

DAFTAR PUSTAKA

- Achmaliadi, R., Adi, I. G. M., Hardiono, Y. M., Kartodihardjo, H., Malley, F. C. H., Mampiooper, D. A., Manurung, E. G. T., Nababan, A., Pangkali, L. B., Ruwindrijarto, A., Situmorang, L. L. M., Wardiyono., Victor, B. H., & Matthews, E. (2014). *Keadaan Hutan*. 1–117.
- Arikunto, S. (2011). *Prosedur Penelitian: Suatu Pendekatan Praktik* (Ed. Rev. V). Rineka Cipta.
- Aziz, I. A., Nurwahidin, N., & Chailis, I. (2019). Faktor-Faktor Yang Mempengaruhi Masyarakat Menyalurkan Donasi Melalui Platform Crowdfunding Berbasis Online. *Jurnal Syarikah : Jurnal Ekonomi Islam*, 5(1), 94–108. <https://doi.org/10.30997/jsei.v5i1.1835>
- Baran, S. J. (2013). *Introduction to Mass Communication: Media Literacy and Culture*. McGraw-Hill.
- Barata, A. A. (2004). *Dasar-dasar Pelayanan Prima* (R. L. Toruan (Ed.)). PT Elex Media Komputindo.
- BBC. (2021). *Cek fakta pernyataan Jokowi di COP26, aktivis lingkungan peringatkan “bencana ekologi” karena laju penggundulan hutan justru akan naik - BBC News Indonesia*. <https://www.bbc.com/indonesia/indonesia-59116948>
- Britannica. (2022). *Forest | Definition, Ecology, Types, Trees, Examples, & Facts | Britannica*. Britannica Encyclopedia. <https://www.britannica.com/science/forest>
- Creswell, J. W. (2014). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches* (4th ed.). Sage Publication.
- DeWan, A., Green, K., Li, X., & Hayden, D. (2013). Using social marketing tools to increase fuel-efficient stove adoption for conservation of the golden snub-nosed monkey, Gansu Province, China. *Conservation Evidence*, 10, 32–36.
- Fetterman, D. M. (1988). *Qualitative Approaches to Evaluating Education: The Scientific Revolution*. Vol. 17, N, 89–115. <https://doi.org/https://doi.org/10.2307/1175846>
- Gonsales, F. I. (2021). Social marketing for museums: an introduction to social marketing for the arts and culture sector. *RAUSP Management Journal*, 56(3), 314–333. <https://doi.org/10.1108/RAUSP-08-2020-0194>

- Greenfield, S., & Veríssimo, D. (2019). To What Extent Is Social Marketing Used in Demand Reduction Campaigns for Illegal Wildlife Products? Insights From Elephant Ivory and Rhino Horn. *Social Marketing Quarterly*, 25(1), 40–54. <https://doi.org/10.1177/1524500418813543>
- Grupp, T. (2020). *In the 1960s, 80% of Indonesia's Land-Cover Was Rainforest; Now It Is 50% - Climate Scorecard*. Climate Scorecard. <https://www.climatescorecard.org/2020/06/in-the-1960s-80-of-indonesias-land-cover-was-rainforest-now-it-is-50/>
- Hernomo, A. F. (2021). Pengaruh Pengetahuan Lingkungan Dan Kepedulian Lingkungan Terhadap Niat Beli Produk the Body Shop Di Surabaya. *Performa*, 6(4), 302–311. <https://doi.org/10.37715/jp.v6i4.2552>
- Josina. (n.d.). *Bangun Startup Demi Lindungi Hutan Indonesia*. Retrieved October 8, 2022, from <https://inet.detik.com/cyberlife/d-3726757/bangun-startup-demi-lindungi-hutan-indonesia>
- Kementerian Lingkungan Hidup dan Kehutanan. (2021). *PPID / Kementerian Lingkungan Hidup dan Kehutanan / Capaian TORA dan Perhutanan Sosial di Tahun 2021*. Kementerian Lingkungan Hidup Dan Kehutanan. <http://ppid.menlhk.go.id/berita/siaran-pers/6330/capaian-tora-dan-perhutanan-sosial-di-tahun-2021>
- Kosakowska-Berezecka, N., Pawlicka, P., & Kalinowska-Zeleznik, A. (2012). New female roles versus gender stereotypes – situation of women in the public sphere. *Empirical Aspects of the Psychology of Management*, January, 174–227. https://www.researchgate.net/profile/Paulina_Pawlicka/publication/256326101_New_female_roles_versus_gender_stereotypes_-_situation_of_women_in_the_public_sphere/links/00463522501bae99bf000000.pdf
- Kotler, P., & Keller, K. L. (2007). *Manajemen Pemasaran* (B. Molan (Ed.); Ed. 12, ce). Indeks.
- Kotler, P., & Lee, N. R. (2009). *Up and Out of Poverty: The Social Marketing Solution*. Pearson Prentice Hall.
- Kotler, P., & Roberto, E. L. (1989). *Social Marketing: Strategies for Changing Public Behavior*. The Free Press.

