

DAFTAR PUSTAKA

- Abidin, C. (2018). *Internet Celebrity: Understanding Fame Online*. Emerald Publishing Limited.
- Amanda, S., & Trisakti, F. A. (2025). Membangun personal brand di era digital: Studi netnografi atas strategi endorsement Fadil Jaidi di Instagram. *Jurnal Riset Mahasiswa Dakwah dan Komunikasi*, 7(2), 229–245. <https://garuda.kemdiktisaintek.go.id/documents/detail/5363345>
- Appel, G., Grewal, L., Hadi, R., & Stephen, A. T. (2020). The future of social media in marketing. *Journal of the Academy of Marketing Science*, 48(1), 79–95.
- Archer, C., Wolf, K., & Nalloor, J. (2020). Capitalising on chaos – exploring the impact and future of social media influencer engagement during the early stages of a global pandemic. *Media International Australia*, 178(1), 106–113.
- Arnesson, J. (2023). Influencers as curators: algorithmic awareness and the platformization of creative labor. *Journal of Media Business Studies*, 20(1), 58–76.
- Arora, T., Gupta, N., & Das, S. (2020). Elements of social media influencer marketing: A study on consumer buying behavior. *Journal of Content, Community and Communication*, 11(2), 209–221. <https://doi.org/10.31620/JCCC.06.20.19>
- Arum, S. P., & Digdowiseiso, K. (2023). Pengaruh brand credibility dan influencer marketing terhadap keputusan pembelian konsumen melalui media sosial. *Jurnal Akuntansi, Manajemen dan Ekonomi*, 25(2), 45–56. <https://doi.org/10.32493/jame.v25i2>
- Audrezet, A., de Kerviler, G., & Moulard, J. G. (2020). Authenticity under threat: When social media influencers need to go beyond self-presentation. *Journal of Business Research*, 117, 557–569.
- Baghel, V. (2023). Digital skepticism: How Gen Z evaluates social media content and influencer endorsements. *Global Journal of Media Studies*, 19(2), 89–104.
- Blanchard, A. L. (2021). *Virtual Communities*. Wiley.
- Brilian, V., & Prasetyo, H. E. (2025). Beyond Viral: A Systematic Review of Indonesia's Creative Economy in the Shadow of Digital Algorithms. *RIGGS: Journal of Artificial Intelligence and Digital Business*, 4(4).
- Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital Marketing: Strategy, Implementation and Practice*. Pearson UK.
- Cook, K. S., & Rice, E. (2016). Social Exchange Theory. In *Handbook of Social Psychology*. Springer.
- Costello, L., McDermott, M. L., & Wallace, R. (2017). Netnography: Range of Practices, Misperceptions, and Ethical Challenges. *International Journal of Qualitative Methods*, 16(1), 1–12.

- Countering Social Media Cybercrime Using Deep Learning: Instagram Fake Accounts Detection. (2024). MDPI.
- Creswell, J. W., & Poth, C. N. (2018). *Qualitative Inquiry and Research Design: Choosing Among Five Approaches* (4th ed.). SAGE Publications.
- Cropanzano, R., Anthony, E. L., Daniels, S. R., & Hall, A. V. (2017). Social Exchange Theory: A Critical Review with Theoretical Remedies. *Academy of Management Annals*, 11(1), 479–516.
- De Veirman, M., Hudders, L., & Nelson, M. R. (2020). What Is Influencer Marketing and How Does It Target Children? A Review and Direction for Future Research. *Frontiers in Psychology*, 11, 568300.
- Dewi, K. A., & Adiyanta, F. C. (2023). Dampak psikologis fitur komersial media sosial: Analisis discontinued Instagram Shopping terhadap kecemasan pengguna. *Jurnal Kajian Media dan Komunikasi*, 6(2), 115–129.
- Erkan, I. (2021). The dark side of influencer marketing: A netnographic study on engagement pods and artificial interaction. *Journal of Digital Marketing & Research*, 5(3), 214–228.
- Evans, N. J. (2020). The business of influence: Evaluating the metrics and ethics of influencer marketing. *Journal of Advertising Research*, 60(3), 235–248. <https://doi.org/10.2501/JAR-2020-015>
- Fitriani, R., & Putri, A. N. (2022). Pola Komunikasi Kelompok dalam Pemanfaatan WhatsApp sebagai Media Interaksi Sosial. *Jurnal Komunikasi Digital*, 4(2), 115–126.
- Freberg, K., Graham, K., McGaughey, K., & Freberg, L. A. (2011). Who are the social media influencers? A study of public perceptions of personality. *Public Relations Review*, 37(1), 90–92.
- Gruzd, A., Wellman, B., & Takhteyev, Y. (2016). Imagining Twitter as an Imagined Community. *American Behavioral Scientist*, 55(10), 1294–1318.
- Haenlein, M., Anadol, E., Farnsworth, T., Hugo, H., Hunichen, J., & Welte, D. (2020). Navigating the New Era of Influencer Marketing: How to Be Successful on Instagram, TikTok, & Co. *California Management Review*, 63(1), 5–25.
- Han, E., Kim, K. K., & Lee, A. (2021). Reciprocity Structure, Solidarity, and Exchange Benefits in Online Communities. *The Journal of the Korea Contents Association*, 21(12), 448–462.
- Hidayat, R., & Abidin, Z. (2021). Analisis Penggunaan Kerangka Kerja 5S dalam Strategi Komunikasi Pemasaran Digital di Media Sosial. *Jurnal Komunikasi Profesional*, 5(2), 145–160.
- Hidayat, R., & Setyanto, Y. (2022). Fenomena jasa engagement dan komunitas pendukung influencer: Studi netnografi terhadap budaya klik di Indonesia. *Jurnal Komunikasi*, 14(1), 78–92.
- Hirokawa, R. Y., & Salazar, A. J. (2022). Communication and group efficacy: The role of norms and interaction structures in cooperative groups. *Small Group Research*, 53(3), 312–335.
- Hovland, C. I., Janis, I. L., & Kelley, H. H. (1953). *Communication and Persuasion: Psychological Studies of Opinion Change*. Yale University

