

## DAFTAR PUSTAKA

- Ahmad Alfaridzi, B., Thohari Mahfudillah, C., Yatus Sangadah, R., & Ipinu Taqiuddin, A. (2023). The *Metaverse* Media Analysis In A Future Of Instructional Strategy. *Journal of Islamic Education Studies*, 8(2). <http://ejournal.uniramalang.ac.id/index.php/alwijdan>
- Akmal, Y., Koeswanto, S., & Hartati, S. (2020). Character Development in Generation *Alpha* Through Social-Emotional Learning With Parent Involvement.
- Amirulloh, M. F. N., & Mulqi, M. (2022). Know More *Metaverse* as The Technology of The Future. In *International Journal of Research and Applied Technology* (Vol. 2, Issue 2).
- Apaydin, Ç., & Kaya, F. (2019). Çiğdem Apaydin, Feyza Kaya AN ANALYSIS OF THE PRESCHOOL TEACHERS' VIEWS ON *ALPHA* GENERATION. *European Journal of Education Studies*, 6(11), 124. <https://doi.org/10.5281/zenodo.3627158>
- Asni, Y., Shofa Tsuraya, A., & Parepare, I. (2023). *ALPHA* GENERATION IN ELT: TEACHERS' PERSPECTIVE. 9(1). <https://doi.org/10.24252/Eternal.V91.2023.A7>
- Azizah Puteri, S. (n.d.). *ALPHA* GENERATION PERSPECTIVE ON THE USE OF TECHNOLOGY IN FILTERING ACTUAL INFORMATION THROUGH SOCIAL MEDIA. In *Journal of English Education and Literacy* (Vol. 2, Issue 1). <http://ejournal.unis.ac.id/index.php/Primacy>
- Banaeian Far, S., Imani Rad, A., & Rajabzadeh Asaar, M. (2023). *Blockchain* and its derived technologies shape the future generation of digital businesses: a focus on decentralized finance and the *Metaverse*. In *Data Science and Management* (Vol. 6, Issue 3, pp. 183–197). KeAi Communications Co. <https://doi.org/10.1016/j.dsm.2023.06.002>
- Barreda-Ángeles, M., Horneber, S., & Hartmann, T. (2023). Easily applicable social *virtual* reality and social presence in *online* higher education during the covid-19 pandemic: A qualitative study. *Computers & Education: X Reality*, 2, 100024. <https://doi.org/10.1016/j.cexr.2023.100024>
- Bayram, A. (n.d.). Metaleisure: Leisure Time Habits to be Changed with *Metaverse*.
- Bellini, P., Ipsaro Palesi, L. A., Giovannoni, A., & Nesi, P. (2023). Managing complexity of data models and performance in broker-based Internet/Web of Things architectures. In *Internet of Things* (Netherlands) (Vol. 23). Elsevier B.V. <https://doi.org/10.1016/j.iot.2023.100834>

- Bentsen, K., & Pedersen, P. E. (2023). Can digital platforms support moralized markets? An analysis of affordances that matter to moralization. *Marketing Theory*. <https://doi.org/10.1177/14705931231207321>
- Boffi, P., Clerici, M., Gallace, A., & Lanzi, P. L. (2023). An educational experience in ancient Rome to evaluate the impact of *virtual* reality on human learning processes. *Computers & Education: X Reality*, 2, 100014. <https://doi.org/10.1016/j.cexr.2023.100014>
- Brahma, M., Rejula, M. A., Srinivasan, B., Kumar, S. N., Banu, W. A., Malarvizhi, K., Priya, S. S., & Kumar, A. (2023). Learning impact of recent ICT advances based on *virtual* reality IoT sensors in a *metaverse* environment. *Measurement: Sensors*, 27. <https://doi.org/10.1016/j.measen.2023.100754>
- Buhalis, D., Leung, D., & Lin, M. (2023). *Metaverse* as a disruptive technology revolutionising tourism management and marketing. In *Tourism Management* (Vol. 97). Elsevier Ltd. <https://doi.org/10.1016/j.tourman.2023.104724>
- Cano-Quiveu, G., Ruiz-de-Clavijo-Vazquez, P., Bellido, M. J., Juan-Chico, J., & Viejo-Cortes, J. (2023). IRIS: An embedded secure boot for IoT devices. *Internet of Things* (Netherlands), 23. <https://doi.org/10.1016/j.iot.2023.100874>
- Charuvila, A., & Jnaneswar, K. (2021). *Influencer* Marketing: An Analysis to Current World of Gen Z and Pre-Gen *Alpha*. In *Basic and Applied Research Journal* (Vol. 3, Issue 1).
- Chen, X. (2023). *Metaverse* and the Unified Chinese Market (pp. 647–659). [https://doi.org/10.2991/978-94-6463-124-1\\_74](https://doi.org/10.2991/978-94-6463-124-1_74)
- De Felice, F., De Luca, C., Chiara, S. Di, & Petrillo, A. (2022). Physical and digital worlds: implications and opportunities of the *metaverse*. *Procedia Computer Science*, 217, 1744–1754. <https://doi.org/10.1016/j.procs.2022.12.374>
- Demir, G., Argan, M., & Dinç, H. (2023). The Age Beyond Sports: User Experience in the World of *Metaverse*. *Journal of Metaverse*, 3(1), 19–27. <https://doi.org/10.57019/jmv.1176938>
- Devrim, A., & Düzce, Y. (n.d.). Entrepreneurship in The World of *Metaverse: Virtual* or Real?
- Dewi, M. S. (2021). Media Elektronik Dan Pengawasan Orang Tua Sebagai Pendidikan Anti Kekerasan Anak Usia Dini Dalam Perspektif Psikologi. *Jurnal Pendidikan AURA (Anak Usia Raudhatul Atfhal)*, 2(1). <https://doi.org/10.37216/aura.v2i1.467>
- Diyadin Lenger, A. (2023). Pazarlama Alanında Yeni Bir Çağ: *Metaverse* ve Değişen İnsan İhtiyaçları (New Era in Marketing: *Metaverse* and Changing

