

DAFTAR PUSTAKA

- Abdussamad, Zuchri. *Metode Penelitian Kualitatif*. Syakir Media Press, 2021.
- Adedeji, Amos Ojo. "Effectiveness of Celebrity Endorsement on Advertisement in Achieving Consumer Brand Preference." *International Journal of Multidisciplinary: Applied Business and Education Research* 2, no. 12 (2021): 1469–81. <https://doi.org/10.11594/ijmaber.02.12.19>.
- Al-Qaradhawi, Yusuf. *Norma Dan Etika Ekonomi Islam*. Gema Insani, 2022.
- Alamanda, Amalia R. "Pengenalan Media Sosial Sebagai Sarana Digital Marketing UMKN Bidang Kuliner Pada Masa Adaptasi Kebiasaan Baru (AKB)." *Jurnal Pengabdian Mandiri* 1, no. 8 (2022): 1–23.
- Andi Ayu Sukmadewi, Lukman, and Resekiani Mas Bakar. "Efektivitas Penggunaan Selebriti (Attractiveness Selebriti Endorse) Melalui Media Sosial Instagram Untuk Memengaruhi Minat Beli Produk Fashion." *PESHUM : Jurnal Pendidikan, Sosial Dan Humaniora* 1, no. 5 (2022): 512–22. <https://doi.org/10.56799/peshum.v1i5.574>.
- Anggita, Pratama Aurellia Dewi, and Leonard Adrie Manafe. "Endorsement Sebagai Strategi Pemasaran Ditinjau Dari Etika Bisnis Pada PT Murbey Pasti Sukses." *Entrepreneur: Jurnal Bisnis Manajemen Dan Kewirausahaan* 2, no. 2 (2021): 293–301. <https://doi.org/10.31949/entrepreneur.v2i2.1178>.
- Aseanty, Deasy, Willy Arafah, and Wulan Sari. "Bagaimana Menjadi Wirausahawan Yang Sukses? (Panti Sosial Bina Remaja Tarunajaya II)." *Jurnal Pengabdian Masyarakat Bestari* 1, no. 5 (2022): 327–36. <https://doi.org/10.55927/jpmb.v1i5.949>.
- Assegaf, Rugaya. "Analisis Keberhasilan Hijab Indonesia : Strategi Marketing Button Scarves Dalam Ekspansi Pasar Di Malaysia." *Halal Research* 3, no. 1 (2023): 30–37.
- Awang Surya, and Wilarso Wilarso. "Pendampingan Dasar-Dasar Strategi Pemasaran Dalam Era Digital Untuk UMKM Kecamatan Cileungsi." *Wikrama Parahita : Jurnal Pengabdian Masyarakat* 6, no. 1 (2022): 23–28. <https://doi.org/10.30656/jpmwp.v6i1.3524>.
- Calvo-Porrá, Cristina, Sergio Rivaroli, and Javier Orosa-González. "The Influence of Celebrity Endorsement on Food Consumption Behavior." *Foods* 10, no. 9 (2021): 1–16. <https://doi.org/10.3390/foods10092224>.
- Cantillon, Richard. *Essay on Economic Theory*. An. Ludwig von Mises Institute, 2010.
- Chaffey, Dave, and Fiona Ellis-Chadwick. *Digital Marketing*. United Kingdom: Pearson, 2019.

