

DAFTAR PUSTAKA

- Akdon. (2011). *Manajemen Strategik untuk Manajemen Pendidikan*. Alfabeta: Bandung
- Ali, Hasan. 2008. *Marketing*. Media Utama: Yogyakarta.
- Annual Report, Indofood CBP : AR ICBP 2019 (Web Version). Sumber : <http://www.indofoodcbp.com/investor-relation/annual-report>
- Astina, S. T., & Mawardi, M. K. (2016). Analisis Segmentation, Targeting, dan Positioning dalam Rangka Meningkatkan Daya Saing Melalui Strategi Pemasaran di Toko Pia Cap Mangkok Cabang Semeru. *Jurnal Administrasi Bisnis*, 39(2), 57-66.
- Buchari, Alma. (2007). *Manajemen Pemasaran Dan Pemasaran Jasa*. Edisi Revisi. CV. Alfabeta: Bandung
- Daryanto. 2011. *Sari Kuliah Manajemen Pemasaran*. PT. Sarana Tutorial Nurani Sejahtera: Bandung
- DHANY, A., & Engkur, E. (2020). PENGARUH BRAND IMAGE DAN BRAND EXPERIENCE, TERHADAP BRAND LOYALTY DIMEDIASI OLEH BRAND TRUST PADA PENGGUNA JASA KURIR (Studi pada J&T di Rawamangun Jakarta Timur). *SI Manajemen*, 1-20.
- Diba, F., & Engkur, E. (2020). PENGARUH CELEBRITY ENDORSER, BRAND IMAGE DAN SERTIFIKASI LABEL HALAL TERHADAP KEPUTUSAN PEMBELIAN PRODUK KOSMETIK WARDAH (Studi Kasus Warga RW. 001 Kelurahan Jatinegara Kaum, Kecamatan Pulo Gadung)/THE INFLUENCE OF CELEBRITY ENDORSER, BRAND IMAGE AND HALAL LABEL CERTIFICATION TOWARDS PURCHASE DECISION ON COSMETIC PRODUCTS WARDAH (Study in Rw. 001 Jatinegara Kaum sub-district, Pulo Gadung sub-district). *PENGARUH CELEBRITY ENDORSER, BRAND IMAGE DAN SERTIFIKASI LABEL HALAL TERHADAP KEPUTUSAN PEMBELIAN PRODUK KOSMETIK WARDAH (Studi Kasus Warga RW. 001 Kelurahan Jatinegara Kaum, Kecamatan Pulo Gadung)*.
- Effendi, S. (2019). The effect of disclosure of Corporate Social Responsibility and good corporate governance to ROA in Sri Kehati Index. *Advances in Economics, Business and Management Research*, 74, 79-82.
- Engkur, E., Maziz, R., & Wiratmoko, D. (2019). Pengaruh Kepemimpinan Islami dan Kinerja Pemerintah Daerah terhadap Pembangunan Ekonomi di Kota

Tangerang Selatan dengan Pendekatan HAHSLM. *Jurnal STEI Ekonomi*, 27(02), 174 - 195. <https://doi.org/10.36406/jemi.v27i02.177>

Engkur, E. (2020). FACTORS THAT INFLUENCE MUZAKKI MOTIVATION TO PAY ZAKAT IN ZAKAT MANAGEMENT ORGANIZATIONS (OPZ) IN JAKARTA-1. *INTERNATIONAL JOURNAL OF CREATIVE RESEARCH AND STUDIES*, 4(3), 73-96

Fauzi, R., & Sampurna, D. S. (2020). PENGARUH KUALITAS PRODUK, HARGA, DAN CITRA MEREK TERHADAP KEPUTUSAN PEMBELIAN SEPEDA MOTOR (Studi Kasus Pada Kosumen Sepeda Motor Yamaha Di Dealer Johar Baru Jakarta Pusat). *SI Manajemen*, 1-18.

Fandy, Tjiptono & Gregorius Chandra, 2012, Pemasaran Strategik, Penerbit Andi, Yogyakarta.

Ginanjari, I. R., Hurriyati, R., Adiwibowo, L., Gaffar, V., & Saputra, J. (2019). The role of supply chain management consumer attitude as intervening between brand images, perceived value and revisiting intention. *Int. J Sup. Chain. Mgt*, 8(4), 901.

Ginanjari, I. R., & Hurriyati, R. (2019). Planned Behaviour Theory: An Examination of the Intention to Return Among Indonesian Hotel Resort Tourists. *J. Mgt. Mkt. Review*, 4(1), 27-32.

