

DAFTAR PUSTAKA

- Adrian, P. (1993). *Services Marketing Pemasaran Jasa*. Yogyakarta: Andi Yogyakarta.
- Agustin, N. (2019). *PENGARUH BRAND AMBASSADOR DAN EFEKTIVITAS IKLAN ONLINE YOONA SNSD TERHADAP BRAND IMAGE PADA PRODUK KECANTIKAN INNISFREE*. Jakarta: Universitas Bakrie Institutional Repository.
- Amorepacific. (n.d.). Retrieved 2020, from Amorepacific: <https://www.apgroup.com/my/en/brands/brands.html>
- AmorePacific Corporation and Subsidiaries. (2010). *Consolidated Financial Statements*. AmorePacific Corporation. Retrieved from <https://www.apgroup.com/my/en/investors/amorepacific-corporation/ir-reports/audit-reports/audit-reports.html>
- AmorePacific Corporation and Subsidiaries. (2011). *Consolidated Financial Statements*. AmorePacific Corporation. Retrieved from <https://www.apgroup.com/my/en/investors/amorepacific-corporation/ir-reports/audit-reports/audit-reports.html>
- AmorePacific Corporation and Subsidiaries. (2013). *Concolidated Financial Statements*. AmorePacific Corporation. Retrieved from <https://www.apgroup.com/my/en/investors/amorepacific-corporation/ir-reports/audit-reports/audit-reports.html>
- AmorePacific Corporation and Subsidiaries. (2015). *Consolidated Financial Statements*. AmorePacific. Retrieved from <https://www.apgroup.com/my/en/investors/amorepacific-corporation/ir-reports/audit-reports/audit-reports.html>
- BigHit Music. (n.d.). *ABOUT BTS*. Retrieved from ibighit: <https://ibighit.com/bts/eng/profile/>

- Cha, E. (2018). *December Brand Reputation Rankings For Individual Boy Group Members Announced*. Retrieved from Soompi: <https://www.soompi.com/article/1278545wpp/december-brand-reputation-rankings-individual-boy-group-members-announced>
- Choe, H. (2005). Mexico is a bridgehead of Central and South American markets (Mexico-neun Jungnammi sijang gyodubo). *Joong-Ang Ilbo*, 6.
- Chungg, G. (2015). *How South Korea's AmorePacific Became One Of The World's Most Innovative Companies*. Retrieved from Forbes: <https://www.forbes.com/sites/gracechung/2015/08/19/how-south-koreas-amorepacific-became-one-of-the-worlds-most-innovative-companies/?sh=72398bbb2b2b>
- Ecoinnisfree. (2017). Retrieved from Twitter: <https://twitter.com/ecoinnisfree/status/925888345795788800>
- Ecoinnisfree. (2017). Retrieved from Twitter: <https://twitter.com/ecoinnisfree/status/926986236098625537>
- Ecoinnisfree. (2020, June). Retrieved from Innisfree Official Twitter: <https://twitter.com/ecoinnisfree/status/1274876090712899584>
- ecoinnisfree. (2020, June 30). *ecoinnisfree*. Retrieved from Twitter: <https://twitter.com/ecoinnisfree/status/1277988240423710720>
- Ecoinnisfree. (2017). Retrieved from Twitter: <https://twitter.com/ecoinnisfree/status/882770471372050432>
- Fadhilla, Z. (2017). *Berikut Deretan Boygroup Kpop Dengan Jumlah Fans Terbanyak*. Retrieved from Antvklik: <https://www.antvklik.com/hiburan/boygroup-kpop-dengan-jumlah-fans-terbanyak>
- Forbes. (2018). *Amorepacific*. Retrieved from Forbes: <https://www.forbes.com/companies/amorepacific/?sh=cb23beb1c50f>

