



# Affiliate Practices Through Youtube Streamers In Product Promotion On The @set1awanade Channel

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**Abstract:** This study examines the formation of affiliate practices through social interactions in YouTube live streaming, focusing on the @set1awanade channel. Grounded in Pierre Levy's New Media Theory, this research aims to identify the forms of social interaction that underlie organic affiliate practices and to analyze how social integration is constructed among streamers, audiences, and brands. A descriptive qualitative approach was employed, using content analysis of live streaming recordings and in-depth interviews with three selected informants who have engaged in purchasing based on the streamer's recommendations. The findings reveal that affiliate practices emerge organically through three main interaction patterns: (1) audience-initiated communication via the Saweria donation platform, which allows viewers to influence discussion topics; (2) the internalization of the attention economy as a social ritual, where donation value determines message visibility and response priority; and (3) the development of authenticity through parasocial closeness, fostering trust between the streamer and audience. Furthermore, social integration is formed through dynamic interactions in the live chat, the use of community-specific symbolic language, and the streamer's role as a validator who legitimizes product recommendations. This study concludes that in the new media environment, social interaction and integration function as the primary foundation enabling the emergence of affiliate practices. Economic actions, such as purchasing through affiliate links, are preceded and strengthened by social processes within the digital community. These findings highlight the importance of community-based engagement in developing sustainable and effective digital marketing strategies, this study also offers practical implications for content creators and digital marketing practitioners.

**Keywords:** Affiliate, Streamer, YouTube, Promotion, New\_Media.

## Introduction

The development of new media has fundamentally transformed the paradigm of marketing communication, shifting from the traditional one-way model to a more dynamic and participatory form of interaction. One of the most well-known social media platforms is YouTube (Syaipudin, 2020). Platforms such as YouTube have become social spaces that enable the exchange of values and the formation of communities within this digital ecosystem. Many people use YouTube as a place to learn about specific topics, follow the latest news, watch funny or entertaining videos, and explore various interests and hobbies (Tinambunan & Siahaan, 2022). Live streaming is a form of broadcasting that takes place continuously and is conducted at the same time as the audience (Lohmar et al, 2011). Every fan has the ability to form a community and interact with other fans (Cohen, 2014).

Not only content creators, YouTube viewers form a dynamic digital community. According to research, streamers' ability to create interactive digital communication strategies to directly increase viewer engagement is crucial to the success of live streaming channels (Maulana & Ayuh, 2025). In addition to presenting main content, this strategy also involves the ability to trigger and respond to interactions in real time. Furthermore, this engagement is not only individual in nature, but also forms a solid community of viewers. Intense and repeated interactions in a shared cyberspace foster a sense of belonging and collective identity among viewers, making them feel like active members of the community rather than passive spectators (Rabbani & Wati, 2024). Communication takes place through a live chat function and donations via the Saweria platform. This allows viewers to not only be observers, but also play an active role in influencing the direction of the interaction (Agustina, 2018).

Interaction takes place through a live chat feature and donations via the Saweria platform. This allows viewers to not only watch, but also actively participate in the communication process (Agustina, 2018). A unique phenomenon can be seen on the YouTube channel of Setiawan Ade, a game streamer with 1.47 million subscribers, whose affiliate marketing practices actually began organically from viewer requests through the donation feature.

Viewers have the opportunity to make donations or give gifts to streamers during live broadcasts. This is a sign of support or appreciation for the content they are watching. Generally, gifts in live broadcasts take the form of virtual money or other virtual items that can be purchased with real money. Fans can send Super Chat or messages via a donation platform called Saweria, which allows fans to highlight their comments so that they stand out and appear on mobile devices (Rahmayunita, 2018). Saweria is widely used by Indonesian streamers and YouTubers as a means to monetize their content and build engagement with their audience. With this platform, viewers can support their favorite streamers by receiving benefits or recognition, such as having their names displayed on the streaming screen or receiving special greetings during live broadcasts (Tatok & Sari, 2025).

