

DAFTAR PUSTAKA

- Achmad, Z. A., Ida, R., Program, M., Ilmu, D., Airlangga, U., Komunikasi, D. I., & Airlangga, U. (2018). *ETNOGRAFI VIRTUAL SEBAGAI TEKNIK PENGUMPULAN DATA DAN METODE PENELITIAN*. 2(2), 130–145.
- Adinata, P. V., Cahyaningrum, B. N., Margaretha, B. Y., & Putra, N. K. (2025). Peran Event Marketing, Sosial Media Marketing, dan Content Marketing Terhadap Minat Beli. In *BIP's JURNAL BISNIS PERSPEKTIF*. <https://doi.org/10.37477/bip.v17i1.694>
- Afrizal. (2019). *Metode Penelitian Kualitatif: Sebuah Upaya Mendukung Penggunaan Penelitian Kualitatif dalam Berbagai Disiplin Ilmu* (1st ed.). PT RajaGrafindo Persada.
- Andrianto, T., Sari, W. N., Pariwisata, P., & Pradita, U. (2026). *Analisis Dampak Komodifikasi Tari Kecak Sebagai Identitas Budaya Lokal Di Pura Luhur Uluwatu Bali*. 10(2), 317–331.
- Atiqahwati, A. I. (2025). *ISLAM DAN BUDAYA KONSUMTIF : KOMODIFIKASI SIMBOL KEAGAMAAN DALAM MASYARAKAT MUSLIM URBAN*. 279–297. <https://doi.org/10.1007/s10551-020-04674-3.3>
- Baran, S. J. (2019). *Introduction to Mass Communication : MEDIA LITERACY AND CULTURE* (Tenth). McGraw-Hill Education.
- Baran, S. J., & Davis, D. K. (2013). *MASS COMMUNICATION: Foundations, Ferment, and Future*. Cengage Learning.
- Bell, D. (2001). *An Introduction to Cybercultures*. Routledge.
- Carr, C. T. (2021). *Computer-Mediated Communication*. Rowman & Littlefield Publishers.
- Danesi, M. (2019). *POPULAR CULTURE Introductory Perspectives Fourth Edition*. Rowman & Littlefield Publishers.
- Dasuki, A. (2025). *Komodifikasi Jilbab dalam Budaya Digital : Eksploitasi Muslimah Berjilbab dalam Perspektif Asma Barlas*. 1(3), 1–11.
- Dhamayanti, E. A., Alamsyah, P. A. L., Ekaputri, S. D., & Widyarto, S. (2024). Eksplorasi Interaksi Simbolik Pengemis Online di Ekosistem TikTok. *Calathu: Jurnal Ilmu Komunikasi*, 6(1), 59–69. <https://doi.org/10.37715/calathu.v6i1.4508>
- Fahrudin, D. (2013). Konglomerasi Media: : Studi Ekonomi Politik Terhadap Media Group. *Jurnal Visi Komunikasi*, XII(01).

- Fida, N., Yunus, M., & Nuzula, Z. F. (2023). *Tinjauan Fatwa DSN-MUI No . 62 / DSN-MUI / XII / 2007 tentang Akad Ju ' alah terhadap Gift pada Fitur Live Tiktok*. 62, 677–683.
- Fusaro, L., Xidias, J., & Fabry, A. (2017). *An Analysis of Antonio Gramsci ' s Prison Notebooks*. Macat International Ltd.
- Hanson, R. E. (2019). *Mass Communication: Living in a Media World* (Seventh). SAGE.
- Hasibuan, A., Rizka, C., Usrah, A., & Husen, M. (2024). *Solidaritas Sosial Komunitas Pengemudi Ojek Online (Studi Kasus Ojek Online Marbun Delivery)*. 4.
- Herring, S. C. (2004). Computer-Mediated Discourse Analysis : An Approach to Researching Online Behavior. *Designing for Virtual Communities in the Service of Learning* (Pp. 338-376), 1–35.
- Hine, C. (2000). *Virtual Ethnography*.
- Hine, C. (2015). *Ethnography for the Internet: Embedded, Embodied and Everyday*. Bloomsbury.
- Ingram, G. P. D. (2023). *ADOLESCENT USE OF NEW MEDIA*.
- Jenkins, H. (2006). *Fans, Bloggers, and Gamers Exploring: Exploring Participatory Culture*. New York University Press.
- Juditha, C. (2018). *Hegemoni Media Ssosial: Akun Gosip Instagram @Lambe_Turah*. 16–30.
- Littlejohn, S. W., & Foss, K. A. (2009). Encyclopedia of Communication Theory. In *A SAGE Reference Publication*. SAGE. <https://doi.org/10.5860/rusq.49.4.3632>
- Littlejohn, S. W., Foss, K. A., & Oetzel, J. G. (2017). *THEORIES OF HUMAN COMMUNICATION - Eleventh Edition*. Waveland Press, Inc.
- Man, C., & Stewart, F. (2002). *Internet Communication and Qualitative Research: A Handbook for Researching Online*. SAGE.
- Manovich, L. (2013). *Software Takes Command: : extending the language of new media*. Bloomsbury Academic.
- Mariano, E., Amkeun, V., Bau, N., & Lian, Y. P. (2023). *Analisis Pendapatan Pengemudi Ojek Online Maxim-Bike*. 2(4), 33–39.
- Matrix, S. E. (2006). *Cyber Digital lifestyles anD CommoDity Culture*. Routledge.

