

DAFTAR PUSTAKA

- Al-Qur'an dan Terjemahnya. (2022). Jakarta: Departemen Agama R.
- Aaker, D. A. (2013). *Manajemen Pemasaran Strategis*. Salemba Empat.
- Akhmad Farroh Hasan. (2018). Fiqh Muammalah dari Klasik hingga Kontemporer (Teori dan Praktek). *Research Repository UIN Maulana Malik Ibrahim*, 2, 226.
[http://repository.uin-malang.ac.id/4531/1/fiqh muammalah FULL.pdf](http://repository.uin-malang.ac.id/4531/1/fiqh_muammalah_FULL.pdf)
- Allana, Gia. (2021). Here's The Liptint Lim Jugyeong Applied On Han Seojun In "True Beauty". *Giaallana.com*. <https://giaallana.com/2021/01/08/heres-the-liptint-lim-jugyeong-applied-on-han-seojun-in-true-beauty/>
- Ambarsari, K. (2014). *Pengaruh Product Placement Chevrolet Dalam Trilogi Film Transformers Terhadap Brand Awareness*.
<http://journal.stainkudus.ac.id/index.php/equilibrium/article/view/1268/1127>
- Angelina, Tarida & Noviana, Riki. (2020). Hal Menarik dari Drama Korea True Beauty yang Tayang Hari Ini. *Voi.id*. <https://voi.id/lifestyle/22456/hal-menarik-dari-drama-korea-i-true-beauty-i-yang-tayang-hari-ini>
- Belch, G.E., & Belch, M. (2009). *Advertising and Promotion. An Integrated Marketing Communication Perspective*.
- Blibli.com.<https://www.blibli.com/cari/colorgram%20liptint?searchTerm=colorgram%20lip%20tint>

- Chen, H., & Wang, Y. (2016). Product Placement in Top-Grossing Hollywood Movies:2001-2012. *Journal of Promotion Management*, 22(6), 835-852. <https://doi.org/10.1080/10496491.2016.1214203>.
- Cheng, C. H., Liang, R. Da, Zhang, J. S., & Fang, I. J. (2014). The Impact of Product Placement Strategy on the Placement Communication Effect: The Case of a Full-Service Restaurant. *Journal of Hospitality Marketing and Management*, 23(4), 424–444. <https://doi.org/10.1080/19368623.2013.804473>
- Christanto, D., & Azis, E. (2015). Pengaruh Product Placement terhadap Brand Awareness Nissan Juke pada Sitkom Tetangga Masa Gitu. *E-Proceeding of Management*, 2(3), 2739–2746.
- Cnnindonesia.com. (2020). *Daftar Wilayah di Jakarta yang Ada Internet WiFi*. <https://www.cnnindonesia.com/teknologi/20200910161947-185-545036/daftar-wilayah-di-jakarta-yang-ada-internet-wifi-gratis>
- Compas.co.id. (2020). *77.6% Penjualan Lipstik di Toko Online dikuasai Brand Lokal*. <https://compas.co.id/article/penjualan-lipstik/>
- D'Astous, A., & Séguin, N. (1999). Consumer reactions to product placement strategies in television sponsorship. *European Journal of Marketing*, 33(9/10), 896–910. <https://doi.org/10.1108/03090569910285832>
- Delwis, P. P. (2018). *Product Placement Dan Minat Beli (Studi Korelasional Pengaruh Product Placement Laneige dalam Drama Korea Descendant of The Sun*

terhadap Minat Beli Mahasiswi Fakultas Kesehatan Masyarakat Universitas Sumatera Utara).

Dietrich, F. (2018). *Effectiveness of Product Placement in TV Shows.*

Durianto, D., Sugiarto, & Sitinjak, T. (2013). *Strategi Menaklukkan Pasar Melalui Riset Ekuitas dan Perilaku Merek (cet. ke-10).* PT. Gramedia Pustaka Umum.

Ferdinand, A. (2020). *Metode Penelitian Manajemen (5th ed.).* BP Universitas Diponegoro.

