

REFERENCES

- Antara. (2023, September 13). *Tiga kreator affiliate tembus rekor total rp107 miliar di live TikTok shop*.
<https://www.antaraneews.com/berita/3724692/tiga-kreator-affiliate-tembus-rekor-total-rp-107-miliar-di-live-tiktok-shop>
- Antara. (2024, July 4). *Mengenal TikTok affiliate: ini syarat dan ketentuannya*.
<https://www.antaraneews.com/berita/4182045/mengenal-tiktok-affiliate-ini-syarat-dan-ketentuannya#>
- Arella, V.W. (2023). *Persuasive strategies used by Joe Biden and Kamala Harris in their campaign speeches* (Publication No. 02012433). [Thesis, Petra Christian University].
<https://dewey.petra.ac.id/digital/view/57252>
- Anwar, B. (2023). A Corpus-based Study of Endearment Terms in Sheraz's Selected Novels. *Pakistan Languages and Humanities Review*, 7(3): 1047-1060.
[http://doi.org/10.47205/plhr.2023\(7-III\)90](http://doi.org/10.47205/plhr.2023(7-III)90)
- Beebe, S. A., & Beebe, S. J. (2018). *Public speaking: An audience-centered approach* (10th ed.). Pearson.
- CNN Indonesia. (2023, September 2). *Kisah 3 kreator pecahkan rekor penjualan live shopping di TikTok shop*.
<https://www.cnnindonesia.com/ekonomi/20230902135122-625-993879/kisah-3-kreator-pecahkan-rekor-penjualan-live-shopping-di-tiktok-shop>
- Dörnyei, Z. (2007). *Research methods in applied linguistics*. Oxford University Press.
- Hatane, M.Y. (2011). *The persuasive strategies used on the phone by male and female insurance salespeople in Surabaya* (Publication No. 02011946). [Thesis, Petra Christian University].
<https://dewey.petra.ac.id/digital/view/19483>
- Hatmanto, R. (2023, December 11). *Perjalanan TikTok masuk Indonesia hingga ambil kendali Tokopedia*. BeritaSatu.
<https://www.beritasatu.com/ototekno/2786217/perjalanan-tiktok-masuk-indonesia-hingga-ambil-kendali-tokopedia>
- Holmes, J., & Wilson, N. (2022). *An introduction to sociolinguistics* (6th ed.). Routledge.

- Jagat Review. (2024, September 14). *Kohcun buka-bukaan tips sukses live streaming : Techpodcast* [Video]. YouTube. <https://www.youtube.com/watch?v=yIQdjO7DYUk&t=3000s>
- Kohcun. [@kohcun]. (n.d). [TikTok profile]. TikTok. Retrieved January 4, 2025, from https://www.tiktok.com/@kohcun?_t=8sAo26NWxKU&_r=1
- Larson, C.U. (2010). *Persuasion : Reception and responsibility* (12th ed.). Wadsworth, Cengage Learning.
- Louissescarlettfamily. [@louissescarlettfamily]. (n.d). [TikTok profile]. TikTok. Retrieved January 9, 2025, from https://www.tiktok.com/@louissescarlettfamily?_t=8sAnysh2gCO&_r=1
- McRae, K., Ochsner, K.N., Mauss, I.B., Gabrieli, J.J.D., & Gross, J.J. (2008). Gender differences in emotion regulation: An fMRI study of cognitive reappraisal. *Group Process Intergroup Relat*, 11(2): 143–162. <https://doi.org/10.1177/1368430207088035>
- Melany Ricardo. (2023, May 23). *Louise Scarlett "affiliator TikTok paling kaya! 1 hari 1 milyar!* [Video]. YouTube. https://www.youtube.com/watch?v=nL_LZQluErw
- Richards, J.C., & Schmidt, R. (2002). *Longman dictionary of language teaching and applied linguistics* (3rd ed.). Pearson Education.
- Shaid, N.J. (2023, August 16). *Cara mendapatkan uang dari TikTok affiliate serta syaratnya*. Kompas. <https://money.kompas.com/read/2023/02/20/235341526/cara-mendapatkan-uang-dari-tiktok-affiliate-serta-syaratnya>