

Daftar Pustaka

- Arailopoulos, V., Koutlis, C., Papadopoulos, S., & Petrantonakis, P. C. (2024). PolyMeme: Fine-Grained Internet Meme Sensing. *Sensors*, 24(17). <https://doi.org/10.3390/s24175456>
- Arief, H. (2019). *Measurement Of Engagement Rate On Instagram For Business Marketing (Case Study : MSME of Dowry In Jember)*. [https://sipora.polije.ac.id/20054/1/Measurement of Engagement Rate on Instagram for Business Marketing \(Case Study MSME of Dowry in Jember\).pdf](https://sipora.polije.ac.id/20054/1/Measurement%20of%20Engagement%20Rate%20on%20Instagram%20for%20Business%20Marketing%20(Case%20Study%20MSME%20of%20Dowry%20in%20Jember).pdf)
- Ayu Lestari, D., Primagara, M., Aulia Sari, S., Meilina, A., Fauziah, S., Irfany Sugesti, A., Nasywa, A., & Diva Salwi, A. (2024). Meme Culture: A Study of Humor and Satire in Digital Media. *International Journal of Advanced Multidisciplinary Research and Studies*, 4(4), 134–140. <https://doi.org/10.62225/2583049x.2024.4.4.3013>
- BEANT PRATAP SINGH, Dr. S. (2025). *International Journal of Research Publication and Reviews The Rise of Influencer Culture and its Psychological , Social , and Behavioral Impact on Youth*. 6(4), 4002–4007.
- Bushmakina, A. G., & Cappelleri, J. C. (2022). Psychometric Validation. In Patient-Reported Outcomes (2nd ed., pp. 327–340). Academic Press.**
- Börzsei, L. K. (2013). *Makes a Meme Instead A Concise History of Internet Memes*.
- Chairillah, F. (2023). Dakwah Digital : Analisis Isi Meme Islami Pada Akun Instagram Memeislam.id. *UIN Syarif Hidayatullah Jakarta*, 87(1), 1–162.
- Eriyanto. (2015). Analisis isi: Pengantar metodologi untuk penelitian ilmu komunikasi dan ilmu-ilmu sosial lainnya. Jakarta: Kencana.**
- Egan Evanzha Yudha Amriel, & Reiga Ritomiea Ariescy. (2022). *Analisa Engagement Rate Di Instagram : Fenomena Like Dan Komentar*. 2(Instagram; engagement rate; digital marketing), 1–10.
- Forma De Citar: Castaño, D. (2013). Defining and characterizing the concept of Internet Meme. *Revista CES Psicología*, 6(2), 82–104.
- Heylighen, F., & Chielens, K. (2015). Evolution of Culture, Memetics. In *Encyclopedia of Complexity and Systems Science* (pp. 1–22). Springer New York. https://doi.org/10.1007/978-3-642-27737-5_189-4
- Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of Social Media. *Business Horizons*, 53(1), 59–68. <https://doi.org/10.1016/j.bushor.2009.09.003>
- Kusuma, A., Darma, D., & Sari, S. R. (2023a). Analisis Pemanfaatan Media Sosial Instagram sebagai Media Promosi di Perpustakaan Universitas Bangka Belitung Berdasarkan Engagement Rate, Impression dan Reach. *Lentera Pustaka: Jurnal Kajian Ilmu Perpustakaan, Informasi Dan Kearsipan*, 9(2), 105–116. <https://doi.org/10.14710/lenpust.v9i2.49483>
- Lacy, B. S., Riffe, D., Stoddard, S., & Martin, H. (2001). *SAMPLE SIZE FOR NEWSPAPER CONTENT ANALYSIS IN MULTI-YEAR STUDIES*. 78(4).
