

DAFTAR PUSTAKA

- Alifia, A. R., & Hatammimi, J. (2024). Penggunaan design thinking dalam pengembangan strategi pemasaran digital pada ATM Putra Meubel. *Jurnal Manajemen dan Bisnis*, 11(5), 5031–5042.
- Asosiasi Penyelenggara Jasa Internet Indonesia (APJII). (2023). Laporan survei penetrasi internet Indonesia 2023. Jakarta: APJII.
- Azadan, S., Rusdianto, F., & Setiawan, T. (2024). Viral marketing and brand values on TikTok: A cross-cultural study. *International Journal of Social Media Marketing*, 9(2), 150–169.
- Brown, L., & Davis, S. (2022). Emotional branding on TikTok: A study of fashion brands' strategies to engage Gen Z. *Fashion Marketing Review*, 45(2), 78–95.
- Brown, T., & Davis, P. (2023). Emotional branding on TikTok: A study of fashion brands' strategies to engage Gen Z. *Journal of Digital Marketing*, 15(2), 45-60.
- Chan, M. H., Lee, J. W., & Park, S. Y. (2023). Transparency in branding: Consumer responses to behind-the-scenes content on TikTok. *Journal of Consumer Behavior*, 18(4), 233-247.
- Chen, H., & Wang, Y. (2023). The impact of TikTok marketing on brand awareness and purchase intention among Gen Z consumers. *Journal of Interactive Marketing*, 58, 112–127.
- Chen, L., & Wang, M. (2023). The impact of TikTok marketing on brand awareness and purchase intention among Gen Z consumers. *Journal of Consumer Behaviour and Technology*, 9(3), 210–229.
- Creswell, J. W. (2021). *Research design: Qualitative, quantitative, and mixed methods approaches* (5th ed.). Thousand Oaks, CA: Sage Publications.
- Deng, X., Zhang, Y., & Li, M. (2024). Social media marketing: The new frontier of consumer engagement. *Journal of Interactive Marketing*, 42(1), 12-29.
- Denzin, N. K. (1978). *The research act: A theoretical introduction to sociological methods* (2nd ed.). New York: McGraw-Hill.
- Dewi, L. P., & Maradona, M. (2024). Pemanfaatan TikTok live streaming untuk meningkatkan brand awareness dan penjualan produk fashion. *Jurnal Pemasaran Digital Indonesia*, 7(1), 55–72.
- Dewi, S., & Maradona, S. (2024). Strategi konten visual di TikTok untuk meningkatkan

- brand awareness produk fashion. *Jurnal Pemasaran Digital Indonesia*, 8(1), 20-35.
- Febrianta, M. Y. (2020). The influence of website-based and company-based quality toward loyalty with perceived website trust as antecedents. In 2020 8th International Conference on Information and Communication Technology (ICoICT) (pp. 1–6). IEEE.
- Flick, U. (2020). *An introduction to qualitative research* (6th ed.). London: Sage Publications.
- Genoveva. (2021). Strategi pemasaran digital melalui TikTok untuk meningkatkan brand awareness pada UMKM fashion. *Jurnal Bisnis dan Kewirausahaan*, 13(3), 155-165.
- Indrawati, A. D. (2024). The influence of personal selling and social media marketing on purchase behavior mediated by brand awareness, brand association, perceived quality, and brand loyalty at PT. Asuransi Bangun As. *International Journal of Social Science and Human Research*, 7(10), 7534–7543.
- Indrawati, A. D. (2024). The influence of social value marketing on consumer engagement: A study of Indonesian fashion brands on TikTok. *International Journal of Social Science and Human Research*, 7(10), 7534–7543.
- Maya Ariyanti, M. R. H. (2024). The influence of social media marketing, brand awareness, and brand trust on purchase intention. *Management Studies and Entrepreneurship Journal*, 5(1), 862–870.
- Mudrikul Izza, M., Santoso, H., & Pratama, A. (2024). Pengaruh brand awareness terhadap keputusan pembelian di e-commerce. *Jurnal Manajemen dan Pemasaran Jasa*, 17(2), 95-110.
- Mudrikul Izza, M. A., Wahyudi, S., & Fitriana, R. (2022). Strategi komunikasi pemasaran digital dengan pendekatan AIDA pada UMKM kuliner di masa pandemi. *Jurnal Ilmu Komunikasi Indonesia*, 9(2), 130–145.
- Nguyen, C., Liu, X., & Zhang, Y. (2024). Micro-influencer collaborations and brand engagement on TikTok: An empirical study. *International Journal of Interactive Marketing*, 12(1), 45–67.
- Nguyen, C., Tran, T., & Nguyen, T. (2024). Factors influencing brand awareness through TikTok: Evidence from young customers. *Innovative Marketing*, 20(1), 94–107.

- Nguyen, C., Zhang, L., & Liu, Y. (2024). Value-based influencer marketing on TikTok: The role of authenticity and social impact. *Journal of Digital Consumer Research*, 12(1), 45–63.
- Nguyen, T. H., Pham, M. T., & Tran, Q. P. (2024). The effectiveness of TikTok ads in brand awareness campaigns. *Journal of Advertising Research*, 64(1), 56-70.
- Rimadias, R., Gunawan, A., & Hariani, L. (2022). Analisis dampak konten kreatif TikTok terhadap brand awareness dan minat beli konsumen. *Jurnal Ekonomi dan Bisnis Digital*, 9(4), 213-225.
- Rimadias, S., Setiawan, H., & Sudarsono, R. B. (2021). The influence of TikTok social media marketing on brand awareness and brand loyalty (Case study of Labuan Bajo tourism destination). *The Winners*, 22(1), 29–36.
- Rusdianto, D., & Setiawan, A. (2024). Pengaruh kolaborasi influencer terhadap brand awareness di media sosial TikTok. *Jurnal Pemasaran Indonesia*, 12(1), 77-89.
- Saunders, M., Lewis, P., & Thornhill, A. (2007). *Research methods for business students* (4th ed.). Harlow, England: Pearson Education Limited.
- Silverman, D. (2021). *Interpreting qualitative data* (6th ed.). London: Sage Publications.
- Smith, J., & Johnson, A. (2023). TikTok as a marketing tool: Exploring the role of viral challenges in brand awareness campaigns. *Journal of Digital Marketing Innovation*, 5(2), 101–117.
- Smith, L., & Johnson, K. (2023). The impact of viral campaigns on social media engagement and brand loyalty. *International Journal of Marketing Studies*, 15(1), 87-102.
- Wardhana, A., Kartawinata, B. R., Akbar, A., & Muslimin, I. (2021). The effect of the use of influencer on the purchase decision of MSME culinary products in Indonesia (Study on snack product “Kripik Belings” on Instagram). In *Proceedings of the International Conference on Industrial Engineering and Operations Management* (pp. 190–198).
- Zhang, Y., & Liu, H. (2023). Algorithm-driven marketing: How TikTok’s For You Page (FYP) enhances brand visibility. *Journal of Digital Media*, 11(3), 67-82.