DAFTAR PUSTAKA

Alamsyah, A., Rahmah, W., & Irawan, H. (2015). Sentiment analysis based on appraisal theory for marketing intelligence in Indonesia's mobile phone market. *Journal of Theoretical and Applied Information Technology*.

Alamsyah, A., & Ramadhani, D. P. (2020). *Pengenalan Social Network Analysis Konsep dan Praktis*. Cv. Sadari.

Alifia Putri, C., & Al Faraby, S. (2020). *Analisis Sentimen Review Film Berbahasa Inggris Dengan Pendekatan Bidirectional Encoder Representations from Transformers*. *6*(2), 181–193. https://doi.org/doi.org/10.35957/jatisi.v6i2.206

Allahyari, M., Pouriyeh, S., Assefi, M., Safaei, S., Trippe, E. D., Gutierrez, J. B., & Kochut, K. (2017). *A Brief Survey of Text Mining: Classification, Clustering and Extraction Techniques*. http://arxiv.org/abs/1707.02919

Asnori. (2020). *Psikologi Pendidikan Pendekatan Multidisipliner* (1st ed.). CV. Pena Persada.

Begg, C. E., & Connolly, T. M. (2016). *Database Systems: A Practical Approach to Design, Implementation, and Management* (Sixth Edition). Pearson Education Limited.

Blackshaw, P., & Nazzaro, M. (2006). Consumer-Generated Media (CGM) 101 Word-of-Mouth in the Age of the Web-Fortified Consumer. *Nielsen BuzzMetrics White Paper*, 1–13.

Blei, D. M., & Lafferty, J. D. (2009). *TOPIC MODELS*.

Cao, J., Xia, T., Li, J., Zhang, Y., & Tang, S. (2009). A density-based method for adaptive LDA model selection. *Neurocomputing*, *72*(7–9), 1775–1781. https://doi.org/10.1016/j.neucom.2008.06.011

Da Rocha Seixas, L., Gomes, A. S., & De Melo Filho, I. J. (2016). Effectiveness of gamification in the engagement of students. In *Computers in Human Behavior* (Vol. 58, pp. 48–63). Elsevier Ltd. https://doi.org/10.1016/j.chb.2015.11.021

Egger, R., & Yu, J. (2022). A Topic Modeling Comparison Between LDA, NMF, Top2Vec, and BERTopic to Demystify Twitter Posts. *Frontiers in Sociology*, *7*. https://doi.org/10.3389/fsoc.2022.886498

Fransiscus, & Girsang, A. S. (2022). Sentiment Analysis of COVID-19 Public Activity Restriction (PPKM) Impact using BERT Method.

International Journal of Engineering Trends and Technology, *70*(12), 281–288. https://doi.org/10.14445/22315381/IJETT-V70I12P226

Grootendorst, M. (2022). *BERTopic: Neural topic modeling with a class-based TF-IDF procedure*. http://arxiv.org/abs/2203.05794

Hajli, N., Sims, J., Zadeh, A. H., & Richard, M. O. (2017). A social commerce investigation of the role of trust in a social networking site on purchase intentions. *Journal of Business Research*, *71*, 133–141. https://doi.org/10.1016/j.jbusres.2016.10.004

Han, H., Xu, H., & Chen, H. (2018). Social commerce: A systematic review and data synthesis. *Electronic Commerce Research and Applications*, *30*, 38–50. https://doi.org/10.1016/j.elerap.2018.05.005

Handayani, E. T., & Sulistiyawati, A. (2021). ANALISIS SENTIMEN RESPON MASYARAKAT TERHADAP KABAR HARIAN COVID-19 PADA TWITTER KEMENTERIAN KESEHATAN DENGAN METODE KLASIFIKASI NAIVE BAYES. *Jurnal Teknologi Dan Sistem Informasi (JTSI)*, *2*(3), 32–37. http://jim.teknokrat.ac.id/index.php/JTSI

Hawkins, D. I., & Mothersbaugh, D. L. (2010). *Consumer behavior : building marketing strategy*. McGraw-Hill Irwin.

Hermawati, F. A. (2013). *Data Mining*. Andi Offset.

Hybrid.co.id. (2023). *TikTok Shop Tingkatkan Fitur dan Fasilitas Menjelang Tahun Ketiganya di Indonesia*.

