

DAFTAR PUSTAKA

- Adhabi, E. A., & Anozie, C. B. (2017). Literature Review for the Type of Interview in Qualitative Research . *International Journal of Education*, 88.
- Alodokter. (2022, March 14). *Menopause*. Retrieved from alodokter.com: <https://www.alodokter.com/menopause>
- Animaker. (2023). *Instagram Video Length Guide 2023: Everything you need to know*. Retrieved from animaker.com: <https://www.animaker.com/hub/instagram-video-length/#:~:text=Here%20are%20four%20kinds%20of,15%20Seconds%20to%2090%20Seconds>
- Batubara, J. (2017). Paradigma Penelitian Kualitatif dan Filsafat Ilmu Pengetahuan dalam Konseling. *Jurnal Fokus Konseling* , Volume 3, No. 2 , 95-107.
- Bell, B. T. (2019). “You take fifty photos, delete forty nine and use one”: A qualitative study of adolescent image-sharing practices on social media. *International Journal of Child-Computer Interaction*, 64-71.
- Bhattacharya, A. (2020, April 23). *Psychological Factors Influencing Consumer Behaviour* ! Retrieved from brainstrorm.wixsite.com: <https://brainstorm.wixsite.com/brainstorm/post/factors-influencing-consumer-behaviour-the-psychological-factors>
- Breehl, L., & Caban, O. (2023, March 27). *Physiology, Puberty*. Retrieved from ncbi.nlm.nih.gov: <https://www.ncbi.nlm.nih.gov/books/NBK534827/>
- Brown, A.-M. (2023). *5 Ways Key Informant Interviews are Useful* . Retrieved from annmurraybrown.com: <https://www.annmurraybrown.com/single-post/5-ways-key-informant-interviews-are-useful>
- Broz, M. (2023, October 23). *How many pictures are there (2023): Statistics, trends, and forecasts*. Retrieved from photutorial.com: <https://photutorial.com/photos-statistics/#:~:text=1.3%20billion%20images%20are%20shared,billion%20on%20stories%20and%20chats>.
- Business Jargons. (2023). *Psychological Factors Influencing Consumer Behavior*. Retrieved from businessjargons.com: <https://businessjargons.com/psychological-factors-influencing-consumer-behavior.html>
- Bustreo, F. (2015, Februari 20). *Ten top issues for women's health* . Retrieved from who.int: <https://www.who.int/news-room/commentaries/detail/ten-top-issues-for-women's-health>

- Cayaban, C. J., Prasetyo, Y. T., Persada, S. F., Borres, R. D., Gumasing, M. J., & Nadlifatin, R. (2023). The Influence of Social Media and Sustainability Advocacy on the Purchase Intention of Filipino Consumers in Fast Fashion. *Journal of Sustainability*, 1-20.
- Chaffey, D., & Chadwick, F. E. (2019). *Digital Marketing Seventh Edition: Strategy, Implementation, and Practice*. London: Pearson.
- Cheng, H. (2023, Juli 19). *What is a Social Media Campaign?* Retrieved from freedomtoascend.com:
<https://www.freedomtoascend.com/marketing/marketing-strategies/social-media-marketing/what-is-a-social-media-campaign/#>
- Chigbu, U. E., Atiku, S. O., & Plessis, C. D. (2023). The Science of Literature Reviews: Searching, Identifying, Selecting, and Synthesising. 2.
- Coombs, H. (2022). Case Study Research De□ned- Single or Multiple? . 3.
- Devikar, P., & Garje, A. (2018). Digital Marketing and Social Media. *International Conference on Business Remodelling: Exploring New Initiatives in Key Business Functions* (p. 7). Nagpur: Tirpude Institute of Management Education.
- Dixon, S. J. (2023, Agustus 29). *Number of Instagram users worldwide from 2020 to 2025*. Retrieved from statista.com:
<https://www.statista.com/statistics/183585/instagram-number-of-global-users/>
- Durmaz, Y. (2014). The Impact of Psychological Factors on Consumer Buying Behavior and an Empirical Application in Turkey. *Journal of Asian Social Science*, 194-196.
- Filmore. (2023, September 22). *Our Story*. Retrieved from filmorebody.com:
<https://filmorebody.com/pages/about>
- George, T. (2022, Maret 10). *Types of Interviews in Research | Guide & Examples*. Retrieved from scribbr.com:
<https://www.scribbr.com/methodology/interviews-research/>
- George, T., & Merkus, J. (2023, Juni 22). *Explanatory Research | Definition, Guide, & Examples*. Retrieved from scribbr.com:
<https://www.scribbr.com/methodology/explanatory-research/>
- Gomez, R. (2023, September 18). *The importance of social media marketing: 7 stats that prove social's role in business success*. Retrieved from sproutsocial.com: <https://sproutsocial.com/insights/importance-of-social-media-marketing-in-business/>

