

DAFTAR PUSTAKA

- Aini, A. N., Fahmi, M., Ardhiyansyah, A., & Putra, B. R. (2021). K-Pop's popularity strategy in the international arena. *1st ICEMAC : International Conference on Economics, Management, and Accounting*, 56-65. doi:10.11594/nstp.2021.1006
- Ajayi, O. V. (2017). Primary Sources of Data and Secondary Sources of Data. *Benue State University*.
- Allkpop. (2019). *#TokopediaXBTS trending worldwide on Twitter after groups announcement about collaboration*. Retrieved from Allkpop: <https://www.allkpop.com/article/2019/10/tokopediAXBTS-trending-worldwide-on-twitter-after-groups-announcement-about-collaboration>
- Anwar, R. P., & Anwar, W. W. (2014). The Effect of Korean Wave on Young Generation and Creative Industry in Indonesia. *현대사회와 다문화*, 4(2), 65-89.
- Appadurai, A. (1990). Disjuncture and Difference in the Global Cultural Economy. *Theory, Culture & Society*, 7(2-3), 295-310.
- Ariesta, A. (2022). *Didukung BTS, GoTo Jadi Listing di Bursa AS dan Hong Kong?* Retrieved from OkeFinance: <https://economy.okezone.com/read/2022/04/11/278/2576943/didukung-bts-goto-jadi-listing-di-bursa-as-dan-hong-kong>
- Bighit Music. (2022). *BTS*. Retrieved oktober 25, 2021, from <https://ibighit.com/bts/eng/profile/>
- Bloomberg. (2023). *Tokopedia PT*. Retrieved from Bloomberg: <https://www.bloomberg.com/profile/company/1087142D:IJ>
- Bummett, B. (2017). *Rhetoric in Popular Culture*. New York: SAGE Publications.
- Burhan, F. A. (2021, September 22). *Gaet BTS, Tokopedia Salip Shopee dan Dongkrak Transaksi 26 Kali Lipat*. Retrieved from Katadata.co.id: <https://katadata.co.id/desysetyowati/digital/614b03d05f1ca/gaet-bts-tokopedia-salip-shopee-dan-dongkrak-transaksi-26-kali-lipat>
- Castells, M. (2009). *Communication Power*. New York: Oxford University Press.
- Cho, S.-R., Jang, Y.-B., Han, M.-w., Shin, H., Lee, S.-E., & Koo, B.--. (2007). A Case Study of Broadcasting Contents Using One Source Multi Use Strategy. *Journal of Broadcast Engineering (방송공학회논문지)*, 12(5), 423-434.
- CNN Indonesia. (2021). *BTS Beri Selamat Merger Gojek-Tokopedia: Kami Turut Bangga*. Retrieved from CNN Indonesia:

<https://www.cnnindonesia.com/hiburan/20210517151835-234-643352/bts-beri-selamat-merger-gojek-tokopedia-kami-turut-bangga>

Cuterela, S. (2012). Globalization: Definition, Processes and Concepts. *Romanian Statistical Review Supplement*, 60(4), 137-146.

Facebook Tokopedia. (2022). Retrieved from Tokopedia x BTS: Jaga Indonesia: <https://www.facebook.com/tokopedia/videos/bersama-tokopedia-dan-bts-jagaindonesia/307978770185826/>

Facebook Tokopedia. (2022). Retrieved from BTS Bicara Bahasa Daerah: https://www.facebook.com/386081579611/posts/10160538036714612/?mi_bextid=rS40aB7S9Ucbxw6v

Fauji, R., Khalida, L. R., & Faddila, S. P. (2022). ANALISIS KOMPARATIF BRAND AMBASSADOR "KOREAN WAVE" ANTARA E-COMMERCE LUAR NEGERI DAN E-COMMERCE DALAM NEGERI (STUDI ANTARA SHOPEE "BLACKPINK" DAN TOKOPEDIA "BTS"). *Jurnal Manajemen & Bisnis Kreatif*, 7(2).

Hassi, A., & Storti, G. (2012). Globalization and Culture: The Three H Scenarios". *In Globalization - Approaches to Diversity*.

Hochschild, J. P. (2006). Globalization: Ancient and Modern. *The Intercollegiate Review*, 40-48.

