

DAFTAR PUSTAKA

- Abidin, Y. (2019). *Manajemen Komunikasi: Filosofi, Konsep, dan Aplikasi (1st ed., Vol. I)*. Bandung: Pustaka Setia.
- Afifi, S. (2021). The Relationship Marketing Communication Strategy During the Covid-19 Pandemic: A Case Study of Islamic Schools in Yogyakarta. *Atlantis Press SARL*, 596(Jcc), 235–239.
- Akhmad, B. (2022). *Komunikasi Organisasi*. Yogyakarta: Aswaja Pressindo.
- Akhyar, M., Remiswal, R., & Khadijah, K. (2024). Pelaksanaan evaluasi P5 dalam meningkatkan kreativitas dan kemandirian siswa pada mata pelajaran PAI di SMPN 1 VII Koto Sungai Sariak. *Instructional Development Journal*, 7(2), 362–372. <http://ejournal.uin-suska.ac.id/index.php/IDJ>
- Aksenta, A., & Irmawati, I. (2023). *LITERASI DIGITAL: Pengetahuan & Transformasi Terkini Teknologi Digital Era Industri 4.0 dan Society 5.0*. Jambi: PT. Sonpedia Publishing Indonesia.
- Amin, H., Scheepers, H., & Malik, M. (2023). Project monitoring and evaluation to engage stakeholders of international development projects for community impact. *International Journal of Managing Projects in Business*, 16(2), 405–427. <https://doi.org/10.1108/IJMPB-02-2022-0043>
- Andhani, A. K., Na, R., Husniah, I., & Saputra, M. A. (2023). Prosiding Seminar Nasional Pemanfaatan Media Sosial untuk Meningkatkan Peran Komunitas MRI dalam Pemberdayaan Masyarakat. *Prosiding Seminar Nasional Ilmu Ilmu Sosial (SNIIS)*, 2, 1571–1581.
- Armansyah, R., Syam, M. A., & Azahra, N. (2023). Peran Ibu Kota Nusantara Sebagai Kota Sustainable Cities Dalam Mensejahterakan Masyarakat Indonesia. *Eksekusi : Jurnal Ilmu Hukum Dan Administrasi Negara*, 2(1), 255–266. <https://doi.org/10.55606/eksekusi.v2i1.879>
- Asri, I. (2023). Strategi Komunikasi Organisasi Dalam Membangun Semangat Kerja Pegawai Pusdiklat Tenaga Administrasi Kementerian Agama RI. *IKON: Jurnal Ilmu Komunikasi*.

- Astika, F. P., & Anggrayni, D. (2023). Pemberdayaan Budidaya Ikan Hias Melalui Komunikasi Kelompok Pada Komunitas Pertanian Ikan Hias Di Desa Ciseeng Kabupaten Bogor. *Komunika: Journal Of Communication Science And Islamic Da'wah*.
- Baihaqi, M. W. (2025). *87% Gen Z dan Milenial Fokus Tingkatkan Kualitas Diri di 2025*. <https://goodstats.id/article/87-gen-z-dan-milenial-fokus-tingkatkan-kualitas-diri-di-2025-CGGOp>
- Banjarnahor, R., Purba, S., Handiman, T, U., Sesilia, A. P., Simatupang, S. K., & Purba, B. (2022). *Dasar Komunikasi Organisasi*. Jakarta: Yayasan Kita Menulis.
- Bayne, K. M., & Grant, A. (2024). Who cares what happens with planted forests? A public typology to assist community engagement and communication. *Forest Policy and Economics*, 169, 103332. <https://doi.org/10.1016/j.forepol.2024.103332>
- Borchers, N. S. (2019). Editorial: Social Media Influencers in Strategic Communication. *International Journal of Strategic Communication*, 13(4), 255–260. <https://doi.org/10.1080/1553118X.2019.1634075>
- Cahyo, M. S., & Rohmah, A. N. (2024). Gambaran Komunikasi Pemberdayaan dalam Komunitas UMKM Kreatif Kota Bontang. *JIMIK: Jurnal Indonesia Manajemen Informatika Dan Komunikasi*.
- Cangara, H. (2014). *Perencanaan & Strategi Komunikasi (Revisi, Vol.2)*. Jakarta: Rajagrafindo Persada.
- Caporale, D., & Rinaldi, A. (2025). The application of analytical hierarchy process to assess adaptation strategies for flood and landslides risks: A case study of a multi-risk area community. *Environmental Science & Policy*, 163, 103959. <https://doi.org/10.1016/j.envsci.2024.103959>
- Chung, K. S. K., Eskerod, P., Jepsen, A. L., & Zhang, J. (2023). Response strategies for community stakeholder engagement on social media: A case study of a large infrastructure project. *International Journal of Project Management*, 41(5),

