

DAFTAR PUSTAKA

- Abdullah, R. M. Y. (2023). Ekonomi Kreatif dan Potensi Pertumbuhan Ekonomi Berbasis Industri Kreatif. *JMEB Jurnal Manajemen Ekonomi & Bisnis*, 1(2), 60–69. <https://doi.org/10.59561/jmeh.v1i2.155>
- Agazu, B. G., & Kero, C. A. (2024). Innovation strategy and firm competitiveness: a systematic literature review. *Journal of innovation and entrepreneurship*, 13(1), 24.
- Agra, B., & Prakoso, S. T. (2022). Building Consumer Buying Interest through Content Marketing and Consumer Engagement. *Management Analysis Journal*, 11(1), 65–70. <https://doi.org/10.15294/maj.v11i1.54277>
- Alfath, B.R. (2025). *Indonesia Jadi Konsumen Terbesar K-Pop di Dunia, Sentuh 18% Pangsa Pasar Global*. GoodStats.id. <https://data.goodstats.id/statistic/indonesia-jadi-konsumen-terbesar-k-pop-di-dunia-sentuh-18-pangsa-pasar-global-rneOI>
- Alivia, L., Hartono, J., Ali, S., & Nurhayati, R. (2020). *Information Disclosure Readability, Cognitive Style, and Investment Decision Making: A Web Experimental Study*. 135(Aicmbs 2019), 133–138. <https://doi.org/10.2991/aebmr.k.200410.021>
- Anis, L., Kinanti, B., Dewatmoko, S., & Abdillah, F. (2023). The Influence Of Environmental Factors And Content Personalization On Consumer Engagement In Marketing Campaigns With Consumer Perceived Value As A Mediator. *Management Studies and Entrepreneurship Journal*, 4(6), 9810–9818.
- Anjani, L. R., Winarno, S. T., & Setyadi, T. (2023). Pengaruh Content Marketing Terhadap Customer Retention Dimediasi Oleh Customer Engagement Dan Brand Awareness Pada Konsumen Kopi ‘Kapal Api’ Di Surabaya. *International Journal of Research and Reviews*, 3(1), 267–275.
- Barari, M., Ross, M., Thaichon, S., & Surachartkumtonkun, J. (2020). A meta-analysis of customer engagement behaviour. *International Journal of Consumer Studies*, 45(4).
- Barbosa, B., Rocha, A., & Pina, L. (2022). Guerrilla marketing on Facebook: A mixed-method study on the effects on brand image and content sharing intentions. *Tourism & Management Studies*, 18(3), 37–47. <https://doi.org/10.18089/tms.2022.180303>
- Berger, J., Moe, W. W., & Schweidel, D. A. (2023). What holds attention? Linguistic drivers of engagement. *Journal of Marketing*, 87(5), 793-809.
- Billboard (2025). *Top Grossing Venue in North America*. Billboard Boxscore Midyear 2025 Report. <https://www.billboard.com/wp-content/uploads/2025/05/BB-Midyear-25-final-V3.pdf>

- Bowden, J., & Mirzaei, A. (2021). Consumer Engagement within Retail Communication channels: an Examination of Online Brand Communities and Digital Content Marketing Initiatives. *European Journal of Marketing*, 55(5), 1411–1439.
- Cahyani, G. (2023). Marketing Communication: Peran Guerrilla Marketing Terhadap Keputusan Pembelian Di Eropa. *Jurnal Ekonomi, Manajemen Pariwisata Dan Perhotelan*, 2(2), 145–150. <https://doi.org/10.55606/jempper.v2i2.1425>
- Cao, D., Meadows, M., Wong, D., & Xia, S. (2021). Understanding Consumers' Social Media Engagement behaviour: an Examination of the Moderation Effect of Social Media Context. *Journal of Business Research*, 122(1), 835–846. <https://doi.org/10.1016/j.jbusres.2020.06.025>
- Citra, A. Y., Zahrah, H., Fadhilah, F., & Zahra, F. (2025). Analisis Pelanggaran Strategi Pemasaran Industri Hiburan di Media Sosial. *PENG: Jurnal Ekonomi Dan Manajemen*, 2(2), 4297–4305. <https://doi.org/10.62710/jan1jk86>
- Creswell J. W., & D., C. J. (2023). *Research Design: Qualitative, quantitative and mixed methods approaches*. California: SAGE Publications.