Ibrahim, I. S. (2007). *Budaya Populer Sebagai Komunikasi*. Yogyakarta: Jalasutra.

Instagram Tokopedia. (2022). Retrieved from Giveaway Tokopedia di Media Sosial: <https://www.instagram.com/p/CaESjXFBnnz/?igshid=MzRIODBiNWFIZ%A%3D%3D>

iPrice. (2022). *Find Out E-commerce Competition in Indonesia*. Retrieved from iPrice Insights: <https://iprice.co.id/insights/id/>

iPrice. (2022). *Find Out E-Commerce Competition in Indonesia*. Retrieved from iPrice Insights: <https://iprice.co.id/insights/id/>

Ismah, H. Z. (2023). Integrasi Komunikasi Marketing: BTS dan Blackpink sebagai Brand Ambassador dalam Iklan Tokopedia. *JISIP (Jurnal Ilmu Sosial dan Pendidikan)*, 7(2), 1196-1206.

Jang, G., & Paik, W. K. (2012). Korean Wave as Tool for Korea's New Cultural Diplomacy. *Advances in Applied Sociology*, 2(3).

Jin, D., & Yoon, T. (2017). The Korean Wave: Retrospect and Prospect. *International Journal of Communication*, 11, 241-249.

Kelley, C. (2019). Retrieved from BTS Lead The Growth Of Hallyu To Nearly 90 Million Fans Worldwide In 2018:

<https://www.forbes.com/sites/caitlinkelley/2019/01/11/bts-lead-growth-of-hallyu-90-million-fans-2018/?sh=3315200a70bc>

- Kementerian Komunikasi dan Informatika. (2019). *Asal Mula Istilah Unicorn di Dunia Startup*. Retrieved from Kementerian Komunikasi dan Informatika RI: <https://aptika.kominfo.go.id/2019/02/asal-mula-istilah-unicorn-di-dunia-startup/>
- Kim, B. (2015). Past, Present and Future of Hallyu (Korean Wave). *American International Journal of Contemporary Research*, 5(5), 154-160.
- Kim, S. J., Agrusa, J., Lee, H., & Chon, K. (2007). Effects of Korean television dramas on the flow of Japanese tourists. *Tourism Management*, 28(5), 1340-1353.
- Kim, Y. (2013). The Korean Wave. *Korea's Changing Roles*, 283-303.
- Korea.net. (2019). Retrieved from Map showing K-pop's popularity by global region released: <https://www.korea.net/NewsFocus/Culture/view?articleId=174587>
- Korea.net. (2022). *Hallyu (Korean Wave)*. Retrieved Desember 28, 2022, from <https://www.korea.net/AboutKorea/Culture-and-the-Arts/Hallyu>
- Kotler, P., & Armstrong, J. (2012). *Principles of Marketing*. New Jersey: Prentice Hall.
- Kotler, P., & Keller, K. L. (2012). *Marketing management, 14th Edition*. New Jersey: Pearson Education Ltd.
- Kumaravadivelu, B. (2008). *Cultural Globalization and Language Education*. New haven: Yale University Press.
- Kusuma, A., Purbantina, A. P., Nahdiyah, V., & Uswa, U. (2020). A Virtual Ethnography Study: Fandom and Social Impact in Digital Era. *ETNOSIA: Jurnal Etnografi Indonesia*, 5(2), 238-251.
- Lamont, C. (2015). *Research Methods in International Relations*. London: SAGE Publications.
- Lee, S., & Nornes, A. M. (2015). *Hallyu 2.0: The Korean Wave in the Age of Social Media*. Ann Arbor: Amerika Serikat: University of Michigan Press.
- Li, M. (2022). The Research on the Brand Marketing Strategy of Yves Saint Laurent. *Journal of Education, Humanities and Social Sciences*, 5, 12-21.
- Libriyanti, N. S., Putri, K., & Sary, M. P. (2022). Pengaruh Terpaan Iklan Tokopedia 12th X BTS Terhadap Minat Beli Ibu Rumah Tangga di Masa Pandemi Covid-19. *Jurnal Komunikasi*, 16(1), 26-37.