102495. <https://doi.org/10.1016/j.ijproman.2023.102495>
- Condie, C. M., Fulton, E. A., Alexander, K. A., Vince, J., Haward, M., & Condie, S. A. (2024). Social influence modelling demonstrates that strategic communication and depolitization reduces conflict in aquaculture. *Marine Policy*, 165(May 2023), 106211. <https://doi.org/10.1016/j.marpol.2024.106211>
- Dikmen, I., Karakocak, E., & Birgonul, M. T. (2024). Communication of project risk assessment information through visuals. *Project Leadership and Society*, 5, 100141. <https://doi.org/10.1016/j.plas.2024.100141>
- Dilla, A. A., Rahmawati, D. E., & Fridayani, H. D. (2024). Digital Communication: a Study of the Communication Process of the Yogyakarta City Government Through the Jogya Smart Service (JSS) Application. *SSRN Electronic Journal*. <https://doi.org/10.2139/ssrn.4783781>
- Fahmi, R., Mazdalifah, & Pohan, S. (2022). Strategi Komunikasi Badan Kepegawaian dan Pengembangan Sumber Daya Manusia dalam Digitalisasi Pelayanan Kenaikan Pangkat Pegawai Negeri Sipil. *Jurnal Peurawi: Media Kajian Komunikasi Islam*, 5(1), 63. <https://doi.org/10.22373/jp.v5i1.12733>
- Fujiawati, F. S., & Raharja, R. M. (2021). Pemanfaatan Media Sosial (Instagram) sebagai Media Penyajian Kreasi Seni dalam Pembelajaran. *JPKS (Jurnal Pendidikan Dan Kajian Seni)*.
- Galvano, A., Gottardo, A., Gristina, V., Fanale, D., Corsini, L. R., Pavone, C., Bazan Russo, T. D., Di Giovanni, E., Iannì, G., Randazzo, U., Iacono, F., Perez, A., Brando, C., Bono, M., Bazan, V., Incorvaia, L., Badalamenti, G., Cinieri, S., Boldrini, M., ... Russo, A. (2024). Scientific Communication and oncology – “The bridge between knowledge and patients.” *Critical Reviews in Oncology/Hematology*, 204, 104531. <https://doi.org/10.1016/j.critrevonc.2024.104531>
- Ganiem, L., & Kurnia, E. (2019). Komunikasi Korporat: Konteks Teori dan Praktis (D. Feirus, Ed.; 1st ed.). Jakarta: Prenadamedia Group.

- Gerung, J. (2021). *Media Sosial dalam Digital Marketing Kesehatan*. Guepedia.
- Gora, R. (2019). *Riset Kualitatif Public Relations*. Surabaya: CV. Jakad Publishing Surabaya.
- Gossen, M., & Heinrich, A. (2021). Encouraging consumption reduction: Findings of a qualitative study with clothing companies on sufficiency-promoting communication. *Cleaner and Responsible Consumption*, 3, 100028. <https://doi.org/10.1016/j.clrc.2021.100028>
- Gupta, S., Dash, S. B., & Mahajan, R. (2022). The role of social influencers for effective public health communication. *Online Information Review*, 46(5), 974–992. <https://doi.org/10.1108/OIR-01-2021-0012>
- Hardjana, A. (2019). *Komunikasi Organisasi: Strategi Interaksi dan Kepemimpinan an (1st ed., Vol. 2)*. Depok: Rajawali Pers.
- Hasan, E., & Tamrin, I. N. J. (2025). *Buku Ajar Riset Keperawatan Studi Kasus dan Aplikasinya*. Nas Media Pustaka.
- Hernawan, B. (2024). *Perubahan Pola Komunikasi Mahasiswa dalam Era Digital*. Jakarta: Pustaka Akademika.
- Hinsberg, K. L., & Lamanna, A. J. (2024). Crisis communication in construction: Organizational strategies for worksite fatalities. *Journal of Safety Research*, 88, 145–160. <https://doi.org/10.1016/j.jsr.2023.11.002>
- Ho, J. C. Y., Chai, H. H., Lo, E. C. M., Huang, M. Z., & Chu, C. H. (2024). Strategies for Effective Dentist-Patient Communication: A Literature Review. *Patient Preference and Adherence*, 18, 1385–1394. <https://doi.org/10.2147/PPA.S465221>
- Hondo, W., Gulo, M., Bawamenewi, W., & Djumenta., D. (2024). Digitalisasi Okultisme: Penyebaran Ajaran dan Ritual Virtual Melalui Platform Digital di Era Modern. *Jurnal Teologi Cultivation*, 8(2), 235–253.
- Ihsaniyati, H., Sarwoprasodjo, S., Muljono, P., & Gandasari, D. (2023). The Use of