Ghozali, I., & Latan, H. (2015). *Konsep, Teknik, Aplikasi Menggunakan SmartPLS 3.0 untuk Penelitian Empiri.* BP Undip.

Gibson, B., Redker, C., & Zimmerman, I. (2014). Conscious and nonconscious effects of product placement: Brand recall and active persuasion knowledge affect brand attitudes and brand self-identification differently. *Psychology of Popular Media Culture, 3*(1), 19–37. <https://doi.org/10.1037/a0032594>

Gitosudarmo, I. (2012). *Manajemen Pemasaran (2nd ed.).* BPFE.

Global.oliveyoung.com.<https://global.oliveyoung.com/product/detail?prdtNo=GA210001780>

Guennemann, F., & Cho, Y. C. (2014). The Effectiveness Of Product Placement By Media Types: Impact Of Image And Intention To Purchase. *Journal of Service Science (JSS), 7*(1), 29–42. <https://doi.org/10.19030/jss.v7i1.8911>

- Gultom, T. M., & NAN, A. K. (2016). Pengaruh Penempatan Produk dan Kesesuaian Iklan pada Minat Beli yang Dimoderasi Sikap Merek di Advergaming. *Jurnal Manajemen dan Bisnis*, 1(1), 79-93. <https://doi.org/10.23917/benefit.v1i1.2368>
- Handayani, T., & Fathoni, M. A. (2019). *Buku Ajar Manajemen Pemasaran Islam* (Suryani (ed.); I). Deepublish.
- Hidayatullah, T. (2020). Penonton dan Pengiklan di TV Mulai Beralih. *lokadata*. <https://lokadata.id/artikel/penonton-dan-pengiklan-di-tv-mulai-beralih>
- Hussein, A. S. (2015). Penelitian Bisnis dan Manajemen Menggunakan Partial Least Squares dengan SmartPLS 3.0. *Universitas Brawijaya*, 1, 1–19. <https://doi.org/10.1023/A:1023202519395>
- Indah, K., & Budiarmo, A. (2018). Pengaruh Brand Image Dan Brand Awareness Terhadap Minat Beli Sepeda Motor Honda Scoopy Dengan Minat Beli Sebagai Variabel Intervening (Studi Kasus Pada Konsumen Pt. Nusantara Sakti Di Kota Semarang). *Jurnal Ilmu Administrasi Bisnis*, 7(5), 113–122.
- Indika, D. R., & Jovita, C. (2017). Media Sosial Instagram Sebagai Sarana Promosi Untuk Meningkatkan Minat Beli Konsumen. *Jurnal Bisnis Terapan*, 1(01), 25–32. <https://doi.org/10.24123/jbt.v1i01.296>
- Jennifer, & Saputra, A. (2021). Pengaruh Brand Awareness Dan Promosi Media Sosial Online Instagram Di Kota Batam. *Manajemen & Akuntansi*, 3(3).

- Juliana, S., & Sihombing, S. O. (2019). *Pengaruh Penempatan Produk dan Kesadaran Merek Terhadap Niat Membeli*. 12, 19–34.
- Jusufovic-Karisik, V. (2014). 20 Years of Research on Product Placement in Movie, Television and Video Game Media. *Journal of Economic and Social Studies*, 4(2), 98–108. <https://doi.org/10.14706/jecoss114210>
- Kamleitner, B., & Jyote, A. K. (2013). How using versus showing interaction between characters and products boosts product placement effectiveness. *International Journal of Advertising*, 32(4), 633–653. <https://doi.org/10.2501/IJA-32-4-633-653>
- Kartika A. Y. (2017). Pengaruh Atribut Produk dan Persepsi Harga Terhadap Minat Beli Ponsel Apple (Studi Kasus di Hartono Mall Yogyakarta).
- Keller, K. L. (2013). *Strategic Brand Management*. Pearson Education.
- Kotler, P., & Armstrong, G. (2018). *Prinsip-Prinsip Pemasaran* (A. Maulana, D. Barnadi, & W. Harnadi (eds.); 12th ed.). Erlangga.
- Kotler, P., Bowen, J. T., & Makens, J. C. (2014). *Marketing for Hospitality and Tourism* (5th ed.). Pearson Prentice Hall.
- Kotler, P., & Keller, K. L. (2012). *Manajemen Pemasaran Jilid 1&2* (12th ed.). Erlangga.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). Pearson

Education, Inc.