Human Needs). *Turk Turizm Arastirmalari Dergisi*.  
<https://doi.org/10.26677/tr1010.2023.1323>

- Djafarova, E., & Rushworth, C. (2017). Exploring the credibility of *online* celebrities' Instagram profiles in influencing the purchase decisions of young female users. *Computers in Human Behavior*, 68, 1–7.  
<https://doi.org/10.1016/j.chb.2016.11.009>
- Dwivedi, Y. K., Hughes, L., Wang, Y., Alalwan, A. A., Ahn, S. J., Balakrishnan, J., Barta, S., Belk, R., Buhalis, D., Dutot, V., Felix, R., Filieri, R., Flavián, C., Gustafsson, A., Hinsch, C., Hollensen, S., Jain, V., Kim, J., Krishen, A. S., ... Wirtz, J. (2023). *Metaverse* marketing: How the *metaverse* will shape the future of consumer research and practice. *Psychology and Marketing*, 40(4), 750–776. <https://doi.org/10.1002/mar.21767>
- Egadwi Miranda, A., & Veto Mortini, A. (n.d.). READING HABITS IN THE DIGITAL AGE: CHANGES TREND AND BEHAVIOR IN *ALPHA* GENERATION.
- Elford, D., Lancaster, S. J., & Jones, G. A. (2023). *Augmented Reality* and worked examples: Targeting organic chemistry competence. *Computers & Education: X Reality*, 2, 100021. <https://doi.org/10.1016/j.cexr.2023.100021>
- Far, S. B., & Rad, A. I. (n.d.). Applying Digital Twins in *Metaverse*: User Interface, Security and Privacy Challenges.
- Faruk, M., Rahman, M., & Hasan, S. (2021). How digital marketing evolved over time: A bibliometric analysis on scopus database. In *Heliyon* (Vol. 7, Issue 12). Elsevier Ltd. <https://doi.org/10.1016/j.heliyon.2021.e08603>
- Floridi, L. (2022). *Metaverse*: a Matter of Experience. In *Philosophy and Technology* (Vol. 35, Issue 3). Springer Science and Business Media B.V. <https://doi.org/10.1007/s13347-022-00568-6>
- Fokides, E. (2023). Development and testing of a scale for examining factors affecting the learning experience in the *Metaverse*. *Computers & Education: X Reality*, 2, 100025. <https://doi.org/10.1016/j.cexr.2023.100025>
- Franco, P., Canniford, R., & Phipps, M. (2022). Object-oriented marketing theory. *Marketing Theory*, 22(3), 401–420.  
<https://doi.org/10.1177/14705931221079407>
- Gao, D., Li, R., Mao, L., Wang, H., & Ning, H. (2023). Dynamic cooperation and mutual feedback network for shield machine. *Internet of Things* (Netherlands), 23. <https://doi.org/10.1016/j.iot.2023.100853>