- Social Media for Development Communication and Social Change: A Review. *Sustainability (Switzerland)*, 15(3), 1–35. <https://doi.org/10.3390/su15032283>
- Iswenda, B. A. (2024). *Apa Saja Keterampilan yang Dicari Perusahaan Indonesia?* <https://goodstats.id/article/apa-saja-skill-seringkali-dibutuhkan-oleh-perusahaan-di-indonesia-2nIvk>
- Jamil, K., Dunnan, L., Gul, R. F., Shehzad, M. U., Gillani, S. H. M., & Awan, F. H. (2022). Role of Social Media Marketing Activities in Influencing Customer Intentions: A Perspective of a New Emerging Era. *Frontiers in Psychology*, 12(January), 1–12. <https://doi.org/10.3389/fpsyg.2021.808525>
- Kangean, S., & Rusdi, F. (2020). Analisis Strategi Komunikasi Pemasaran Shopee dalam Persaingan E-Commerce di Indonesia. *Prologia*, 4(2), 280–287.
- Khan, A. S., Kumar, M. S., & Chella., R. S. (2022). Risk communication and capacity-building: A case study on framing CBA strategies of artisanal fishing communities to sea-level rise using BASIEC. *Climate Services*, 26, 100299.
- Khan, M. A., Ghafoor, S., Zaidi, S. M. H., Khan, H., & Ahmad, A. (2024). From quantum communication fundamentals to decoherence mitigation strategies: Addressing global quantum network challenges and projected applications. *Heliyon*, 10(14), e34331. <https://doi.org/10.1016/j.heliyon.2024.e34331>
- Klepikov, V. P., & Klepikova, L. V. (2023). Communication system between Russian energy companies and the Indigenous peoples of the North. *Energy Reports*, 9, 79–89. <https://doi.org/10.1016/j.egyr.2023.05.244>
- Koponen, J., Julkunen, S., Laajalahti, A., Turunen, M., & Spitzberg, B. (2025). Sales managers' perceptions of interpersonal communication competence in leading AI-integrated sales teams. *Industrial Marketing Management*, 124, 57–72. <https://doi.org/10.1016/j.indmarman.2024.11.012>
- Kusuma, M., & Fahamsyah, M. H. (2023). Strategi Pemasaran Digital Dalam Pengembangan Usaha Umkm Ayam Petelur Di Bojonegoro. *Jurnal Investasi*, 9(4), 237–248. <https://doi.org/10.31943/investasi.v9i4.299>

