Collaboration of Starbucks and Blackpink to Increase Purchase Intention

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A r t i c l e

To cite this article (APA Style):

[1]MESSY FELICIA,[2]DEDDY MUHARMAN*. (2023). The article title is sentence case style. Jurnal Mimbar. 39(2), 409-418.
https://doi.org/10.29313/mimbar.v39i2. 3442`

A b s t r a c t

The development of the times and the impact of globalization have made it easier for foreign cultures to enter Indonesia; one example is Korean culture. Korean Wave or Hallyu is a term often used to describe the phenomenon of Korean popular culture. Therefore, this research aims to determine the relationship between Starbucks and Blackpink Collaboration on interest in purchasing Blackpink special edition tumblers. The theory used in this research is the S-O-R theory. The method used is quantitative; this research uses a sampling technique using the Non-Probability Sampling method with a total sample of 97 respondents who are fans or knowing Blackpink and Starbucks in Indonesia. The research results show that the Blackpink special edition tumbler product collaboration variable (X) and the purchase intention variable (Y) have a strong relationship. The correlation coefficient value shows a positive number, which means there is a unidirectional relationship between the two variables.

Keywords: S-O-R Theory; Purchase Intention; Co-Branding; Korean Wave.

Introduction

The development of the times and the impact of globalization have made it easy for foreign cultures to enter Indonesia; one example is Korean culture. Globalization's main impact is felt in our shifting identities, growing online cultures, and work models that often clash with traditional values (Nugraha et al., 2021). Korean Wave or Hallyu is a term that is often used to describe the phenomenon of Korean popular culture, better known as K-pop culture (Suryani, 2014). In Indonesia today, the Korean Wave has become a very popular phenomenon among the public, with great interest in drama, film, music, culinary arts, cosmetics, and fashion (Pramadya & Oktaviani, 2016). The Korean Wave certainly provides opportunities for business people to improve their business, whether through Collaboration with actors/actresses or Korean Groups. This partnership aims to fast-track R&D products to market (Akbar & Handayani, 2021).

According to Statista data (2023), Blackpink fans in Indonesia are in third place in the country list, with a total of 636 million Blackpink video viewers via the YouTube platform. The data was obtained in 2023, so the euphoria for Blackpink in Indonesia is very large, especially among the younger generation. Apart from that, Twitter has also carried out a comprehensive analysis related to K-pop and identified the 20 countries that are most active in discussing K-pop, the 20 countries with the largest Number of K-pop fans, as well as the K-pop artists that are most discussed. With a very large number of fans, Indonesia managed to occupy the top position on the list of countries with the highest Number of tweets about K-pop for two years in a row (Kim, 2022).

Figure 1. Countries Most Talking About K-Pop on Twitter

In obtaining a broad target market, one method that can be used is to implement a collaboration strategy. Companies can determine collaboration strategies which are currently popular with business people, supported by previous research entitled "The Effect of Co- Branding on Buying Interest in Aerostreet Products" was written by Lotian & Kartawinata in 2023, stated that Collaboration has an impact on consumer purchase intention. According to Kotler & Keller (2016), when two or more well-known brands are then combined to create new products that support each other with the aim of attracting potential buyers, this can be said to be a collaboration. Lisa Leung, director of Starbucks Asia-Pacific, said that sales from the Collaboration between Starbucks and Blackpink increased 50 - 150% in 9 Asian countries (Wang, 2023).

In 2023, Starbucks collaborated with a girl group from South Korea called Blackpink. Blackpink, a girl group under the management of YG Entertainment, is at the peak of its popularity. Blackpink is the first girl group to perform at Coachella in 2019, which is the biggest music festival in the United States. Blackpink has also just carried out the Bornpink tour from October 15, 2022, to September 17, 2023, in several countries, one of which is Indonesia (Rostanti, 2023). Starbucks is a company that sells coffee. Apart from that, Starbucks also sells tumblers, food, tea, and other items.