Hardiyanti, H., & Prabantoro, G. (2020). ANALISIS PENGARUH HARGA, DESAIN PRODUK, CITRA MEREK (BRAND IMAGE), DAN BINTANG IKLAN (CELEBRITY ENDORSER) TERHADAP MINAT BELI KOSMETIK FOCALLURE “Studi Kasus: PT Hexindo Adi Perkasa, Tbk”. *SI Manajemen*, 1-20.

Hidayat, R. S. (2017). Analisis pengaruh strategi segmenting, targeting dan positioning terhadap keputusan pelanggan membeli Nu Green tea. *Jurnal Ekonomika dan Manajemen*, 6(1), 28-43.

<https://id.investing.com/equities/indofood-cbp-company-profile>

https://www.indopremier.com/ipotnews/newsDetail.php?jdl=Indofood_CBP_Makin_Ekspansif_di_Luar_Negeri&news_id=375300&group_news=RESEARCHNEWS&taging_subtype=BUMIMERUGI&name=&search=y_general&q=saham,%20&halaman=1

IMAC Group. 2020. 2019 Leading Instant Noodles Companies in the World. <https://www.imarcgroup.com> (diakses pada 5 Agustus 2021)

Idxchannel. Market News. <https://www.idxchannel.com/market-news/labab>

indofood-cbp-melonjak-hingga-3072-persen-di-2020

- Imelda Aprileny, L. (2019). Pengaruh Kualitas Pelayanan, Harga dan Kepuasan Konsumen terhadap Loyalitas Pelanggan di Tip Top Swalayan Pondok Bambu. [*JAM*] *Jurnal Akuntansi dan Manajemen STEI*, 16(02), 237-254.
- Kotler, P. (2012). *Kotler on marketing*. Simon and Schuster.
- Kalam, K. K. (2020). Market Segmentation, Targeting and Positioning Strategy Adaptation for the Global Business of Vodafone Telecommunication Company. *International Journal of Research and Innovation in Social Science (IJRISS)*, 4.
- Kotler, Philip Dan Armstrong, G. (2008). *Prinsip-Prinsip Pemasaran*. Erlangga: Jakarta
- Kotler, Philip dan Keller, K.L. (2009). *Manajemen Pemasaran*. Jilid 1 Dan 2 Edisi 12. PT. Indeks: Jakarta
- Los Angeles Times. 2019. The Official Instant Ramen Noodles Power Rankings. <https://www.latimes.com/> (diakses pada 5 Agustus 2021)
- Lovita, E., & Prabantoro, G. (2019, February). Revealing Internal Control Practices in SME Capital Maintenance. In *5th Annual International Conference on Accounting Research (AICAR 2018)* (pp. 6-9). Atlantis Press.
- Mais, R. G. (2019, February). Influence of Industrial Type, Return on Asset, Company Size, and Institutional Ownership of Islamic Social Reporting Disclosure. In *5th Annual International Conference on Accounting Research (AICAR 2018)* (pp. 173-177). Atlantis Press.
- Mananeke, L., & Rogi, M. (2018). Analisis Pengaruh Strategi Segmentasi, Targeting Dan Positioning (Stp) Terhadap Keputusan Pembelian Produk Bp-Smart Protection Di Ajb Bumiputera 1912 Cabang Sam Ratulangi Manado. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis dan Akuntansi*, 6(4).
- Novyarni, N., & Aprileny, I. (2019, February). Effect of Competence and Independence of Intern Auditor and Competence of Human Resource on the Quality of Financial Reporting at the Provincial Government and Municipal Government in Jakarta. In *5th Annual International Conference on Accounting Research (AICAR 2018)* (pp. 27-31). Atlantis Press.
- Noersanti, L., & Susanti, E. H. (2019, February). The impact of modern tax

system against transport workers taxpayer compliance online. In *5th Annual International Conference on Accounting Research (AICAR 2018)* (pp. 221-223). Atlantis Press.

Purwanto, P. (2021). Recovery Marketing Strategy For Custom Bag Producer-Home Industry During The Covid-19 Pandemic. *International Journal of Economics, Business and Accounting Research (IJEBAAR)*, 5(2).

Prabantoro, G., & Hariyanto, J. (2019, February). Social Media Preference as a Media of Business Marketing Communication of SMEs in Rawamangun East Jakarta. In *5th Annual International Conference on Management Research (AICMaR 2018)* (pp. 165-169). Atlantis Press.