- Lane, J. C., & Perez, M. E. (2023). Reliability and Validity of Quantitative Research. In The SAGE Encyclopedia of Educational Research, Measurement, and Evaluation (pp. 1374–1378). SAGE Publications.**

- Lehman, C., Rowland, N. J., & Knapp, J. A. (2016). *Memes in Digital Culture*, edited by Limor Shifman. Cambridge, MA: MIT Press, 2014. x + 200 pp. \$15.95 paper. ISBN 9780262525435 (paper). *The Information Society*, 32(2), 162–163. <https://doi.org/10.1080/01972243.2016.1130504>
- Lies Setyawati, R., & Anindita, R. (2022b). Developing Customer Engagement Through Instagram Social Media on Local Coffee Shop. *Majalah Ilmiah Bijak*, 19(2), 168–183. <https://doi.org/10.31334/bijak.v19i2.2539>
- Lindgren, Simon. (2017). *Digital media & society* (Michael Ainsley, Ed.). SAGE.
- Mardhiyyah, M. (2024). Penggunaan Video On Demand (VOD) Brand Netflix Sebagai Media Hiburan Alternatif Selama Pandemi 2020. *Marcommers: Jurnal Marketing Communication and Advertising*, 12(1), 24. <https://doi.org/10.22441/marcommers.v12i1.11489>
- Mouter, N., & Noordegraaf, D. M. V. (2012). Intercoder reliability for qualitative research. *12th TRAIL Congresss, October*, 1–9.
- Murfianti, F. (2020). Meme Di Era Digital Dan Budaya Siber. *Acintya Jurnal Penelitian Seni Budaya*, 11(1), 45–50. <https://doi.org/10.33153/acy.v11i1.2613>
- Pandey, A. K. (2024). *Analyzing the Impact of Meme Marketing on Consumer Engagement in the Digital Era*. www.ijfmr.com
- Park, Y. S., Konge, L., & Artino, A. R. (2020). The Positivism Paradigm of Research. *Academic Medicine*, 95(5), 690–694. <https://doi.org/10.1097/ACM.00000000000003093>
- Parthama, I. G. N., Pastika, I. W., Netra, I. M., & Aryawibawa, I. N. (2025). *International Journal of Multilingual Sentiment Discourse: An Intersection of News Text and Comments on Social Media*.
- Prismayanti, R., Zein, T. T., & Susilo, H. (2024). Jurnal Ilmiah Pendidikan Bahasa. In *Sastra Indonesia dan Daerah* (Vol. 14, Issue 2).
- Pujiono, A. (2021a). Media Sosial Sebagai Media Pembelajaran Bagi Generasi Z. *Didache: Journal of Christian Education*, 2(1), 1. <https://doi.org/10.46445/djce.v2i1.396>
- Qiao, T. (2024). The Plagiarism and Borrowing of “Meme Culture” in Short Videos in the Digital Age. *Communications in Humanities Research*, 34(1), 322–329. <https://doi.org/10.54254/2753-7064/34/20240162>
- Ramadhani Nurwijayanto, P., & Mahendra Dharmawan, M. (2023). jenis Influencer Marketing Dalam Meningkatkan Customer engagement (Studi Deskriptif Pada Akun Instagram @sotoayamcakson). *MARGIN ECO: Jurnal Ekonomi dan Perkembangan Bisnis*, 7(2), 1–12.
- Rathi, N., & Jain, P. (2024). Impact of meme marketing on consumer purchase intention: Examining the mediating role of consumer engagement. *Innovative Marketing*, 20(1). [https://doi.org/10.21511/im.20\(1\).2024.01](https://doi.org/10.21511/im.20(1).2024.01)
- Razzaq, A., Shao, W., & Quach, S. (2024). Journal of Retailing and Consumer Services Meme marketing effectiveness: A moderated-mediation model. *Journal of Retailing and Consumer Services*, 78(7), 103702. <https://doi.org/10.1016/j.jretconser.2023.103702>
- Rogers, R., & Giorgi, G. (2024). What is a meme, technically speaking? *Information Communication and Society*, 27(1), 73–91. <https://doi.org/10.1080/1369118X.2023.2174790>
- Roscoe, J. T. (1975). (2010). *Skripsi Penelitian Universitas Islam Indonesia*. 19–40.