Previously, Starbucks had collaborated with several top artists. In 2021, Starbucks will collaborate with Taylor Swift to welcome her new album, Red (Taylor Version). In 2020, Starbucks collaborated with BTS to launch a drink menu and also several desserts with a BTS theme. Meanwhile, Blackpink itself has collaborated with several big brands such as Adidas, Puma, Pepsi, Samsung, PUBG and Shopee.

Starbucks collaborated with Blackpink to produce Blackpink special edition tumblers and drink products at prices of hundreds of thousands to millions of rupiah. This Collaboration between Starbucks and Blackpink will be present at all Starbucks outlets in Indonesia, as well as Starbucks' online stores. According to Popmama, the most expensive Blackpink special edition tumbler is priced at two million rupiah, and this tumbler sold out in a very short time, namely less than 5 minutes; if you look at Starbucks' social media, there are still many Blackpink fans who have not managed to get this product. Blackpink fans are willing to queue from early morning just to buy Blackpink's special edition tumbler, where Starbucks operates at 12.00 (Shafa, 2023).

Even though this Collaboration was carried out after the popularity of the completion of Blackpink's Born Pink tour, purchase intention remains quite an important aspect; purchase intention is related to consumer beliefs and behavior. this is important because it can be a determinant for consumers to take action. In carrying out a collaboration, of course, communication is also an important aspect; the aim is to study the message that will be conveyed in marketing the collaboration product.

Collaboration between brands provides benefits for both parties; namely, Collaboration between two brands with different target markets will naturally expand the scope of target markets that they can reach. Apart from that, the benefits of Collaboration can also increase brand credibility.

Collaboration between brands and celebrities can contribute to improving brand reputation, increasing the contemporary impression and attractiveness of the brand,mas well as attracting consumers' attention to buy the product. (Fadhil, 2022).

Based on the context that has been explained, the author felt motivated to conduct research with the title "Collaboration of Starbucks and Blackpink to Increase Purchase Intention." In this research, the author uses Collaboration and purchase intention variables to measure the two variables above. The research problem formulation is how big the influence of the Starbucks and Blackpink Collaboration is in increasing interest in buying Blackpink Special Edition Tumblers. Based on the problem formulation, the research objective that the author formulated in this study is to measure how much influence the Starbucks and Blackpink collaboration has in increasing interest in buying Blackpink Special Edition Tumblers.

Before carrying out this research, the author had reviewed several previous studies that had similar themes and concepts. In this research, the author has referred to several previous scientific works as a literature review. One of the studies is research conducted by Novena Sandy with the title "The Influence of Endorser Dian Sastro in L'Oreal Hair Care Advertisements on Television on Purchase Interest". This research aims to determine students' purchase interest in L'Oreal products through the credibility of Dian Sastro. This research uses the S-O-R theory using the behaviorist paradigm to study advertisements broadcast by L'oreal with endorser Dian Sastro.

The research entitled "The Influence of Watching Intensity of the Suzuki Let's Advertising Tagline on Purchase Intention" conducted by Yuwarti in 2014 aims to determine consumer purchase intention through the advertising tagline for Suzuki Let's products. The technique used in sampling was probability sampling. The research results showed that the audience was highly interested due to the unique tagline of Suzuki Let's advertisement on television. There is something the authors have in common in this research, namely the focus on consumer purchase intention. Meanwhile, the difference lies in the object studied.

Research with the title "The Effect of Co-Branding on Customer-Based Brand Equity of the Indomie Hypeabis Campaign (Study on Collaboration between Indomie and The Goods Dept 2018-2019)" aims to determine the impact of Collaboration between the Indomie brand and The Goods Dept brand in the context of the campaign "Indomie Hype Is Complete". What the authors have in common in this research is discussing collaboration / Co-Branding. The difference between researchers and writers lies in the Y variable and the differences in the brands discussed.

The next research, entitled "The Role of Brand Ambassadors, Brand Image, and Price on Consumer Purchase Interest (Samsung x BTS Co-Branding Case Study)" (2022), written by Wardani and Istiyanto is quantitative research with a purposive sampling method approach with an unlimited population , the similarity in this research is that it discusses Collaboration between big brands and Korean idols, the difference is that in this research it is Brand Ambassador, Brand Image and Price while the author's focus is Collaboration or Co-Branding.