- Giang Barrera, K., & Shah, D. (2023). Marketing in the *Metaverse*: Conceptual understanding, framework, and research agenda. *Journal of Business Research*, 155. <https://doi.org/10.1016/j.jbusres.2022.113420>
- Ginting, R. (2022). The Legal Perspective on Strengthening the Practice of Bank Guarantees in Indonesia: Revisiting the Provisions Related to Payment. *Journal of Central Banking Law and Institutions*, 1(2). <https://doi.org/10.21098/jcli.v1i2.16>
- Golf-Papez, M., Heller, J., Hilken, T., Chylinski, M., de Ruyter, K., Keeling, D. I., & Mahr, D. (2022). Embracing falsity through the *metaverse*: The case of synthetic customer experiences. *Business Horizons*, 65(6), 739–749. <https://doi.org/10.1016/j.bushor.2022.07.007>
- Gomes, C., Fernanda, C., Bezerra, M., Oste, G., Cremonesi, G., Augusto, T., Reis, D., Fernanda De Melo, C., Graziela, B., Graziano, O., & Corresponding, C. (2018). Study on The *Alpha* Generation And The Reflections of Its Behavior in the Organizational Environment. In *Quest Journals Journal of Research in Humanities and Social Science* (Vol. 6, Issue 1). [www.questjournals.org](http://www.questjournals.org)
- Hamari, J., Koivisto, J., & Sarsa, H. (2014). Does gamification work? - A literature review of empirical studies on gamification. *Proceedings of the Annual Hawaii International Conference on System Sciences*, 3025–3034. <https://doi.org/10.1109/HICSS.2014.377>
- Hammad, S. S., Iskandaryan, D., & Trilles, S. (2023). An unsupervised TinyML approach applied to the detection of urban noise anomalies under the smart cities environment. *Internet of Things* (Netherlands), 23. <https://doi.org/10.1016/j.iot.2023.100848>
- Hart, C. (2018). *Doing a Literature Review* (2nd Edition). SAGE Publications.
- Henriksen, A. H., Topor, M. K., Hansen, R. A., Damsgaard, L., Veber Nielsen, A.-M., Wulff-Abramsson, A., & Wienecke, J. (2023). *Virtual* reality and embodied learning for improving letter-sound knowledge and attentional control in preschool children: A study protocol. *Computers & Education: X Reality*, 2, 100019. <https://doi.org/10.1016/j.cexr.2023.100019>
- Hernández, M. S. (2023). Beliefs and attitudes of canarians towards the chilean linguistic variety. *Lenguas Modernas*, 62, 183–209. <https://doi.org/10.13039/501100011033>
- Hernandez-Jaimes, M. L., Martinez-Cruz, A., Ramírez-Gutiérrez, K. A., & Feregrino-Uribe, C. (2023). Artificial intelligence for IoMT security: A review of intrusion detection systems, attacks, datasets and Cloud–Fog–Edge architectures. In *Internet of Things* (Netherlands) (Vol. 23). Elsevier B.V. <https://doi.org/10.1016/j.iot.2023.100887>

- Hollensen, S., Kotler, P., & Opresnik, M. O. (2023). *Metaverse* – the new marketing universe. *Journal of Business Strategy*, 44(3), 119–125. <https://doi.org/10.1108/JBS-01-2022-0014>
- Huynh-The, T., Gadekallu, T. R., Wang, W., Yenduri, G., Ranaweera, P., Pham, Q. V., da Costa, D. B., & Liyanage, M. (2023). *Blockchain for the metaverse: A Review*. *Future Generation Computer Systems*, 143, 401–419. <https://doi.org/10.1016/j.future.2023.02.008>
- Israfilzade, K. (2023). DECODING THE HYPE: A PRAGMATIC INVESTIGATION OF MARKETING OPPORTUNITIES WITHIN THE *METaverse* AND FUTURE RESEARCH AGENDAS (Vol. 416, Issue 1).
- Jacobs, C., Wheeler, J., Williams, M., & Joiner, R. (2023). Cognitive interviewing as a method to inform questionnaire design and validity - Immersive Technology Evaluation Measure (ITEM) for healthcare education. *Computers & Education: X Reality*, 2, 100027. <https://doi.org/10.1016/j.cexr.2023.100027>
- Jin, S. V., Muqaddam, A., & Ryu, E. (2019). Instafamous and social media *influencer* marketing. *Marketing Intelligence and Planning*, 37(5), 567–579. <https://doi.org/10.1108/MIP-09-2018-0375>
- Kais, M., & Al-Gnbri, A. (n.d.). Accounting and Auditing in the *Metaverse* World from a *Virtual Reality* Perspective: A Future Research.
- Kalyvaki, M. (2023). Navigating the *Metaverse* Business and Legal Challenges: Intellectual Property, Privacy, and Jurisdiction. In *Journal of Metaverse* (Vol. 3, Issue 1, pp. 87–92). Izmir Academy Association. <https://doi.org/10.57019/jmv.1238344>
- Kar, A. K., & Varsha, P. S. (2023). Unravelling the techno-functional building blocks of *metaverse* ecosystems – A review and research agenda. In *International Journal of Information Management Data Insights* (Vol. 3, Issue 2). Elsevier B.V. <https://doi.org/10.1016/j.jjime.2023.100176>
- Kasapakis, V., Dzardanova, E., & Agelada, A. (2023). *Virtual reality in education: The impact of high-fidelity nonverbal cues on the learning experience*. *Computers & Education: X Reality*, 2, 100020. <https://doi.org/10.1016/j.cexr.2023.100020>
- Kataria, K., Chandana, J., Raghunadhavan, A., Gandhi, K., Raja, K., & Gite, S. (2023). *Virtual Reality Skateboard Extending Metaverse*. *Journal of Metaverse*, 3(2), 100–107. <https://doi.org/10.57019/jmv.1317562>
- Katterbauer, K., Syed, H., & Cleenewerck, L. (n.d.). Financial cybercrime in the Islamic Finance *Metaverse*.