- Chakti, Gunawan. *The Book Of Digital Marketing: Buku Pemasaran Digital. Vol. 1. Celebes Media Perkasa*, 2019.
- Chusumastuti, Dhety, Agung Zulfikri, and Arief Yanto Rukmana. "Pengaruh Digital Marketing Dan Kompetensi Wirausaha Terhadap Kinerja Pemasaran (Studi Ada UMKM Di Jawa Barat)." *Jurnal Bisnis Dan Manajemen West Science* 2, no. 02 (2023): 22–32. <https://doi.org/10.58812/jbmws.v2i02.334>.
- Dearlina Sinaga. *Kewirausahaan*. Yogyakarta: Ekuilibria, 2016.
- Djaniar, Upik, Zulfiah Larisu, Khamaludin Khamaludin, Muh. Indra Fauzi Ilyas, and Muhammad Rajab. "Peran Endorsement Dan Promo Media Sosial Terhadap Keputusan Minat Beli Barang: Literature Review." *Jurnal Darma Agung* 31, no. 1 (2023): 563. <https://doi.org/10.46930/ojsuda.v31i1.2866>.
- Emilia Hasanah. "Pengaruh Gaya Hidup, Desain, Word of Mouth, Dan Endorsement Terhadap Keputusan Menggunakan Jasa Sewa Papan Bunga Rustic Di Kota Pekanbaru." *Jurnal Cakrawala Ilmiah* 3, no. 2 (2023): 429–58.
- Fajri, Ahmad. "Peran Kewirausahaan Dalam Pembangunan Ekonomi." *Jurnal Ekonomi Dan Bisnis Islam* 7, no. 2 (2021): 2548–5911.
- Fasiha, and Muhammad Alwi. "Urgensi Pengelolaan Keuangan Rumah Tangga Penerima Manfaat Program Keluarga Harapan Dalam Peningkatan Kesejahteraan." *Sosio Informa: Kajian Permasalahan Sosial ...* 9, no. 01 (2023): 13–29. <https://e-journal.kemensos.go.id/index.php/Sosioinforma/article/view/3002%0Ahttps://e-journal.kemensos.go.id/index.php/Sosioinforma/article/download/3002/1627>.
- Fasiha, Erwin, and Uci Musdalifah. "The Role of Entrepreneurial Culture in Improving the Performance of Micro, Small and Medium Enterprises in Yogyakarta." *Hasanuddin Economics and Business Review* 2, no. 16 (2023): 103–12. <https://doi.org/10.26487/hebr.v7i3.5172>.
- Fasiha, Muhammad Yusuf, Humiras Betty Marlina Sihombing, Mujahidin, and Rachid Chenini. "The Effect of Product and Service Quality on Consumer Loyalty at Palopo Minimarkets." *IKONOMIKA: Jurnal Ekonomi Dan Bisnis Islam* 7, no. 2 (2022): 177–92.
- Fatryana, Tamara. "Pengukuran Return on Investment (Roi) Dalam Kampanye Digital Marketing." *Urnal Review Pendidikan Dan Pengajaran* 6, no. 4 (2023): 1833–37. <http://journal.universitaspahlawan.ac.id/index.php/jrpp>.
- Febriani, Nadia. "Efektivitas Strategi Komunikasi Pemasaran Celebrity Endorsement Di Instagram Terhadap Generasi Z." *Jurnal Manajemen Komunikasi* 5, no. 2 (2021): 238. <https://doi.org/10.24198/jmk.v5i2.27682>.
- Felicia Neva Ayuningtyas. "Strategi Promosi Endorsement Oleh Digital Influencer Dalam Etika Bisnis Islam." *Jurnal Ekonomika Dan Bisnis Islam* 4

