

DAFTAR PUSTAKA

- 88bamboo. (2023). *Taste Testing The 6 Most Popular Beers From Korea: Cass, Hite, Terra, Kloud, OB, Cafri*. Retrieved from <https://88bamboo.co/blogs/craft-beer/taste-testing-the-6-most-popular-beers-from-korea>
- Adawiah, J. (2024). *7 Drama Korea tvN dengan Rating Tertinggi Sepanjang Masa, Queen of Tears Geser CLOY*. Retrieved from <https://www.intipseleb.com/korea/95699-7-drama-korea-tvn-dengan-rating-tertinggi-sepanjang-masa-queen-of-tears-geser-cloy>
- Akroush, M. N. (2011). The 7Ps Classification of the Services Marketing Mix Revisited: An Empirical Assessment of their Generalisability, Applicability and Effect on Performance - Evidence from Jordan's Services Organisations.
- Allkpop. (2012). *Way Back Wednesday : Originators of Swag in K-pop, Deux*. Retrieved from Allkpop: <https://www.allkpop.com/article/2012/06/way-back-wednesday-originators-of-swag-in-k-pop-deux>
- Amarilisya, A. (2021). *11 Pemain Pendukung Hospital Playlist 2, Aktungnya Tak Kalah Ciamik*. Retrieved from <https://lifestyle.bisnis.com/read/20210917/254/1443602/11-pemain-pendukung-hospital-playlist-2-aktungnya-tak-kalah-ciamik>
- Anjeli, M. (2021). Perencanaan dan Pembuatan Bisnis Kimbab "Du Eonni" (Tinjauan Aspek Produksi).
- Antara. (2021). *Musim kedua, pemain "Hospital Playlist" makin nikmati main musik*. Retrieved from <https://www.antaranews.com/berita/2203378/musim-kedua-pemain-hospital-playlist-makin-nikmati-main-musik>
- Arimbi, G. (2020). *Selalu Terbaik, 5 KDrama Garapan Shin Won Ho Ini Wajib Kamu Tonton*. Retrieved from <https://www.idntimes.com/hype/entertainment/gendhis-1/selalu-terbaik-5-kdrama-garapan-shin-won-ho-ini-wajib-kamu-tonton-c1c2?page=all>
- Azizah, A., & dkk. (2022). Korean Terms of Address in Drama Hospital Playlist 2.
- Caoile, J. (2021). *10 Mouthwatering Korean Dishes We Spotted on "Hospital Playlist"*. Retrieved from Preview.ph:

<https://www.preview.ph/culture/hospital-playlist-korean-food-a2055-20210723>

Cavusgil, S. T., & dkk. (2019). *International business*.

CJ ENM. (n.d.). *Hospital Playlist*. Retrieved from CJ ENM: <https://www.cjenm.com/en/featured-contents/hospital-playlist/>

CNN Indonesia. (2020). *Cerita Sutradara Siapkan Hospital Playlist dalam Empat Tahun*. Retrieved from <https://www.cnnindonesia.com/hiburan/20200610183939-220-511949/cerita-sutradara-siapkan-hospital-playlist-dalam-empat-tahun>

CNN Indonesia. (2021). *5 Fakta Menarik Hospital Playlist 2*. Retrieved from CNN Indonesia: <https://www.cnnindonesia.com/hiburan/20210916160818-220-695352/5-fakta-menarik-hospital-playlist-2>

Devianty, R. (2017). BAHASA SEBAGAI CERMIN KEBUDAYAAN. *Jurnal Tarbiyah*.

Dewi, I. N. (2023). *Jeon Mido, Pemeran Dokter Chae Song Hwa dalam Hospital Playlist: Aslinya Bersuara Merdu*. Retrieved from Kompasiana: <https://www.kompasiana.com/indahnovita5600/63bd72434addee5f7368aa42/jeon-mido-pemeran-dokter-chaе-song-hwa-dalam-hospital-playlist-aslinya-bersuara-merdu>

Dwi, R. K., & Kurniawan, R. F. (2021). *5 Fakta Hospital Playlist 2 dan Alasan Drakor Ini Begitu Digemari*. Retrieved from <https://www.kompas.com/tren/read/2021/06/18/170000965/5-fakta-hospital-playlist-2-dan-alasan-drakor-ini-begitu-digemari?page=all>

Dwyer, T., & dkk. (2018). Comparing Digital Media Industries in South Korea and Australia. *International Journal of Communication*.

