

## DAFTAR PUSTAKA

- Suryadinata, L. (Ed.). (2024). *Rising China's Soft Power in Southeast Asia: Impact on Education and Popular Culture*. ISEAS-Yusof Ishak Institute.
- Suryadinata, L. (2024). 12. *The Power of Fantasy: Southeast Asians' Obsession with Chinese Xianxia Dramas*. In *Rising China's Soft Power in Southeast Asia: Impact on Education and Popular Culture* (pp. 215-236). ISEAS–Yusof Ishak Institute.
- Jing, Y. (2021). *Reconstructing Ancient Chinese Cultural Memory in the Context of Xianxia TV Drama*.
- Artisna, P., Naswa, F., & Rohmah, M. (2022). *Respon generasi milenial Indonesia di tengah masuknya budaya asing*. In *Prosiding Seminar Nasional Ilmu Ilmu Sosial (SNIIS)* (Vol. 1, pp. 695-705).
- Eb, G. A. (2023). *Globalisasi Budaya, Homogenisasi dan pengaruhnya terhadap identitas budaya lokal*. *Janaloka: Jurnal Ilmu Komunikasi*, 1(2 DESEMBER), 71-80.
- Robertson, R. (1992). *Globalization: Social theory and global culture*.
- LaRose, R., Gregg, J. L., Strover, S., Straubhaar, J., & Carpenter, S. (2007). *Closing the rural broadband gap: Promoting adoption of the Internet in rural America*. *Telecommunications policy*, 31(6-7), 359-373.
- Pamungkas, I. (2024). *Keberhasilan Strategi Tencent dan Bilibili Dalam Mempopulerkan Danmei di Pasar Amerika Serikat*.
- Huang, Y. (2016). *Understanding China's Belt & Road initiative: motivation, framework and assessment*. *China economic review*, 40, 314-321.
- Halim, S., & Truna, D. S. (2023). *Taoisme dan konfusianisme di Indonesia*. *Ideology Journal*, 8(1), 41-51.
- Graham-White, A. (1976). *The Characteristics of Traditional Drama*. *Theater*, 8(1), 11-24.
- Halim, S., & Truna, D. S. (2023). *Taoisme dan konfusianisme di Indonesia*. *Ideology Journal*, 8(1), 41-51.
- Arfina, S. K., Meidi, S. N. H., Sari, W., Wahyuni, Y., & Nugraha, R. G. (2022). *Pengaruh masuknya budaya asing terhadap nilai-nilai Pancasila pada era milenial*. *Jurnal Kewarganegaraan*, 6(1), 2150-2152.
- ngkas, I. (2024). *Keberhasilan Strategi Tencent dan Bilibili Dalam Mempopulerkan Danmei di Pasar Amerika Serikat*.



施畅 & 汤君妍.(2024).仙侠世界：《仙剑奇侠传》的跨媒介叙事及其精神价值.贵州大学学报(艺术版),38(01),66-72.

张英菲.(2024).中国仙侠文化海外传播探析.数字化传播,(07),65-68.

田雯丹 & 石嵩.(2024).中国仙侠剧的国际传播：神话叙事和文化认同.中国民族美术,(02),20-29.

刘敏仪.(2024).海外社交媒体平台视域下中国文化的国际传播.嘉应文学,(20),109-112.

