

## DAFTAR PUSTAKA

- Becker, M., Matt, C., & Hess, T. (2020). It's Not Just About the Product. *ACM SIGMIS Database: The DATABASE for Advances in Information Systems*, 51(1), 37–50. doi:10.1145/3380799.3380804
- Carr, C. T., & Hayes, R. A. (2014). The Effect of Disclosure of Third-Party Influence on an Opinion Leader's Credibility and Electronic Word of Mouth in Two-Step Flow. *Journal of Interactive Advertising*, 14(1), 38–50. doi:10.1080/15252019.2014.909296
- Cha, M.-K., Yi, Y., & Lee, J. (2020). When people low in social class become a persuasive source of communication: Social class of other donors and charitable donations. *Journal of Business Research*, 112, 45–55. doi:10.1016/j.jbusres.2020.02.039
- Chen, Z., & Yuan, M. (2019). Psychology of Word of Mouth Marketing. *Current Opinion in Psychology*. doi:10.1016/j.copsyc.2019.06.026
- Derin, Tatum & Nursafira, Mutia S. (2020) Persuasive Communication: What Do Existing Literature Tells Us About Persuasive Communication Among Students? *The journal of Ultimate Research and Trends in Education*. <https://journal.unilak.ac.id/index.php/UTAMAX/> Vol. 2, No. 1, March 2020,
- Fadillah, Dani (2015) Model komunikasi WOM sebagai Strategi Pemasaran Efektif - *Humanika* Vol. 15 Nomor 1. September 2015
- Gloor, P., Fronzetti Colladon, A., de Oliveira, J. M., & Rovelli, P. (2019). Put your money where your mouth is: Using deep learning to identify consumer tribes from word usage. *International Journal of Information Management*.
- Guffey, Mary & Loewy, Dana (2019) *Essential of Business Communication 12'th Edition*. Boston: Cengage Learning
- Iyer, R., & Griffin, M. (2020). Modeling word-of-mouth usage: A replication. *Journal of Business Research*. doi:10.1016/j.jbusres.2019.12.027
- Kamada, Y., & Öry, A. (2020). Contracting with Word-of-Mouth Management. *Management Science*. doi:10.1287/mnsc.2019.3417
- Kotler, Phil & Keller, Kevin (2019) *Marketing Management 4'th European Edition*, Harlow United Kingdom: Pearson Education Limited.
- Kundu, Supratim (2017) Word of Mouth: A Literature Review *Article in International Journal of Economics & Management Sciences*. January 2017 at: <https://www.researchgate.net/publication/322679883>

- Lazard, A. J., Bock, M. A., & Mackert, M. S. (2020). Impact of photo manipulation and visual literacy on consumer's responses to persuasive communication. *Journal of Visual Literacy*, 1–21. doi:10.1080/1051144x.2020.1737907
- Li, F., & Du, T. C. (2011). Who is talking? An ontology-based opinion leader identification framework for word-of-mouth marketing in online social blogs. *Decision Support Systems*, 51(1), 190–197. doi:10.1016/j.dss.2010.12.007
- Milton Mayfield, M., Mayfield, J., Walker, Robin (2020) *Fundamental Theories of Business Communication New Perspectives in Organizational Communication* ISBN 978-3-030-57740-7 ISBN 978-3-030-57741-4 (eBook) <https://doi.org/10.1007/978-3-030-57741-4>
- Moyer-Gusé, E., Tchernev, J. M., & Walther-Martin, W. (2019). The Persuasiveness of a Humorous Environmental Narrative Combined with an Explicit Persuasive Appeal. *Science Communication*, 107554701986255. doi:10.1177/1075547019862553
- Muranko, Z., Andrews, D., Chaer, I., & Newton, E. J. (2019). Using persuasive communication to encourage pro-circular behaviours towards the purchase of remanufactured refrigeration equipment. *Journal of Cleaner Production*. doi:10.1016/j.jclepro.2019.02.219
- Nam, K., Baker, J., Ahmad, N., & Goo, J. (2019). Determinants of writing positive and negative electronic word-of-mouth: Empirical evidence for two types of expectation confirmation. *Decision Support Systems*, 113168. doi:10.1016/j.dss.2019.113168
- Oraedu, Chukwunonso (2020) Relationship value and quality motivate positive word-of-mouth behaviour, <https://www.emerald.com/insight/0265-671X.htm>
- Oschatz, C., & Marker, C. (2020). Long-term Persuasive Effects in Narrative Communication Research: A Meta-Analysis. *Journal of Communication*, 70(4), 473–496. doi:10.1093/joc/jqaa017.
- O’Leary, Steve & Sheehan, Kim (2008) *Building Buzz to Beat the Big Boys - Word-of-Mouth Marketing for Small Businesses* Westport Connecticut London: Praeger Publishers
- Oschatz, C., Emde-Lachmund, K., & Klimmt, C. (2019). The Persuasive Effect of Journalistic Storytelling: Experiments on the Portrayal of Exemplars in the News. *Journalism & Mass Communication Quarterly*, 107769901985009. doi:10.1177/1077699019850096
- Perloff, Richards (2003) *The Dynamics of Persuasion in the 21st Century*, New Jersey: Lawrence Elbaum Associates

