*, 31(5), 478–486. doi:10.1111/j.1470-6431.2007.00598.x
- Hadjichambis, A. Ch., Paraskeva-Hadjichambi, D., Ioannou, H., Georgiou, Y., & Manoli, C. C. (2015). Integrating Sustainable Consumption into Environmental Education: A Case Study on Environmental Representations, Decision Making and Intention to Act. *International Journal of Environmental & Science Education*, 10(1), 67-86. doi: 10.12973/ijese.2015.231a
- Hall, S. (1973). *Encoding and Decoding in The Television Discourse*. Birmingham: Centre for Cultural Studies University of Birmingham.

- Haraldsson, H. V., Ranhagen, U., & Sverdrup, H. (2001). Is Eco-Living more Sustainable than Conventional Living? Comparing Sustainability Performances between Two Townships in Southern Sweden. *Journal of Environmental Planning and Management*, 44(5), 663-679. DOI: 10.1080/09640560120079966.
- Henry, A. D., & Dietz, T. (2012). Understanding Environmental Cognition. *Organization & Environment*, 25(3), 238–258. doi:10.1177/1086026612456538.
- Instagram. (n.d.) Features: Our Features. Diakses dari <https://about.instagram.com/features> pada 20 Februari 2021.
- Jackson, T. & Michaelis, L. (2003). *Policies for Sustainable Consumption*. Sustainable Development Commission, London.
- Jensen, K. B. (1987). Qualitative audience research: Toward an integrative approach to reception. *Critical Studies in Mass Communication*, 4(1), 21–36. DOI:10.1080/15295038709360110.
- Jensen, M. (2007). Defining Lifestyle. *Environmental Sciences*, 4(2), 63-73. DOI: 10.1080/15693430701472747.
- Johnson, C. (2019). *Platform: The Art and Science of Personal Branding*. New York, US: Lorena Jones Books.
- Joseph, E. D. (1987). The Consciousness of Being Conscious. *Journal of The American Psychoanalytic Association*, 35(1), 5-22. DOI: 10.1177/000306518703500101.
- Khedher, M. (2014). Personal Branding Phenomenon. *International Journal of Information, Business and Management*, 6(2), 29-35. ISSN 2218-046X.
- Lair, D. J., Sullivan, K. & Cheney, G. (2005). Marketization and the Recasting of the Professional Self: The Rhetoric and Ethics of Personal Branding, *Management Communication Quarterly*, 18(3), 307-343. DOI: 10.1177/0893318904270744.
- Lestari, A. P. (2017). Food Preparation and Fridge Organization: Why. *Astri Puji Lestari*. Diakses dari <http://astripujilestari.com/2017/12/28/food-preparation-and-fridge-organization-why/> pada tanggal 15 Juli 2021.

- Lestari, A. P. (2020, Januari 31). Designing Lifestyle pt.1. *Astri Puji Lestari*. Diakses dari <https://astripujilestari.com/2020/01/31/designing-lifestyle-pt-1/> pada 9 Januari 2021.
- Lievrouw, L. A. dan Livingstone, S. (2006). Introduction to the updated student edition. In *Handbook of new media: social shaping and social consequences of ICTs*. (1-14). London: Sage.
- Livingstone, S. (1999). New Media, New Audiences?. *New Media & Society*, 1(1), 59–66. DOI:10.1177/1461444899001001010.
- Livingstone, S. (2003). The Changing Nature of Audiences: From the Mass Audiences to the Interactive Media User. In book: *Edited by Angharad N. Valdivia. A Companion to Media Studies*. Oxford: Blackwell Publishing, 337-359. <https://doi.org/10.1002/9780470999066.ch17>
- Livingstone, S. (2004). The Challenge of Changing Audiences: Or, What is the Audience Researcher to Do in the Age of the Internet?. *European Journal of Communication*, 19(1), 75-86. DOI:10.1177/0267323104040695.
- Livingstone, S., & Das, R. (2013). *The end of audiences?: theoretical echoes of reception amid the uncertainties of use*. In: Hartley, John, Burgess, Jeanand Bruns, Axel, (eds.) *A Companion to New Media Dynamics*. Wiley-Blackwell, Oxford, UK, h. 104-121. ISBN 9781444332247
- Lorenzen, J. A. (2012). *Going Green: The Process of Lifestyle Change*. *Sociological Forum*, 27(1), 94–116. doi:10.1111/j.1573-7861.2011.01303.x
- Lyfe with Less. (2020, Februari 19). #BelajarJadiMinimalis Ala Astri Puji Lestari. Lyfe with Less. Diakses dari <http://lyfewithless.com/2020/02/19/belajarjadiminimalis-ala-astri-puji-lestari/> pada 8 Januari 2021.
- Manovich, L. (2017). Instagram and Contemporary Image. *Manovich*. Diakses dari <http://manovich.net/index.php/projects/instagram-and-contemporary-image> pada 11 Januari, 2021.
- Marin, L., R, S., & Rubio, A. (2009), The role of identity salience in the effects of corporate social responsibility on consumer behavior. *Journal of Business Ethics*, (84)1, 65-78.