- Davis, S., & Davis, F. (2021). The effect of guerrilla marketing on company share prices: An event study analysis. *Journal of Advertising Research*, 61(3), 346–361.
- Devi, B. C., & Azizah, N. (2022). Pengaruh Excitement, Sophistication, dan Ruggedness terhadap Brand Trust melalui Brand Image sebagai Variabel Intervening pada Pengguna Tokopedia di Surabaya. *Reslaj: Religion Education Social Laa Roiba Journal*, 4(5), 1379–1396. <https://doi.org/10.47467/reslaj.v4i5.1296>
- Dewi, N. P. S., Ambulani, N., Tiong, P., Nurhayati, Dewi, R. D. L. P., Susanti, R. D., Ohorella, N. R., Ruddin, I., & Utomo, S. B. (2023). *KOMUNIKASI PEMASARAN: Konsep dan Strategi*. Medan: Yayasan Literasi Sains Indonesia.
- Dimobi, I. V., & Anyasor, M. O. (2022). Guerilla Marketing Techniques and Consumer Purchase of Carbonated Soft Drinks in Anambra State, Nigeria. *Jetmase*, 4(1), 215–234. <https://www.jetmase.com>
- Dwivedi, Y. K., Ismagilova, E., Hughes, D. L., Carlson, J., Filieri, R., Jacobson, J., Jain, V., Karjaluoto, H., Kefi, H., Krishen, A. S., Kumar, V., Rahman, M. M., Raman, R., Rauschnabel, P. A., Rowley, J., Salo, J., Tran, G. A., & Wang, Y. (2021). Setting the future of digital and social media marketing research: Perspectives and research propositions. *International Journal of Information Management*, 59(June), 102168. <https://doi.org/10.1016/j.ijinfomgt.2020.102168>
- Fadhila, S. A. N. (2020). Penggunaan Digital Guerilla Marketing Dalam Usaha

- Kecil Dan Menengah. *Jurnal Studi Manajemen Dan Bisnis*, 5(2), 95–100. <https://doi.org/10.21107/jsmb.v5i2.6660>
- Firmansyah, M. A. (2020). *Komunikasi Pemasaran*. Pasuruan: CV Penerbit Qiara Media.
- Fisher, K. (2025). *2025 iHeartRadio Music Award Winners Revealed — See The List*. Iheart.Com. <https://www.iheart.com/content/2025-03-17-2025-iheartradio-music-award-winners-revealed-see-the-list/>
- Gegung, E. M. (2025). Guerilla Marketing : What It Is and How It Benefits Smes. *JOURNAL OF MANAGEMENT Small and Medium Enterprises (SME's)*, 18(1), 275–284.
- GetDayTrends (2025). *Twitter Trending Hashtags and Topics*. getdaytrends.com. <https://getdaytrends.com/trend/%23에이티즈>
- Ghozali, I. (2021). *Aplikasi Analisis Multivariate Dengan Program SPSS 26*. Semarang: Badan Penerbit Universitas Diponegoro.