- Putri, P. Kartana (2016) Aplikasi Pendekatan-Pendekatan Persuasif Pada Riset Komunikasi Pemasaran: Iklan Melibatkan Penciptaan dan Penerimaan Pesan Komunikasi Persuasif Mengubah Perilaku Pembelian,” *THE MESSENGER*, Volume VIII, Nomor 1, Edisi Januari 2016"
- Ruswanti, E., Eff, A. R. Y., & Kusumawati, M. D. (2020). Word of Mouth, Trust, satisfaction and effect of repurchase intention to Batavia Hospital in West Jakarta, Indonesia. *Management Science Letters*, 265–270. doi:10.5267/j.msl.2019.9.006
- Ruvio, A., Bagozzi, R. P., Hult, G. T. M., & Spreng, R. (2020). Consumer arrogance and word-of-mouth. *Journal of the Academy of Marketing Science*, 48(6), 1116–1137. doi:10.1007/s11747-020-00725-3
- Saputra, I. K. A., & Widagda K, I. G. N. J. A. (2020). Brand Image, Product knowledge, dan Electronic Word of Mouth Berpengaruh pada purchase Intention. “*E-Jurnal Manajemen Universitas Udayana*, 9(3), 1129. doi:10.24843/ejmunud.2020.v09.i03.p16
- Taheri, B., Chalmers, D., Wilson, J., & Arshed, N. (2021). Would you really recommend it? Antecedents of word-of-mouth in medical tourism. *Tourism Management*, 83, 104209. doi:10.1016/j.tourman.2020.104209
- Thomas, V. L., Fowler, K., & Saenger, C. (2020). Celebrity influence on word of mouth: the interplay of power states and power expectations. *Marketing Letters*. doi:10.1007/s11002-020-09513-z
- Tippett, Jeff, (2019) Unleashing your superpower: why persuasive communication is the only force you will ever need. *Wisdom House*, ISBN: 9781733533805; 173353380X
- Tseng, M.-L., Sujanto, R. Y., Iranmanesh, M., Tan, K., & Chiu, A. S. (2020). Sustainable packaged food and beverage consumption transition in Indonesia: Persuasive communication to affect consumer behavior. *Resources, Conservation and Recycling*, 161, 104933. doi:10.1016/j.resconrec.2020.104933
- Xu, F., Niu, W., Li, S., & Bai, Y. (2020). The Mechanism of Word-of-Mouth for Tourist Destinations in Crisis.” SAGE doi:10.1177/2158244020919491
- Yusof, N., Kaur, A., Dalib, S., Ramli, R., & Awang-Hashim, R. (2021). Group identity and extremism: The reflective experiences of youths regarding persuasive communication. *Children and Youth Services Review*, 120, 105743. doi:10.1016/j.chilyouth.