Research with the title "The Effect of Co-Branding on Buying Interest in Aerostreet Products'' published in 2023. This research discusses the influence between co-branding and interest in buying Aerostreet products. The method used is quantitative. In this research, co-branding has a positive influence on purchasing interest. The similarity between this research and the author is that they both discuss collaboration and purchase intention, but the difference is the research object.

The next research, entitled "The Role of Brand Ambassadors, Brand Image, and Price on Consumer Purchase Interest (Samsung x BTS Co-Branding Case Study)" (2022), written by Wardani and Istiyanto is quantitative research with a purposive sampling method approach with an unlimited population , the similarity in this research is that it discusses Collaboration between big brands and Korean idols, the difference is that in this research it is Brand Ambassador, Brand Image and Price while the author's focus is Collaboration or Co-Branding.

Research with the title "The Effect of Co-Branding Strategy Elements on Consumer Attitude and Purchase Intention: A Study in Indonesia" published in 2021 by Kania, Sukoyo & Wibisono. This research discusses the influence between co-branding and consumer attitude and interest buying. The method used is quantitative. The similarity between this research and the author is that they both discuss collaboration and purchase intention, but the difference is the research object.

In this research, the author uses concepts and theories to analyze the Starbucks and Blackpink collaboration. The concepts used are collaboration and purchase intention, while the theory used is the S-O-R theory. The collaboration strategy aims to create a new product that is unique and can become a topic of conversation, as well as expanding market segmentation, as well as supporting the development of brand value through the transfer of value from the parent brand (Akarsu, 2020). According to Kotler and Keller (2016) collaboration is two or more well-known brands, which are then

combined into a new offer that supports each other in the hope of attracting the attention of a new audience.

Kotler & Keller (2022) revealed that apart from creating a unique new product, Collaboration can also act as a strategy to improve consumer purchasing decisions by utilizing existing segments and also as a new opportunity to reach new consumers. Keller and Swaminathan (2020) in their work state that, to create a strong and successful collaboration between two brands, what is required is not only compatibility between the two but also meeting certain dimensions.

These dimensions include; adequate brand awareness, sufficiently strong brand, favorable, unique association, positive consumer judgment, and positive consumer feelings. According to Keller and Swaminathan (2020) there are dimensions and indicators of Collaboration: (1) Adequate brand awareness, Ability to recognize a brand, Ability to recognize the product; (2) Brand is sufficiently strong, Ability to know collaboration activities between Starbucks and Blackpink, Ability to know the results of collaboration activities between Starbucks & Blackpink; (3) Favorable, Positive impression from the results of the Collaboration, the ability of both brands to communicate the results of the Collaboration; (4) Unique association, The uniqueness of Collaboration, differences from previous collaborations; (5) Positive consumer judgment, Positive performance on both brands, Successful Collaboration of both brands; (6) Positive consumer feelings, Consumer interest in Collaboration, consumer pride in collaboration products.

According to Kotler and Keller (2022), purchase intention is a consumer response to a product that shows a desire to make a purchase or a desire to own a product. This desire is based on experience, previous use, and consumer desires for the product. Furthermore, purchase intention can also be interpreted as a tendency to buy a brand, and generally based on the attributes or characteristics of the brand (Belch, 2021).

Purchase intention is an impulse that appears in the audience's mind when they receive certain stimuli, which ultimately motivates. This is an element of consumer behavior that describes attitudes towards consuming a product. Purchase intention is an expression of interest that arises in potential buyers towards a product or service. The individual consumer's attitude can influence this and reflect their desire to buy a particular product or take steps related to the purchasing process. It can be measured to what extent the consumer is likely to make a purchase. Consumers' interest in buying will arise as a response to the stimulation or stimuli provided.

Each stimulus is designed to encourage purchasing action from consumers. Ferdinand (2014) explains that there are several indicators of purchase intention: (1) Transactional interest is a consumer's desire to buy a particular product. This can be interpreted as meaning that consumers already have plans to buy the product; (2) Referential interest is a consumer's tendency to recommend a product to others. This can mean that consumers are satisfied with the product and want other people also to feel the same satisfaction; (3) Preferential interest is a consumer's desire to make a product their first choice. This can mean that consumers like the product and want to always buy the product; (4) Exploratory interest is a consumer's desire to learn more about a product. This can mean that consumers are interested in the product and want to know more about the product.