Press.

- Hudders, L., De Jans, S., & De Veirman, M. (2021). The commercialization of social media stars: A literature review and conceptual framework on the strategic use of social media influencers. *International Journal of Advertising*, 40(3), 327–375. <https://doi.org/10.1080/02650487.2020.1836925>
- Jin, S. V., Muqaddam, A., & Ryu, E. (2019). Instafamous: Exploring consumers' identities, and trust in social media influencers and celebrities on Instagram. *Journal of Retailing and Consumer Services*, 48, 56–64. <https://doi.org/10.1016/j.jretconser.2019.01.010>
- Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of Social Media. *Business Horizons*, 53(1), 59–68.
- Kaye, D. B. V., Chen, X., & Zeng, J. (2021). The Co-Evolution of Two Chinese Mobile Short Video Apps: Parallel Platformization of Douyin and TikTok. *Mobile Media Communication*, 9(2), 229–253.
- Ki, C.-W. C., Cuevas, L. M., Chong, S. M., & Lim, H. (2020). Influencer marketing: Social media influencers as human brands attaching to followers and yielding positive marketing results by fulfilling needs. *Journal of Retailing and Consumer Services*, 55, 102133.
- Kozinets, R. V. (2020). *Netnography: The Essential Guide to Qualitative Social Media Research* (3rd ed.). SAGE Publications.
- Kozinets, R. V., & Gambetti, R. (2021). *Netnography Unlimited: Understanding Technoculture Using Qualitative Social Media Research*. Routledge
- Li, F., Larimo, J., & Leonidou, L. C. (2021). Social media marketing strategy: Definition, conceptualization, taxonomy, validation, and future agenda. *Journal of the Academy of Marketing Science*, 49(1), 51–70.
- Li, Y., dkk. (2022). Understanding the mechanism of social exchange in online communities: The role of reciprocity and social identity. *Information & Management*, 59(2), 103–115.
- Lin, Y., Yao, D., & Chen, X. (2021). Happiness Begets Money: Emotion and Engagement in Live Streaming. *Journal of Marketing Research*, 58(3), 417–438.
- Littlejohn, S. W., Foss, K. A., & Oetzel, J. G. (2021). *Theories of human communication* (12th ed.). Waveland Press.
- Liu, J., Li, C., & Liu, Y. (2021). Social support and engagement in online social sites: A social support theory perspective. *Radiology Management*, 43(3), 22–35.
- Liu, X., & Zheng, X. (2024). The persuasive power of social media influencers in brand credibility and purchase intention. *Humanities and Social Sciences Communications*, 11, Article 15. <https://doi.org/10.1057/s41599-023-02512-1>
- Lou, C., & Yuan, S. (2019). Influencer marketing: How message value and credibility affect consumer trust of branded content on social media.