- Kaur, J., Mogaji, E., Paliwal, M., Jha, S., Agarwal, S., & Mogaji, S. A. (2023). Consumer behavior in the *metaverse*. *Journal of Consumer Behaviour*. <https://doi.org/10.1002/cb.2298>
- Khan, A. N., Rizwan, A., Ahmad, R., Khan, Q. W., Lim, S., & Kim, D. H. (2023). A precision-centric approach to overcoming data imbalance and non-IIDness in federated learning. *Internet of Things (Netherlands)*, 23. <https://doi.org/10.1016/j.iot.2023.100890>
- Khanif, A. (2023). Islamic Religious Education Learning Strategy for *Alpha* Generation: A Case Study at Darul Qur'an School Elementary School Semarang City. *ASCARYA*, 3(1). <https://doi.org/10.53754/iscs.v1i1.461>
- Kotler, P., & Kelle, K. L. (2021). *Marketing Management* (16th ed.).
- Kotler, P., Kertajaya, H., & Setiawan, I. (2024). *MARKETING 6.0 THE FUTURE IS IMMERSIVE*. John Wiley & Sons, Inc., Hoboken, New Jersey.
- Koutromanos, G., & Kazakou, G. (2023). *Augmented Reality* smart glasses use and acceptance: A literature review. *Computers & Education: X Reality*, 2, 100028. <https://doi.org/10.1016/j.cexr.2023.100028>
- Kraus, S., Kumar, S., Lim, W. M., Kaur, J., Sharma, A., & Schiavone, F. (2023). From moon landing to *metaverse*: Tracing the evolution of Technological Forecasting and Social Change. *Technological Forecasting and Social Change*, 189. <https://doi.org/10.1016/j.techfore.2023.122381>
- Kumar, A. (n.d.). *Understanding Generation Alpha*.
- Kumar, D., Sood, S. K., & Rawat, K. S. (2023). IoT-enabled technologies for controlling COVID-19 Spread: A scientometric analysis using CiteSpace. *Internet of Things (Netherlands)*, 23. <https://doi.org/10.1016/j.iot.2023.100863>
- Lee, H. J., & Gu, H. H. (2022). Empirical Research on the *Metaverse* User Experience of *Digital natives*. *Sustainability (Switzerland)*, 14(22). <https://doi.org/10.3390/su142214747>
- Lim, X. J., Mohd Radzol, A. R. bt, Cheah, J.-H. (Jacky), & Wong, M. W. (2017). The Impact of Social Media *Influencers* on Purchase Intention and the Mediation Effect of Customer Attitude. *Asian Journal of Business Research*, 7(2). <https://doi.org/10.14707/ajbr.170035>
- Lowell, V. L., & Tagare, D. (2023). Authentic learning and fidelity in *virtual* reality learning experiences for self-efficacy and transfer. *Computers & Education: X Reality*, 2, 100017. <https://doi.org/10.1016/j.cexr.2023.100017>