- Kotler, P., & Zaltman, G. (1971). Marketing : Approach Planned Social Change. *Journal of Marketing*, 35(3), 3–12. <http://www.jstor.org/stable/1249783> .
- Lauwrensia, A. P. (2021). *Pengaruh Green Storytelling Marketing #CeritaKompos terhadap Keputusan Pembelian Produk Komposter Dimediasi Kesadaran Lingkungan* [Multimedia Nusantara University]. <https://kc.umn.ac.id/17275/>
- Lavack, A. (2007). Using social marketing to de-stigmatize addictions: A review. *Addiction Research and Theory*, 15(5), 479–492. <https://doi.org/10.1080/16066350601176957>
- Lindungi Hutan Office - Basecamp Lindungihutan - Google Maps. (n.d.). Retrieved August 4, 2022, from [https://lindungihutan.com/daftar_kampanye](https://www.google.com/maps/place/Lindungi+Hutan+Office+-+Basecamp+Lindungihutan/@-7.0000325,110.4043552,15z/data=!4m2!1m6!3m5!1s0x2e708c9dca89d69d:0x68449561e1b24e77!2sLindungi+Hutan+Office+-+Basecamp+Lindungihutan!8m2!3d-7.0000325!4d110.4131099!3m4!1s0LindungiHutan. (n.d.-a). <i>Buat Kampanye - LindungiHutan</i>. Retrieved October 6, 2022, from <a href=)
- LindungiHutan. (n.d.-b). *CollaboraTree: Aksi Nyata Brand Peduli Lingkungan untuk Kelestarian Hutan*. Retrieved October 6, 2022, from <https://lindungihutan.com/collaboratree>
- LindungiHutan. (n.d.-c). *Dampak LindungiHutan dari Masa ke Masa*. Retrieved June 2, 2022, from <https://lindungihutan.com/dampak>
- LindungiHutan. (n.d.-d). *Giveaway LindungiHutan*. Retrieved October 8, 2022, from <https://www.instagram.com/p/CXs4PbsPJMM/>
- LindungiHutan. (n.d.-e). *JadiGini Merchandise LindungiHutan*. Retrieved October 8, 2022, from <https://lindungihutan.com/jadigini>
- LindungiHutan. (n.d.-f). *KadoBumi | Persembahkan Momen Ulang Tahunmu Agar Lebih Berarti Dengan Kado Untuk Bumi*. Retrieved October 6, 2022, from <https://lindungihutan.com/kadobumi>
- LindungiHutan. (n.d.-g). *Kampanye Alam “9000 Mangrove dari BTS ARMY INDONESIA” | LindungiHutan*. Retrieved October 7, 2022, from <https://lindungihutan.com/9000BTSARMY>
- LindungiHutan. (n.d.-h). *Kampanye Alam “Go Green with NINGNING” |*