- McQuail, D., & Deuze, M. (2020). *Mcquail's Media & Mass Communication Theory* (Seventh). SAGE.
- Media, H., Terhadap, S., Pinjaman, M., Pinjol, O., & Yosiana, M. (2023). *Hegemoni media sosial terhadap maraknya pinjaman online (pinjol)*. 2(6), 161–167.
- Nasrullah, R. (2017). *Media Sosial: Perspektif Komunikasi, Budaya dan Sosioteknologi*. Simbiosis Rekatama Media.
- Nasrullah, R. (2018). *Etnografi Virtual: Riset Komunikasi, Budaya dan Sosio teknologi di Internet*. Simbiosis Rekatama Media.
- Okoro, Y. O., Oladeinde, M., Akindote, O. J., Adegbite, A. O., Abrahams, T. O., Researcher, I., & Researcher, I. (2023). *DIGITAL COMMUNICATION AND U . S . ECONOMIC GROWTH: A COMPREHENSIVE EXPLORATION OF TECHNOLOGY ' S*. 4(3), 351–367. <https://doi.org/10.51594/csitrj.v4i3.687>
- Ramadhan, D. R., & Wibisono, Y. (2025). *FAKTOR YANG MEMPENGARUHI PENDAPATAN PENGEMUDI OJEK ONLINE*. 14(02), 257–269.
- Sari, G. G., & Darman, R. (2021). *PERAN KOMUNITAS KETIMBANG NGEMIS PEKANBARU*. 9, 20–28.
- Schlogel, M. (2024). *The Gamified and Monetized Spectacle of TikTok Live Matches*. Utrecht University.
- Schwarzmantel, J. (2015). *The Routledge Guidebook to Gramsci's Prison Notebooks*. Routledge.
- Simonson, P., Peck, J., Craig, R. T., & Jackson, J. (2013). *THE HANDBOOK OF COMMUNICATION*. Routledge.
- Stephenson, I. J. (2003). *Techno-Futurism and the Knowledge Economy in New Zealand*. Auckland University of Technology.
- Storey, J. (2018). *Cultural Theory and Popular Culture : An Introduction , Eighth Edition*.
- TikTok. (2026). *LIVE Gifts on TikTok*. Tiktok.Com.
- Wasko, J. (2014). *The study of the political economy of the media in the twenty-first century*. 10(3), 259–271. <https://doi.org/10.1386/macp.10.3.259>
- Xue, S. (2024). *Key Factors in Virtual Gift Buying Behaviour in the Live Game Category Streaming: A Social Cognitive and Cultural Perspective*. 0, 221–227. <https://doi.org/10.54254/2754->

1169/114/2024BJ0179

Zhang, Z., & Liu, F. (2024). *Gift-giving intentions in pan-entertainment live streaming: Based on social exchange theory.* 1–19.
<https://doi.org/10.1371/journal.pone.0296908>

Internet:

Indonesia Jadi Negara Pengguna TikTok Terbanyak di Dunia 2025.
<https://dataloka.id/humaniora/4511/jumlah-pengguna-instagram-di-dunia-capai-188-miliar-pada-juli-2025/> (Diakses pada 10 Maret 2026)

Dapat Gift Rp 1 M di TikTok, Inara Rusli Bingung Cara Mencairkannya
<https://www.detik.com/sumut/berita/d-6750615/dapat-gift-rp-1-m-di-tiktok-inara-rusli-bingung-cara-mencairkannya>

(TikTok Help Center, 2026)