Viewers actively ask for product recommendations, especially perfumes, which are then responded to with product recommendations based on the streamer's personal experience. This pattern of communication is in line with the characteristics of new media described by Levy, where social interaction becomes the foundation for the formation of social integration in the digital ecosystem. According to (Amriwan et al, 2024) Successful content creators in affiliate programs are those who are able to build personal connections with their audience. Effective live streaming strategies are not only a means of promoting products but also a medium for direct interaction with consumers. (Yushita et al, 2024)

The important role of a streamer is clearly evident in the YouTube live streaming ecosystem. They not only present content live, but also create strong relationships and interactions with viewers. By presenting content live, the phenomenon of live streaming creates parasocial interactions between streamers and their viewers. Research (Ghani et al, 2024) shows that the parasocial relationship between streamers and fans on YouTube creates

deep emotional bonds. Meanwhile (Syakiroh et al, 2024) identifying that parasocial dynamics in modern social media have significant persuasive power.

Live streaming is more than a one-way broadcast. It creates a sense of closeness and shared presence, which are characteristics of parasocial interaction (Horton & Richard Wohl, 1956). In the context of new media, this can develop into a strong parasocial relationship, where the audience feels that they know and are emotionally attached to the creator even though the interaction is indirect (Dibble et al, 2016). Parasocial interactions that occur via live streaming can be considered as an initial catalyst that encourages audiences to participate actively. This then develops into a more complex form of social integration within digital communities. The limitations of this study lie in its primary focus on aspects of social interaction and social integration within Levy's new media theory framework.

Although many previous studies have examined various aspects of affiliate marketing and new media, there is a significant theoretical gap when Pierre Levy's new media theory is integrated into the analysis of organic affiliate practices on YouTube streamers. Research by (Erfiati, 2023) For example, focusing only on analyzing live streaming content strategies on TikTok for affiliate product marketing without exploring the dimensions of social interaction and social integration as the main theoretical framework. Research (Boediman & Luhur, 2023) focuses only on how public relations uses social media as a new medium, without using an integrative approach that integrates Levy's theory with specific affiliate practices. In addition, the research (Lubis, 2023) Although relevant, it has not specifically linked the dynamics of new media with organic affiliate marketing mechanisms. The gap in this research is that there are not many studies that examine the unique phenomenon in which affiliate marketing initiatives originate from audience demand rather than strategies designed by the streamers themselves.

The urgency of this research lies in the importance of integrating the two main dimensions of Pierre Levy's New Media Theory, namely social interaction and social integration, into the analysis of organic and community-based affiliate marketing practices. This is a topic that still infrequently talked about in digital marketing studies, which typically focus on technical and transactional methods. This research not only gives a wider theoretical viewpoint, but also provides useful tips for digital marketers and content creators on how genuine social foundations can be applied for lasting affiliate marketing strategies. This research looks into how social exchanges in live streaming activate affiliate practice and how social inclusion exchanges them in digital communities. The necessity of this research is becoming more obvious due to the swift growth of live e-commerce as a new avenue in Indonesia (Simarmata Lentina Wati et al, 2025), where real time interaction as the foundation for marketing integration strategies.

In the context of live-streaming commerce, social interaction not only builds relationships but also influences audience consumption behavior. Audience engagement through interactions with streamers and fellow viewers can enhance a product's utilitarian value and strengthen social validation within the digital community. This indicates that purchasing decisions are not solely driven by direct promotions, but rather by the social

dynamics formed within this interactive space, where interactions with fellow viewers have been shown to influence impulsive buying through the process of community validation (Vidyanata, 2025).