The S-O-R theory was introduced by Hovland in 1953. which stands for Stimulus - Organism - Response. The principle of this theory is that a response is an individual's response when they receive a stimulus, and the result of this response is a specific reaction to the stimulus. Therefore, someone can anticipate and predict the extent to which the message conveyed will match the response that will emerge from the audience.

According to Umama (2019), S-O-R is often related to the concept of "cognition", which refers to a person's psychic ability to observe, pay attention, understand and make judgments based on the information they receive. The basic assumption in this theory is that changes in behavior occur due to the quality of the stimulus or stimulus that interacts with the organism or communicant (Yasir, 2020). In this theory 3 elements cannot be separated and are considered important, the important elements in the S-O-R theory are S is the stimulus or message, O is the organism or communicant, R is the response or effect. The effect of a stimulus or message on audience behavior varies depending on each individual. The communication process will take place if the audience pays attention so that they understand the message, which ultimately results in awareness for a change in attitude.

In this research, the stimulus in question is the message conveyed by Starbucks regarding its Collaboration with Blackpink. Meanwhile, the organisms or people who communicate are fans or know Blackpink and Starbucks. And the response is the effect that arises from the message that Starbucks conveyed in its Collaboration with Blackpink. Based on the description above, the dimensions and indicators of each variable will later be included in the variable operational table for creating the

questionnaire. The research concept framework is a picture or scheme that explains the relationship between the variables to be studied in a study (Notoatmodjo, 2018), so that the next framework the concept is described as follows:
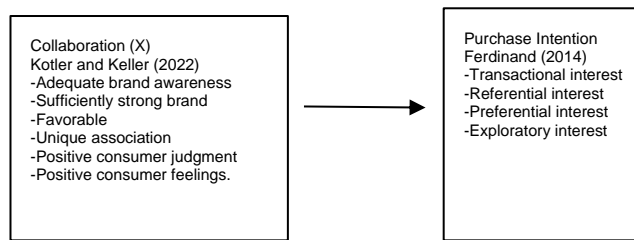

Figure 2. Framework Concept

Research Method

The method used in this research is quantitative. Based on the explanation from Creswell (2014), quantitative methods are often used to test certain theories by collecting the data needed to test the validity of a pre-existing theory. The data analysis used in this research is Simple Regression Analysis. The data collection technique in this research is by distributing questionnaires via the Instagram social media platform. Apart from that, it also uses previous research journals as writing support.

This research is in the form of a questionnaire, which is measured using a Likert scale. The Likert scale is a measurement method used to assess a person's attitudes, views and perceptions of a particular object or phenomenon (Siregar, 2017). In this research, the population is fans or knowing Blackpink and Starbucks throughout Indonesia. Populations can be divided into two categories, namely populations whose numbers are unknown, often referred to as "unlimited populations," and populations whose numbers are known with certainty, which are called "finite populations." (Syahrum & Salim, 2014). The total population of the author is infinite or unlimited, because the Number of fans or those who know Blackpink and Starbucks throughout Indonesia cannot be specifically known.

According to Siyoto Sodik (2015), a sample refers to part of the characteristics and numbers contained in a population or a group of population members selected using a certain method so that it can represent the entire population. According to Sugiyono (2021), to find out the number of samples from a population whose Number is not specifically known, you can use the Rao Purba (1996) formula, which is formulated as follows:

$$n = \frac{Z^2}{4(Moe)^2}$$

Information :
n = Number of samples required
z = curve for a deviation of 5% or equal to a value of 1.96
Moe = Margin of Error or error tolerance level (10%)

In this case, the author does not know specifically how many fans there are or just knows Blackpink and Starbucks throughout JABODETABEK. Therefore, the researcher determines a margin of error or uses an error tolerance of 10%. Based on the explanation above, using the formula that has been explained, the author obtained a sample size of 96 or 97 people. Sampling techniques can basically be summarized into two types, Probability Sampling (sampling based on probability) and Non-Probability Sampling (sampling without paying attention to probability), whereas in this research, a sampling technique was used using the Non-Probability Sampling method, specifically using Purposive Sampling.