- Lubna, Mufti, N., Ullah, S., Sharif, A., Nawaz, M. W., Alkhayyat, A., Imran, M. A., & Abbasi, Q. H. (2023). IoT enabled vehicle recognition system using inkjet-printed windshield tag and 5G cloud network. *Internet of Things (Netherlands)*, 23. <https://doi.org/10.1016/j.iot.2023.100873>
- Lv, Z. (2023). Generative artificial intelligence in the *metaverse* era. In *Cognitive Robotics* (Vol. 3, pp. 208–217). KeAi Communications Co. <https://doi.org/10.1016/j.cogr.2023.06.001>
- Malik, H., Anees, T., Faheem, M., Chaudhry, M. U., Ali, A., & Asghar, M. N. (2023). *Blockchain and Internet of Things* in smart cities and drug supply management: Open issues, opportunities, and future directions. In *Internet of Things (Netherlands)* (Vol. 23). Elsevier B.V. <https://doi.org/10.1016/j.iot.2023.100860>
- Marcozzi, M., Gemikonakli, O., Gemikonakli, E., Ever, E., & Mostarda, L. (2023). Availability evaluation of IoT systems with Byzantine fault-tolerance for mission-critical applications. *Internet of Things (Netherlands)*, 23. <https://doi.org/10.1016/j.iot.2023.100889>
- Mitra, S. (2023). *Metaverse: A Potential Virtual-Physical Ecosystem for Innovative Blended Education and Training*. *Journal of Metaverse*, 3(1), 66–72. <https://doi.org/10.57019/jmv.1168056>
- Monica, P. D., & Darma, G. S. (2022). Digital Marketing Strategy For Balinese Handycrafts In The *Metaverse* Era. *CHANNEL: Jurnal Komunikasi*, 10(1). <https://doi.org/10.12928/channel.v10i1.23747>
- Nadrah, U., & Fauziah, N. (n.d.). International Journal of Students Education THE IMPACT OF SOCIAL MEDIA ON PANCASILA VALUES IN GENERATION ALFA.
- Nagy, Á., & Kölcsey, A. (2017a). Generation *Alpha*: Marketing or Science. *Acta Technologica Dubnicae*, 7(1), 107–115. <https://doi.org/10.1515/atd-2017-0007>
- Nagy, Á., & Kölcsey, A. (2017b). Generation *Alpha*: Marketing or Science. *Acta Technologica Dubnicae*, 7(1), 107–115. <https://doi.org/10.1515/atd-2017-0007>
- Nalbant, K. G., & Aydin, S. (2023a). Development and Transformation in Digital Marketing and Branding with Artificial Intelligence and Digital Technologies Dynamics in the *Metaverse* Universe. *Journal of Metaverse*, 3(1), 9–18. <https://doi.org/10.57019/jmv.1148015>
- Nalbant, K. G., & Aydin, S. (2023b). Development and Transformation in Digital Marketing and Branding with Artificial Intelligence and Digital Technologies

- Dynamics in the *Metaverse* Universe. *Journal of Metaverse*, 3(1), 9–18. <https://doi.org/10.57019/jmv.1148015>
- Nassra, I., & Capella, J. V. (2023). Data compression techniques in IoT-enabled wireless body sensor networks: A systematic literature review and research trends for QoS improvement. In *Internet of Things* (Netherlands) (Vol. 23). Elsevier B.V. <https://doi.org/10.1016/j.iot.2023.100806>
- Noor, Z., Hina, S., Hayat, F., & Shah, G. A. (2023). An intelligent context-aware threat detection and response model for smart cyber-physical systems. *Internet of Things* (Netherlands), 23. <https://doi.org/10.1016/j.iot.2023.100843>
- Nowlan, N., Arya, A., Qorbani, H. S., & Abdinejad, M. (2023). Higher-order thinking skills assessment in 3D *virtual* learning environments using motifs and expert data. *Computers & Education: X Reality*, 2, 100012. <https://doi.org/10.1016/j.cexr.2023.100012>
- Nur, A., & Rusnali, A. (2021). *Alpha* Generation and Digital Literacy for the Future of the Nation (Vol. 2, Issue 2).
- Nur Arifah, atun, Agus Munir, M., & Nudin, B. (2021). Educational Design for *Alpha* Generation in the Industrial Age 4.0. [www.indonesia2045.org](http://www.indonesia2045.org)
- Oyelere, A. S., Agbo, F. J., & Oyelere, S. S. (2023). Formative evaluation of immersive *virtual* reality expedition mini-games to facilitate computational thinking. *Computers & Education: X Reality*, 2, 100016. <https://doi.org/10.1016/j.cexr.2023.100016>
- Patrawiwat, K., & Tuntivivat, S. (n.d.). The Journal of Behavioral Science (TJBS) Family Strengths in Generation *Alpha* in the Thai Context. In Kanchana Patrawiwat and Sudarat Tuntivivat (Vol. 16, Issue 3).
- Peñuelas-Angulo, A., Feregrino-Uribe, C., & Morales-Sandoval, M. (2023). Revocation in attribute-based encryption for fog-enabled *Internet of Things*: A systematic survey. In *Internet of Things* (Netherlands) (Vol. 23). Elsevier B.V. <https://doi.org/10.1016/j.iot.2023.100827>
- Polas, M. R. H., Afshar Jahanshahi, A., Kabir, A. I., Sohel-Uz-Zaman, A. S. M., Osman, A. R., & Karim, R. (2022). Artificial Intelligence, *Blockchain* Technology, and Risk-Taking Behavior in the 4.0IR *Metaverse* Era: Evidence from Bangladesh-Based SMEs. *Journal of Open Innovation: Technology, Market, and Complexity*, 8(3). <https://doi.org/10.3390/joitmc8030168>
- Pourrahmani, H., Yavarinasab, A., Monazzah, A. M. H., & Van herle, J. (2023). A review of the security vulnerabilities and countermeasures in the *Internet of Things* solutions: A bright future for the *Blockchain*. In *Internet of Things*



(Netherlands) (Vol. 23). Elsevier B.V.  
<https://doi.org/10.1016/j.iot.2023.100888>

Proceedings of the 15th International Academic MindTrek Conference Envisioning Future Media Environments. (2013). ACM Digital Library.