Saladin, Djaslim. 2006. *Manajemen Pemasaran*. Edisi Iv. Linda Karya: Bandung

Salusu. (2006). *Pengambilan Keputusan Stratejik*. PT Gramedia Widiasarana Indonesia: Jakarta

Salsabila, A., & Sampurna, D. S. (2020). Analisis Pengaruh Sosial Media, Word Of Mouth, dan Influencer Terhadap Keputusan Pembelian (Studi Kasus pada Lovesick Coffee Bekasi). *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis dan Akuntansi*, 7(3)

Setiawan, I. R., & Ginanjar, A. (2019). Penggunaan Metode Analytical Hierarchy Process sebagai Sistem Pendukung Keputusan pada Pemilihan Bantuan bagi Masyarakat. *SANTIKA is a scientific journal of science and technology*, 9(2), 953-959.

Suliyanto. (2010). *Studi Kelayakan Bisnis Pendekatan Praktis*. Yogyakarta: Andi

Sofjan Assauri 2015 *Manajemen Pemasaran: Dasar, Konsep dan Strategi*. Jakarta Raja Grafindo Persada.

Sugiyono. 2016. *Metoda Penelitian Kuantitatif Dan R&D*, Alfabeta Bandung.

Supriyono, R.A. 1999. *Akuntansi Biaya : Pengumpulan Biaya dan Penentuan Harga Pokok*. Buku Satu. Edisi Dua. Cetakan Dua Belas. Yogyakarta: BPFE.

Suroija, N. and Sudrajat, B. E. (2014) „MIE INSTAN MEREK INDOMIE (Studi Pada Mahasiswa Politeknik Negeri Semarang)“, *Jabpi*, 22(1), pp. 60–74.

Suyanto, A., & Prakoso, W. D. W. (2020). Analysis of Segmentation, Targeting, and Positioning of Indonesian Car Market in Determining The Proper Market for Wuling Motors. *Advances in Social Sciences Research Journal*, 7(8), 618–635.

Syamsuar, G., & Tarsono, O. (2019). Analisis Perubahan Kemiskinan Sektorial Indonesia Berdasarkan Sektor Kegiatan Ekonomi, Periode Kebijakan 2004 – 2017. *Jurnal STEI Ekonomi*, 28(01), 71 - 96. <https://doi.org/10.36406/jemi.v28i01.261>

Tjiptono Dan Chandra .(2012). *Market Targeting*. Erlangga: Jakarta

Tjiptono, Fandy. (2008). *Strategi Pemasaran*. ANDI: Yogyakarta

Verbeke, A., Coeurderoy, R. and Matt, T. (2018) “The future of international business research on corporate globalization that never was ...”, (November), pp. 1101–1112.

Widjaya, P.G. 2017. Analisis *Segmenting, Targeting, Positioning dan Marketing Mix* Pada PT. Murni Jaya. *AGORA* Vol. 5, No. 1, Hal. 1-8.

Wijaya, H., & Sirine, H. (2016). Strategi segmenting, targeting, positioning serta strategi harga pada perusahaan Kecap Blekok di Cilacap. *Asian Journal of Innovation and Entrepreneurship*, 1(03), 175-190.

Zulfikar, A. and Subarsa, K. Y. (2019) “Pengaruh Iklan dan Promosi Penjualan di Televisi Terhadap Brand Awareness Bukalapak pada Pengunjung Kota Kasablanka”, *Inter Komunika: Jurnal Komunikasi*, 4(1), pp. 17–26.

Pomantow, G. V., Mananeke, L., & Jorie, R. J. (2019). Analisis Segmentasi, Targeting, dan Positioning Terhadap Keputusan Pembelian Produk Maxx Coffee di Hotel Aryaduta Manado. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis dan Akuntansi*, 7(3).

Wulandari, D. Y. (2020). Analisis Segmentating, Targeting, Dan Positioning Pada Strategi Pemasaran Gerabah Di Sentra Kerajinan Keramik Kelompok Makmur Jaya Kelurahan Kebun Lada Kecamatan Hinai Kab. Langkat. *JUMANT*, 12(1), 38-48.

Widjaya, P.G. 2017. Analisis *Segmenting, Targeting, Positioning dan Marketing Mix* Pada PT. Murni Jaya. *AGORA* Vol. 5, No. 1, Hal. 1-8.