- L.Tubbs, S., & Moss, S. (2008). *Human Communication : Prinsip-prinsip Dasar*. Bandung: PT. Remaja Rosdakarya.
- Laia, A., Lase, D., Waruwu, S., & Buulolo, N. A. (2024). Evaluasi Pelatihan Keterampilan di Kantor Dinas Perindustrian dan Koperasi, Usaha Kecil Menengah Kota Gunungsitoli. *Tuhenori: Jurnal Ilmiah Multidisiplin*, 2(1), 34–31. <https://doi.org/10.62138/tuhenori.v2i1.41>
- Lestari, D., & Persada, A. (2023). Peran Pendidikan dalam Pengembangan Sumber Daya Manusia di Era Digital. *Jurnal Pendidikan Dan Inovasi*, 10(2), 45–58.
- Li, B., Xin Peng, Q. X., Wang, H., Tao Xie, J. S., & Liu, X. (2022). Enjoy your observability: an industrial survey of microservice tracing and analysis. *Empirical Software Engineering*, 27, 1–28.
- Luo, C., Lan, Y., Luo, X., & Li, H. (2021). The effect of commitment on knowledge sharing: An empirical study of virtual communities. *Technological Forecasting and Social Change*, 163(November 2019), 120438. <https://doi.org/10.1016/j.techfore.2020.120438>
- Ma, S., Zheng, X. J., Lu, P., & Xu, Z. (2024). Promoting Upcycled Food: An analysis of social media communication strategies of Upcycled Food Association. *Future Foods*, 10, 100483. <https://doi.org/10.1016/j.fufo.2024.100483>
- Macca, L. S., Ballerini, J., Santoro, G., & Dabić, M. (2024). Consumer engagement through corporate social responsibility communication on social media: Evidence from Facebook and Instagram Bank Accounts. *Journal of Business Research*, 172, 114433. <https://doi.org/10.1016/j.jbusres.2023.114433>
- Manalu, M. (2023). The Evaluation of Marketing Communication Through Instagram for Umkm As A Strategy in Pandemic Time. *In The 6th International Conference on Vocational Education Applied Science and Technology, Icveast*, 584–601. https://doi.org/10.2991/978-2-38476-132-6_51
- Mandouit, L., & Hattie, J. (2023). Revisiting “The Power of Feedback” from the perspective of the learner. *Learning and Instruction*, 84, 101718.

- <https://doi.org/10.1016/j.learninstruc.2022.101718>
- Martin, J. N., & Nakayama, T. K. (2012). *Intercultural Communication in Context*.
- McKinsey. (2023). *The Future of Work: How Generation Z is Reshaping the Workplace*. McKinsey Global Institute.
- Menon, D. (2022). Updating ‘Stories’ on social media and its relationships to contextual age and narcissism: A tale of three platforms – WhatsApp, Instagram and Facebook. *Heliyon*, 8(5), e09412. <https://doi.org/10.1016/j.heliyon.2022.e09412>
- Morawska-Jancelewicz, J. (2022). The Role of Universities in Social Innovation Within Quadruple/Quintuple Helix Model: Practical Implications from Polish Experience. *Journal of the Knowledge Economy*, 13(3), 2230–2271. <https://doi.org/10.1007/s13132-021-00804-y>
- Moukarzel, S., Caduff, A., Rehm, M., Del Fresno, M., Pérez-Escamilla, R., & Daly, A. J. (2021). Breastfeeding communication strategies, challenges and opportunities in the twitter-verse: Perspectives of influencers and social network analysis. *International Journal of Environmental Research and Public Health*, 18(12). <https://doi.org/10.3390/ijerph18126181>
- Natsir, M., Rasul, N. M., & Khair, A. U. (2022). ANALISIS PENGARUH UNSUR-UNSUR KOMUNIKASI TERHADAP BRAND AWARENESS PADA MEDIA PEMASARAN YOUTUBE. *Jurnal Ilmiah Manajemen, Ekonomi, & Akuntansi (MEA)*, 6(2), 1315–1335. <https://doi.org/10.31227/osf.io/7ag4w>
- Nikmah, W., Mukarromah, A., Widjansyah, D., & Anshori, M. I. (2023). Penggunaan Teknologi dalam Pengembangan SDM. *Mutiara : Jurnal Penelitian Dan Karya Ilmiah*, 1(5), 366–386. <https://doi.org/10.59059/mutiara.v1i4.511>
- Nofiasari, W., Rusdin, F. R., Yusanto, Y., Putri, I. G. A. A., Rahmat, F. N., Yulianto, A., Prasetyo, N. R., Ramadhani, M. M., Ramonita, L., & Pratiwi, C. P. (2024). *Strategi Komunikasi Digital*. Widina Media Utama.
- Nugroho, S., & Sari, D. (2021). Perubahan Pola Konsumsi Konten oleh Audiens Muda