In this context, research on affiliate practice through YouTube streamer Setiawan Ade in product promotion on the @set1awanade channel is very important to conduct. Learning how the donation feature creates organic social integrations and how it can be turned into affiliate marketing opportunities can give us a better understanding of how new media works in the world of digital marketing. The objectives of this study are to identify the forms of social interaction in live streaming that underlie organic affiliate practices and to analyze how social integration is formed between streamers, viewers, and brands in this new media. Based on this background, the research question in this study is how affiliate practices through YouTube streamers in product promotion on the @set1awanade channel are viewed from the perspective of Pierre Levy's New Media Theory

The world of modern marketing communications has undergone major changes as a result of the development of digital media. Pierre Levy's New Media Theory provides a theoretical foundation for understanding these changes, whereby new media are not merely viewed as technology, but also as a social ecosystem that facilitates social interaction and social integration within digital communities (Levy et al, 2015). The characteristics of this new media enable the emergence of a more active and interactive type of marketing communication, as revealed (Boediman & Luhur, 2023) which emphasizes a paradigm shift from a one-way communication model to a more interactive form in the context of social media.

Affiliate marketing and live streaming are increasingly becoming dominant strategies in this new media environment. (Amriwan et al, 2024) identifies that the success of content creators in the YouTube Shopee Affiliate program is largely determined by their ability to build emotional closeness through direct interaction with their audience. This finding is in line with Saumantari's research, (Saumantari et al, 2025) which states that the combination of live streaming and affiliate systems is effective in driving purchasing decisions on Shopee e-commerce. In addition, (Yushita et al, 2024) stating that a successful live streaming strategy is highly dependent on an interactive and engaging viewing experience, which enables two-way communication between streamers and their audience.

The concept of parasocial interaction cannot be separated from the dynamics of interaction that occur during live streaming because it is important to build relationships between streamers and their audiences. (Ghani et al, 2024) In a study titled "Parasocial Interaction Between Streamer Deankt and Fans Through the YouTube Platform," it was shown that the parasocial relationships formed on YouTube create emotional attachment, encouraging fans to actively provide support. (Syakiroh et al, 2024) reinforce this perspective by analyzing parasocial relationships using a psychoanalytic approach. They found that these relationships fulfill individuals' psychological needs for belonging and social recognition. The results help us understand the phenomenon of product recommendation requests through the donation feature on Setiawan Ade's channel, which is a manifestation of the parasocial relationships that have been established.

Parasocial interaction is a key concept in understanding the relationship between streamers and audiences in live streaming. This interaction creates an illusion of social closeness that makes audiences feel they have a personal connection with the streamer, thereby increasing engagement and trust in digital communication. In the context of new media, this relationship develops through continuous and interactive communication, where the audience's emotional engagement is formed through digitally mediated and participatory communication experiences (Qu et al, 2020).

Although a number of previous studies have provided significant insights into the different elements of this phenomenon, there are still significant gaps. Research (Lubis, 2023) Regarding the use of Instagram as a medium of information, there has been no specific link between the dynamics of new media and organic affiliate marketing practices. Research (Erfiati, 2023) Regarding live streaming content strategies on TikTok for affiliate products, the focus is still on technical aspects without exploring new social media dimensions. This gap is addressed by this study, which uses Pierre Levy's new media theory as an analytical framework to understand organic affiliate marketing practices on Setiawan Ade's YouTube channel. This research is expected to provide theoretical and practical contributions to understanding the transformation of digital marketing in the era of new media with a qualitative approach that is appropriate for understanding complex social phenomena (Fiantika et al, 2022).

## Methodology

This study uses a descriptive qualitative approach to analyze in depth the affiliation practices of Setiawan Ade on his YouTube channel in promoting products. The qualitative method was chosen because of its exploratory and interpretive nature (Sugiyono, 2020), so that it is appropriate to understand the mechanisms of organic marketing communication through Pierre Levy's new media theory.