- Generasia. (2020). *Girls' Generation*. Retrieved from https://www.generasia.com/wiki/Girls%27_Generation
- Halim, T. M., & Kiatkawsin, K. (2021). Beauty and Celebrity: Korean Entertainment and Its Impacts on Female Indonesian Viewers' Consumption Intentions. *Sustainability, Vol. 13, No. 3, 2*.
- Huat, C. B., & Iwabuchi, K. (2008). *East Asian Pop Culture: Analysing The Korean Wave*. Hongkong: Hong Kong University Press.
- IMDb. (2020). *IMDb*. Retrieved from Lee Min Ho Award List: <https://www.imdb.com/name/nm3316279/awards>
- IMDb. (2020). *Yoona-Im Award List*. Retrieved from IMDb: https://www.imdb.com/name/nm4226964/awards?ref_=nm_ql_2
- IMDb. (2020). *You Are My Destiny*. Retrieved from IMDb: <https://www.imdb.com/title/tt2275419/>
- Innisfree. (2011). *Play Green Campaign - Eco-Handkerchief*. Retrieved from Innisfree: https://www.innisfree.com/id/id/BrandPage.do?pageName=brand_eco
- Innisfree. (2015). Retrieved from Innisfree: https://www.innisfree.com/id/id/BrandPage.do?pageName=brand_eco
- Innisfree. (2016). Retrieved from Innisfree: https://www.innisfree.com/id/id/BrandPage.do?pageName=brand_eco
- Innisfree. (2017). Retrieved from Facebook Official Innisfree: <https://web.facebook.com/watch/?v=1029519813851429>
- Innisfree. (2017). Retrieved from Facebook Official Innisfree: <https://web.facebook.com/innisfreeindonesia/photos/a.1058355647634512/1058356057634471/>
- Innisfree. (2017). Retrieved from Facebook Official Innisfree: https://web.facebook.com/watch/live/?v=1040724702730940&ref=watch_permalink

- Innisfree. (2019). Retrieved from Youtube Innisfree:
<https://www.youtube.com/watch?v=cJJdUV8vkc>
- Innisfree. (2019). *Pore Care Super Heroes BT21*. Retrieved from Innisfree.com:
https://www.innisfree.com/id/en/DirectPage.do?pageName=inni_2019_0701_event0_id
- Innisfree. (2020, June). 🌞뜨거운 여름, 단 한 번으로 속 시원하게💧 슈퍼
 화산송이 모공 마스크 2X. Retrieved from Youtube:
<https://www.youtube.com/watch?v=LGhQmkA28Wc>
- Innisfree. (2020). *Store*. Retrieved from Innisfree:
<http://www.innisfree.com/id/en/store/storeList.do>
- Innisfree. (2020). *Stores*. Retrieved from Innisfree:
<http://www.innisfree.com/id/en/store/storeList.do>
- Innisfree. (2020, July 10). 더 길~게 보는 청량케미 안호섭의 모공쾌감!💧
 슈퍼 화산송이 모공 마스크 2X (감독판 45s). Retrieved from Youtube:
<https://www.youtube.com/watch?v=m1vdVIEffE4>
- Innisfree. (n.d.). *Brand Concept*. Retrieved from
https://www.innisfree.com/id/en/BrandPage.do?pageName=brand_concept
- Innisfree. (n.d.). *Offers & Event*. Retrieved from Innisfree:
https://www.innisfree.com/id/en/DirectPage.do?pageName=inni_2019_0701_event0_id
- Jang, G., & Paik, W. K. (2012). Korean Wave as tool for Korea's new cultural diplomacy. *Advances in Applied Sociology Vol. 2 No. 03*, 196.
- Joang, H. (2005). "Reading the "Korean Wave" as a Sign of Global Shift,". *Korea Journal, Vol. 45, No. 5*, 167.
- Ju, H. J. (2010). *Glocalization of the Korean Popular Culture in East Asia: Theorizing the Korean Wave*. University of Oklahoma.