- Gökerik, M., Gürbüz, A., Erkan, I., Mogaji, E., & Sap, S. (2018). Surprise me with your ads! The impacts of guerrilla marketing in social media on brand image. *Asia Pacific Journal of Marketing and Logistics*, 30(5), 1222–1238. <https://doi.org/10.1108/APJML-10-2017-0257>
- Gündüzyeli, B. (2025). The Effects of Integrating Guerrilla Marketing Techniques with Social Media Applications in Digital Marketing. *Businesses*, 5(4), 47. <https://doi.org/10.3390/businesses5040047>
- Hidayat, P. P., Purwanti, S., Nurliah, & Sucipta, J. A. W. (2024). Analisis Framing Eksploitasi Pekerja Anak di Industri Hiburan dalam Film Dokumenter The Most Beautiful Boy In The World. *Jurnal JTİK (Jurnal Teknologi Informasi Dan Komunikasi)*, 8(3), 781–794. <https://doi.org/10.35870/jtik.v8i3.2365>
- Hutter, K., & Hoffmann, S. (2011). Guerrilla Marketing: The Nature of the Concept and Propositions for Further Research. *Asian Journal of Marketing*, 5(2), 39–54. <https://doi.org/10.3923/ajm.2011.39.54>
- Jerab, D. (2025). Brand Perception & Consumer Engagement Impacts of Guerrilla Marketing Compared to Traditional Advertising Methods. *SSRN Electronic Journal*. <https://doi.org/10.2139/ssrn.5092287>
- Khalid, B. (2024). Revolutionizing marketing strategies: Analyzing guerrilla marketing, brand image, and brand awareness impact on Gen y purchasing decisions. *Management and Marketing*, 19(3), 382–401. <https://doi.org/10.2478/mmcks-2024-0017>
- Kotler, P., and Keller, K.L. (2021). *Marketing Managemet Global Edition 16*. London: Pearson.

- K-POP RADAR (2025). *2025 케이팝 세계지도: 작년 한 해 글로벌 케이팝을 한눈에*. kpop-radar.com. <https://www.kpop-radar.com/insight/273>
- Lesmana, N., Hakim, I., Riana, Sanjaya, A., Marsin, I. S., Safitri, M., Prasetyo, E., Witiyastuty, H., Jamal, I., Firmanda, R., Suparno, Aman, & Herman, H. (2017). *Manajemen Pemasaran*. Depok: Strategy Cita Semesta.
- Ma, L., Ou, W., & Sian Lee, C. (2022). Investigating Consumers' Cognitive, Emotional, and Behavioral Engagement in Social Media Brand Pages: a Natural Language Processing Approach. *Electronic Commerce Research and Applications*, 54, 101179. <https://doi.org/10.1016/j.elerap.2022.101179>
- Machali, I. (2021). *Metode Penelitian Kuantitatif*. Yogyakarta: Fakultas Ilmu Tarbiyah dan Keguruan, Universitas Islam Negeri (UIN) Sunan Kalijaga Yogyakarta.
- Mahfud, A.H., Madnasir, & Anggraeni, E. (2024). Marketing Innovations in Enhancing the Sustainability of the Creative Market in Metro City. *Reslaj: Religion Education Social Laa Roiba Journal*. 6(8), 4422–4427. <https://doi.org/10.47476/reslaj.v6i8.4783>
- Malik, M. A. A., Mustapha, M. F., Sobri, N. M., Razak, N. F. A., Zaidi, M. N. M., Shukri, A. A., & Sham, M. A. L. Z. (2021). Optimal Reliability and Validity of Measurement Model in Confirmatory Factor Analysis: Different Likert Point Scale Experiment. *Journal of Contemporary Issues and Thought*, 11, 105–112. <https://doi.org/10.37134/jcit.vol11.9.2021>
- Mahfud, Y., & Anwar, C. (2022). Strategi Guerilla Marketing Amazone Laundry Dalam Mengakuisisi Pelanggan. *Journal of Economic, Business and Engineering (JEBE)*, 3(2), 219–230. <https://doi.org/10.32500/jebe.v3i2.2718>
- Marasigan, S. R. U., Navarro, J. F., Palanca, P. M., & Pantoja, E. E. (2023). The Effects of Guerrilla Marketing in Small and Medium-Sized Enterprises in Metro Manila, Philippines. *Journal of Economics, Finance and Management Studies*, 06(01), 523–536. <https://doi.org/10.47191/jefms/v6-i1-56>
- Martin, C., & MacDonald, B. H. (2020). Using interpersonal communication strategies to encourage science conversations on social media. *PLoS ONE*, 15(11). e0241972. <https://doi.org/10.1371/journal.pone.0241972>
- Maulana, M. R. (2024). *Hubungan Customer Engagement Instagram@ perpustakaan dengan Minat Kunjungan Perpustakaan* (Bachelor's thesis, Fakultas Adab dan Humaniora UIN Jakarta).