Estopace, E. (2017). Netflix Has Nearly 20 Official Localization Vendors as Global Subscriptions Boom. <https://slator.com/netflix-now-has-nearly-20-localization-vendors-as-global-subscriber-growth-booms/>.

Fakhrudin, & dkk. (2022). *Bauran Pemasaran*. Penerbit Deepublish.

Fitria, M. (2021). *Reply hingga Hospital Playlist, Ini 5 Drama Karya Penulis Lee Woo Jung*. Retrieved from IDN Times: <https://www.idntimes.com/korea/kdrama/maulidina-fitria/selalu-hit-5-kdrama-karya-penulis-lee-woo-jung-ini-wajib-kamu-tonton?page=all>

- Fraser, S. (2017). *it's bad luck to say that in a hospital*. Retrieved from <https://www.kevinmd.com/2017/05/bad-luck-say-hospital.html>
- Frey, M. (2022). *Barley Tea Benefits and Side Effects*. Retrieved from Very Well Fit: <https://www.verywellfit.com/barley-tea-benefits-and-side-effects-4163617>
- Goncharenko, M., & dkk. (2023). NETFLIX, THE SUCCESS OF A GLOBAL STORYTELLING . *JOURNAL OF BUSINESS AND SOCIAL SCIENCES*.
- Hancinema. (2014). *Kim Dae-myung in "Incomplete Life"*. Retrieved from <https://www.hancinema.net/kim-dae-myeong-in-incomplete-life-72093.html>
- Haugland, C. (2020). *Hallyu, The Korean Wave*. Retrieved from https://overseas.mofa.go.kr/no-en/brd/m_21237/view.do?seq=81
- Help Netflix. (n.d.). *Aksesibilitas di Netflix*. Retrieved from Netflix: <https://help.netflix.com/id/node/116022>
- IDN Times. (2020). *Resep Samgyeopsal, Daging Panggang Daun Selada yang Juicy di Mulut*. Retrieved from <https://www.idntimes.com/food/recipe/melodyna-melody/resep-samgyeopsal-c1c2>
- IDN Times. (2021). *12 Penampilan Band Mido and Falasol di Hospital Playlist 2, Ngangenin!* Retrieved from IDN Times: <https://www.idntimes.com/korea/kdrama/safia-sita/penampilan-band-mido-and-falasol-c1c2>
- IDN Times. (2021). *12 Penampilan Band Mido and Falasol di Hospital Playlist 2, Ngangenin!* Retrieved from IDN Times: <https://www.idntimes.com/korea/kdrama/safia-sita/penampilan-band-mido-and-falasol-c1c2>
- IDN Times. (2021). *Reply hingga Hospital Playlist, Ini 5 Drama Karya Penulis Lee Woo Jung*. Retrieved from IDN Times: <https://www.idntimes.com/korea/kdrama/maulidina-fitria/selalu-hit-5-kdrama-karya-penulis-lee-woo-jung-ini-wajib-kamu-tonton?page=all>
- insertlive. (2021). *Musim Kedua 'Hospital Playlist' Bakal Tayang Mei 2021*. Retrieved from <https://www.insertlive.com/korea/20210411152522-185-204827/musim-kedua-hospital-playlist-bakal-tayang-mei-2021>