- Gunnarsson, H., & Spirovska, N. D. (2016). Personal Hygiene for Young People . In WECF, *Developing A Water & Sanitation Safety Plan In A Rural Community* (pp. 37-40). Germany: German Bundestag.
- Habibi, M. R., Laroche, M., & Richard, M.-O. (2013). Brand communities based in social media: How unique are they? Evidence from two exemplary brand communities. *International Journal of Information Management*, 123-132.
- Hadi, S. (2016). Pemeriksaan Keabsahan Data Penelitian Kualitatif pada Skripsi. *Jurnal Ilmu Pendidikan*, 74-79.
- Hafizha, M. R. (2023, Februari 2). *Mengenal Apa itu Teknik Analisis Data, Jenis-jenis, dan Contohnya*. Retrieved from detik.com: <https://www.detik.com/bali/berita/d-6548598/mengenal-apa-itu-teknik-analisis-data-jenis-jenis-dan-contohnya>
- Heggde, G., & Shainesh, G. (2018). *Social Media Marketing*. Bangalore: Palgrave Macmillan.
- Howson, N. (2023). <https://aimsmmarketing.com/social-media-campaign-useful/>. Retrieved from aimsmmarketing.com: <https://aimsmmarketing.com/social-media-campaign-useful/>
- Inee. (2023). *Key informant* . Retrieved from inee.org: <https://inee.org/eie-glossary/key-informant>
- Jang, J. Y., Han, K., Shih, P. C., & Lee, D. (2015). Generation Like: Comparative Characteristics in Instagram.
- Jenkins, E. L., Brennan, L., Molenaar, A., & McCaffrey, T. A. (2022). Exploring the Application of Social Media in Food Waste Campaigns and Interventions: A Systematic Scoping Review of the Academic and Grey Literature. *Journal of Cleaner Production*, 1-14
- Kapoor, S. (2017). *Consumer and the Market*. New Delhi: Indian Institute of Public Administration New Delhi.
- Katai, R. (2023, Agustus 19). *8 Benefits to Advertising on Instagram* . Retrieved from nealschaffer.com: <https://nealschaffer.com/4-benefits-advertising-instagram/#:~:text=Instagram%20ads%20are%20non%2Dintrusive,and%20sell%20your%20products%20instantly.>
- Kemp, S. (2023, February 9). *Digital 2023: Indonesia*. Retrieved from datareportal.com: <https://datareportal.com/reports/digital-2023-indonesia>
- Kenton, W. (2021, Januari 29). *What Is the Hierarchy-of-Effects Theory and Its Stages?* . Retrieved from investopedia.com: <https://www.investopedia.com/terms/h/hierarchy-of-effects->

theory.asp#:~:text=The%20hierarchy%2Dof%2Deffects%20theory%20is%20a%20model%20of%20how,as%20a%20result%20of%20advertising.