Kristanto, H., & Karina M.R. Brahmana, R. (2016). Pengaruh Product Placement Pada Film Indonesia Terhadap Brand Awareness Dan Purchase Intention Masyarakat Surabaya. *Jurnal Manajemen Pemasaran*, 10(1), 20–26.
<https://doi.org/10.9744/pemasaran.10.1.20-26>

Kristiana, N., & Wahyudi, N. (2012). Pengaruh Persepsi Atribut Produk Terhadap Minat Beli Konsumen Mobil Merek Isuzu Elf Studi Pada Pt. Karya Zirang Utama Isuzu Semarang. *Jurnal Ilmu Manajemen Dan Akuntansi Terapan*, 3(1), 1–9.

Kumalasari, P. (2013). Analisis Pengaruh Brand Awareness dan Brand Image terhadap Brand Equity dan Dampaknya pada Minat Beli Konsumen (studi kasus product placement mie instan Indomie di dalam film 5 cm). *Final Thesis. Fakultas Ekonomi Dan Bisnis. Universitas Diponegoro Semarang*.

Kumar, S. (2017). Influence of Product Placements in Films and Television on consumers Brand Awareness. *Archives of Business Research*, 5(2).
<https://doi.org/10.14738/abr.52.2747>

Kurniawan, D. A., & Abidin, M. Z. (2018). *Pengantar Pemasaran Islam Konsep, Etika, Strategi dan Implementasi*.

Kwon, E., & Jung, J.-H. (2013). Product Placement in TV Shows: The Effect of Consumer Socialization Agents on Product Placement Attitude and Purchase Intention. *Online Journal of Communication and Media Technologies*, 3(4), 88–

106. <https://doi.org/10.29333/ojcm/2448>

Lafayette, J. (2021). U.S. TV Ad Spending to Drop 4% in 2021 as Digital Video Booms. Nexttv. <https://www.nexttv.com/news/us-tv-ad-spending-to-drop-4-in-2021-as-digital-video-booms>

Laksana, N. C. (2021). Selama 2020 Ada 377 Miliar Gamer Aktif di Seluruh Dunia. Tek.id. <https://www.tek.id/tek/selama-2020-ada-377-miliar-gamer-aktif-di-seluruh-dunia-b2cwB9jU5>

Lazada.co.id.https://www.lazada.co.id/catalog/?spm=a2o4j.pdp_revamp.search.1.4acd5c48V83hNn&q=colorgram%20liptint&_keyori=ss&from=search_history&suggest=colorgram%20liptint_0_1

Lee, A., Yang, J., Mizerski, R., & Lambert, C. (2015). *The Strategy of Global Branding and Brand Equity*. Routledge.

Lemenshow, S., Jr., D. W. H., Klar, J., & Lwanga, S. K. (1990). *Adequacy of Sample Size in Health Studies*. Wiley.

Lidwina, Andrea & Ridhoi, Muhammad Ahsan. (2021). Korean Wave Dorong Orang Indonesia Beli Produk Korea Selatan. Databoks.katadata.co.id. <https://databoks.katadata.co.id/datapublish/2021/02/08/korean-wave-dorong-orang-indonesia-beli-produk-korea-selatan>

Lopies, Y. A., Saidani, B., & P, A. K. R. (2021). *Pengaruh Sponsor-Program*

Congruence dan Product Placement Terhadap Brand Awareness dan Purchase Intention: Analisis Empiris dalam Konteks Sponsorships Drama Korea. 3(March), 6.