According to Sugiyono (2021), Non-probability sampling means that the population or members selected as samples have a different opportunity in sampling. The sampling technique itself is a sampling technique with the aim of determining the sample that will later be used in a study. Purposive sampling is a technique/method of removing samples that refers to selecting a population and objectives that are in accordance (specific) with what has been determined by the researcher from the start (Winarni, 2018, p. 56). The data obtained will then be processed and data processing is carried out using computer software known as SPSS (Statistical Package for Social Sciences).

SPSS is used to analyze data and produce analysis results which are presented in the form of tables and graphs, with partial correlation analysis, Coefficient of Determination (R²), simple regression analysis, T Test (Hypothesis Test) and analyzing the most influential dimension on variable X (Collaboration).

Results & Discussion

Starbucks is a coffee shop company and global coffee shop chain from the United States. Starbucks grew rapidly enough to become one of the most famous coffee brands in the world. Starbucks collaborated with Blackpink to create a new product, which became quite a hot topic of conversation for both Blackpink fans and Starbucks customers. Blackpink is a vocal group from South Korea which was formed by YG Entertainment in 2016. Since its debut in 2016, Blackpink has become one of the most popular female vocal groups in the world. Blackpink has also just finished it's tour on September 17 2023, where Indonesia is one of the countries featuring a concert by Blackpink.

This Collaboration between Starbucks and Blackpink is certainly the right strategy for Starbucks to take advantage of the popularity of Blackpink, which has just finished its tour, towards consumer purchase intention. The respondents of this research are Starbucks customers and fans or know Blackpink and Starbucks throughout Indonesia. Judging from the characteristics of the respondents, 81% of them were female and 19% were male. The average age ranges from 21-24 years. With a total of 97 respondents, the data was then processed using SPSS software.

Table 1
Correlation Test on 97 Respondents.

		Collaboration	Purchase Intention
Collaboration	Pearson Correlation	1	.752
	Sig. (2-tailed)		.000
	N	91	91
Purchase Intention	Pearson Correlation	.752	1
	Sig. (2-tailed)	.000	
	N	91	91

Source: Processed Data Result

Based on the data above, the correlation value between variable X (Collaboration) and variable Y (purchase intention) is 0.752. Because the result is >1, there is a significant relationship between the two variables.

Table 2
Correlation Value

Correlation Coefficient Value (R)	Level
0,60 - 0,7999	Strong

Source: Sugiyono, 2021

Based on the correlation relationship table above, there is a strong relationship between variable X (Collaboration) and variable Y (Purchase Intention.

Table 3
Coefficient Determination Test on 97 Respondents.

Model	R	R Square	Adjust R Square	Std. Error of the Estimate
1	.752	.565	.561	5.51906

Source: Processed Data Result

Based on the coefficient of determination data above, 0.561 or 56.1% can be seen from the adjusted R square column, which means that variable x (Collaboration) influences variable y (purchase intention) by 56.1%. Aspects outside this research influenced the remaining 43.9%.

Table 4
Anova Test on 97 Respondents.

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3528.095	1	3528.095	115.927	.000
	Residual	2710.938	89	30.460		
	Total	6239.033	90			

Source: Processed Data Result

Based on the data above, there is a significance value of 0.000. If the significant value is <0.05, then the null hypothesis (Ho) will be rejected, while the alternative hypothesis (Ha) is accepted. So there is an influence between variable X (Collaboration) and variable Y (purchase intention).

Table 5
Simple Linear Regression Test on 97 Respondents.

Model		Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	-.251	2.889		-.087	.931
	Co-Branding	.621	0.58	.752	10.762	.000

Source: Processed Data Result

Based on the data above, there is a significance value of 0.000. If the significant value is <0.05, then the null hypothesis (Ho) will be rejected, while the alternative hypothesis (Ha) is accepted. So there is an influence between variable X (Collaboration) and variable Y (purchase intention).