Radu, I., Huang, X., Kestin, G., & Schneider, B. (2023). How *Augmented Reality* influences student learning and inquiry styles: A study of 1-1 physics remote AR tutoring. *Computers & Education: X Reality*, 2, 100011.  
<https://doi.org/10.1016/j.cexr.2023.100011>

Radu, I., & Schneider, B. (2023). Designing *Augmented Reality* for makerspaces: Guidelines, lessons and mitigation strategies from 5+ years of AR educational projects. *Computers & Education: X Reality*, 2, 100026.  
<https://doi.org/10.1016/j.cexr.2023.100026>

Radu, I., Yuan, J., Huang, X., & Schneider, B. (2023). Charting opportunities and guidelines for *Augmented Reality* in makerspaces through prototyping and co-design research. *Computers & Education: X Reality*, 2, 100008.  
<https://doi.org/10.1016/j.cexr.2023.100008>

Ramadan, Z. (2023a). Marketing in the *metaverse* era: toward an integrative channel approach. *Virtual Reality*, 27(3), 1905–1918.  
<https://doi.org/10.1007/s10055-023-00783-2>

Ramadan, Z. (2023b). Marketing in the *metaverse* era: toward an integrative channel approach. *Virtual Reality*, 27(3), 1905–1918.  
<https://doi.org/10.1007/s10055-023-00783-2>

Rani Thomas, M., Madiya, A., & MP, S. (2020). Customer Profiling of *Alpha*. *Ushus Journal of Business Management*, 19(1), 75–86.  
<https://doi.org/10.12725/ujbm.50.5>

Ravindra Kenjale, D., & Walke, S. (2023). Understanding Generational Marketing And Generation *Alpha*. In *Journal of Namibian Studies*.

Renhati, R., Bidayani, E., & Sumiyati, S. (2023). The Influence of Digital Talent and Green Innovation and Its Impact on the MSME Business Model in the *Metaverse* Era. *MIX: JURNAL ILMIAH MANAJEMEN*, 13(2), 419.  
[https://doi.org/10.22441/jurnal\\_mix.2023.v13i2.011](https://doi.org/10.22441/jurnal_mix.2023.v13i2.011)

Riyanto Wujarson, S. E., & Ak, M. M. (n.d.). GET PRESS GET PRESS GET PRESS Penulis : (TINJAUAN KONSEPTUAL) (TINJAUAN KONSEPTUAL) (TINJAUAN KONSEPTUAL) DIGITAL DIGITAL DIGITAL MARKETING MARKETING MARKETING.  
[www.globaleksekutifteknologi.co.id](http://www.globaleksekutifteknologi.co.id)

- Robbaniyah, Q., Anam, S., Pd, M., Pdi, M., & Yogyakarta, S. (n.d.). Congregational Prayer Worship; 4) Trend and Youth Idol; 5) competent educators; 6) Emotional control; 7) Changes in community needs; 8) Fulfillment of Obligations on Property Issues. <https://e-journal.citakonsultindo.or.id/index.php/IJETER>
- Saidek, A. R., Tinggi, S., Islam, A., Nadwah, A., Tungkal, K., Jambi, I., Rahmadoni, J., & Pramudya, E. (2022). Islamic Parenting Education: Parenting Realizing The Golden Character of *Alpha* Generation. *Journal of Social Work and Science Education*, 3(3), 2022.
- Schmidt, M., Glaser, N., Schmidt, C., Kaplan, R., Palmer, H., & Cobb, S. (2023). Programming for generalization: Confronting known challenges in the design of *virtual* reality interventions for autistic users. *Computers & Education: X Reality*, 2, 100013. <https://doi.org/10.1016/j.cexr.2023.100013>
- Sembiring Depari, G., & Shu, E. (2022). BIG DATA AND *METAVERSE* TOWARD BUSINESS OPERATIONS IN INDONESIA under a Creative Commons Attribution-NonCommercial 4.0 International License (CC BY-NC 4.0). *Jurnal Ekonomi*, 11(01). <http://ejournal.seaninstitute.or.id/index.php/Ekonomi>
- Serpil, H., & Karaca, D. (2023). The *Metaverse* or Meta-Awareness? *Journal of Metaverse*, 3(1), 1–8. <https://doi.org/10.57019/jmv.1093347>
- Shim, J. (2023). Investigating the effectiveness of introducing *virtual* reality to elementary school students' moral education. *Computers & Education: X Reality*, 2, 100010. <https://doi.org/10.1016/j.cexr.2023.100010>
- Sikki, N. M., Liando, O. E. S., & Reimon Batmetan, J. (2022). Internet Security Threats and Risks for *Alpha* Generation in Indonesia. *International Journal of Information Technology and Education (IJITE)*, 1(3), 2809–8463.
- Silva, M., Bermúdez, K., & Caro, K. (2023). Effect of an *Augmented Reality* app on academic achievement, motivation, and technology acceptance of university students of a chemistry course. *Computers & Education: X Reality*, 2, 100022. <https://doi.org/10.1016/j.cexr.2023.100022>
- Singh, H. (2022). *Metaverse*: A New Digital Marketing Trend. *International Journal of Multidisciplinary Research and Analysis*, 05(12). <https://doi.org/10.47191/ijmra/v5-i12-43>
- Skulmowski, A. (2023a). Ethical issues of educational *virtual* reality. *Computers & Education: X Reality*, 2, 100023. <https://doi.org/10.1016/j.cexr.2023.100023>
- Skulmowski, A. (2023b). Shape distinctness and segmentation benefit learning from realistic visualizations, while dimensionality and perspective play a