- Savero, M. J., Ibrahim, A., Utama, Y., & Lestari, E. (2025). *Harnessing SVM for Sentiment Analysis : Insights from Gojek 's Instagram Engagement*. 7(1), 663–680. <https://doi.org/10.51519/journalisi.v7i1.1041>
- Shahbaznezhad, H., Dolan, R., & Rashidirad, M. (2021). The Role of Social Media Content Format and Platform in Users' Engagement Behavior. *Journal of Interactive Marketing*, 53, 47–65. <https://doi.org/10.1016/j.intmar.2020.05.001>
- Shifman, L. (2014a). *MEMES IN DIGITAL CULTURE*. The MIT Press.**
- Shifman, L. (2014b). The cultural logic of photo-based meme genres. *Journal of Visual Culture*, 13(3), 340–358. <https://doi.org/10.1177/1470412914546577>**
- Sulistiyono, A., & Jakaria. (2022). *ANALISIS PENGARUH SOCIAL MEDIA ENGAGEMENT TERHADAP RELATIONSHIP QUALITY YANG DIMEDIASI OLEH FAKTOR-FAKTOR RELATIONSHIP MANAGEMENT* (Vol. 11, Issue 1).
- Surjadeep Dutta, Yaaseen Maswood, & Premjeet Kumar. (2024). Meme Marketing: Leveraging Internet Culture's Influence for Digital Marketing towards customer retention. *European Economic Letters*, ISSN 2323-5233, 14(1), 1–15. <https://doi.org/10.52783/eel.v14i1.1007>
- Susanto, D., & Jailani, M. S. (2023). *Teknik Pemeriksaan Keabsahan Data Dalam Penelitian Ilmiah*. 1(1), 53–61.
- Syarifuddin, M., & Studi Doktor Ilmu Ekonomi Konsentrasi Akuntansi Universitas Trisakti, P. (2024). Potensi Penerapan Green Accounting Masa Depan melalui Perspektif Paradigma Positivisme. *Journal Homepage*, 2, 175–181. <https://doi.org/10.36733/jia.v2i2.8565>
- Thifalia, N., & Susanti, S. (2021). Produksi Konten Visual Dan Audiovisual Media Sosial Lembaga Sensor Film. *Jurnal Common*, 5(1), 39–55. <https://doi.org/10.34010/common.v5i1.4799>
- Tri Muji Puspita Noviriyani, & Rennyta Yusiana. (2022). *Analisis Customer Engagement Pada Media Sosial Instagram Pada Riyani The Label Tahun 2022 Customer Engagement Analysis On Social Media Instagram On Riyani The Label In 2022*. <https://doi.org/https://openlibrary.telkomuniversity.ac.id/pustaka/183369/analisis-customer-engagement-pada-media-sosial-instagram-pada-riyani-the-label-tahun-2022.html>
- Vaismoradi, M., D, P., Ms, N., Bs, N., Turunen, H., D, P., Bondas, T., & D, P. (2013). *Content analysis and thematic analysis : Implications for conducting a qualitative descriptive study*. 398–405. <https://doi.org/10.1111/nhs.12048>
- Vera, N. (2016). *Komunikasi massa*. Bogor: Ghalia Indonesia.**
- Wiggins, B. E., & Bowers, G. B. (2015). Memes as genre: A structurational analysis of the memescape. *New Media and Society*, 17(11), 1886–1906. <https://doi.org/10.1177/1461444814535194>**
- Wijakseni, A., & Mahadian, A. B. (2024). *Analisis Konten Meme Seputar Kehidupan Mahasiswa di Instagram @ drama . telyu*. 11(6), 6565–6577.
- Winarni, E. W. (2021). *Teori dan praktik penelitian kuantitatif, kualitatif, penelitian tindakan kelas, research and development*. Jakarta: Bumi Aksara.**
- Winaryati, E. (2020). (2020). “ACTION RESEARCH” dalam PENDIDIKAN.(Antara Teori dan Praktik). *Unimus Press*, 1(1), 124–135. <http://repository.unimus.ac.id/id/eprint/3601>