- di Era Digital. *Jurnal Komunikasi Digital*.
- Nursatyo, N., & Rosliani, D. (2018). Strategi Komunikasi Pemasaran Digital Situs Pembanding Harga Telunjuk.Com. *Expose: Jurnal Ilmu Komunikasi*, 1(2), 46. <https://doi.org/10.33021/exp.v1i2.430>
- Pace, W. R., & Faules, D. F. (2018). *Komunikasi Organisasi: Strategi Meningkatkan Kinerja Perusahaan*. Bandung: PT. Remaja Rosdakarya.
- Pranawukir, I. (2021). Perencanaan dan Strategi Komunikasi dalam Meningkatkan Adaptifitas Sumber Daya Manusia dan Keunggulan Kompetitif Lembaga. *Pustaka Komunikasi*.
- Pratama, F., & Wijaya, A. (2022). Dinamika Persaingan Konten di Platform Digital: Studi Kasus Media Online. *Jurnal Media Dan Komunikasi*.
- Puti, A., & Widiyani, R. (2021). *Quarterlife Crisis dan Pencarian Identitas Diri pada Usia 20-30 Tahun*. Jakarta: Universitas Indonesia.
- Putra, R., & Kurniawan, D. (2023). Digital Learning and Career Development: The Role of Online Communities in Higher Education. *Journal of Educational Innovation*, 15(2), 112–130.
- Putri, N. M., Listiawati, W., & Rachman, I. F. (2024). Pengaruh Literasi Digital Terhadap Pemberdayaan Masyarakat Dalam Konteks Sdgs 2030. *Jurnal Penelitian Pendidikan Indonesia (JPPI)*, 1(3), 349–360. <https://doi.org/10.62017/jppi.v1i3.1208>
- Rado, I., & Nuchpiam, P. (2024). Scaling for social impact: understanding social innovation through local empowerment strategies. *Social Enterprise Journal*, 20(1), 54–75. <https://doi.org/10.1108/SEJ-04-2023-0045>
- Rahmawati, S. N. (2024). *Bagaimana Pola Anak Muda dalam Mencari Informasi Berita di Era Digital?* <https://goodstats.id/article/bagaimana-pola-anak-muda-mencari-informasi-berita-di-era-digital-AtQOs>
- Riter, R. B., Friedman, B., McDade, K., & Hirschy, J. (2023). Preserving the history

- of Birmingham Black Radio: a discussion of preservation, outreach and collaboration. *Global Knowledge, Memory and Communication*, 72(1/2), 69–81. <https://doi.org/10.1108/GKMC-04-2021-0062>
- Setiawan, A. (2021). *Inddonesia.go.id*. <https://www.indonesia.go.id/kategori/budaya/3039/meningkatkan-literasi-digital-memanfaatkan-internet-lebih-produktif>
- Si, Y., Desai, D., Bozhilova, D., Puffer, S., & Stephens, J. C. (2023). Fossil fuel companies' climate communication strategies: Industry messaging on renewables and natural gas. *Energy Research & Social Science*, 98, 103028. <https://doi.org/10.1016/j.erss.2023.103028>
- Simamora, F., & Dharma., S. (2024). Implementasi Program Kampus Mengajar Terhadap Penguatan Civic Engagement Mahasiswa (Studi Kasus pada Mahasiswa FIS Unimed Peserta Kampus Mengajar). *AR-RUMMAN: Journal of Education and Learning Evaluation*, 1(2), 217–229.
- Sipayung, C., & Paramita, S. (2023). Komunikasi Organisasi dalam Proses Rekrutmen Karyawan pada Perusahaan Startup Qoala. *Kiwari*.
- Sparacino, A., Merlini, V. M., Brun, F., Borra, D., Blanc, S., & Massaglia, S. (2024). Corporate social responsibility communication from multinational chocolate companies. *Sustainable Futures*, 7, 100151. <https://doi.org/10.1016/j.sfr.2024.100151>
- Stephanie, V., & Loisa, R. (2022). Hubungan Aliran Komunikasi Organisasi dan Gaya Komunikasi Kepemimpinan dengan Kinerja Karyawan PT Maybank Indonesia Cabang Medan. *Prologia*.
- Sugiarti, U. (2025). *Mayoritas Generasi Z Menghabiskan Waktu Luang dengan Media Sosial*. <https://goodstats.id/article/mayoritas-generasi-z-menghabiskan-waktu-luang-dengan-media-sosial-KT9NM>
- Sugiyono, & Lestari, P. (2021). *Metode Penelitian Komunikasi*. Bandung: Alfabeta.
- Suhendra, B., & Widiastuti, R. (2023). Aktualisasi Diri Mahasiswa Melalui Organisasi