- Matusitz, J. (2014). Globalization: An Analysis of the Wal-Martization of the World. *Journal of International Food & Agribusiness Marketing*, 26(4), 298-315.
- McDaniel, R. (2009). *Buzzoodle Buzz Marketing*. Jakarta: PT. Elex Media Komputindo.
- Moleong, L. J. (2018). *Metodologi Penelitian Kualitatif*. Bandung: PT Remaja Rosdakarya.
- Nam, S. (2013). The Cultural Political Economy of the Korean Wave in East Asia: Implications for Cultural Globalization Theories. *Asian Perspective*, 37(2), 209-231. doi:10.1353/apr.2013.0008
- Nazir, M. (2011). *Metodologi Penelitian*. Bogor: Penerbit Ghalia Indonesia.
- Nonparticipant observation. (2008). In J. P. William, *The Sage Encyclopedia of Qualitative Research Methods* (pp. 561-562). Sage Publication.
- Peter, J. P., & Donnelly, J. H. (2007). *Marketing Management*. Boston: McGraw-Hill Irwin.
- Prayoga, G. A., & Febriana, P. (2022). Strategi Promosi Dengan Model K-pop Untuk Meningkatkan Penjualan Pada E-commerce Tokopedia. *Journal of Education, Humaniora and Social Sciences (JEHSS)*, 5(2), 848-854.
- Sairin, S. (2004). The Impact of Globalization on Indonesian Socio-Cultural Life. *International Area Review*, 7(1).
- Sasmita, A., Ambarita, Y. M., & Putri, A. M. (2021). Strategi Pemasaran Tokopedia dalam Persaingan Antar E-Commerce dengan Analisis SWOT. *Jurnal Pendidikan Tambusai*, 5(2), 3397-3404.
- Seo, M. (2012). Lessons from K-pop's global success. *Seri Quarterly*, 5(3), 60-66.
- Sugiyono. (2005). *Metode Penelitian Kualitatif*. Bandung: Alfabeta.
- Suryana. (2010). *Metodologi Penelitian: Model Praktis Penelitian Kuantitatif dan Kualitatif*. Bandung: UPI.
- Suryani, N. P. (2014). KOREAN WAVE SEBAGAI INSTRUMEN SOFT POWER UNTUK MEMPEROLEH KEUNTUNGAN EKONOMI KOREA SELATAN. *Jurnal Global*, 16(1).
- Timpal, R. S., Massie, J., & Pandowo, M. (2022). The Role of Brand Ambassadors on Consumer Purchase Decision on Tokopedia Marketplace. *Jurnal EMBA : Jurnal Riset Ekonomi, Manajemen, Bisnis dan Akuntansi*, 10(3), 652-659.
- Tokopedia. (2017). *Tokopedia Umumkan Babak Investasi Baru USD 1.1 Miliar*. Retrieved from <https://www.tokopedia.com/blog/press-release-tokopedia-umumkan-babak-investasi-baru-1-1-miliar-usd/>