- Iqbal, M. (2022). *Mengenal Tingginya Budaya Minum Di Korea Selatan*. Retrieved from ValidNews.id: <https://validnews.id/kultura/mengenal-tingginya-budaya-minum-di-korea-selatan>
- Iqbal, M. (2024). *Netflix Revenue and Usage Statistics (2024)*. Retrieved from Business of Apps: <https://www.businessofapps.com/data/netflix-statistics/>
- Isroate, M. (2016). Marketing Mix Theoretical Aspects. *International Journal of Research Granthaalayah*.
- Jain, M. J. (2021). THE RISE OF OTT PLATFORM: CHANGING CONSUMER PREFERENCES. *EPRA International Journal of Multidisciplinary Research (IJMR) - Peer Reviewed Journal*.
- Jin, D. Y. (2021). Netflix's Corporate Sphere in Asia in the Digital Platform Era. *The Routledge Handbook of Digital Media and Globalization*.
- Jung, D. H. (2004). Korean Chaebol in Transition.
- KapanLagi.com. (2023). *7 Rekomendasi Drama Jo Jung Suk Terbaik dan Populer dari Berbagai Genre*. Retrieved from <https://www.kapanlagi.com/korea/rekomendasi-drama-jo-jung-suk-terbaik-dan-populer-dari-berbagai-genre-a3b2c4.html?page=6>
- KBBI. (n.d.). Retrieved from <https://kbbi.web.id/tren>
- Keller, K., & Armstrong, G. (2016). *Principles of marketing*.
- Kim, E. (2012). *tvN Asia Changes to Channel M Asia*. Retrieved from https://sg.style.yahoo.com/tagged/celebrity/news/tvn-asia-changes-to-channel-m-asia-022038406.html?guccounter=1&guce_referrer=aHR0cHM6Ly9lbi53aWtpcGVkaWEub3JnLw&guce_referrer_sig=AQAAAL0BJoQ3cUruATCX5jc2FM1J6Th1OUqJZ3Gp65o6xgpKKIjM3aBRdKmguiQc-y6VaBcfmRW6
- Kim, T. (2022). Cultural politics of Netflix in local contexts: A case of the Korean media industries. *Media Culture Society*.
- Kompas. (2021). *Episode Akhir Hospital Playlist 2 Pecahkan Rekor Tertinggi Sepanjang Musim*. Retrieved from Kompas: <https://www.kompas.com/hype/read/2021/09/17/095706366/episode-akhir-hospital-playlist-2-pecahkan-rekor-tertinggi-sepanjang-musim>
- Kompas. (2021). *Tayang Perdana, Hospital Playlist Season 2 Raih Rating Tertinggi Sepanjang Sejarah*. Retrieved from Kompas:

<https://www.kompas.com/hype/read/2021/06/18/084212766/tayang-perdana-hospital-playlist-season-2-raih-rating-tertinggi-sepanjang>

Kompasiana. (2021). *Penjelasan Peran dan Tugas Dokter Spesialis di Hospital Playlist 2*. Retrieved from https://www.kompasiana.com/stefaniditamei/60c1f584d541df10c4579882/penjelasan-peran-dan-tugas-dokter-spesialis-di-hospital-playlist-2?page=3&page_images=1

Kontan.co.id. (2022). *10 Drama Korea Rating Tertinggi di Tahun 2021, Vincenzo hingga Hospital Playlist 2*. Retrieved from Kontan.co.id: <https://lifestyle.kontan.co.id/news/10-drama-korea-rating-tertinggi-di-tahun-2021-vincenzo-hingga-hospital-playlist-2?page=all>

Kotler, P. T., & dkk. (2019). *Marketing Management*. Singapore: Pearson Education.

Kpop Wiki. (2021). *Hospital Playlist 2 OST*. Retrieved from Kpop Wiki: https://kpop.fandom.com/wiki/Hospital_Playlist_2_OST

Kumparan. (2021). *Sinopsis Hospital Playlist, Persahabatan 5 Dokter yang Bikin Gagal Move On*. Retrieved from Kumparan: <https://kumparan.com/seleb-update/sinopsis-hospital-playlist-persahabatan-5-dokter-yang-bikin-gagal-move-on-1wX9hd5JFrM/full>

Kusumawardani, R. (2017). Kolektivisme dan budaya minum kopi di Korea selatan = The Blossoming of coffee culture in South Korea.

Larsson, M., & Jakobsson, K. (2019). *The Role of Standardization and Adaptation in the Marketing Mix*.

Lin, Q., & dkk. (2023). Global Marketing Standards and Local Adaptation: An Analysis of the Literature. *International Journal of Management and Human Science*.

Luminita, P., & Rocsana, T. B.-M. (2017). The „7Ps”&”1G” that rule in the digital world the marketing mix.