- LindungiHutan*. Retrieved October 7, 2022, from <https://lindungihutan.com/GreenEarthByNINGNING>
- LindungiHutan. (n.d.-i). *Kampanye Alam “Pendekar Lingkungan”* | *LindungiHutan*. Retrieved October 6, 2022, from <https://lindungihutan.com/PendekarLingkungan>
- LindungiHutan. (n.d.-j). *Kontak Kami LindungiHutan*. Retrieved October 8, 2022, from <https://lindungihutan.com/kontakkami>
- LindungiHutan. (n.d.-k). *LindungiHutan.com* / *Facebook*. Retrieved October 8, 2022, from [https://www.facebook.com/page/551665805007961/search?q=1 Donasi Pohon %3D 2 Pohon Tertanam% 3F% 3F](https://www.facebook.com/page/551665805007961/search?q=1%20Donasi%20Pohon%20Tertanam%3F%3F)
- LindungiHutan. (n.d.-l). *MagangAlam LindungiHutan*. Retrieved October 8, 2022, from <https://www.instagram.com/p/CdqJoQNBvmJ/>
- LindungiHutan. (n.d.-m). *Sedekah Pohon*. Retrieved October 6, 2022, from <https://lindungihutan.com/sedekahpohon>
- LindungiHutan. (n.d.-n). *TBN Asia Bali Hybrid Conference 2022* | *LindungiHutan*. Retrieved October 8, 2022, from <https://www.instagram.com/p/Ciy6OVFulXH/>
- LindungiHutan. (n.d.-o). *Tees for Trees Merchandise LindungiHutan*. Retrieved October 8, 2022, from <https://www.instagram.com/p/CdA8HB6AeIC/>
- LindungiHutan. (n.d.-p). *Website LindungiHutan*. Retrieved October 8, 2022, from <https://lindungihutan.com/>
- LindungiHutan. (2022a). *9 Jenis Hutan dan Ciri-ciri Hutan di Indonesia*. Lindungi Hutan. <https://lindungihutan.com/blog/9-jenis-hutan-dan-ciri-hutan-di-indonesia/>
- LindungiHutan. (2022b). *Team - LindungiHutan*. Lindungi Hutan. <https://www.lindungihutan.com/team>
- Lou, C., & Alhabash, S. (2018). Understanding Non-Profit and For-Profit Social Marketing on Social Media: The Case of Anti-Texting While Driving. *Journal of Promotion Management*, 24(4), 484–510. <https://doi.org/10.1080/10496491.2017.1380109>
- Luthfiana, I. I., & Kania, D. (2014). Pengaruh Komunikasi Pemasaran Sosial terhadap Brand Awareness Ombudsman Republik Indonesia. *Spectrum*, 4(1), 24–42. http://journal.bakrie.ac.id/index.php/Journal_Communication_spectrum/article/