The data sources for this study include primary and secondary data. The main primary data was obtained through qualitative content analysis of Setiawan Ade's live streaming videos on his YouTube channel (<https://www.youtube.com/@set1awanade>) especially in his live streaming video content at the link <https://bit.ly/4sCEHpA> At 35:15 minutes. This analysis was combined with a documentary study of the live streaming interface, comment columns, and interactions within them. Supporting data was obtained through in-depth interviews with three informants who were viewers and consumers. Informants were selected using purposive sampling with the following criteria: (1) Viewer Setiawan Ade, (2) had witnessed affiliate practices in the content, (3) had purchased products based on recommendations. The informant profiles are as follows: Bayu (22 years old, student), Hidir (27 years old, pharmacy vocational worker), and Riffat (22 years old, student).

Data analysis in this study uses Miles and Huberman's interactive model, which consists of three stages: (1) data reduction, (2) data presentation, and (3) conclusion drawing. All stages of analysis were carried out based on Pierre Levy's New Media Theory framework. Levy defines new media as media based on digital technology and the internet, which is flexible, highly interactive, and can function both personally and publicly. This

theory emphasizes two key dimensions in understanding the dynamics of cyberspace, namely social interaction and social integration (Mondry, 2008). By using this theoretical approach, this study aims to reveal Setiawan Ade's affiliation practices more comprehensively.

## Result and Discussion

This study examines the phenomenon of marketing communication by focusing on Setiawan Ade's YouTube channel (@set1awanade) as a case study. Affiliate practices, particularly for perfume products, are analyzed through Setiawan Ade's live stream uploaded on January 6, 2025. Qualitative content analysis of the live streaming recording is the main data of the study and is supported by the results of interviews with three informants who are viewers of the channel and buyers of perfume based on Setiawan Ade's.

### 1. Forms of Social Interaction Underlying the Practice of Affiliation on Setiawan Ade's Channel

Affiliate practices in Setiawan Ade's live streaming content did not begin with a promotional strategy designed by the streamer as an affiliate, but rather developed organically from social interactions between the streamer and the audience. Based on an analysis of affiliate moments that occurred in live streaming content uploaded on January 6, 2025, three patterns of social interaction were found to underlie his affiliate practices.



**Figure 1.** Setiawan Ade Live Streaming Main Page

Source: YouTube, <https://bit.ly/4sCEHpA>, 6 January 2025 (minute 35:15)

The image shows Setiawan Ade's live streaming display. The streamer's camera is on the left side of the screen, complete with facial expressions, body movements, and sounds that can be heard by the audience. On the right side of the screen, there is a live chat column that displays various comments from the audience in real time, complete with the names of the commenters. The streamer not only speaks to an unseen audience but also responds to comments that appear, mentions viewers by name, or even adjusts the flow of conversation based on incoming questions. The audience is not just passive viewers but also active

participants in the discussion by writing comments or even sending donations, which will later appear as pop-ups on the streamer's screen.



**Figure 2.** Questions Appear on the Monitor Screen Results of Donations via Saweria  
Source: YouTube, <https://bit.ly/4sCEHpA>, 6 January 2025

At 35:15 minutes into the live stream video, there was an interaction that marked the beginning of the affiliate practice. One of the viewers gave Rp 10.000 through the donation platform called Saweria, which made a pop-up appear on the streamer's monitor screen. The pop up asked a specific question like "What perfume would you suggest for a first date?", this pop up showed up in the middle of a casual chat session, changing the topic from general conversation to a specific product discussion. In new media, the donation feature helps people sort through the lots of information in live chat. Donation make question more visible and get more serious answers. This shows that people who use new media are no longer just passive recipients of messages, they can now stop and change the content. This supports Pierre Levy's idea of cyberspace as a dynamic and multifunctional space for social interaction by showing that new media is a participatory space that allows for dialogic communication.