Mahamood, N. (2019). *Korean drama has a long way to go*!. Retrieved from <https://www.khaleejtimes.com/citytimes/korean-drama-has-a-long-way-to-go>

Mardianita, O. (2023). *Rekomendasi Drama Korea Karya Sutradara Shin Won Ho, Hangat Layaknya Rumah, Bikin Netizen Kangen*. Retrieved from <https://jatim.tribunnews.com/2023/01/24/rekomendasi-drama-korea-karya->

sutradara-shin-won-ho-hangat-layaknya-rumah-bikin-netizen-
kangen?page=all#google_vignette

- Nandy. (2022). *Marketing Mix: Pengertian, Asal-Usul, Konsep, Tujuan, Fungsi, dan Manfaatnya*. Retrieved from Gramedia: <https://www.gramedia.com/literasi/marketing-mix/>
- Naver. (2020). [단독]'슬기로운 의사생활' 시즌2, 1월 셋째주 촬영..5월 편성 논의. Retrieved from <https://m.entertain.naver.com/now/article/108/0002923303>
- Naver. (2021). *슬기로운 의사생활 2 I 프로그램 홈*. Retrieved from Program Naver: <https://program.naver.com/p/18168942/info/rating>
- Netflix . (n.d.). *Asia Pacific*. Retrieved from NETFLIX PREFERRED FULFILLMENT PARTNERS: <https://npfp.netflixstudios.com/region/asia-pacific/>
- Netflix. (2021). *Expanding Our Presence in Korea: Netflix Welcomes the New Year With Two New Production Facilities*. Retrieved from <https://about.netflix.com/en/news/expanding-our-presence-in-korea-netflix-production-facilities>
- Netflix K-Content. (2021). Retrieved from Netflix K-Content: https://youtu.be/PaDUzLhAuP8?si=nejUW78L_ibx_D44
- Netflix Korea. (n.d.). *netflixkr*. Retrieved from <https://www.instagram.com/netflixkr/?hl=id>
- Netflix Korea. (n.d.). *netflixkr*. Retrieved from <https://twitter.com/NetflixKR>
- Netflix Korea 넷플릭스 코리아. (2021). Retrieved from <https://www.youtube.com/channel/UCiEEF51uRAeZeCo8CJFhGWw>
- Netflix. (n.d.). *Plans and Pricing*. Retrieved from <https://help.netflix.com/id/node/24926/kr>
- Ogunmokun, G. O., & Li, L.-Y. (1999). GLOBALIZATION VERSUS ADAPTATION STRATEGY IN INTERNATIONAL MARKETING: A STUDY OF EXPORTING COMPANIES IN THE PEOPLE'S REPUBLIC OF CHINA.
- Okezone. (2021). *Tamat Malam Ini, Drama Hospital Playlist 2 Trending di Twitter*. Retrieved from Okezone:

<https://celebrity.okezone.com/read/2021/09/16/206/2472372/tamat-malam-ini-drama-hospital-playlist-2-trending-di-twitter>

Parihar, D. S., & dkk. (2021). Impact of Marketing Mix on Consumers Satisfaction- A Study of Consumers of OTT Platform in India.

Pogorelova, E., & dkk. (2016). Marketing Mix for E-commerce.

Porcelain. (2024). *Resep Gomtang, Sup Tradisional Korea dari Tulang dan Daging Sapi!* Retrieved from <https://jateng.idntimes.com/food/recipe/porcelain/resep-gomtang-sup-tradisional-korea-dari-tulang-dan-daging-sapi-c1c2>

Puškar, J., & dkk. (2021). *COMPANY ANALYSIS AND RISK MANAGEMENT STRATEGIES IN THE GLOBAL BUSINESS ENVIRONMENT.*

Puškar, J., & dkk. (2021). *COMPANY ANALYSIS AND RISK MANAGEMENT STRATEGIES IN THE GLOBAL BUSINESS ENVIRONMENT.*

Puškar, J., & dkk. (2021). *COMPANY ANALYSIS AND RISK MANAGEMENT STRATEGIES IN THE GLOBAL BUSINESS ENVIRONMENT.*

Putri, A. R., & Paksi, A. K. (2021). THE STRATEGY OF NETFLIX TO DOMINATE THE ENTERTAINMENT MEDIA MARKET IN INDONESIA 2016-2021. *Jurnal Ilmiah Dinamika Sosial.*