- Tokopedia. (2019). *HARI INI! Liburan anti-wacana dengan pesan tiket pesawat, kereta, reservasi hotel, dan kebutuhan liburanmu lainnya di Big Travel Sale #TokopediaSaja*. Retrieved from Tokopedia: <https://twitter.com/tokopedia/status/1198791526605656064>
- Tokopedia. (2019). *Tokopedia Umumkan BTS Sebagai Brand Ambassador*. Retrieved from <https://www.tokopedia.com/blog/tokopedia-announces-bts-as-the-companys-brand-ambassador/>
- Tokopedia. (2020). Retrieved from Interview BTS di WIB TV Show: https://www.tokopedia.com/play/channel/10650?titlebar=false&utm_source=salinlink&utm_medium=share&utm_campaign=Play-20713426-10650-180623-default&_branch_match_id=1144300568610992058&_branch_referrer=H4sIAAAAAAAAAA8soKSkottLXL8nPzi9ITclM1MvJzMvWz%2FXxMso2y
- Tokopedia. (2020). *Bersama BTS dan Sederet Artis Tanah Air, Tokopedia Resmi Umumkan Waktu Indonesia Belanja*. Retrieved from Tokopedia: <https://www.tokopedia.com/blog/bersama-bts-dan-sederet-artis-tanah-air-tokopedia-resmi-umumkan-waktu-indonesia-belanja/>
- Tokopedia. (2020). *Tokopedia*. Retrieved from TOKOPEDIA X BTS LAGI-LAGI TEMBUS WORLDWIDE TRENDING: <https://www.tokopedia.com/blog/tokopedia-x-bts-lagi-lagi-tembus-worldwide-trending/>
- Tokopedia. (2021). *Ada yang ngumpulin photocard BTS? Mau dapetin photocard edisi spesial #TokopediaxBTS?* Retrieved from Twitter: <https://twitter.com/tokopedia/status/1385453349667889157>
- Tokopedia. (2021). *Gojek dan Tokopedia Bentuk GoTo, Grup Teknologi Terbesar di Indonesia dan Ekosistem Andalan dalam Menjalani Keseharian*. Retrieved from Tokopedia: https://www.tokopedia.com/blog/gojek-dan-tokopedia-bentuk-goto-grup-teknologi-terbesar-di-indonesia-dan-ekosistem-andalan-dalam-menjalani-keseharian/?utm_source=google&utm_medium=organic
- Tokopedia. (2021). *Tokopedia Gelar K-Pop Awards Terbesar dari Indonesia Curi Perhatian Global, Tingkatkan Transaksi UMKM Lokal*. Retrieved from Tokopedia: https://www.tokopedia.com/blog/tokopedia-gelar-k-pop-awards-terbesar-dari-indonesia-curi-perhatian-global-tingkatkan-transaksi-umkm-lokal-rls/?utm_source=google&utm_medium=organic
- Tokopedia. (2022). *Main Kuis Tokopedia dan Menangkan Set Postcard BTS!* Retrieved from Tokopedia: https://www.tokopedia.com/blog/kuis-tokopedia/?utm_source=google&utm_medium=organic

- Tokopedia. (2022). *Main Kuis Tokopedia dan Menangkan Set Postcard BTS!* Retrieved from Tokopedia: https://www.tokopedia.com/blog/kuis-tokopedia/?utm_source=google&utm_medium=organic
- Tokopedia. (2023). *Tentang Kami*. Retrieved from <https://www.tokopedia.com/about/our-story/>
- Turban, E., King, D., McKay, J., Marshall, P., & Lee, J. (2008). *Electronic Commerce A Managerial Perspective 2008 1st Edition*. New Jersey: Prentice Hall.
- Twitter Tokopedia. (2019). Retrieved from BTS Merchandise Store di Tokopedia: <https://twitter.com/tokopedia/status/1189815109918449666?t=M0NaY6SgmbK6Dy4vcz1H5w&s=19>
- Twitter Tokopedia. (2019). Retrieved from BTS: Big Travel Sale: <https://twitter.com/tokopedia/status/1198791526605656064?t=5iwEw6N1SpHi9ZZI1eXlXg&s=19>
- Twitter Tokopedia. (2020). Retrieved from Waktu Indonesia Belanja TV Show: <https://twitter.com/tokopedia/status/1285490780606328832?t=QCyMLnizXOSWc5KYqvpNSg&s=19>
- Twitter Tokopedia. (2020). Retrieved from Tokopedia Waktu Indonesia Belanja Trending di Twitter: https://twitter.com/tokopedia/status/1288465951432704001?t=GNDHB03_aqwVmwiw3jeM8w&s=19
- Twitter Tokopedia. (2020). Retrieved from Tokopedia x BTS: Jaga Indonesia Trending di Twitter: <https://twitter.com/tokopedia/status/1249968011395518466?t=ofCwtKTIpKhLB9zSqgbAjb&s=19>
- Twitter Tokopedia. (2021). Retrieved from Antusiasme Terhadap Program Tokopedia 12th x BTS: <https://twitter.com/tokopedia/status/1428267377628647424?t=XF3RzgaikHiYV4hcEmorug&s=19>
- Twitter Tokopedia. (2021). Retrieved from Iklan Tokopedia x BTS: Waktu Indonesia Belanja: <https://twitter.com/tokopedia/status/1353937638575767552?t=UErLi3YtalUkZgiVCrqVxA&s=19>
- Twitter Tokopedia. (2021). Retrieved from Kalender Harian Photocard Tokopedia 12th x BTS: <https://twitter.com/tokopedia/status/1426393205143072770?t=Qm2-RC58fOEB7sJbxJgPVQ&s=19>
- Twitter Tokopedia. (2021). Retrieved from Postingan Iklan Photocard BTS Hologram di Twitter:

<https://twitter.com/tokopedia/status/1461605220186656768?t=itSeCYmiMfvs9VoKjKKXvA&s=19>

Twitter Tokopedia. (2021). Retrieved from Tokopedia 12th x BTS: <https://twitter.com/tokopedia/status/1427550125677703173?t=8Iz0REb1OrIv5S5IVhmLkg&s=19>

Twitter Tokopedia. (2021). Retrieved from Tokopedia x BTS: https://twitter.com/tokopedia/status/1385453349667889157?t=sZZ7w0BIWP25tNZobqhX_w&s=19

Twitter Tokopedia. (2021). Retrieved from Tokopedia x BTS Edisi Photocard Hologram: https://twitter.com/tokopedia/status/1463356784534429696?t=EwzC5trfW4skG8pCcP_dcw&s=19

Twitter Tokopedia. (2021). Retrieved from Tokopedia WIB K-pop Awards 2021: <https://twitter.com/tokopedia/status/1463827336881528841?t=pqIYs7zhcdnrvu4DhofqPw&s=19>

Twitter Tokopedia. (2022). Retrieved from Tokopedia 13th x BTS: <https://twitter.com/tokopedia/status/1564582200074330112?t=nyGduW613PjSJA8SCgHRPw&s=19>

Twitter Tokopedia. (2022). Retrieved from Produk BTS Tokopedia Tas Eksklusif: <https://twitter.com/tokopedia/status/1600864284849864712?t=pjdryBbuprziFKTF4DOzFw&s=19>

Twitter Tokopedia. (2022). Retrieved from Tokopedia Affiliate x Kebut Gopay: <https://twitter.com/tokopedia/status/1563466465441103873?t=klbLJh6oX3Kqg8zQb4VaqQ&s=19>

Twitter Tokopedia. (2022). Retrieved from Giveaway Tokopedia di Media Sosial: <https://twitter.com/tokopedia/status/1562724112086102016?t=e2ESxgBNaCFrzNudL5vZKQ&s=19>

Twitter Tokopedia. (2022). Retrieved from Video Ucapan BTS Terkait IPO dari GoTo Group: <https://twitter.com/tokopedia/status/1513383258884431876?t=aACszjjz3kVxWCwlWfYHtw&s=19>

UNICEF. (2018). *"We have learned to love ourselves, so now I urge you to 'speak yourself.'"* Remarks by BTS' Kim Nam Jun (RM) at the launch of Generation Unlimited, at the UN General Assembly. Retrieved from UNICEF: <https://www.unicef.org/press-releases/we-have-learned-love-ourselves-so-now-i-urge-you-speak-yourself>

Valentina, A., & Istriyani, R. (2013). Gelombang Globalisasi ala Korea Selatan. *Jurnal Pemikiran Sosiologi*, 2(2).

- Wang, J.-S., Cheng, Y.-F., & Chu, Y.-L. (2013). Effect of Celebrity Endorsements on Consumer Purchase Intentions: Advertising Effect and Advertising Appeal as Mediators. *Human Factors and Ergonomics in Manufacturing & Service Industries*, 23(5), 357-367.
- We Are Social. (2021). *Digital 2021: Global Overview Report*. Retrieved from <https://wearesocial.com/uk/blog/2021/01/digital-2021-uk/>
- We Are Social. (2022). *Digital 2022: Global Overview Report*. Retrieved from Datarreportal: <https://datareportal.com/reports/digital-2022-global-overview-report>
- William, J. P. (2008). Nonparticipant observation. In J. P. William, *The Sage Encyclopedia of Qualitative Research Methods* (pp. 561-562). Sage Publication.
- Youtube Gojek Indonesia. (2021). Retrieved from Video Dukungan BTS Kepada GOTO Group: <https://www.youtube.com/watch?v=zUCaV-SFGA8>
- Zhang, Q. (2021). The Application of Integrated Marketing Communication in the Corporate Rebranding Process. In *2021 3rd International Conference on Economic Management and Cultural Industry (ICEMCI 2021)*, 6-10.