- Kaparang, O. M. (2013). ANALISA GAYA HIDUP REMAJA DALAM MENGIMITASI BUDAYA POP KOREA MELALUI TELEVISI. *Journal "Acta Diurna" Vol.II No.2.*
- Kelley, C. (2019, January 11). *BTS Lead The Growth Of Hallyu To Nearly 90 Million Fans Worldwide In 2018.* Retrieved from forbes.com: <https://www.forbes.com/sites/caitlinkelley/2019/01/11/bts-lead-growth-of-hallyu-90-million-fans-2018/?sh=1b77e2f370bc>
- Kelley, C. (2020, March 31). *BTS's Label Big Hit Entertainment Generated \$507.9 Million In Revenue Last Year.* Retrieved from forbes.com: <https://www.forbes.com/sites/caitlinkelley/2020/03/31/btss-label-big-hit-entertainment-generated-5079-million-in-revenue-last-year/?sh=37ebe67eae6c>
- Kemenperin. (2013). *BERITA INDUSTRI: Susahnya Kosmetik Lokal Berjaya di Nusantara: Bahan Baku Impor 70 Persen.* Retrieved from Kemenperin: <https://www.kemenperin.go.id/artikel/6018/Susahnya-Kosmetik-Lokal-Berjaya-di-Nusantara:-Bahan-Baku-Impor-70-Persen>
- Kordov, M., & Vojtovic, S. (2016). Transnational Corporations in the Global World Economic Environment. *Procedia - Social and Behavioral Sciences.*
- Korean Business Research Institute . (2020, Februari). *February Drama Actor Brand Reputation Rankings Announced.* Retrieved from Soompi: <https://www.soompi.com/article/1385690wpp/february-drama-actor-brand-reputation-rankings-announced>
- Korean Business Research Institute. (2017). *BTS, EXO dan Seventeen Puncaki Reputasi Brand Grup Idol Pria Januari 2017.* Retrieved from Kpopchart.net: <https://kpopchart.net/2017/01/bts-exo-dan-seventeen-puncaki-reputasi-brand-grup-idol-pria-januari-2017.html>
- Korean Business Research Institute. (2017, November). *November Brand Reputation Rankings For Individual Boy Group Members Revealed.* Retrieved from Soompi:

<https://www.soompi.com/article/1080691wpp/november-brand-reputation-rankings-individual-boy-group-members-revealed>

Korean Business Research Institute. (2018, Juni). *June Brand Reputation Rankings For Individual Boy Group Members Announced*. Retrieved from Soompi: <https://www.soompi.com/article/1186007wpp/june-brand-reputation-rankings-individual-boy-group-members-announced>

Korean Business Research Institute. (2018, November). *November Brand Reputation Rankings For Individual Boy Group Members Announced*. Retrieved from Soompi: <https://www.soompi.com/article/1264531wpp/november-brand-reputation-rankings-individual-boy-group-members-announced>

Korean Business Research Institute. (2018, Oktober). *October Brand Reputation Rankings For Individual Boy Group Members Revealed*. Retrieved from Soompi: <https://www.soompi.com/article/1248433wpp/october-brand-reputation-rankings-individual-boy-group-members-revealed-2>

Korean Business Research Institute. (2019, Agustus). *August Boy Group Member Brand Reputation Rankings Announced*. Retrieved from Soompi: <https://www.soompi.com/article/1346068wpp/august-boy-group-member-brand-reputation-rankings-announced>

Korean Business Research Institute. (2019, Juni). *June Boy Group Member Brand Reputation Rankings Announced*. Retrieved from Soompi: <https://www.soompi.com/article/1332235wpp/june-boy-group-member-brand-reputation-rankings-announced>

Korean Business Research Institute. (2019, Maret). *March Boy Group Member Brand Reputation Rankings Announced*. Retrieved from Soompi: <https://www.soompi.com/article/1310725wpp/march-boy-group-member-brand-reputation-rankings-announced>

Korean Business Research Institute. (2020, Januari). *January Drama Actor Brand Reputation Rankings Announced*. Retrieved from Soompi:

<https://www.soompi.com/article/1379030wpp/january-drama-actor-brand-reputation-rankings-announced>

Korean Culture and Information Service. (2011). *The Korean Wave: A New Pop Culture Phenomenon*. Republic of Korea: Ministry of Culture, Sports and Tourism.

Kusuma, A., Purbantina, A. P., Nahdiyah, V., & Khasanah, U. U. (2020). A Virtual Ethnography Study: Fandom and Social Impact in Digital Era. *ETNOSIA: Jurnal Etnografri Indonesia*, 5(2), 238-251.

