

DAFTAR PUSTAKA

- Adam, M. (2015). *Manajemen Pemasaran Jasa*. Alfabeta.
- Afandi, R. (2019). *Branding Madrasah Unggulan Analisis SWOT dalam Pengembangan Pendidikan Madrasah* (M. Ulya (ed.)). Pustaka Ilmu.
- Aprisia, G., & Mayliza, R. (2017). *Pengaruh Citra Perusahaan (Corporate Image) Dan Penanganan Keluhan (Complaint Handling) Terhadap Loyalitas Pelanggan (Loyalty) Natasha Skincare* 1–13. <https://osf.io/qbnyr/download>
- Argyris, Y. A., Wang, Z., Kim, Y., & Yin, Z. (2020). The effects of visual congruence on increasing consumers' brand engagement: An empirical investigation of influencer marketing on instagram using deep-learning algorithms for automatic image classification. *Computers in Human Behavior*, 112(June), 106443. <https://doi.org/10.1016/j.chb.2020.106443>
- Azzahra¹, F., & Soemardjo², H. A. (2022). "Kopi Janji Jiwa" di Instagram. *Seminar Nasional Pariwisata Dan Kewirausahaan (SNPK) E-ISSN, 1*, 2829–2006.
- Bintang, M. (2021). *Fitur Instagram Yang Dapat Membantu Anda Dalam Memasarkan Product.* <https://www.daya.id/usaha/artikel-daya/pemasaran/inilah-fitur-instagram-yang-dapat-membantu-anda-dalam-memasarkan-produk>
- Creswell, J. W., & Poth, C. N. (2019). *Qualitative Inquiry and Research Design: Choosing Among Five Approaches*. Sage Publications.
- Creswell, W. J., & Creswell, J. D. (2018). Research Design: Qualitative, Quantitative and Mixed Methods Approaches. In *Journal of Chemical Information and Modeling* (Vol. 53, Issue 9).
- Ebrahimi, P., Hajmohammadi, A., & Khajeheian, D. (2020). Place branding and moderating role of social media. *Current Issues in Tourism*, 23(14), 1723–1731. <https://doi.org/10.1080/13683500.2019.1658725>
- Efendi, J. (2020). *Kebijakan PSBB.* [https://dpmpd.kaltimprov.go.id/artikel/kebijakan-psbb-apa-itu#:~:text=Pada pasal 1 PP Nomor,2019 \(COVID-19\)](https://dpmpd.kaltimprov.go.id/artikel/kebijakan-psbb-apa-itu#:~:text=Pada pasal 1 PP Nomor,2019 (COVID-19))
- Fadli, M. R. (2021). Memahami desain metode penelitian kualitatif. *Humanika*, 21(1), 33–54. <https://doi.org/10.21831/hum.v21i1.38075>
- Firmansyah, Y. A., Rusno, R., & Firdaus, R. M. (2018). Pengaruh Persepsi Siswa

Tentang *Brand image* Kampus, Kondisi Sosial Ekonomi Orang Tua Dan Tingkat Kemampuan Akademik Siswa Terhadap Minat Melanjutkan Ke Perguruan Tinggi. *Jurnal Riset Pendidikan Ekonomi*, 3(2), 1–6. <https://doi.org/10.21067/jrpe.v3i2.3807>

Gross, P. (2014). *Growing Brands Through Sponsorship: An Impirical Investigation of Brand image Transfer in a Sponsorship Alliance*. Springer Gabler, Wiesbaden. <https://doi.org/10.1007/978-3-658-07250-6>

Halim, S., Suparno, S., & Rahardja, P. (2022). Membangun Bisnis secara Digital Berbasis Akad Syariah untuk Pelaku UMKM di Kota Tangerang. *KANGMAS: Karya Ilmiah* <https://journal.neolectura.com/index.php/Kangmas/article/view/679>

Isaac, E. (2023). Convenience and purposive *sampling* techniques: Are they the same? *International Journal of Innovative Social and Scientific Education Research*, 11(1), 1–7. www.seahipaj.org

Jaya, I., & Budi Sumantoro, I. (2019). Analisis Kualitas Mutu dan Inovasi Produk Serta Peran *Brand image* dalam Meningkatkan Daya Saing Bisnis serta dampak terhadap keputusan pembelian konsumen dan perkembangan usaha UMKM Roti Arimbi di Pekon Tulungagung Tahun 2020. *Jurnal Ekonomi, Manajemen, Bisnis Dan Akuntansi*, 27(2), 635–637.

Jin, S. V., & Ryu, E. (2020). Instagram Fashionistas, luxury visual *image* strategies and vanity. *Journal of Product and Brand Management*, 29(3), 355–368. <https://doi.org/10.1108/JPBM-08-2018-1987>

Keller, K. L., & Swaminathan, V. (2019). *Strategic Brand Management: Building, Measuring, and Managing Brand Equity, Global Edition*. Pearson. <https://books.google.co.id/books?id=RivGxQEACAAJ>

KresnamurtiRivaiP, A., Suneni, & Febrilia, I. (2019). Pengaruh Kualitas Pelayanan, Harga Dan Citra Merek Terhadap Kepuasan Konsumen Pengguna Transportasi Ojek Online Grab. *Riset Manajemen Sains Indonesia (JRMSI)*, 10(1), 204–225.