M Putri, D. N., D Prayitno, F. A., Damayanti, H. O., Kurniawati, H., Mulya, I. H., Nurjannah, I., Sofiyah, N., Nehru, N. F., Imanta, R. R., Kholishotin, R. N., & Marza, T. A. (2018). Pola Pemilihan Lipstik Di Kalangan Mahasiswi. *Jurnal Farmasi Komunitas*, 5(1), 1–9.

Masrifah, Alviana. (2022). 8 Drama Korea Terbaik yang Diadaptasi dari Webtoon. Gensindo.sindonews.com. <https://gensindo.sindonews.com/read/712077/700/8-drama-korea-terbaik-yang-diadaptasi-dari-webtoon-1647230593?showpage=all>

Maulida, U. (2021). *Strategi Brand Placement Melalui Media Film Untuk Menciptakan Brand Awareness*. 4(2), 42–52.

Millenia, D. P., Siregar, W. S., & Fitri, N. (2021). *Analisis Pengaruh Brand Awareness , Brand Image Dan Product Placement Terhadap Minat Beli Konsumen Kopiko Dalam Drama Korea Vincenzo*. 580–588.

N. Intel. (2020). Belanja Iklan 2019 ditutup dengan Tren Positif. Nielsen. <https://www.nielsen.com/id/id/press-releases/2020/belanja-iklan-2019-ditutup-dengan-tren-positif/>

Nemesis, O., & Natalia, E. C. (2021). Pengaruh Penempatan Produk Toyota terhadap Kesadaran Merek pada Film “Nanti Kita Cerita Tentang Hari Ini.” *Journal of*

Servite, 3(1), 1–18. <https://doi.org/10.37535/102003120211>

Nulufi, K. (2015). *Minat Beli Sebagai Mediasi Pengaruh Brand Image dan Sikap Konsumen Terhadap Keputusan Pembelian Batik di Pekalongan (Studi Kasus Pada Konsumen International Batik Center dan Pasar Grosir Setono)*

Nurpratama, P. H. (2014). *Pengaruh Product Placement Terhadap Minat Beli (Analisa Regresi Sederhana Iklan Nokia Lumia 1020 Pada Music Video “Katy Perry-Roar” Terhadap Minat Beli Mahasiswa Ilmu Komunikasi 2012/2013, FPISB, Univesitas Islam Indonesia Yogyakarta)*.
<https://hsgm.saglik.gov.tr/depo/birimler/saglikli-beslenme-hareketli-hayat-db/Yayinlar/kitaplar/diger-kitaplar/TBSA-Beslenme-Yayini.pdf>

Nusaresearch.net. (2020). *Laporan Tentang Makeup Routine*.
https://nusaresearch.net/public/news/996Laporan_Tentang_Makeup_Routine.nss

Nyoman, S., & Mailiana. (2021). *Pengaruh atribut produk terhadap minat beli ulang kosmetik merk maybelline pada konsumen di kota banjarmasin*. 14(1), 145–159.
<https://stienas-y pb.ac.id/jurnal/index.php/jdeb/article/view/318>

Pancaningrum, E., & Ulani, T. (2020). *The Effect of Product Placement on Customer Interests in Mediation by Brand Awareness*. 115(Insyma), 177–182.
<https://doi.org/10.2991/aebmr.k.200127.036>

PQ, Media. (2021). *Global Product Placement Forecast 2020*, by PQ Media. Branded Placement. <https://www.brandedplacement.com/blog/global-product-placement->