- (2021): 160–73. <https://journal.unesa.ac.id/index.php/jei>.
- Fitri, Safira, and Rezi Erdiansyah. “Analisis Pengaruh Daya Tarik Iklan, Kualitas Pesan Iklan, Dan Selebriti Endorser Terhadap Keputusan Pembelian Uniqlo.” *Prologia* 6, no. 1 (2022): 154. <https://doi.org/10.24912/pr.v6i1.10373>.
- Ganisasmara, Nurul Savitri, and La Mani. “The Effect of Celebrity Endorsement, Review, and Viral Marketing on Purchase Decision of X Cosmetics.” *Solid State Technology* 63, no. 5 (2020): 9679–97.
- Giovani, Alvin, Daffan Alfauzi Nurrobby, and Muhammad Zakaria Saputra. “Pengaruh Endorsement Selebriti Instagram (Selebgram) Terhadap Minat Beli Online Konsumen.” *Forum Bisnis Dan Kewirausahaan* 12, no. 2 (2023): 387–92.
- Handayani, Benni, Fatmawati Moekahar, Yudi Daherman, and Mufti Hasan Alfani. “Social Media Marketing Sebagai Sarana Pengembangan Kewirausahaan Berbasis Socio-Technopreneurship Di Universitas Islam Riau.” *Jurnal Riset Komunikasi* 3, no. 2 (2020): 177–93. <https://doi.org/10.38194/jurkom.v3i2.163>.
- Hasan, Hurriah Ali. “Pendidikan Kewirausahaan: Konsep, Karakteristik, Dan Implikasi Dalam Memandirikan Generasi Muda.” *Jurnal Kajian Islam Kontemporer* 11, no. 1 (2020): 99–111. <https://journal.unismuh.ac.id/index.php/pilar/article/view/4909>.
- Hayu, Rina Suthia. “Smart Digital Content Marketing, Strategi Membidik Konsumen Millennial Indonesia.” *JMK (Jurnal Manajemen Dan Kewirausahaan)* 4, no. 1 (2019): 61. <https://doi.org/10.32503/jmk.v4i1.362>.
- Herhausen, Dennis, Dario Miočević, Robert E. Morgan, and Mirella H.P. Kleijnen. *The Digital Marketing Capabilities Gap: Empirical Evidence, Managerial Shortcomings, and Future Research Streams. Industrial Marketing Management*. Vol. 90, 2020.
- Indrapura, Putri Fauziah Sri, and Uus Mohammad Darul Fadli. “Analisis Strategi Digital Marketing Di Perusahaan Cipta Grafika.” *Jurnal Economina* 2, no. 8 (2023): 58–67. <https://doi.org/10.37541/ekonomika.v4i1.383>.
- Isfahami, Mubdi Mulya, Ratih Hurriyati, and Puspo Dewi Dirgantari. “Pengaruh Brand Trust Dan Celebrity Endorse Terhadap Keputusan Pembelian Konsumen.” *Jurnal Bisnis Dan Kewirausahaan* 17, no. 2 (2021): 177–86. <https://doi.org/10.31940/jbk.v17i2.2571>.
- Kawilarang, Cicilia G., Willem J.F.A Tumbuan, and Sjendry S.R Loindong. “Analisis Pengaruh Celebirty Endorsement, Beauty Vlogger Dan Brand Image Terhadap Keputusan Pembelian Pada Produk Skincare Lokal Somethinc.” *Jurnal EMBA* 10, no. 4 (2022): 770–79.
- Kelly, Susan E., I. Bourgeault, and R. Dingwall. *Qualitative Interviewing Techniques and Styles*. The SAGE Handbook of Qualitative Methods in

Health Research, 2010.

Kodrat, David Sukardi. *Manajemen Merek Dan Strategi E-Commerce Pendekatan Praktis*. Jakarta: Kencana, 2020.

Koh, E. T., W. L. Owen, E. T. Koh, and W. L. Owen. “Descriptive Research and Qualitative Research.” *Introduction to Nutrition and Health Research*, 2000.

Lofland, John. “Analyzing Social Setting: A Guide to Qualitative Observation and Analysis Third Edition.” *Wadsworth Publishing Company*, 2022.

Marshely, Amila, Destin Fitria Anjayani, and Vicky F Sanjaya. “Pengaruh Penggunaan Promosi Online Dan Endorsement Seebgram Terhadap Minat Beli Konsumen.” *Kalianda Halok Gagas* 4, no. 2 (2022): 93–100. <https://ojs.stiemkalianda.ac.id>.

Maurencia, Evelyn, Hery Winoto Tj, and Soegeng Wahyoedi. “The Influence of Celebrity Endorsement, Product Quality and Price on Purchase Interest of Kanzler Single Sausage Products.” *Siasat* 6, no. 1 (2021): 59–72. <https://doi.org/10.33258/siasat.v6i1.90>.

Mayasari, Nur. “Strategi Pengembangan UMKM Berbasis Ekonomi Kreatif Di Kota Palopo.” *Journal of Islamic Management and Bussines* 2, no. 1 (2019): 9–22.

Muang, Muh. Shadri Kahar, Edi Indra Setiawan, and Rikal Fajar Masati. “Customer Loyalty: Improve Customer Relationship Management That Impact the Customer Satisfaction.” *Al-Amwal : Journal of Islamic Economic Law* 5, no. 1 (2021): 47–58. <https://doi.org/10.24256/alw.v5i1.1563>.

Nilammadi, Wa Ode Musmiarny. “Hubungan Celebrity Endorsement Terhadap Keputusan Pembelian Pada Shopee Dan Tokopedia.” *Jurnal Bisnis Dan Kajian Strategi Manajemen* 5, no. 1 (2021): 1–13. <https://doi.org/10.35308/jbkan.v5i1.3045>.