- Maulida, H. T., & Christin, M. (2025). Analisis Penerapan Elemen Guerrilla Marketing dalam Komunikasi Pemasaran pada UMKM di Kota Bandung. *eProceedings of Management*, 12(3), 1839.
- Mirbagheri, S. A., & Najmi, M. (2019). Consumers engagement with social media activation campaigns: Construct conceptualization and scale development.

- Psychology and Marketing*, 36(4), 376–394.
<https://doi.org/10.1002/mar.21185>
- Nesterenko, V., Miskiewicz, R., & Abazov, R. (2023). Marketing Communications in the Era of Digital Transformation. *Virtual Economics*, 6(1), 57–70.
[https://doi.org/10.34021/VE.2023.06.01\(4\)](https://doi.org/10.34021/VE.2023.06.01(4))
- Ouf, G. M. (2023). The Impact of Guerrilla advertising on Brand Image (A study of three types of Guerrilla advertising). *Journal of Art, Design and Music*, 2(1).
<https://doi.org/10.55554/2785-9649.1014>
- Pramadya, T. P., & Oktaviani, J. (2021). Korean wave (hallyu) dan persepsi kaum muda di Indonesia: Peran media dan diplomasi publik Korea Selatan. *Insighnia: Journal of International Relations*, 8(1), 87-100.
- Parilti, N., & Spahic, D. (2019). the Impact of Guerilla Marketing Practices on Consumer Attitudes and Comparison With Traditional Marketing Communication: a Practice. *Bankacılık Ve Finansal Araştırmalar Dergisi (BAFAD)*, 6(1–26).
- Purwati, A., & Ariyani, N. (2025). Integrated Marketing Communication in Building Brand Equity in the Social Media Era. *Ilomata International Journal of Social Science*, 6(2), 610–629.
- Rachmi, A., Rusmana, A., & Komariah, N. (2020). Hubungan customer engagement melalui Instagram. *Jurnal Kajian Informasi & Perpustakaan*, 8(2), 219–238.
- Rauf, A., Manullang, S. O., PS, T. E. A., Diba, F., Akbar, I., Awaluddin, R., & Yahawi, S. H. (2021). *Digital marketing: Konsep dan strategi*. Cirebon: Insania.
- Regina, T. (2023). Pengaruh Persaingan Terhadap Harga Dan Produksi. *Kompleksitas: Jurnal Ilmiah Manajemen, Organisasi Dan Bisnis*, 12(2), 51–56. <https://doi.org/10.56486/kompleksitas.vol12no2.420>
- Reken, F., Erdawati, Rahayu, S., Apriansyah, R., Herman, H., Sulfitri, V., Hermanto, Fatmawati, Suprihartini, L., Masliardi, A., Hariyanti, N. K. D., & Tawil, M. R. (2024). *Pengantar Ilmu Manajemen Pemasaran*. Padang: CV Gita Lentera.
- Sartika, S. H., Mashud, Hasan, M., Syam, H., Susilowati, E., Purba, B., SN, A., Jufri, M., Faried, A. I., Rosihana, R. elita, Raditya, & Amruddin. (2022). *Ekonomi Kreatif*. Medan: Yayasan Kita Menulis.
- Selan, C. V. P., Lapijan, S. L. H. V. J., & Gunawan, E. M. (2021). the Effects of Guerilla Marketing on Consumer Purchase Intention With Brand Awareness As a Mediating Variable in PT. Solusi Transportasi Indonesia (Grab). *Jurnal EMBA*, 9(4), 385–396.