forecast-2020-by-pq-media/

- Pratama, J. (2018). *Pengaruh Product Placement Terhadap Minat Beli (Penelitian Eksperimental tentang Pengaruh Tingkat Terpaan Product Placement terhadap Tingkat Brand Awareness Kedai Kopi Filosofi Kopi Jogja melalui Film Filosofi Kopi 2 pada Anggota Komunitas BKVR Yogyakarta*.
http://repository.upi.edu/33826/4/S_PEM_1405423_Chapter1.pdf
- Priyambodo, G. (2019). Pengaruh Marketing Public Relations Tools Dbl Academy Terhadap Brand Awareness Pada Orang Tua Yang Memiliki Anak Usia 5-15 Tahun Disurabaya. *Repository.Unair.Ac.Id, 071511533035*, 1–19.
- Pujadi, B. (2010). *Studi Tentang Pengaruh Citra Merek Terhadap Minat Beli Melalui Sikap Terhadap Merek (Kasus pada Merek Pasta Gigi Ciptadent di Semarang)*.
- Purnomo, Z. V. (2015). Product placement: Film, program televisi, video games atau musik? *Jurnal Studi Manajemen*, 9(1), 100–114.
<http://journal.trunojoyo.ac.id/kompetensi/article/view/1417>
- Pusparisa, Yosepha., & Ridhoi, Muhammad Ahsan. (2020). *LIPi: Masyarakat Menonton Drama Korea Lebih dari Enam Kali dalam Sepekan*.
<https://databoks.katadata.co.id/datapublish/2020/11/30/lipi-masyarakat-menonton-drama-korea-lebih-dari-enam-kali-dalam-sepekan>
- Qadry, R. A., & Yasri. (2019). *The Impact of Product Attributes, Personality, and Word of Mouth on Purchase Intention Product of Gift of Typical Food of West*

Sumatera. 97(Piceeba), 440–446. <https://doi.org/10.2991/piceeba-19.2019.50>

Rahmawati, S., & Rahman, Z. (2020). Pengaruh “Product Placement” Dalam “Music Video” Terhadap Minat Beli Konsumen. *Prosiding Manajemen Komunikasi*, 6, 444–449.

Razati, G., Safitri, N. G., & Dirgantari, P. D. (2020). The Effect of Product Placement on Interest in Using Grab as An Online Transportation Services. Proceedings of the 5th Global Conference on Business, Management and Entrepreneurship (GCBME 2020), 187, 565-569. <https://doi.org/10.2991/aebmr.k.210831.109>

Rumiyati, S. (2013). *Pengaruh Atribut Produk Dan Ekuitas Merek (Brand Equity) Terhadap Keputusan Pembelian Notebook Axioo (Survey Pada Konsumen Cv. Ampel Media Abadi Bandung)*.

Russell, C. A. (1998). Toward a Framework of product Placement. *Advances in Consumer Research*, January 1998, 357–362. <http://www.acrwebsite.org/volumes/display.asp?id=8178>

Safriadi. (2017). Pengaruh Atribut Produk dan Iklan Terhadap Minat Beli Kendaraan Bermotor Jenis Metic Merek Honda Pada PT. ASTRA HONDA MOTOR. *Journal Ilmiah Widya*, 4(1).

Santika, A. P. (2018). *Penempatan Produk (Product Placement) Dalam Film Ada Apa Dengan Cinta 2 Penempatan Produk (Product Placement)*.

Santoso, D. A., Erdiansyah, R., & Pribadi, M. A. (2018). Pengaruh Brand Awareness

- dan Brand Image terhadap Minat Beli Produk Kecantikan Innisfree. *Prologia*, 2(2), 286–290. <https://doi.org/10.24912/pr.v2i2.3589>
- Sarah, N. A. (2017). *Analisis Sikap Audience Terhadap Product Placement Samsung Dalam Drama “Angry Mom.”*
- Shimp, T. A., & Andrews, J. C. (2013). *Advertising, Promotion, and Other Aspects of Integrated Marketing Communications*. Cengage Learning.
- Shopee.co.id. <https://shopee.co.id/search?keyword=colorgram%20lip%20tint>
- Siagian, A. O. (2019). Pengaruh Daya Tarik Iklan Dan Penempatan Produk Terhadap Kesadaran Merek Grab di Acara Indonesian Idol 2018. *Jurnal Pemasaran Kompetitif*, 3(1), 88-98. <https://doi.org/10.32493/jpkpk.v3i1.3621>
- Sisternet.co.id. (2021). *Brand Awareness untuk Bisnis yang Jangka Panjang, Begini Cara Meningkatkan!.* <https://www.sisternet.co.id/read/283463-brand-awareness-untuk-bisnis-yang-jangka-panjang-begini-cara-meningkatkannya>
- Sodikin, I., & Wachjuni, W. (2020). THE INFLUENCE OF ONLINE MEDIA ADVERTISING AND PRODUCT QUALITY ON HONDA MOBILIO BUYING INTEREST THROUGH BRAND AWARENESS (Survey in Region Three Cirebon). *Indonesian Journal Of Business And Economics*, 3(2). <https://doi.org/10.25134/ijbe.v3i2.3841>
- Solimun, Fernandes, A. A. R., & Nurjannah. (2017). *Metode Statistika Multivariat*