Kwon, Y. J. (2018). The Emergence of K-beauty: Rituals and Myths of Korean Skin Care Practice. *ITAA Proceedings*, #75 (pp. 1-2). Cleveland, Ohio: International Textile and Apparel Association, Inc.

Lea-Greenwood, G. (2012). *Fashion Marketing Communications E-book*. Nomerset: Wiley.

Lee, S. (2009, Februari 28). *Yun I-Min-ho, Baeksang Arts Awards male and female TV section Rookie of the Year award*. Retrieved from Naver: <https://www.hkn24.com/news/articleView.html?idxno=23343>

Lee, S. J. (2011). "The Korean Wave: The Seoul of Asia." *The Elon Journal of Undergraduate Vol. 2, No. 1*, 85.

Lestari, H., Sunarti, & Bafadhal, A. S. (2019). PENGARUH BRAND AMBASSADOR DAN KOREAN WAVE TERHADAP CITRA MEREK SERTA DAMPAKNYA PADA KEPUTUSAN PEMBELIAN (Survei Online Pada Konsumen Innisfree Di Indonesia Dan China). *Jurnal Administrasi Bisnis (JAB) Vol. 66 No. 1*, 67-78.

Lestari, H., Sunarti, & Bafadhal, A. S. (2019). PENGARUH BRAND AMBASSADOR DAN KOREAN WAVE TERHADAP CITRA MEREK SERTA DAMPAKNYA PADA KEPUTUSAN PEMBELIAN (Survei Online Pada Konsumen Innisfree Di Indonesia Dan China). *Jurnal Administrasi Bisnis (JAB)/Vol. 66 No. 1*, 67-78.

- Lie, J. (2012). What Is the K in K-pop? South Korean Popular Music, the Culture Industry, and National Identity. *Korea Observer*, 43(12), 339-363.
- Mae, J. (2019). *30 Fakta Aktor Lee Min Ho dan Alasan Dijuluki King of Hallyu*. Retrieved from Harpers Bazaar Indonesia: <https://harpersbazaar.co.id/articles/read/9/2019/7715/30-Fakta-Aktor-Lee-Min-Ho-Dan-Alasan-Dijuluki-King-Of-Hallyu>
- March, B. (2019, Desember 19). *16 beauty trends that sum up the 2010s*. Retrieved from Harper Bazaar: <https://www.harpersbazaar.com/uk/beauty/beauty-shows-trends/a30180045/beauty-trends-2010s/>
- MarkPlus, Inc. (2018). *ZAP Beauty Index 2018*. MarkPlus, Inc.
- Messerlin, P. A., & Shin, W. (2013, July 1). The K-pop Wave: An Economic Analysis. doi:<http://dx.doi.org/10.2139/ssrn.2294712>
- Munir, M. (2005). PROFIL STRATEGI PEMASARAN INTERNASIONAL DI ERA GLOBAL. *MODERNISASI, Volume 1, Nomor 3*.
- Niardo, R. (2017, Oktober 21). *Idol & Celeb : Wanna One Kembali Dominasi Ranking Reputasi Brand Anggota Boy Grup Bulan Oktober*. Retrieved from <https://kpopchart.net/2017/10/wanna-one-kembali-dominasi-ranking-reputasi-brand-anggota-boy-grup-bulan-oktober.html>
- Niardo, R. (2017, September 17). *Idol & Celeb: Wanna One Dominasi Ranking Reputasi Brand Anggota Boy Grup Bulan September*. Retrieved from Kpop Chart: <https://kpopchart.net/2017/09/wanna-one-dominasi-ranking-reputasi-brand-anggota-boy-grup-bulan-september.html>
- Niardo, R. (2018, April 8). *Idol & Celeb: Daftar Peringkat Reputasi Brand Boy Group Pada Bulan April 2018*. Retrieved from Kpop Chart: <https://kpopchart.net/2018/04/daftar-peringkat-reputasi-brand-boy-grup-k-pop-pada-bulan-april-2018.html>
- Niardo, R. (2018, Januari 28). *Idol & Celeb: Reputasi Brand Penyanyi Bulan Januari Terungkap! Wanna One, BTS, dan TWICE Puncaki 3 Besar*.