**Figure 3.** Saweria Page Display

Source: YouTube, <http://saweria.co/set1awanadejago>, 6 January 2025

Figure 3 shows the Saweria interface displaying donation amounts ranging from Rp 5,000 to Rp 100,000. The Saweria donation link can be accessed through Setiawan Ade's video description on his YouTube channel. Donations are seen as an effort that increases the credibility of questions and the audience's interest in getting answers. The more donations given, the higher the priority of the question to be answered comprehensively by the streamer. Economic value can be transformed into social value in new media, as demonstrated by this internalization. Levy emphasizes that the social and cultural practices emerging from new media are an important part of his understanding. The donation experience on this channel shows how technology helps build new norms and values in social interactions in the digital space.

In addition, the clear nominal hierarchy helps all community members understand that each incoming message usually carries a different weight depending on the amount of donation included. Everyone who watches agrees that messages with bigger donations get more attention. This is normal in the world of live streaming. So, the donation system is not only a way to set priorities, but also a social structure that controls how people interact in this digital world.



**Figure 4.** Product Demonstration by Streamers When Answering Questions  
Source: YouTube, <https://bit.ly/4sCEHpA>, 6 January 2025

Setiawan Ade responded to the question by suggesting the Luminos version of Mykonos perfume at the exact moment the audience's pop up message appeared on the screen. Throughout the conversation, he communicated in a casual way. At 35:15 minutes into the live stream, he said, "Use Luminos. Lots of people use Luminos for first dates. When I read through the DMs, this is the one most people use for first dates. And when I go out with my girlfriend, I also like to use this. Because the scent is nice, and girls usually like sweet scents, Luminos is a mix of floral and banana milk. Most girls like it."

Setiawan Ade does some things that really show what he is talking about. For example he sprays perfume in the air. Smells it right in front of the camera. This makes people watching feel like they are experiencing it with him. It is like they are sharing something together. Based on interviews with the three informants (Hidir, Bayu, and Riffat), who are viewers of Setiawan Ade and have also purchased perfume recommended by Setiawan Ade, they acknowledge that the relaxed, informal communication style, which feels like talking to a friend, is the main difference from conventional advertising. When Setiawan Ade recommends something it doesn't feel like he is trying to sell it. It feels like he is just talking about something he really likes. This makes people trust him more. New media, like the internet and videos can be a place where people trust each other. This happens because people are being real and honest with each other. Levy argues that the parasocial relationship formed between streamers and audiences is a social reality built through repeated interactions in cyberspace. This closeness changes the status of streamers from mere content creators to virtual friends who give recommendations.

In live streaming content, the three patterns of social interaction found are mutually supportive: communication initiated by viewers through donations, the habit of making donations a sign of seriousness, and personal closeness between streamers and viewers. The first pattern gives viewers the opportunity to choose discussion topics, the second pattern ensures that questions sent are worthy of a comprehensive answer, and the third pattern makes the streamer's answers seem like advice from a friend. These three interaction

patterns make affiliation on Setiawan Ade's YouTube channel happen naturally, without the impression of being like a typical advertisement.

Affiliate practices cannot occur without lively and meaningful interaction between streamers and audiences. Therefore, the forms of social interaction in live streaming that trigger affiliate practices are donation-based dialogic communication, the attention economy as a social ritual, and authenticity built through personal closeness. With the fulfillment of these indicators, namely participatory communication, audience power over content, and real-time dialogue, it can be concluded that social interaction in live streaming has successfully facilitated the organic emergence of affiliate practices.

## 2. The Process of Social Integration between Streamers, Communities, and Brands

In intense and repeated social interactions, strong social integration is formed between streamers, viewer communities, and brands. This integration process can be seen in the dynamics of discussions in live chat columns, the use of symbolic language as a collective identity, and the role of streamers as the final validators connecting viewers with brands.

The dynamics that occur in the live chat column after product recommendations show the process of social integration at the moment of affiliation analyzed in this study. Initially, interactions between viewers were vertical (streamer to viewer), but then changed to horizontal conversations in which viewers responded to each other, verified, and even debated new information. These dynamics help us understand how social integration is built in this digital space.