Lim, H., & Childs, M. (2020). Visual *storytelling* on Instagram: *branded* photo narrative and the role of *telepresence*. *Journal of Research in Interactive Marketing*, 14(1), 33–50. <https://doi.org/10.1108/JRIM-09-2018-0115>

Malinda, R. (2018). Strategi Membangun *Brand image* Pada Produk Handphone Oppo. *Jurnal AKTUAL*, 16(2), 71. <https://doi.org/10.47232/aktual.v16i2.21>

Mulitawati, I. M., & Retnasary, M. (2020). Strategi Komunikasi Pemasaran dalam Membangun *Brand image* Melalui Sosial Media Instagram (Studi kasus deskriptif komunikasi pemasaran prodak polycrol forte melalui akun

instagram @ahlinyaobatmaag). *Komunikologi: Jurnal Pengembangan Ilmu Komunikasi Dan Sosial*, 4(1), 23.
<https://doi.org/10.30829/komunikologi.v4i1.7616>

Nanda, C. S. (2022). Analisis Marketing Communication dalam Membangun *Brand image* melalui Sosial Media Instagram (Studi Kasus pada Kopiria Samarinda). *Jurnal Administrasi Bisnis FISIPOL UNMUL*, 10(2), 166.
<https://doi.org/10.54144/jadbis.v10i2.8337>

Purwanto, A. (2019). How The Role of Digital Marketing and *Brand image* on Food *Product Purchase Decisions?* An Empirical Study on Indonesian SMEs in the Digital Era. *Journal of Industrial Engineering & Management Research*, 3(6), 34–41.

Savitri, C., Hurriyati, R., Wibowo, L. A., & Hendrayati, H. (2021). The role of social media marketing and *brand image* on smartphone purchase intention. *International Journal of Data and Network Science*, 6(1), 185–192.
<https://doi.org/10.5267/J.IJDNS.2021.9.009>

Sugiyono, S. (2019). Metode Penelitian Kualitatif, Kuantitatif dan R&D (ke-25.). Bandung: ALFABETA Cv.

Swasty, W. (2016). *Branding Memahami dan Merancang Strategi Merek*. Remaja Rosdakarya.

Wainira, M. A. D., Liliwiri, Y. K. N., & Mandaru, S. S. E. (2021). Pemanfaatan Instagram sebagai Media Komunikasi Pemasaran dalam Membangun *Brand image*. *Jurnal Communio : Jurnal Jurusan Ilmu Komunikasi*, 10(2), 138–148.
<https://doi.org/10.35508/jikom.v10i2.3609>

Wang, Z., & Chen, G. (2018). Wang, Z., & Chen, G. (2018). *Discourse performance in L2 task repetition*. In M. Bygate (Ed.), *Learning language through task repetition (pp.97-116)*. Amsterdam: John Benjamins. December 2021, 97–116.

We Are Social. (2022). *Digital 2022: Another Year Of Bumper Growth*. We Are Social. <https://wearesocial.com/us/blog/2022/01/digital-2022-another-year-of-bumper-growth-2/>

Yang, J., Teran, C., Battocchio, A. F., Bertellotti, E., & Wrzesinski, S. (2021). Building *Brand Authenticity* on Social Media: The Impact of Instagram Ad Model Genuineness and Trustworthiness on Perceived *Brand Authenticity* and Consumer Responses. *Journal of Interactive Advertising*, 21(1), 34–48.
<https://doi.org/10.1080/15252019.2020.1860168>

Camille Beauty [@camille.beauty]. (n.d.). Profile page. Instagram. Diakses 3 Oktober 2023, from <https://www.instagram.com/camille.beauty/>

Camille Beauty. (n.d.). Try me and you will be addicted. Camille Beauty. Diakses 3 Oktober 2023, from <https://www.camillebeauty.id/>

Camille Beauty [@camille.beauty]. (2023, September 17). Klarifikasi dan permintaan maaf [Reel]. Instagram. https://www.instagram.com/reel/CxS-F9aJXHm/?utm_source=ig_web_copy_link&igshid=MzRIODBiNWFIZA
==

rmarsmr [@irmarsmr]. (2023, September 17). Hehe Tapi aku dua kali loh ka ke cancel nya, sekarang jujur kecewa bangetttt bangettt, padahal pake camille udah lamaaa @camille.beauty @nadshav @rifqimubarakkk [Comment on the post “Camille Beauty Reels”]. Instagram. https://www.instagram.com/reel/CxS-F9aJXHm/?utm_source=ig_web_copy_link&igshid=MzRIODBiNWFIZA
==

reginamart73 [@reginamart73]. (2023, September 17). KECEWA SIH AKU SALAH SATU KORBAN CANCEL DARI BANYAKNYA RESI [Comment on the post “Camille Beauty Reels”]. Instagram. https://www.instagram.com/reel/CxS-F9aJXHm/?utm_source=ig_web_copy_link&igshid=MzRIODBiNWFIZA
==

ragitha_wulandari [@ragitha_wulandari]. (2023, September 17). Kecewa banget nunggu sampai hari ini dan tiba2 paket ku ke cancelll dapat harga segitu dan nunggu *live* pas di tgl 9 ga gampang dan skrg gmn mau pesan lg harga nya ga SEGITU [Comment on the post “Camille Beauty Reels”]. Instagram. https://www.instagram.com/reel/CxS-F9aJXHm/?utm_source=ig_web_copy_link&igshid=MzRIODBiNWFIZA
==

Intelligentia - Dignitas