Putri, R. E. (2020). *8 Cuplikan 'Reply Series' di KDrama 'Hospital Playlist', Nostalgia nih.* Retrieved from IDN Times: <https://www.idntimes.com/hype/entertainment/rahmadila-eka-putri/cuplikan-reply-di-hospital-playlist-c1c2>

Rie. (2021). *5 Pemain Drama 'Hospital Playlist' Ini Juga Bintang Teater Musikal.* Retrieved from <https://hiburan.dreamers.id/article/100376/5-pemain-drama-%E2%80%98hospital-playlist%E2%80%99-ini-juga-bintang-teater-musikal>

Rusandi, & Rusli, M. (2021). Merancang Penelitian Kualitatif Dasar/Deskriptif dan Studi Kasus.

Sari, M., & Asmendri. (2020). Penelitian Kepustakaan (Library Research) dalam Penelitian Pendidikan IPA.

Shin, Y. (2023). Legal Drinking Age Laws and Alcohol Consumption: Evidence From South Korea.

- Singh, M. (2012). Marketing Mix of 4P'S for Competitive Advantage. *IOSR Journal of Business and Management (IOSRJBM)*.
- Sirisha. (2023). *Cost Comparison: Which Countries Pay the Most and Least for Netflix?* Retrieved from <https://dataprot.net/statistics/which-countries-pay-the-most-and-least-for-netflix/>
- Sita, S. (2021). *12 Penampilan Band Mido and Falasol di Hospital Playlist 2, Ngangenin!* Retrieved from IDN Times: <https://www.idntimes.com/korea/kdrama/safia-sita/penampilan-band-mido-and-falasol-c1c2>
- Sitanggang, P. S. (2022). Strategi Pemasaran Global terhadap Netflix. *ULIL ALBAB: Jurnal Ilmiah Multidisiplin*.
- Sport Seoul. (2021). [단독]'슬의생2' 촬영 종료→'99즈' 오늘(7일) 나영석PD 新예능 첫 촬영. Retrieved from <https://www.sportsseoul.com/news/read/1061911>
- Spotify. (2024). *Mido and Falasol*. Retrieved from Spotify: <https://open.spotify.com/artist/3lBxyv4EPpiE80Ji1Eyfiq>
- Statista. (2024). *Least expensive countries for a monthly Netflix subscription worldwide as of October 2023*. Retrieved from Statista: <https://www.statista.com/statistics/1013566/cheapest-netflix-subscription-costs-countries-worldwide/>
- Strauss, A., & Corbin, J. (2003). Penelitian kualitatif.
- Suci. (2021). *Maxim, Kopi Kemasan Stick yang Populer di Korea Selatan*. Retrieved from Terkinni.
- Suryaningtias, F. (2021). *12 Aktor Ini Bermain KDrama Prison Playbook dan Hospital Playlist Lho!* Retrieved from IDN Times: <https://www.idntimes.com/korea/kdrama/fasrinisyah-suryaningtyas/aktor-kdrama-hospital-playlist-dan-prison-playbook-c1c2>
- Syamsura, A. C. (2024). *Alasan Tteokbokki Jadi Makanan Favorit di Korea Selatan, Setuju?* Retrieved from IDN Times: <https://www.idntimes.com/food/dining-guide/auliasari-citra-syamsura/alasan-tteokbokki-jadi-makanan-favorit-di-korea-selatan-c1c2>
- Tempo.co. (2023). *5 Drakor Populer yang Dibintanginya Jo Jung Suk*. Retrieved from <https://seleb.tempo.co/read/1813263/5-drakor-populer-yang-dibintanginya-jo-jung-suk>