Ika Ratnapuri, C., Karmagatri, M., Kurnianingrum, D., Dwija Utama, I., & Darisman, A. (2023). USERS OPINION MINING OF TIKTOK SHOP SOCIAL MEDIA COMMERCE TO FIND BUSINESS OPPORTUNITIES FOR SMALL BUSINESSES. *Journal of Theoretical and Applied Information Technology*, *15*(1). www.jatit.org

Indrawati. (2015). *Metode Penelitian Manajemen dan Bisnis Konvergensi Teknologi Komunikasi dan Informasi*. Refika Aditama.

Irawan, H., Akmalia, G., & Masrury, R. A. (2019). Mining tourist's perception toward Indonesia tourism destination using sentiment analysis and topic modelling. *ACM International Conference Proceeding Series*, 7–12. https://doi.org/10.1145/3361821.3361829

Jatimnetwork.com. (2023). Tagar TikTok Tipu Indonesia Trending di Twitter, Netizen: Sangat Merugikan dan Bikin UMKM Merana. *Jatimnetwork.Com*.

Jaya, I. M. L. (2021). *Metode Penelitian Kuantitatif dan Kualitatif*. Quadrant.

Jo, J. H., & Vicki, J. (2004). Ubiquitous learning environment: An adaptive teaching system using ubiquitous technology. *Proceedings of the 21st ASCILITE Conference*.

Khalid, S. (2019). *BERT Explained: A Complete Guide with Theory and Tutorial.* Medium.

Kompas.com. (2023). *TikTok Shop Makin Digemari Warganet di Asia Tenggara untuk Belanja Online ArtikelTikTok Shop Makin Digemari Warganet di Asia Tenggara untuk Belanja Online*.

Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th edition). Pearson Education, Inc.

Koto, F., Rahimi, A., Lau, J. H., & Baldwin, T. (2020). *IndoLEM and IndoBERT: A Benchmark Dataset and Pre-trained Language Model for Indonesian NLP*. http://arxiv.org/abs/2011.00677

Kwartler, T. (2017). *Text Mining in Practice with R* (1st ed.). Wiley.

Liu, B. (2012). *Sentiment Analysis and Opinion Mining*. Morgan & Claypool Publishers.

Malau, H. (2017). *Manajemen Pemasaran*. CV. Alfabeta.

Manap, K. A., & Adzharudin, N. A. (2013). The Role of User Generated Content (UGC) in Social Media for Tourism Sector. *The 2013 WEI International Academic Conference Proceedings Istanbul, Turkey*.

Mantik, J., Dwi Ayu Lestari, R., Setya Rintyarna, B., Dasuki, M., Kerang, G., Sumbersari, K., Jember, K., & Timur, J. (2022). Application Of N-Gram On K-Nearest Neighbor Algorithm To Sentiment Analysis Of TikTok Shop Shopping Features. *Jurnal Mantik*, *6*(3), 2685–4236.

Maryanto, B. (2017). BIG DATA DAN PEMANFAATANNYA DALAM BERBAGAI SEKTOR. In *Media Informatika* (Vol. 16, Issue 2).

Mediakonsumen.com. (2023). *UI/UX TikTok dan Business Process Tidak Melindungi Customer, Pesan Sepatu yang Datang Keset*. https://mediakonsumen.com/2023/01/13/surat-pembaca/ui-ux-tiktok-dan-business-process-tidak-melindungi-customer-pesan-sepatu-yang-datang-keset

Mothersbaugh, David. L., Hawkins, D. I., & Kleiser, S. B. (2019). *Consumer Behavior : Building Marketing Strategy* (Fourteen Edition).

Sinapoy, M. I. K., Sibaroni, Y., & Sri Suryani Prasetyowati, S. S. (2023). Comparison of LSTM and IndoBERT Method in Identifying Hoax on Twitter. *Jurnal RESTI (Rekayasa Sistem Dan Teknologi Informasi)*, *7*(3), 657–662. https://doi.org/10.29207/resti.v7i3.4830

Narkhede, S. (2018). *Understanding Confusion Matrix*. Towards Data Science. https://towardsdatascience.com/understanding-confusion-matrix-a9ad42dcfd62

Nugroho, K. S. (2019). *Confusion Matrix untuk Evaluasi Model pada Supervised Learning Contoh: Untuk Pemodelan Klasifikasi Biner*. Medium. https://ksnugroho.medium.com/confusion-matrix-untuk-evaluasi-model-pada-unsupervised-machine-learning-bc4b1ae9ae3f

Olson, D., & Shi, Y. (2008). *Introduction to Business Data Mining*. McGraw-Hill.