- minor role. *Computers & Education: X Reality*, 2, 100015. <https://doi.org/10.1016/j.cexr.2023.100015>
- Strojny, P., & Dużmańska-Misiarczyk, N. (2023). Measuring the effectiveness of *virtual* training: A systematic review. *Computers & Education: X Reality*, 2, 100006. <https://doi.org/10.1016/j.cexr.2022.100006>
- Sugiyono, Prof. D. (2022). METODE PENELITIAN Kuantitatif, Kualitatif, dan R&D (Cetakan Ke-26 2022). ALFABETA, cv.
- Syaiful Rizal, H., Riski Triwahyuni, D., Zida Akmaliah, V., & Yusufu Kamara. (2023). Generation *Alpha* Numeracy Learning Assistance with Anti-Gadget Media at SDN Tongas Wetan IV Probolinggo. *Soeropati: Journal of Community Service*, 5(2), 147–159. <https://doi.org/10.35891/js.v5i2.4059>
- Tafonao, T., Saputra, S., Suryaningwidi, R., Sekolah, A., Teologi, T., Yogyakarta, K., Tinggi, S., Kadesi Yogyakarta, T., Pradita, S., & Boyolali, D. (2020). Learning Media and Technology: Generation Z and *Alpha*. In *Indonesian Journal of Instructional Media and Model* (Vol. 2, Issue 2). [www.journal.univetbantara.ac.id/index.php/ijimm](http://www.journal.univetbantara.ac.id/index.php/ijimm)
- Telikani, A., Shahbahrami, A., Shen, J., Gaydadjiev, G., & Lin, J. C. W. (2023). An edge-aided parallel evolutionary privacy-preserving algorithm for *Internet of Things*. *Internet of Things* (Netherlands), 23. <https://doi.org/10.1016/j.iot.2023.100831>
- Tootell, H., Freeman, M., Freeman, A. E., & Freeman, A. (2014). Generation *Alpha* at the intersection of technology, play and motivation Generation *Alpha* at the intersection of technology, play and motivation Generation *Alpha* at the intersection of technology, play and motivation. <https://ro.uow.edu.au/eispapers>
- Trudeau, A., Xie, Y., Ketsman, O., & Demir, F. (2023). “Breaking the fourth wall”: The effects of cinematic *virtual* reality film-viewing on adolescent students’ empathic responses. *Computers & Education: X Reality*, 2, 100009. <https://doi.org/10.1016/j.cexr.2023.100009>
- Uhrig, S. (n.d.). Generation *Alpha*: Diapers, Training Wheels, and Artificial Intelligence. <https://www.psycholo->
- Ulza, E., Hamsal, M., Furinto, A., & Kartono, R. (2022). THE DIFFUSION OF SHOPPING INNOVATION IN *METAVERSE*: OPPORTUNITIES AND CHALLENGES IN INDONESIA. *Jurnal Ekonomi Dan Bisnis*, 6(2), 2022. [https://doi.org/10.22236/agregat\\_vol6/is2pp130-140](https://doi.org/10.22236/agregat_vol6/is2pp130-140)
- Verma, P., Gupta, A., Kumar, M., & Gill, S. S. (2023). FCMCPS-COVID: AI propelled fog–cloud inspired scalable medical cyber-physical system, specific