Nugrahaningsih, Putri, Sri Hanggana, Sri Murni, Santoso Tri Hananto, Andi Asrihapsari, M. Syafiqurrahman, Renata Zoraifi, and Sri Hantoro. “Pemberdayaan Masyarakat Melalui Pelatihan Kewirausahaan Dan Pemasaran Digital Pada BUMDES Blulukun Gemilang.” *Kumawula: Jurnal Pengabdian Kepada Masyarakat* 4, no. 1 (2021): 8. <https://doi.org/10.24198/kumawula.v4i1.29574>.

Olmedo, Alegría, E. J. Milner-Gulland, Daniel W.S. Challender, Laure Cugnière, Huong Thi Thu Dao, Linh Bao Nguyen, Ana Nuno, et al. “A Scoping Review of Celebrity Endorsement in Environmental Campaigns and Evidence for Its Effectiveness.” *Conservation Science and Practice* 2, no. 10 (2020): 1–15. <https://doi.org/10.1111/csp2.261>.

Olson, Eric M., Kai M. Olson, Andrew J. Czaplewski, and Thomas Martin Key. “Business Strategy and the Management of Digital Marketing.” *Business Horizons* 64, no. 2 (2021): 285–93.

<https://doi.org/10.1016/j.bushor.2020.12.004>.

- Puji Lestari, Fibria Anggraini. “Faktor-Faktor Yang Mempengaruhi Keberhasilan Berwirausaha.” *Jurnal Riset Inspirasi Manajemen Dan Kewirausahaan* 3, no. 2 (2019): 65–69. <https://doi.org/10.35130/jrimk.v3i2.68>.
- Purnama, Indah. “Pengaruh Promosi Online Dan Endorserment Selebgram Terhadap Minat Beli Konsumen.” *Youth & Islamic Economic Journal* 1, no. 2 (2020): 14–20. <https://jurnalhamfara.ac.id/index.php/yie/article/download/76/62>.
- Qadri, Rizni Aulia, Yerry Mia, and Br Sitompul. “Pengaruh Celebrity Endorsement Terhadap Purchase Intention Dan Brand Image Sebagai Variabel Mediator (Studi Kasus Brand Skincare Lokal).” *YUME : Journal of Management* 5, no. 2 (2022): 115–22. <https://doi.org/10.37531/yume.vxix.453>.
- Rahmawati, Mia, and Suci Putri Lestari. “Pengaruh Penggunaan Selebgram (Celebrity Endorser Instagram) Terhadap Minat Beli Konsumen Secara Online Pada Media Instagram (Survei Pengguna Aktif Sosial Media Instagram Pada Followers Akun @mia_raaa).” *Jurnal Ekonomi Perjuangan* 2, no. 2 (2021): 138–53. <https://doi.org/10.36423/jumper.v2i2.667>.
- Ramadhan, Aura, Cut Nadia Naswandi, and Citra Maharani Herman. “Fenomena Endorsement Di Instagram Story Pada Kalangan Selebgram.” *Kareba Jurnal Ilmu Komunikasi* 9, no. 2 (2020): 316–29.
- Rocha, Patrícia Ianelli, Jorge Henrique Caldeira de Oliveira, and Janaina de Moura Engracia Giraldo. “Marketing Communications Via Celebrity Endorsement: An Integrative Review.” *Benchmarking: An International Journal* 27, no. 7 (2020): 2233–59.
- Safira, Nur Izza, and Charolin Indah Roseta. “Model Kewirausahaan Sosial Pada Komunitas Muslim Rumah Harapan Karangpatihan Bangkit.” *KABILAH : Journal of Social Community* 6, no. 1 (2021): 26–43. <https://doi.org/10.35127/kbl.v6i1.4411>.
- Sapriana, Putri, and Juli Dwina Puspita Sari. “Pengaruh Endorsement Selebgram Dan Label Halal Terhadap Minat Beli Online Konsumen Di Kota Langsa.” *JIM: Jurnal Ilmiah Mahasiswa* 4, no. 2 (2022): 169–81. <https://doi.org/10.32505/jim.v4i2.4817>.
- Sari, Septyana Luckyta. “Motivasi Dan Tantangan Menjadi Wirausaha (Studi Kuantitatif Pada Mahasiswa UNIPMA).” *CAPITAL: Jurnal Ekonomi Dan Manajemen* 4, no. 2 (2021): 137. <https://doi.org/10.25273/capital.v4i2.8743>.
- Sentot Imam Wahjono. *Bisnis Modern*. Yogyakarta: Graha Ilmu, 2010.
- . *Manajemen Kewirausahaan*. Surabaya: Universitas Muhammadiyah Surabaya, 2021. <https://books.google.com/books?hl=en&lr=&id=CbWeDwAAQBAJ&oi=fnd>