view/1769

- Moleong, L. J. (2012). *Metodologi Penelitian Kualitatif*. PT Remaja Rosdakarya.
- Mulyana, D. (2015). *Ilmu Komunikasi: Suatu Pengantar* (Cetakan Ke). PT Remaja Rosdakarya.
- Napoleon Cat. (2022). *Instagram users in Indonesia - May 2022*.
<https://napoleoncat.com/stats/instagram-users-in-indonesia/2022/05/>
- NET TV Jawa Tengah. (n.d.). *Mana Bisa Lindungi Hutan lewat aplikasi? Ternyata Bisa! Ini Buktinya - NET JATENG - YouTube*. Retrieved October 8, 2022, from <https://www.youtube.com/watch?v=QOptCXi8eeA>
- Novianto, N. G. (n.d.). *Tak ada perpisahan, bersama kita Hijaukan Indonesia!* Retrieved October 8, 2022, from <https://medium.com/@nugrohogandanovianto/tak-ada-perpisahan-bersama-kita-hijaukan-indonesia-ef80a5958260>
- Pador, Z. (2020). *UU Cipta Kerja Melegalkan Deforestasi dan Degradasi Hutan*. Mongabay. <https://www.mongabay.co.id/2020/10/07/uu-cipta-kerja-melegalkan-deforestasi-dan-degradasi-hutan/>
- Pemerintah Dinas Lingkungan Hidup Kabupaten Buleleng. (2019). *Masalah Lingkungan Hidup di Indonesia dan Dunia Saat Ini*.
<https://dlh.bulelengkab.go.id/informasi/detail/artikel/masalah-lingkungan-hidup-di-indonesia-dan-dunia-saat-ini-15>
- Prastowo, A. (2012). *Metode Penelitian Kualitatif dalam Perspektif Rancangan Penelitian* (Cetakan 2). Ar-Ruzz Media.
- Priyanto, R., Martina, S., Hamzah, F., Somantri, P. R., & Syarifuddin, D. (2018). Peranan Promosi Terhadap Peningkatan Volume Penjualan Produk Rajutan di CV Konta Djaya Binong Jati. *Jurnal Pengabdian Kepada Masyarakat*, 1(2), 296–304. <http://ejournal.bsi.ac.id/ejurnal/index.php/abdimas>
- Romli, K. (2014). *Komunikasi Organisasi Lengkap*. Grasindo.
- Sagala, R. B., & Kusumastuti, Y. I. (2017). Efektivitas Strategi Komunikasi Pemasaran Sosial Kampanye Sustainable Seafood, WWF-Indonesia. *Jurnal Sains Komunikasi Dan Pengembangan Masyarakat [JSKPM]*, 1(1), 55–64. <https://doi.org/10.29244/jskpm.1.1.55-64>
- Sedjati, R. S. (2018). *Manajemen Pemasaran* (Edisi 1, c). Deepublish.
- Sugiyono. (2017). *Metode Penelitian Kualitatif* (S. Y. Suryandari (Ed.)). CV

Alfabeta.

- Susanto, E. H. (2010). *Komunikasi Manusia: Esensi dan Aplikasi dalam Dinamika Sosial Ekonomi Politik*. Mitra Wacana Media.
- Suwarso, W. A. (2020). Strategi Komunikasi Pemasaran Sosial oleh Organisasi Non Profit. *Ekspresi Dan Persepsi : Jurnal Ilmu Komunikasi*, 3(1), 1. <https://doi.org/10.33822/.v3i1.1357>
- Tjiptono, F. (2014). *Pemasaran Jasa: Prinsip, Penerapan dan Penelitian*. Penerbit Andi.
- Ulfatin, N. (2013). *Metode Penelitian Kualitatif di Bidang Pendidikan: Teori dan Aplikasinya*. Bayumedia Publishing.
- Utomo, S. (2013). Komunikasi Pemasaran Sosial Terhadap Kesadaran Hidup Sehat Peternak di Kecamatan Selo Boyolali. *Jurnal Ilmu Komunikasi*, 11(1), 59–67.
- Vardiansyah, D. (2008). *Filsafat Ilmu Komunikasi: Suatu Pengantar* (Ed 1; Cet). PT. Macanan Jaya Cemerlang.
- Weaver, R. L. (1996). *Understanding Interpersonal Communication* (7th, Illustr ed.). Harper Collins College Publishers.
- Weisse, M., & Goldman, E. (2021). *Kerusakan Hutan Hujan Primer Meningkat Sebesar 12% dari Tahun 2019 hingga Tahun 2020 | WRI Indonesia*. World Resource Institute. <https://wri-indonesia.org/id/blog/kerusakan-hutan-hujan-primer-meningkat-sebesar-12-dari-tahun-2019-hingga-tahun-2020>
- WWF. (2020). *Importance of Forests | WWF*. World Wide Fund for Nature. https://wwf.panda.org/discover/our_focus/forests_practice/importance_forests/
- Yemima, K., & Rusdi, F. (2020). Strategi Komunikasi Pemasaran Sosial Borneo Orangutan Survival Foundation (BOS Foundation) melalui Instagram. *Prologia*, 4(1), 40. <https://doi.org/10.24912/pr.v4i1.6425>