- Journal of Interactive Marketing*, 45(1), 58–73.
- Luceri, L., & al., et. (2024). *Unmasking the Web of Deceit: Uncovering Coordinated Activity to Expose Information Operations on Twitter*.
- Lutz, C., & Hoffmann, C. P. (2017). The business of sociality: Analyzing the invisible intermediaries of social media. *Social Media + Society*, 3(1), 1–14.
- Matter. (2024). The state of influencer marketing: Consumer trust and preferences report. Matter Communications.
- Mediakix. (2018). Influencer Marketing Report.
- Molm, L. D. (2020). The social exchange framework and reciprocal relationships in digital spaces. *Social Psychology Quarterly*, 83(2), 112–130.
- Mosseri, A. (2021). *Shedding More Light on How Instagram Works*. Instagram Official Blog. <https://about.instagram.com/blog/announcements/shedding-light-on-how-instagram-works>
- Nasih, M., Susanto, O. M., Fanshury, A. R., & Hermawan, S. (2020). Influencer dan strategi penjualan: Studi netnografi pada pengguna jasa selebgram sebagai media promosi. *Benefit: Jurnal Manajemen dan Bisnis*, 5(2), 135–144. <https://doi.org/10.23917/benefit.v5i2.11305>
- Nurhalima, S. (2018). *Perkembangan teori komunikasi: Dari era konvensional hingga era digital*. Media Press.
- O'Meara, V. (2019). Weapons of the Chic: Instagram Influencer Engagement Pods as Practices of Resistance to Instagram Platform Labor. *Social Media + Society*, 5(4).
- Ohanian, R. (1990). Construction and validation of a scale to measure celebrity endorsers' perceived expertise, trustworthiness, and attractiveness. *Journal of Advertising*, 19(3), 39–52.
- Pacanowsky, M. E., & O'Donnell-Trujillo, N. (1983). Organizational communication as cultural performance. *Communication Monographs*, 50(2), 126–147.
- Partipost. (2023). Influencer marketing report 2023: The rise of nano and micro-influencers in Southeast Asia. Partipost Research.
- Pradana, A. (2022). Ekosistem pasar gelap media sosial: Struktur sosial, aturan internal, dan mekanisme sanksi dalam kelompok engagement pods. *Jurnal Sosiologi Digital*, 5(1), 45–58.
- Pradana, M., dkk. (2020). Digital Marketing Strategy and Consumer Engagement: A Literature Review. *International Journal of Psychosocial Rehabilitation*, 24(7), 800–810.
- Pradhana, Y. (2022). Pemanfaatan Media Sosial sebagai Media Komunikasi bagi Komunitas Virtual Main Bola Mulu (MBM). *Jurnal Ilmiah Komunikasi (JIKOM) STIKOM IMA*, 14(3), 105–115.
- Putri, D. A. (2023). Komodifikasi metrik digital: Analisis pasar gelap engagement media sosial di Indonesia. Penerbit Pustaka Komunikasi.
- Rahmawati, D., Sari, M., & Nugroho, H. (2023). WhatsApp Group as Virtual Social Interaction Space in Digital Communities. *Jurnal Ilmu Komunikasi*, 21(1), 44–56.

- Samovar, L. A., Porter, R. E., McDaniel, E. R., & Roy, C. S. (2022). *Communication between cultures* (10th ed.). Cengage Learning.
- Shimp, T. A. (2007). Advertising, Promotion, and Other Aspects of Integrated Marketing Communications. South-Western College Pub.
- Sokolova, K., & Kefi, H. (2020). Instagram and YouTube bloggers' credibility and the intention to follow and buy. *Journal of Consumer Behaviour*, 19(1), 109–122.
- Statista. (2023). *Influencer marketing market size worldwide from 2016 to 2024*. Statista Research Department.
- Tafesse, W., & Wood, B. P. (2021). Followers' engagement with instagram influencers: The role of influencer character and post content. *Journal of Retailing and Consumer Services*, 58, Article 102301.
- Tirto.id. (2019, April 26). *Menjelajahi pasar gelap pengikut media sosial*. <https://tirto.id/menjelajahi-pasar-gelap-pengikut-media-sosial-dlwt>
- Vrontis, D., Makrides, A., Christofi, M., & Thrassou, A. (2020). Social media influencer marketing: A systematic review, integrative framework and future research agenda. *International Journal of Consumer Studies*, 45(4), 617–637. <https://doi.org/10.1111/ijcs.12647>
- Widiasih, N. P. S., & Darma, G. S. (2021). Millennial Digital Content Creator on New Normal Era: Factors Explaining Digital Entrepreneur Intention. *APMBA (Asia Pacific Management and Business Application)*, 10(2), 161–176.