Table 6
T Test on 97 Respondents.

Model		Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	-.251	2.889		-.087	.931
	Co-Branding	.621	0.58	.752	10.762	.000

Source: Processed Data Result

The significance level used is 5%, the T table value is n - 2 = 97 - 2 = 95 so the T table value is 1.66105. Based on the results of the T-test, the calculated T value was 10.762 > 1.66105 and a significance value of 0.000 < 0.05 (5% significance level). So Ha is accepted and H0 is rejected so it can be said that Collaboration has a significant effect on purchase intention.

Table 7
The Most Influential Dimension on Variable X (Collaboration)

Model		Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	2.481	2.203		1.127	.263
	Adequate brand awareness	-1.266	.423	-.286	-2.995	.004

Sufficiently strong brand	.706	.531	.160	1.330	.187
Favorable	-.009	.648	-.002	-.015	.988
Unique association	.410	.485	.088	.846	.400
Positive consumer judgment	.092	.573	.020	.160	.873
Positive consumer feelings	3.623	.424	.848	8.552	.000

Source: Processed Data Result

Based on the data that the researcher has processed, it can be seen that there are 4 dimensions in variable x (Collaboration) where the significance value is <0.05. It can be said that these dimensions influence variable Y (purchase intention), including; (1) Dimension Adequate brand awareness; (2) Dimension Sufficiently strong brand; (3) Dimension Unique association; (4) Dimension Positive consumer feelings. Meanwhile, for a significance value of >0.05, this dimension has no effect on variable Y (Purchase Intention), namely the Favorable Dimension and the Positive Consumer Judgment Dimension.The results obtained from this research are that the collaboration variable for Blackpink's special edition tumbler product and the purchase intention variable have a strong relationship. It can be seen from the results of the correlation test which shows that the count of the collaboration variable (X) with the purchase intention variable (Y) is 0.752. The value of the correlation coefficient shows a positive number, which means there is a unidirectional relationship between the two variables. In this research, the Collaboration carried out by Starbucks has an influence on consumer purchase intention.

Conclusions

In the results of the customized R square column coefficient of determination test of 56.1%, it can be stated that the ownership variable influences purchase intention by 56.1% and welfare is 43.9% influenced by aspects outside this research.Based on the results of the processed questionnaire data, the Positive Consumer Feelings dimension has a sig value of 0.000, where this value can be said to have a high level of significance for consumer purchase intention because the significance value is <0.05. Factors that influence consumer purchase intention based on questionnaire data are that 40% of respondents felt interested in the Collaboration carried out by Starbucks and Blackpink and 42% felt proud of Blackpink's special edition tumbler product resulting from the Collaboration.

The Adequate brand awareness dimension occupies the second strongest level of significance with a sig value of 0.004. Factors that influence consumer purchase intention based on questionnaire data are consumer awareness regarding the Starbucks brand. 57% of respondents agree that Starbucks is a well-known coffee shop, and 55% of respondents are aware of the products offered by Starbucks.

This research uses the basis of S-O-R theory or (Stimulus Organism Response), the tumbler product produced through Collaboration between Starbucks and Blackpink can be said to be a stimulus (S), while for the organism aspect (O), namely fans or simply knowing Blackpink and Starbucks throughout the region. Indonesia, then the response (R) in this research is the reaction that emerged after they saw the collaborative product. The stimulus provided by Starbucks is well received by the public so that reactions arise.

Based on research conducted by researchers with the title "Collaborations of Starbucks and Blackpink to Increase Purchase Intention" there are several conclusions, namely that there is a significant influence between variable X (Collaboration) and variable Y (Purchase Intention), this can be seen from the test Anova shows a significance value of 0.000.

The most influential dimension is consumers' positive feelings with a significance value of 0.000. Respondents in this study felt interested in the collaboration products between Starbucks and Blackpink and were very proud of the products produced from the Collaboration between Starbucks and Blackpink.

Based on the results of the research that has been carried out, it is hoped that future researchers can research with a different variable Y than the researcher, for example variable Y is replaced with reputation, customer loyalty and others, or further researchers can discuss Collaboration between Starbucks and other artists/actors.

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