<https://ejournal.unsrat.ac.id/index.php/emba/article/view/36297%0Ahttps://ejournal.unsrat.ac.id/index.php/emba/article/viewFile/36297/33795>

- Soomro, Y. A., Baeshen, Y., Alfarshouty, F., KAIMKHANI, S. A., & BHUTTO, M. Y. (2021). The impact of guerrilla marketing on brand image: Evidence from Millennial consumers in Pakistan. *The Journal of Asian Finance, Economics and Business*, 8(4), 917-928.
- Sriautarawong, N., & Wattanapanich, N. (2025). Investigating English Code-Switching Frequency in ATEEZ's Korean Pop Songs. *Journal of Language Research and Practice*, 2(1), 39-56.
- Sugiyono. (2023). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: ALFABETA.
- Susilo, D. (2020). Promoting Environmental Sustainability Through Guerrilla Marketing. *International Journal of Environmental, Sustainability, and Social Science*, 1(2), 12–18. <https://doi.org/10.38142/ijesss.v1i2.22>
- Sutarso, A. B. F. Z., Ghifari, A. Al, & Rohendi. (2025). Perubahan Paradigma Pemasaran Konsep Tradisional vs Kontemporer. *BISMA: Business and Management Journal* 3(3), 190-196.
- Syed, B. A., Ozero, E. A., Abiodun, S. T., & College, S. M. K. (2024). Effectiveness of Guerrilla Marketing in Lithuania : a Case Study of the Swedbank ' s " Life under the Oak Campaign. *Applied Business:Issues & Solutions*, 4(4), 24–31.
- Tamayattiwong, S., Mueandecha, T., & Uppapong, K. (2025). The Influence of Integrated Marketing Communication Models on Deep Customer Engagement Creation. *Journal of Posthumanism*, 5(6), 1632–1647. <https://doi.org/10.63332/joph.v5i6.2261>
- Tanujaya, B., Prahmana, R. C. I., & Mumu, J. (2022). Likert scale in social sciences research: Problems and difficulties. *FWU Journal of Social Sciences*, 16(4), 89-101.
- Tasnim, Sudarso, A., Anggusti, M., Munthe, R. N., Tanjung, R., Mistriani, N., Setiawan, Y. B., Simatupang, S., Sari, O. H., Saragih, L., Purba, B., Sari, M., & Dewi, I. K. (2021). *Komunikasi Pemasaran*. Medan: Yayasan Kita Menulis.
- Vinerean, S., & Opreana, A. (2021). Measuring customer engagement in social media marketing: A higher-order model. *Journal of Theoretical and Applied Electronic Commerce Research*, 16(7), 2633–2654. <https://doi.org/10.3390/jtaer16070145>
- Wahyuningtiyas, N., & Soetjipto, B.E. (2025). The Influence of Guerilla and Viral Marketing on Consumer Engagement and Behavior: The Mediating Role of Brand Perception. *International Journal of Economics, Business and Innovation Research*, 4(03), 960–982.
- Wardani, E. P., & Kusuma, R. S. (2021). INTERAKSI PARASOSIAL PENGEMAR K-POP DI MEDIA SOSIAL (Studi Kualitatif pada Fandom Army di Twitter). *Bricolage : Jurnal Magister Ilmu Komunikasi*, 7(2), 243–260. <http://journal.ubm.ac.id/>

- Wendland, L. (2016). Junior Management Science A Common Ground in Guerilla Marketing-State of Research and Further Research Opportunities. *Junior Management Science*, 1(1), 1–300. <http://dx.doi.org/10.5282/jums/v1i1pp34-59>
- Widiastuti, E. (2023). Consumer Engagement in the Era of Social Media: Literature Review About Recent Interactions, Influence and Measurement. *International Journal of Business and Quality Research*, 1(1), 203–220. <https://e-journal.citakonsultindo.or.id/index.php/IJBQR>
- Xia, Y. (2023). The 4Ps of Marketing and Applications in Various Brands. *Journal of Education, Humanities and Social Sciences*, 16(1), 165–170. <https://doi.org/10.54097/ehss.v16i.9601>