&pg=PR5&dq=kewirausahaan&ots=QdLdtWyjGx&sig=yCJMPfnqillYFBR1ViIl73v9TtE.

- Setiawan, Edi Indra, Evi Surahman, and Burhan Rifuddin. "Analisis Faktor-Faktor Yang Mempengaruhi Loyalitas Pelanggan Pada PT. Semen Tonasa, Tbk Di Kota Palopo." *Jurnal of Islamic Economic and Bussiness* 2, no. 2 (2020): 52–56.
- Sousa, Daniel. "Validation in Qualitative Research: General Aspects and Specificities of the Descriptive Phenomenological Method." *Qualitative Research in Psychology* 11, no. 2 (2014): 211–27.
- Sumartono, S. *Terperangkap Dalam Iklan: Meneropong Imbas Pesan Iklan Televisi*. Bandung: Alfabeta, 2002.
- Sunarya, Po Abas, Sudaryono, and Asep Saifullah. *Kewirausahaan*. Yogyakarta: C.V Andi Offset, 2011.
- Tasruddin, Ramsiah. "Tren Media Online Sebagai Media Promosi." *Jurnal Mercusuar* 2, no. 1 (2021): 16–21.
- Veranita, Mira, Rini Susilowati, and Ramayani Yusuf. "Pemanfaatan Platform Media Sosial Instagram Sebagai Media Promosi Industri Kuliner Saat Pandemi Covid-19 (Studi Kasus Pada Akun @kolakcampurkolaku)." *Jurnal Bisnis Dan Kewirausahaan* 17, no. 3 (2021): 279–90. <https://doi.org/10.31940/jbk.v17i3.279-290>.
- Viswanath, Juturu, and B. Gangaiah. "'Management Teaching Fraternity Services' Role in Sustaining Entrepreneurial Intentions Among Students: A Study on Management Colleges in Kadapa District of Andhra Pradesh." *International Journal of Management* 5, no. 2 (2014): 107–15.
- Wang, Shaoshan, and Matthew Tingchi Liu. "Celebrity Endorsement in Marketing from 1960 to 2021: A Bibliometric Review and Future Agenda." *Asia Pacific Journal of Marketing and Logistics* 35, no. 4 (2023): 849–73.
- Wibowo, Agus. *Strategi Pemasaran Digital B2B*. Yayasan Prima Agus Teknik, 2023.
- Widya Adyani, Ni Made, and Komang Ary Prate. "Meningkatkan Keputusan Pembelian Dengan Kepercayaan, Celebrity Endorse Dan Digital Marketing." *Jurnal Manajemen, Kewirausahaan Dan Pariwisata* 3, no. 10 (2023): 1946–60.
- Yani Balaka, Muh, Jacobus Wiwin Kuswinardi, Ida I Dewa, A Yayati Wilyadewi, Bahtiar Efendi, and Rosa Zulfikhar. "Aplikasi Mobile Dalam Pemasaran Digital: Analisis Literatur Tentang Pengaruhnya Terhadap Keuangan Dan Strategi Pemasaran Bisnis." *Jurnal Mobile Dalam Pemasaran Digital* 7, no. 3 (2023): 21979–88.
- Zavida, Tasya Putri, and Lucky Rachmawati. "Pengaruh Endorsement Selebgram

Terhadap Perilaku Konsumsi Produk Makanan Oleh Mahasiswa Jurusan Ilmu Ekonomi Universitas Negeri Surabaya.” *Independent: Journal of Economics* 1, no. 1 (2021): 30–38.

Zimmerer, T W., and N. M. Scarborough. *Pengantar Kewirausahaan Dan Manajemen Bisnis Kecil*. Jakarta: Prenhallindo, 2002.