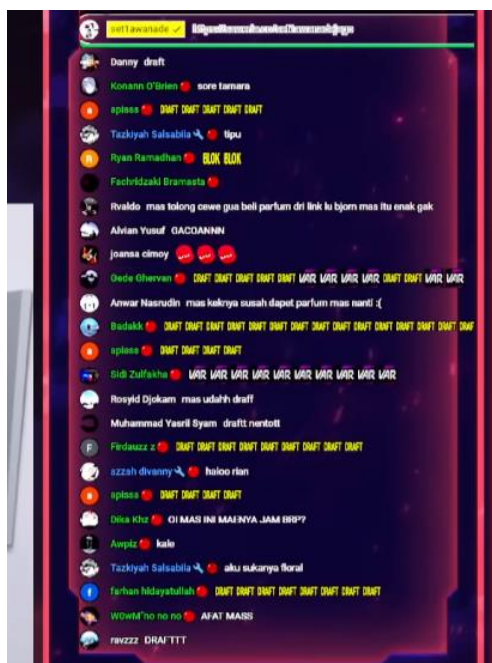


Figure 5. Live Chat Column Display

Source: YouTube, <https://bit.ly/4sCEHpA>, 6 January 2025

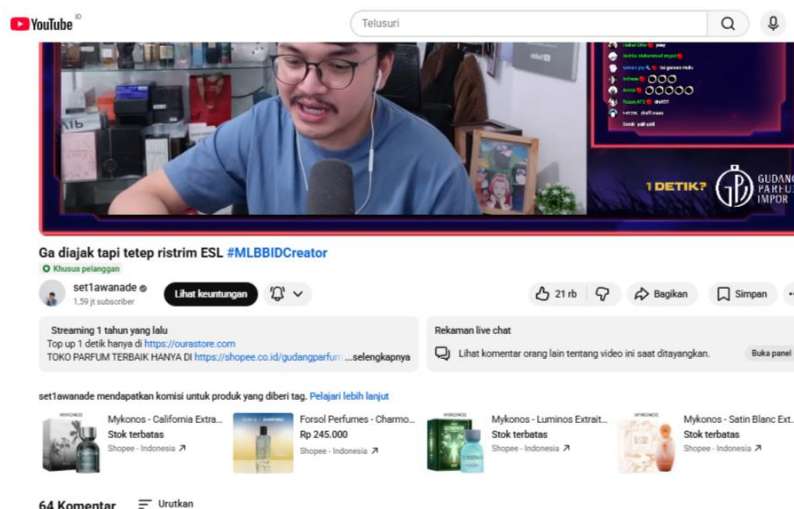
The live chat column that appeared while Setiawan Ade was doing his affiliate practice was not only a place for stickers or community slang to appear, but also a place for

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real discussion between viewers. Stickers such as “Draft” appear when viewers ask Setiawan Ade to start playing a game, while the “TY” (Thank You) sticker is used to express gratitude for the information provided, and the “GG” sticker appears when viewers are impressed or agree with Setiawan Ade's recommendations. According to Levy, symbolic language is one way in which communities integrate in cyberspace. The use of a shared and mutually understood unique language creates a symbolic boundary that distinguishes core community members from ordinary viewers. Understanding and using this unique language or symbols makes a person feel more integrated into the community.

Viewers engage in substantial discussions simultaneously in the same chat column. Some customers share their own experiences using the recommended products to verify the streamer's claims. Other viewers ask further questions about perfume variants or comparisons with similar products. There was even a discussion about scent preferences in the live chat column, such as when Setiawan Ade asked, “Surely the girls here like sweet scents, right?” Then, in the chat column, the account Tazkiyah Salsabila replied, “Yes, I like floral scents.” These Q&A sessions and small discussions show that the community does not just receive information instantly but actively test and relates the information to their personal experiences. This process of verification actually increases solidarity in the community because each member of the community feels that their opinion is heard and valued by the community even if their opinion differs from the opinions of other members of the community.