- Killian, L. M., Turner, R. H., & Smelser, N. J. (2023, November 7). *Social Movement*. Retrieved from britannica.com: <https://www.britannica.com/topic/social-movement>
- Kotler, P., & Armstrong, G. (2016). *Marketing Management*. Englewood Cliffs, New Jersey: Pearson Prentice Hall.
- Leaver, T., Highfield, T., & Abidin, C. (2020). *Instagram: Visual Social Media Cultures*. Cambridge, United Kingdom: Polity Press.
- Lekshmi, R. S., Jawahar, R. K., & Vinotha, C. (2022). Awareness, Preference and Attitude Towards The Usage of Menstrual Cups Among Girls and Women. *Journal of Pharmaceutical Negative Results Vol 13 Special Issue 1*, 1023.
- Lua, A. (2023, Oktober 5). *23 Top Social Media Sites to Consider for Your Brand in 2023*. Retrieved from buffer.com: <https://buffer.com/library/social-media-sites/>
- McCombes, S. (2019, Mei 8). *What Is a Case Study? | Definition, Examples & Methods*. Diambil kembali dari scribbr.com: <https://www.scribbr.com/methodology/case->
- Mekarisce, A. A. (2020). Teknik Pemeriksaan Keabsahan Data pada Penelitian Kualitatif di Bidang Kesehatan Masyarakat. *Jurnal Ilmiah Kesehatan Masyarakat*, 145-151.
- Merriam, S. B., & Tisdell, E. J. (2016). *Qualitative Research: A Guide to Design and Implementation. Fourth Edition*. San Fransisco: Jossey-Bass.
- Miles, J. (2019). *Instagram Power 2nd Edition: Build Your Brand and Reach More Customers with Visual Influence*. United States: McGraw Hill Education.
- Moustakas, E. (2015). The Impact of Social Networking on Consumer Behaviour. 1.
- Naeem, Ashraf, S. S., Khan, A. A., & Baig, Z. (2015). Relevance and Importance of Personal Hygiene in the Maintenance of Human Health. *Journal of Integrated Community Health*, 33.
- Nel, H. (2020, October 8). *ARTICLE 61 Research Methods for Ph. D. and Master's Degree Studies: Post-positivism*. Retrieved from intgrty.co.za: <https://www.intgrty.co.za/tag/post->

- The World Bank. (2022, May 12). *Menstrual Health and Hygiene*. Retrieved from [worldbank.org:
https://www.worldbank.org/en/topic/water/brief/menstrual-health-and-hygiene](https://www.worldbank.org/en/topic/water/brief/menstrual-health-and-hygiene)
- Tuten, T. L., & Solomon, M. R. (2018). *Social Media Marketing 3rd Edition*. California: SAGE.
- UNICEF, Burnet Institute, & WaterAid. (2023). *Menstrual Health in East Asia and The Pacific: Regional Progress Review Indonesia*. Jakarta, Indonesia.
- UNICEF, Burnet Institute, & WaterAid. (2023). *Regional Progress Review Menstrual Health in East Asia and The Pacific*. Bangkok: QUO Bangkok.
- UNICEF. (2019). *Guide to Menstrual Hygiene Materials*. New York.
- Ugwu, C. N., & Eze, V. H. (2023). Qualitative Research. *IDOSR Journal OF Computer and Applied Sciences* , 20-35.
- Vania, H. F. (2022, Juli 29). *Media Sosial Salah Satu Sumber Utama Mendapatkan Informasi*. Retrieved from [databoks.katadata.co.id:
https://databoks.katadata.co.id/datapublish/2022/07/29/media-sosial-salah-satu-sumber-utama-mendapatkan-informasi](https://databoks.katadata.co.id/datapublish/2022/07/29/media-sosial-salah-satu-sumber-utama-mendapatkan-informasi)
- Warren, K. (2023, April). *Qualitative Data Analysis Methods 101: The “Big 6” Methods + Examples*. Retrieved from [gradcoach.com:
https://gradcoach.com/qualitative-data-analysis-methods/](https://gradcoach.com/qualitative-data-analysis-methods/)
- Wihdaturrahmah, & Chuemchit, M. (2023). Determinants of Menstrual Hygiene Among Adolescent School Girls in Indonesia. *International Journal of Women's Health*, 943-944.
- Wolmark, M. (2023, October 5). *Average Human Attention Span (Statistics)*. Retrieved from [goldenstepsaba.com:
https://www.goldenstepsaba.com/resources/average-attention-span#:~:text=The%20average%20attention%20span%20of%20an%20adult%20is%208%20seconds,second%20less%20than%20a%20goldfish.](https://www.goldenstepsaba.com/resources/average-attention-span#:~:text=The%20average%20attention%20span%20of%20an%20adult%20is%208%20seconds,second%20less%20than%20a%20goldfish.)
- Yang, C. (2021). Research in the Instagram Context: Approaches and Methods. Vol. 7, Issue. 1. *The Journal of Social Sciences Research* , 15-21.