- McMillan, S. J. (2006). *Exploring models of interactivity from multiple research traditions: Users, documents and systems. Handbook of new media*. London: Sage.
- McNally, D. dan Speak, K. (2010). *Be Your Own Brand: Achieve More of What You Want by Being You Want by Being More of Who You Are*. San Francisco: Berrett-Koehler Publishers.
- McQuail, D. (1997). *Audience Analysis*. USA: Sage Publications.
- McQuail, D. (2002). *Media Performance: Mass Communication and the Public Interest*. London: Sage Publications.
- Miles, M. B. & Huberman, A. M. (1994). *An Expanded Sourcebook Qualitative Data Analysis* (2nd ed.). California: Sage Publication
- Montoya, P. (2002). *The Personal Branding Phenomenon*. Vaughan Printing. Nashville.
- Montoya, P., & Vandehey, T. (2009). *The Brand Called You: Create a Personal Brand That Wins Attention and Grows Your Business*. London: McGraw Hill..
- Mukhlisiana, L. (2019). Urban Youngster Personal Branding through Instagram. *International Journal of Multicultural and Multireligious Understanding: Jakarta International Conference on Social Sciences and Humanities*, 6(1), 54-57. ISSN 2364-5369.
- Nasrullah, R. (2015). *Media Sosial: Perspektif Komunikasi, Budaya, dan Siosioteknologi*. Bandung: Sombiosa Rekatana Media.
- Nightingale, V. (2003). The Cultural Revolution in Audience Research. *In book: Edited by Angharad N. Valdivia. A Companion to Media Studies*. Oxford: Blackwell Publishing, 360-381.
<https://doi.org/10.1002/9780470999066.ch18>
- Oktasari, R. (2017). *Analisis Resepsi Audiens terhadap Personal Branding Raditya Dika dalam RVLOG (Raditya Video Log) melalui Youtube Channel Raditya Dika*. [tesis]. Yogyakarta: Fakultas Ilmu Sosial dan Politik, Universitas Gadjah Mada.
- Parentalk. (2020, September 30). *Bicara Gaya Hidup Bareng Astri Puji Lestari* [Video]. YouTube. Diakses dari <https://www.youtube.com/watch?v=ll9RSZ9chz0> pada 20 April 2021.

- Patton, M. Q. (2005). Qualitative Research. *Encyclopedia of Statistics in Behavioral Science*. DOI:10.1002/0470013192.bsa514.
- Pearl, S. (2020, April 29). Conscious Living: What does it mean and why is it important right now?. *Susie Pearl*. Diakses dari <https://www.susiepearl.com/conscious-living-what-does-it-mean-and-why-is-it-important-right-now/> pada 22 Februari 2021.
- Pepper, M., Jackson, T., & Uzzell, D. (2009). An examination of the values that motivate socially conscious and frugal consumer behaviors. *International Journal of Consumer Studies*, 33(2), 126-136. DOI: 10.1111/j.1470-6431.2009.00753.x.
- Philbrick, J. L., & Cleveland, A. D. (2015). Personal Branding: Building Your Pathway to Professional Success. *Medical Reference Services Quarterly*, 34(2), 181–189. DOI:10.1080/02763869.2015.1019324.
- Pinto, D. C., Herter, M. M., Rossi, P., Nique, W. M., & Borges, A. (2019). Recycling cooperation and buying status: Effects of pure and competitive altruism on sustainable behaviors. *European Journal of Marketing*. <https://doi.org/10.1108/EJM-09-2017-0557>
- Polite Wardrobe. (2012, Maret 23). Astri Puji Lestari (Atit) – Rollerblade Player. *Polite Wardrobe*. Diakses dari <https://politewardrobe.wordpress.com/2012/03/23/astri-puji-lestari-atit-rollerblade-player/> pada 20 April 2021.
- Putri, A. M. S. S. (2018). Makna Gaya Hidup “Brand Minded” Pada Konsumen Sosialita. *IDEA (Jurnal Humaniora)*, 1(1), 84-95. <https://doi.org/10.29313/idea.v0i0.4168>
- Rohan, M.J. (2000). A rose by any name? The values construct. *Personality and Social Psychology Review*. 4(3), 255-277. DOI: 10.1207/s15327957pspr0403_4.
- Ross, K., & Nightingale, V. (2003). *Media and Audience: New Perspective*. London: Sage Publication.
- Ruddock, A. (2001). *Understanding Audiences: Theory and Method*. London: Sage Publication.
- Russo, M. (2010, Juli 6). Building a Green Brand by Creating Attraction to Your Product. *Green Biz*. Diakses dari

<https://www.greenbiz.com/article/building-green-brand-creating-attraction-your-products> pada 3 Mei 2021.