Populix. (2022). *The Social Commerce Landscape in Indonesia*.

Rad, A. A., & Benyoucef, M. (2010). *A Model for Understanding Social Commerce* (Vol. 3). www.aitp-edsig.org/proc.conisar.org

Rahmawati, A., Alamsyah, A., & Romadhony, A. (2022). Hoax News Detection Analysis using IndoBERT Deep Learning Methodology. *2022 10th International Conference on Information and Communication Technology (ICoICT)*. https://doi.org/10.1109/ICoICT55009.2022.9914902

Robbins, S. P., & Judge, T. A. (2018). *Organizational Behaviour: Vol. 18/E* (Global Edition). Pearson.

Samsir, Ambiyar, Verawardina, U., Edi, F., & Watrianthos, R. (2021). Analisis Sentimen Pembelajaran Daring Pada Twitter di Masa Pandemi COVID-19 Menggunakan Metode Naïve Bayes. *JURNAL MEDIA INFORMATIKA BUDIDARMA*, *5*(1), 149. https://doi.org/10.30865/mib.v5i1.2604

Septiani Hudaya, C., Fakhrurroja, H., & Alamsyah, A. (2019). ANALISIS PERSEPSI KONSUMEN TERHADAP BRAND GO-JEK PADA MEDIA SOSIAL TWITTER MENGGUNAKAN METODE SENTIMENT ANALYSIS DAN TOPIC MODELLING. *Jurnal Mitra Manajemen (JMM Online)*, *3*(6), 664–673.

Shi, W., & Demberg, V. (2019). *Next Sentence Prediction helps Implicit Discourse Relation Classification within and across Domains*. https://github.com/google-research/

Shop.tiktok.com. (2023). *Solusi Jualan Online Terlengkap*. Https://Shop.Tiktok.Com.

Simarmata, J., Simbolon, N., Tambunan, A. R. S., & Simnjuntak, K. G. (2021). *Teknologi Informasi dan Komputer di Era Revolusi Industri 4.0*. Penerbit Andi.

Statista.com. (2023). *Countries with the largest digital populations in the world as of January 2023*.

Sugiyono. (2022). *Metode Penelitian Manajemen*. Alfabeta.

Suharsaputra, U. (2018). *Metode Penelitian Kuantitatif, Kualitatif, dan Tindakan*. Refika Aditama.

Sunarto. (2018). Analisis Perilaku Konsumen Terhadap Keputusan Pembelian Handphone Xiaomi Redmi 3S. *Jurnal Moneter*, *1*.

Suntoro, J. (2019). *Data Mining Algoritma dan Implementasi dengan Pemograman PHP*. PT Elex Media Komputindo.

Suyanto. (2019). *Data Mining Untuk Klasifikasi dan Klasterisasi Data*. Penerbit Informatika.

Turban, E., Whiteside, J., King, D., & Outland, J. (2017). *Introduction to Electronic Commerce and Social Commerce*. http://www.springer.com/series/10099

Uysal, A. K., & Gunal, S. (2014). The impact of preprocessing on text classification. *Information Processing and Management*, *50*(1), 104–112. https://doi.org/10.1016/j.ipm.2013.08.006

Wilie, B., Vincentio, K., Winata, G. I., Cahyawijaya, S., Li, X., Lim, Z. Y., Soleman, S., Mahendra, R., Fung, P., Bahar, S., & Purwarianti, A. (2020). *IndoNLU: Benchmark and Resources for Evaluating Indonesian Natural Language Understanding*. http://arxiv.org/abs/2009.05387

Wu, Y. L., & Li, E. Y. (2018). Marketing mix, customer value, and customer loyalty in social commerce: A stimulus-organism-response perspective. *Internet Research*, *28*(1), 74–104. https://doi.org/10.1108/IntR-08-2016-0250

Xiang, L., Zheng, X., Lee, M. K. O., & Zhao, D. (2016). Exploring consumers' impulse buying behavior on social commerce platform: The role of parasocial interaction. *International Journal of Information Management*, *36*(3), 333–347. https://doi.org/10.1016/j.ijinfomgt.2015.11.002