- dan Komunitas di Perguruan Tinggi. *Jurnal Pengembangan Karier*, 8(1), 23–37.
- Syarief, S. B. A., & Genoveva. (2015). The Analysis of Communication between Friends on Social Media towards Purchase Intension (A Study Case of Companies in Entrepreneurship Project of President University, Bekasi, Indonesia). *Procedia - Social and Behavioral Sciences*, 169, 31–42. <https://doi.org/10.1016/j.sbspro.2015.01.283>
- Tambo, E., Djuikoue, I. C., Tazemda, G. K., Fotsing, M. F., & Zhou, X.-N. (2021). Early stage risk communication and community engagement (RCCE) strategies and measures against the coronavirus disease 2019 (COVID-19) pandemic crisis. *Global Health Journal*, 5(1), 44–50. <https://doi.org/10.1016/j.glohj.2021.02.009>
- Turut, O. (2024). The power of silent sustainability: Communication strategies for new sustainable products. *Cleaner and Responsible Consumption*, 14(August), 100220. <https://doi.org/10.1016/j.clrc.2024.100220>
- Ulum, M. C., & Anggaini, N. L. V. (2020). *Community empowerment: teori dan praktik pemberdayaan komunitas*. Universitas Brawijaya Press.
- Vancsó, A., & Kovács-Magosi, O. (2024). The mutually reinforcing power of online and offline activism: The case of the Hungarian Fridays for Future movement. *Global Studies of Childhood*, 14(4), 412–432. <https://doi.org/10.1177/20436106241286523>
- Wafa, I. (2025). *7 Alasan Gen Z Enggan Lakukan Pengembangan Diri, Kurang Motivasi hingga Takut Gagal*. <https://data.goodstats.id/statistic/7-alasan-gen-z-enggan-lakukan-pengembangan-diri-kurang-motivasi-hingga-takut-gagal-8ksfz>
- Wenger, E. (1998). *Communities of Practice: Learning, Meaning, and Identity*. Cambridge: Cambridge University Press.
- West, R., & Turner., L. (2020). *Introducing Communication Theory Fifth Edition*. New York: McGraw-Hill Education.
- Widodo, A., Asyabudin, A., & Alfi, I. (2023). Antara Social Planning dan Locality Development: Integrasi Negara dan Komunitas dalam Pengembangan

- Masyarakat pada Kelompok Usaha Bersama (KUBE) di Kabupaten Banyumas. *Islamic Management and Empowerment Journal*, 5(2), 135–150. <https://doi.org/10.18326/imej.v5i2.135-150>
- Widodo, R., & Santoso, B. (2024). *Dinamika Organisasi Kemahasiswaan: Antara Birokrasi, Inovasi, dan Preferensi Generasi Z*. Pusat Kajian Sosial dan Budaya UIN SSC.
- Wiedmann, K. P., & von Mettenheim, W. (2020). Attractiveness, trustworthiness and expertise – social influencers' winning formula? *Journal of Product and Brand Management*, 30(5), 707–725. <https://doi.org/10.1108/JPBM-06-2019-2442>
- Yadav, H., Kumar Kar, A., Kashiramka, S., & Rana, N. P. (2024). How does change in CEOs' strategic orientations in their social media communication impact firm performance during crisis? A longitudinal study. *Technological Forecasting and Social Change*, 208, 123649. <https://doi.org/10.1016/j.techfore.2024.123649>
- Yilmaz, S., Cuony, P., Chanez, C., & Patel, M. K. (2024). Communication strategies and consumer acceptance of utility-controlled heat pumps and electric vehicles. *Utilities Policy*, 90, 101800. <https://doi.org/10.1016/j.jup.2024.101800>
- Yuriadi. (2024). *Psikologi Komunitas*. AE Publishing.