- Salerino, R. R. (2012). *Indonesia, Nasionalisme dan Iklan: Analisis Resepsi Terhadap 3 Iklan Televisi Dengan Tema Ke-Indonesiaan*. [tesis]. Jakarta: Fakultas Ilmu Sosial dan Politik, Universitas Indonesia.
- Schramm, W. (1955). Information Theory and Mass Communication. *Journalism & Mass Communication Quarterly*, 32(2), 131-146. DOI: 10.1177/107769905503200201.
- Schwartz, S. H & Bilsky, W. (1987). Toward a universal psychological structure of human values. *Journal of Personality and Social Psychology*. 53(3), 550-562.
- Senft, T. (2008). *Camgirls: Celebrity and Community in the Age of Social Networks*. New York: Peter Lang.
- Simons, N. (2018, Mei 8). What's the Difference Between Green, Sustainable, Eco-Friendly, Ethical, Fair Trade, Clean, Organic, Non-Toxic, and Conscious?. *Ecocult*. Diakses dari <https://ecocult.com/whats-the-difference-between-green-sustainable-eco-friendly-ethical-fair-trade-clean-organic-non-toxic-and-conscious/> pada 5 Mei 2021.
- Sobel, M. E. (1981). *Lifestyle and Social Structure: Concepts, Definition, Analyses*. New York: Academic Press.
- Sperber, D. & Wilson, D. (1995). *Relevance: Communication and cognition*. Oxford: Blackwell.
- Spiro, M.E. (1987). Collective Representations and Mental Representations in Religious Symbol Systems. In book: *Edited by B. Kilborne and L.L. Langness. Culture and Human Nature: Theoretical Papers of M. E. Spiro*. Chicago: University of Chicago Press, 161-184. <https://doi.org/10.4324/9780429336812>
- Storey, J. (2010). *Cultural Studies dan Kajian Budaya Pop*. Yogyakarta: Jalasutra.
- Sugiarto, E. (2015). *Menyusun Proposal Penelitian Kualitatif: Skripsi dan Tesis*. Yogyakarta: Suaka Media.
- Utami, R. T. (2014). *Behel dan Gaya Hidup Kaum Muda*. [skripsi]. Yogyakarta: Fakultas Ilmu Sosial dan Ilmu Politik, Universitas Gadjah Mada.

- Veal, A.J. (2000). *Leisure and Lifestyle. A Review and Annotated Bibliography*. Online Bibliography No. 8. School of Leisure, Sport and Tourism. University of Technology, Sydney. [WWW document]. Diakses dari http://www.business.uts.edu.au/lst/downloads/08_Lifestyle_Leisure_bi_b.pdf pada 20 April 2021.
- Vitelar, A. (2019). Like Me: Generation Z and the Use of Social Media for Personal Branding. *Management Dynamics in the Knowledge Economy*, 7(2), 257-268. DOI: 10.25019/MDKE/7.2.07.
- Wee, L., & Brooks, A. (2010). *Personal Branding and the Commodification of Reflexivity*. *Cultural Sociology*, 4(1), 45–62. doi:10.1177/1749975509356754
- Wetsch, L. R. (2012). A Personal Branding Assignment Using Social Media. *Journal of Advertising Education* 16(1), 30-36. DOI: 10.1177/109804821201600106.
- Wilson, D. (1994). Relevance and understanding. In: G. Brown, K. Malmkjær, A. Pollit & J. Williams (Eds.). *Language and understanding*. Oxford: Oxford University Press, 35-58.
- Yu, Q. (2014). Understanding the Impact of Culture on Interpretation: A Relevance of Theoretic Perspective. *Intercultural Communication Studies* 23(3), 83-102.
- Zaluchu, S. E. (2020). Strategi Penelitian Kualitatif dan Kuantitatif di Dalam Penelitian Agama. *Evangelikal: Jurnal Teologi Injili dan Pembinaan Warga Jemaat*, 4(1), 28-38. DOI: 10.46445/ejti.v4i1.167.
- Zammit-Lucia, J. (2013, Juli 5). Why green brands are failing to capture attention. *The Guardian*. Diakses dari <https://www.theguardian.com/sustainable-business/green-brands-fail-public-appeal> pada 3 Mei 2021.