- to coronavirus disease. *Internet of Things* (Netherlands), 23. <https://doi.org/10.1016/j.iot.2023.100828>
- Vila, M., Sancho, M. R., Teniente, E., & Vilajosana, X. (2023). Critical infrastructure awareness based on IoT context data. *Internet of Things* (Netherlands), 23. <https://doi.org/10.1016/j.iot.2023.100855>
- Wau, Y., Noventri, I., Nurlaila, N., Kurniawan, F., & Hasibuan, J. (2022, June 1). The Role of Parents in Applying Kato Nan Ampek To the *Alpha* Generation in Village of Dalam Koto. <https://doi.org/10.4108/eai.21-12-2021.2317269>
- Wei, D. (2022). Gemiverse: The *blockchain*-based professional certification and tourism platform with its own ecosystem in the *metaverse*. *International Journal of Geoheritage and Parks*, 10(2), 322–336. <https://doi.org/10.1016/j.ijgeop.2022.05.004>
- Weking, J., Desouza, K. C., Fiel, E., & Kowalkiewicz, M. (2023). *Metaverse*-enabled entrepreneurship. *Journal of Business Venturing Insights*, 19. <https://doi.org/10.1016/j.jbvi.2023.e00375>
- Williams, A. E. (n.d.). Human-Centric Functional Modeling and the *Metaverse*.
- Wisnu Buana, I. M. (2023). *Metaverse*: Threat or Opportunity for Our Social World? In understanding *Metaverse* on sociological context. *Journal of Metaverse*, 3(1), 28–33. <https://doi.org/10.57019/jmv.1144470>
- Wolff, F., Wickord, L.-C., Rahe, M., & Quaiser-Pohl, C. M. (2023). Effects of an intercultural seminar using telepresence robots on students' cultural intelligence. *Computers & Education: X Reality*, 2, 100007. <https://doi.org/10.1016/j.cexr.2023.100007>
- Yang, S. (2023). Storytelling and user experience in the cultural *metaverse*. *Heliyon*, 9(4). <https://doi.org/10.1016/j.heliyon.2023.e14759>
- Yaqoob, I., Salah, K., Jayaraman, R., & Omar, M. (2023). *Metaverse* applications in smart cities: Enabling technologies, opportunities, challenges, and future directions. In *Internet of Things* (Netherlands) (Vol. 23). Elsevier B.V. <https://doi.org/10.1016/j.iot.2023.100884>
- Yusuf, F. A. (n.d.). Futuristic Curriculum Concept for Generation *Alpha* in Indonesia: A Case Study. In *Cilt* (Vol. 29, Issue 2).
- Zalan, T., & Barbesino, P. (2023). Making the *metaverse* real. *Digital Business*, 3(2). <https://doi.org/10.1016/j.digbus.2023.100059>
- Zhao, R., Zhang, Y., Zhu, Y., Lan, R., & Hua, Z. (2023). *Metaverse*: Security and Privacy Concerns. In *Journal of Metaverse* (Vol. 3, Issue 2, pp. 93–99). Izmir Academy Association. <https://doi.org/10.57019/jmv.1286526>

Ziatdinov, R., & Cilliers, J. (2021). Generation *Alpha*: Understanding the Next Cohort of University Students. In European Journal of Contemporary Education (Vol. 10, Issue 3). <https://profiles.uts.edu.au/Jua.Cilliers>

Zulva Maulida, A., Syauqi Malik, M., & Walisongo Semarang, U. (2021). | Hal 185-194 Arina Zulva Maulida, Muh Syauqi Malik: Nutrition Education in *Alpha* Generation 185 (Vol. 12, Issue 2).

**Internet :**

<https://mccrindle.com.au/article/topic/generation-Alpha/generation-Alpha-defined/>  
Diakses 12 Juni 2024

<https://www.retaildetail.eu/news/general/how-generation-Alpha-already-embracing-Metaverse-and-what-means-retailers/> Diakses 12 Juni 2024

<https://www.mckinsey.com/capabilities/growth-marketing-and-sales/our-insights/marketing-in-the-Metaverse-an-opportunity-for-innovation-and-experimentation> Diakses Juni 2024

<https://medium.com/@dplayer/the-marketers-guide-to-generation-Alpha-gen-Alpha-in-2024-ed644c272aa4> Diakses 12 Juni 2024

<https://www.ranktracker.com/id/blog/marketing-in-the-Metaverse-opportunities-and-challenges/> Diakses 12 Juni 2024

<https://www.matthewball.co/all/forwardtothemetaverseprimer> Diakses 14 Juni 2024

<https://themarketinghustle.com/tag/influencer-marketing/> Diakses 07 Agustus 2024

<https://www.britopian.com/data/gen-Alpha/> Diakses 08 Agustus 2024

<https://www.emarketer.com/insights/guide-generation-Alpha/> Diakses 08 Agustus 2024

<https://enx2marketing.com/marketing-to-children/> Diakses 08 Agustus 2024

<https://williamthewriter.medium.com/the-ethics-of-marketing-to-children-an-examination-of-the-toy-industrys-practices-52d20b9e6196> Diakses 08 Agustus 2024