Pemodelan Persamaan Struktural (SEM) Pendekatan WarpPLS. Universitas Brawijaya Press.

Stamford, C. (2020). *Global Product Placement Spend Up 14.5% to \$20.6B in 2019, But COVID-19 Impact to End 10-Yr Growth Streak in 2020; Strong Rebound Seen in '21 on TV, Digital, Music Growth*. Cision PR Web. https://www.prweb.com/releases/global_product_placement_spend_up_14_5_to_20_6b_in_2019_but_covid_19_impact_to_end_10_yr_growth_streak_in_2020_strong_rebound_seen_in_21_on_tv_digital_music_growth/prweb17146134.htm

Steven, S., & Sudrajat, R. H. (2018). PENGARUH PRODUCT PLACEMENT TERHADAP BRAND AWARENESS “BMW” PADA FILM MISSION IMPOSSIBLE: FALLOUT. *Scriptura*, 8(2), 75–82. <https://doi.org/10.9744/scriptura.8.2.75-82>

Sugiardi, A. B. (2017). Pengaruh Iklan dan Atribut Produk Terhadap Brand Awareness Pada Produk Hufagripp. *Jurnal Pendidikan Tata Niaga (JPTN)*, 03, 30–35.

Sugiyono. (2019). *Metode Penelitian Kuantitatif, Kualitatif, dan R & D*. ALFABETA, cv.

Tjiptono, F. (2017). *Strategi Pemasaran* (4th ed.). CV. ANDI OFFSET.

Tokopedia.com. https://www.tokopedia.com/search?q=colorgram+tint&source=universe&st=product&navsource=home&srp_component_id=01.02.01.01

- Umar, H. (2013). *Metode Penelitian untuk Skripsi dan Tesis Bisnis* (2th ed.). Rajawali Pers.
- Untari, Giovani. (2020). 12 Drama Korea Populer yang Diadaptasi dari Webtoon!.
Cosmopolitan.co.id.
<https://www.cosmopolitan.co.id/article/read/12/2020/23303/12-drama-korea-populer-yang-diadaptasi-dari-webtoon>
- Veithzal, R. (2012). *Islamic Business and Economic Ethic : Mengacu pada Al-Qur'an dan Mengikuti Jejak Rasulullah SAW dalam Bisnis, Keuangan, dan Ekonomi* (1st ed.). Bumi Aksara.
- Widana, T. R., & Hermanu, D. H. (2021). Faktor Menonton Drama Korea Melalui Media Online (Web) Pada Remaja Putri. *Ganaya : Jurnal Ilmu Sosial Dan Humaniora*, 4(2), 400–419. <https://doi.org/10.37329/ganaya.v4i2.1328>
- Yang, L., & Yin, C. (2018). *Influence of Product Plot Connection of Product Placement on Purchase Intention*. 184(Icesem), 107–111. <https://doi.org/10.2991/icesem-18.2018.24>
- Yao, C., & Huang, P. (2017). Effects of Placement Marketing on Product Attitude and Purchase Intention in Traditional Industry. *Eurasia Journal of Mathematics, Science and Technology Education*, 13(12), 8305-8311. <https://doi.org/10.12973/ejmste/78701>
- Yustika, G. (2021). Viral Lip Tint di Drakor True Beauty, Tertarik Mau Coba?.

Limapagi.id. www.limapagi.id