As a result, chat rooms are not a place to share information but there are also a place where people become good friends. This is an example of what Pierre Levy calls collective intelligence. In chat rooms, information is not only transmitted from a single source which is a streamer, but it is also socially constructed through community members like verification, confirmation, and even refutation. Everyone who takes a part of contribute to the development of conversation about the product at the same time, which leads to a deeper and more sophisticated understanding than if the information only came from one source.



**Figure 6.** Affiliate Links in Video Descriptions

Source: YouTube, <https://bit.ly/4sCEHpA>, 6 January 2025

The highest level of social integration happens when affiliate links are added to video description. Setiawan Ade does not directly tell viewers to buy products during streaming, instead he provides links in the description section of his stream. These links take viewers to e-commerce sites. In the context of established social integration, these links are not merely transactional components, they represent a point where the streamers social influence makes it okay for viewers to make a purchase. The streamer social authority plays a role in making viewers trust these economic actions. The links are part of how Setiawan Ade connects with his viewers and helps them make buying decisions. The approach helps build a relationship between the streamer and the viewers. From the interview results, the informants admitted that Setiawan Ade's statements as an affiliate helped reduce their doubts about the products. Within Levy's theoretical framework, streamer as validators who transform the collective knowledge built by viewers into a force that legitimizes economic actions. Affiliate links serve as a bridge connecting social capital (viewer trust) with economic capital (purchase transactions).

Affiliate links placed discreetly outside the main interaction space, namely in live chat, show that economic transactions should not interfere with established social cohesion. Therefore, strong social integration can facilitate sustainable affiliate practices. In his new media theory, Levy states that social elements precede and enable economic elements, not the other way around. This finding supports the thesis that communities are formed by social interaction and integration, and only then can affiliate practices run naturally within them.

The formation of social integration in Setiawan Ade's live streaming content from 35:15 to 35:50 was created through the community's unique language, the development of collective intelligence in chat discussions, and the role of streamers as validators, showing that this social integration has been achieved and has become the foundation that makes affiliate practices run naturally within the community. New media not only functions as a

communication medium but also as a social space where communities build their own habits and language.

## Conclusion

Based on the results of analysis and discussion regarding affiliate practices through YouTube streamers on the @set1awanade channel, this study concludes that the affiliate practices that on this channel are not driven by planned promotion, but emerge organically from streamer to audience interactions that develop into strong social integration. Three patterns of social interaction form the foundation for the emergence of affiliate practices, namely dialogic communication triggered by the audience through messages via Saweria donations at 35:15 minutes, the adoption of the attention economic as a social practice where contributions are seen as a type of genuine exploration, and the development of authenticity through a one sided relationship via casual, truthful, and personal interaction. From these intense and repeated interactions, social integration was formed, manifested in a collective discussion space in the live chat column where viewers discussed and shared their experiences about the product, the use of Setiawan Ade's community-specific language that strengthened collective identity, and the role of the streamer as the final validator who legitimized the affiliate link as a connector between economic action (affiliate practice) and audience trust. This finding proves Pierre Levy's thesis that in new media, social foundations precede economic actions, with communities formed through interaction before affiliate practice emerge organically. New media functions not only as a communication tool but also as a digital social ecosystem that shapes values, power relations, and engagement patterns. This implies that digital marketing strategies needs to move from one way promotion to community building for real interaction and strong social integration.

This study has both theoretical and practical implications. Theoretically, it reinforces Pierre Levy's New Media Theory by showing that social interaction and integration serve as the foundation for economic practices in digital spaces. Practically, it suggests that content creators and marketers should prioritize authentic engagement and community building to develop sustainable affiliate strategies. Future research is recommended to examine similar phenomena across different platforms or use broader samples to gain a more comprehensive understanding of digital audience behavior.

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