- Tempo.co. (2023). *Mengenal Yoo Yeon Seok, Aktor Korea yang Dua Kali Batal Jumpa Fan*. Retrieved from <https://seleb.tempo.co/read/1744036/mengenal-yoo-yeon-seok-aktor-korea-yang-dua-kali-batal-jumpa-fan>
- The Korea Herald. (2012). *Korean coffee chains expand*. Retrieved from The Korea Herald.
- The Korea Times. (2015). *Angel-in-us Coffee wants to make angels of customers 엔제리너스 '공손한 손님은 50% 할인'*. Retrieved from The Korea Times: https://www.koreatimes.co.kr/www/nation/2024/04/113_171218.html
- The Korea Times. (2020). *Kim Hye-soo, Yoo Yeon-seok to host 2020 Blue Dragon Awards*. Retrieved from https://www.koreatimes.co.kr/www/art/2024/05/398_300106.html
- Tien, D. N., & dkk. (2019). The role of international marketing in international business strategy. *International Journal of Research in Marketing Management and Sales*.
- tirto.id. (2020). *Sinopsis Hospital Playlist di Netflix: Streaming, Rating, Jadwal S2*. Retrieved from tirto.id: <https://tirto.id/sinopsis-hospital-playlist-di-netflix-streaming-rating-jadwal-s2-fXbv>
- TUDUM. (2021). *TUDUM*. Retrieved from Top 10 Non-English TV Show on Netflix Right Now. Netflix.: <https://www.netflix.com/tudum/top10/tv-non-english?week=2021-07-18>
- Untari, G. (2021). Retrieved from <https://www.cosmopolitan.co.id/article/read/7/2021/25271/terungkap-ini-dia-rumah-sakit-tempat-syuting-hospital-playlist>
- Untari, G. (2023). Retrieved from <https://www.cosmopolitan.co.id/article/read/1/2023/30751/8-drama-korea-terbaik-jung-kyung-ho-yang-wajib-kamu-tonton>
- UoHorang. (2023). *5 Things to Know About Egg Is Coming*. Retrieved from <https://uofhorang.com/5-things-to-know-about-egg-is-coming/>
- Viva.co.id. (2021). *Intip Kesyukuran Cast Hospital Playlist di Variety Show Baru Na PD*. Retrieved from Viva.co.id: <https://www.viva.co.id/showbiz/film/1408921-intip-kesyukuran-cast-hospital-playlist-di-variety-show-baru-na-pd>

- Voi.id. (2021). *Menengok Bagaimana Soju dan Bir Jadi Hidangan di Korea*. Retrieved from Voi.id: <https://voi.id/lifestyle/42903/menengok-bagaimana-soju-dan-bir-jadi-hidangan-di-korea>
- Wardani, R. G. (2018). *Ini Lho Arti 10 Hashtag Bahasa Korea Populer di Instagram*. Retrieved from IDN Times: <https://www.idntimes.com/hype/fun-fact/reksita-galuh-wardani/ini-lho-arti-10-hashtag-bahasa-korea-populer-di-instagram-c1c2-1?page=all>
- Watsons. (2022). *Aegyo Sal, Trend Makeup Mata yang Banyak Dipakai Idol Korea*. Retrieved from Watsons: <https://www.watsons.co.id/id/blog/id/makeup-id/aegyo-sal-trend-makeup-mata-yang-banyak-dipakai-idol-korea>
- Wijayanti, N. A., & Ningsih, W. L. (2022). *Sejarah Hanbok, Pakaian Tradisional Korea*. Retrieved from <https://www.kompas.com/stori/read/2022/06/09/080000479/sejarah-hanbok-pakaian-tradisional-korea?page=all>
- Wiyanti, N. (2023). *13 Jenis Banchan, Lauk Pendamping Khas Korea yang Didominasi Sayur*. Retrieved from IDN Times: <https://www.idntimes.com/food/diet/sha-kookie/jenis-banchan-lauk-pendamping-khas-korea-c1c2>
- Wonho, S. (Director). (2021). *Hospital Playlist 2* [Motion Picture].
- Wonju, Y. (2021). *Netflix menaikkan biaya berlangganan di Korea Selatan di tengah kontroversi mengenai penggunaan jaringan*. Retrieved from Yonha News Agency: <https://en.yna.co.kr/view/AEN20211119002500320>
- Wulandari, S. (2021). *9 Tokoh di Hospital Playlist 2 ini selalu diingat meski hanya cameo*. Retrieved from <https://www.brilio.net/film/9-tokoh-di-hospital-playlist-2-ini-selalu-diingat-meski-hanya-cameo-2109171.html>
- Yao, Y. (2023). An Investigation on the Streaming Industry: with the Case of Netflix. *SHS Web of Conferences*.