Retrieved from Kpop Chart: <https://kpopchart.net/2018/01/reputasi-brand-penyanyi-bulan-januari-terungkap-wanna-one-bts-dan-twice-puncaki-3-besar.html>

Niardo, R. (2018, Mei 19). *Idol & Celeb: Wanna One Kuasai Peringkat Reputasi Brand Anggota Boy Grup Bulan Mei*. Retrieved from Kpop Chart: <https://kpopchart.net/2018/05/wanna-one-kuasai-peringkat-reputasi-brand-anggota-boy-grup-bulan-mei.html>

Niardo, R. (2018, Februari 25). *Idol & Celeb: Wanna One, BTS dan EXO Kembali Puncaki Peringkat Reputasi Brand Penyanyi Bulan Februari 2018*. Retrieved from Kpop Chart: <https://kpopchart.net/2018/02/wanna-one-bts-dan-exo-kembali-puncaki-peringkat-reputasi-brand-penyanyi-bulan-februari-2018.html>

Niardo, R. (2018, Maret 11). *Idol & Celeb: Wanna One, BTS dan iKON Puncaki Peringkat Reputasi Brand Boy Group Bulan Maret 2018*. Retrieved from Kpop Chart: <https://kpopchart.net/2018/03/wanna-one-bts-dan-ikon-puncaki-peringkat-reputasi-brand-boy-grup-bulan-maret-2018.html>

NikkeiAsia. (2021). *AmorePacific Group, Inc*. Retrieved from asia.nikkei: <https://asia.nikkei.com/Companies/AmorePacific-Group-Inc>

Pamungkas, D. A. (2016). *Pengaruh Endorser Lee Min Ho Dalam Iklan Luwak White Koffie di Televisi Terhadap Brand Image Pada Anggota Komunitas Pecinta K-Pop Di Jakarta*. Jakarta: UNIVERSITAS PROF.DR.MOESTOPO (BERAGAMA).

Park, S. (2020, March 4). *Ahn Hyo Seop Talks About Gaining Over 1 Million Instagram Followers During "Dr. Romantic 2"*. Retrieved from Soompi: <https://www.soompi.com/article/1386359wpp/ahn-hyo-seop-talks-about-gaining-over-1-million-instagram-followers-during-dr-romantic-2>

Pitchapa, S., & Savitri, G. (2020). Fandom and identity construction: an analysis of Thai fans' engagement with Twitter. *Humanities & Social Sciences Communications Vol. 7 No. 1*, 1-13.

- Pradini, R. A. (2018). *The Contribution of South Korea's Public Diplomacy to Indonesia Through Korean Wave to Enhance National Branding: Promoting Korean Beauty Brands (2014-2017)*. President University.
- Pratama, A. P. (2021). Nature Republic dan Innisfree Sebagai Soft Power Brand Ambassador and Personality Korea Selatan di Indonesia. *Jurnal Manajemen Strategi Dan Aplikasi Bisnis*, 4(1), 1-12.
- Putri, A. W. (2019). *Wanna One dan Celah Perbudakan Baru Industri Musik Korea*. Retrieved from Tirto: <https://tirto.id/wanna-one-dan-celah-perbudakan-baru-industri-musik-korea-de7m>
- Putri, R. D. (2017). *Indonesia, Target Pasar Seksi K-Beauty di Asia*. Retrieved from Tirto: <https://tirto.id/indonesia-target-pasar-seksi-k-beauty-di-asia-cyRj>
- Putsanra, D. V. (2020, Februari 26). *Drama Korea Romantic Doctor Kim 2 Berakhir dengan Rating Terbaik*. Retrieved from tirto.id: <https://tirto.id/drama-korea-romantic-doctor-kim-2-berakhir-dengan-rating-terbaik-eBpH>
- Russon, M.-A. (2018, Oktober 21). *K-beauty: The rise of Korean make-up in the West*. Retrieved from BBC: <https://www.bbc.com/news/business-45820671>
- Sagia, A., & Situmorang, S. H. (2018). Pengaruh Brand Ambassador, Brand Personality Dan Korean Wave Terhadap Keputusan Pembelian Produk Nature Republic Aloe Vera. *Jurnal Manajemen Bisnis Indonesia*.
- Schiffman, L. G., & Kanuk, L. L. (2006). *Customer Behavior 7th Edition*. New Jersey: Prentice Hall.
- Setyanti, C. A. (2016, Maret 21). *Korea Selatan, Pencetus Munculnya Era Skin Care Make-Up*. Retrieved from www.cnnindonesia.com: <https://www.cnnindonesia.com/gaya-hidup/20160321092529-277-118688/korea-selatan-pencetus-munculnya-era-skin-care-make-up>
- Shim, D. (2006). Hybridity and the Rise of Korean Popular Culture in Asia. *Media, Culture & Society*, Vol. 28 (1), 25-44.

- Shim, D.-B., & Noh, K.-W. (2012). Youtube and Girls' Generation Fandom. *The Journal of the Korea Contents Association Vol. 12 No. 1*, 125-137.
- Shimp, T. A. (2010). *Advertising Promotion and Other Aspects of Interated Marketing Communication 8th Edition*. Canada: Nelson Education Ltd.
- Shin, S. I., & Kim, L. (2013). Organizing K-Pop: Emergence and Market Making of Large Korean Entertainment Houses, 1980–2010 . *East Asia*, 30, 255-272.
- Shin-Hyun, A. (2011). Girls' Generation and the New Korean Wave. *SERI Quarterly, Vol. 4 No. 4*, 81-86.
- Simamora, B. (2001). *Memenangkan Pasar*. Jakarta: PT Gramedia Pustaka Utama.
- SM Entertainment. (2009, Juni 8). *Girls' Generation 소녀시대 'Gee' MV*. Retrieved from SMTown: <https://www.youtube.com/watch?v=U7mPqycQ0tQ>
- snowstorm0502. (2009). *Lee Min Ho & Yoona @ Baeksang Arts Awards*. Retrieved from Youtube: <https://www.youtube.com/watch?v=NcbHxM37AVU>
- Suryani, N. P. (2014). KOREAN WAVE SEBAGAI INSTRUMEN SOFT POWER UNTUK MEMPEROLEH KEUNTUNGAN EKONOMI KOREA SELATAN. *GLOBAL, Vol. 16, No. 1*, 69-83.
- The Jakarta Post. (2020, September 18). *Teaser for Thailand's 'Boys Over Flowers' remake released*. Retrieved from The Jakarta Post: <https://www.thejakartapost.com/life/2020/09/18/teaser-for-thailands-boys-over-flowers-remake-released.html>
- Tuk, W. (2012). *The Korean wave: who are behind the success of Korean popular culture?* Leiden University. Retrieved from <https://studenttheses.universiteitleiden.nl/handle/1887/20142>
- Vitalagas, R. (2020). *Jajarn Film dan Drama Yang Dibintangi Lee Min Ho*. Retrieved from <https://today.line.me/id/v2/article/qnlOeW>

- World KBS Korea. (2020, September 14). *Economic Effect of BTS' Conquest of Billboard Hot 100 Chart*. Retrieved from world.kbs.co.kr: https://world.kbs.co.kr/service/contents_view.htm?lang=e&menu_cate=business&id=&board_seq=390930
- Yanthi, A. D., Hadi, P., & Astuti, M. (2020). Peran Kore Wave, Lifestyle, dan Brand Ambassador Terhadap Keputusan Pembelian Produk Innisfree. *Prosiding BIEMA (Business Management, Economic, and Accounting National Seminar) Vol. 1*, (pp. 179 - 195).
- Yoga, A. (2020). *Ini Dia Daftar Lengkap Pemenang Baeksang Arts Awards 2020*. Retrieved from Cosmopolitan: <https://www.cosmopolitan.co.id/article/read/6/2020/20377/ini-dia-daftar-lengkap-pemenang-baeksang-arts-awards-2020>
- Zero Lite. (2020, June). Retrieved from Zero Lite: <https://zero-lite.com/2020/06/22/aktor-ahn-hyoseop-terpilih-jadi-model-global-terbaru-innisfree-super-volcanic-pore-clay-mask-2x/>