

DAFTAR PUSTAKA

- _____. (2013). Strategi Promosi yang Kreatif dan Analisis Kasus. Jakarta: Gramedia Pustaka Utama.
- Anita, S.Y., Amiruddin, E. E., Edt, W. R., Wiratmo, L. B., & Mustafa, F. (2023). Perilaku Konsumen. Badung: Intelektual Manifes Media.
- Belawati, T. (2019). Massive Open Online Courses: The State of Practice in Indonesia. In K. B. C. J. ; R. T. R. T. Zhang (Ed.), MOOCs and Open Education in the Global South (1st ed.). Routledge.
- Belch, M. A. & Belch, G. E. (2014). Advertising and Promotion: An Integrated Marketing Communication Perspective Tenth Edition. New York: McGraw-Hill
- Bhardwaj, R., Yarrow, N., & Cali, M. (2020). EDTECH IN INDONESIA – READY FOR TAKE-OFF?
- Caroleo, L., & Maiello, G. (2022). Understanding Polarization Effects on Voice Based Social Media: A Clubhouse Analysis. Italian Sociological Review, 12(7).
- Chang, H.-C. (2010). A new perspective on Twitter hashtag use: Diffusion of innovation theory. Proceedings of the American Society for Information Science and Technology, 47(1), 1–4. <https://doi.org/10.1002/meet.14504701295>
- Croucher, S. M., Cronn-Mills, D. (2014). Understanding Communication Research Methods: A Theoretical and Practical Approach. United Kingdom: Taylor & Francis.
- Dahlen, M., Lange, F., Smith, T. (2010). Marketing Communications: A Brand Narrative Approach. United Kingdom: Wiley.
- Dari, W., Taufiq, M. A., & Idris. (2024). Inovasi Sistem Pembelajaran Daring Berbasis Massive Open Online Course (MOOC) Universitas Padjadjaran pada Pertukaran Mahasiswa Merdeka 2. Jurnal Penelitian Multidisiplin, 2(2).
- Daryanto. (2014). Teori Komunikasi. PENERBIT GUNUNG SAMUDERA [GRUP PENERBIT PT BOOK MART INDONESIA].
- Deci, E. L., & Ryan, R. M. (2015). Self-Determination Theory. In International Encyclopedia of the Social & Behavioral Sciences (pp. 486–491). Elsevier. <https://doi.org/10.1016/B978-0-08-097086-8.26036-4>
- Didied, N. M., Yunitasari, F., & Puspita, O. D. (2022). Effect of promotion, perceived usefulness, and perceived ease of use on interest in adopting e-wallet (Ovo And Dana). International Journal of Research in Business and Social Science (2147-4478), 11(8), 191-201.

- Faradysa, N. Z. (2022). Strategi Komunikasi GoFood Bertahan Saat Pandemi COVID-19: Analisis Difusi Inovasi GoFood Indonesia. *JURNAL LENSA MUTIARA KOMUNIKASI*, 6(1), 139–154. <https://doi.org/10.51544/jlmk.v6i1.2937>
- Farzin, M., Sadeghi, M., Yahyayi Kharkeshi, F., Ruholahpur, H., & Fattahi, M. (2021). Extending UTAUT2 in M-banking adoption and actual use behavior: does WOM communication matter?. *Asian Journal of Economics and Banking*, 5(2), 136-157.
- Greenhalgh, T., Robert, G., Bate, P., Macfarlane, F., Kyriakidou, O. (2008). *Diffusion of Innovations in Health Service Organisations: A Systematic Literature Review*. Germany: Wiley.
- Goyal, A., & Jain, B. (2023b). Impact of Digital Marketing on Consumer Behavior towards Edtech Startups. *International Journal For Multidisciplinary Research*, 5(6). <https://doi.org/10.36948/ijfmr.2023.v05i06.8595>
- Govindarajan, M. (2007). *Marketing Management*. India: PHI Learning
- Gupta, K. P. (2020). Investigating the adoption of MOOCs in a developing country: Application of technology-user-environment framework and self-determination theory. *Interactive Technology and Smart Education*, 17(4), 355-375.
- Guttentag, D., Smith, S., Potwarka, L., & Havitz, M. (2018). Why Tourists Choose Airbnb: A Motivation-Based Segmentation Study. *Journal of Travel Research*, 57(3), 342–359. <https://doi.org/10.1177/0047287517696980>
- Hartoyo, Y. R., & Sitorus, O. F. (2021a). Utilization Instagram as a Marketing Communication Media in the Covid-19 Pandemic. <https://doi.org/10.2991/assehr.k.210430.030>
- Hoang, H., & Le, T. T. (2020a). The Role of Promotion in Mobile Wallet Adoption – A Research in Vietnam. *Advances in Science, Technology and Engineering Systems Journal*, 5(6), 290–298. <https://doi.org/10.25046/aj050635>
- Isman, D.A., & El Mrassni, H. O. U. D. A. (2023). Exploring the Factors Influencing the Diffusion of Facebook as an Innovative Communication Tool in Morocco: a Study of User Adoption and Motivation. *The Online Journal of New Horizons in Education*-July, 13(3).
- Imran, M. (2023). The Communication Channels and the Innovation Perception on The Adoption of E-Commerce in Micro, Small Medium Enterprises (MSMEs). *Ilomata International Journal of Social Science*, 4(3), 441-454.
- Mercius, M., & Utami, L. S. S. (2023). Pengaruh Konten Instagram@ ridistaonline terhadap Minat Beli Konsumen. *Kiwari*, 2(1), 83-90.

- Johnson, M. J., & Simpson, H. A. (2023). *Social Media Marketing for Book Publishers*. Routledge.
- Kansal, A. K., Gautam, J., Chintalapudi, N., Jain, S., & Battineni, G. (2021). Google Trend Analysis and Paradigm Shift of Online Education Platforms during the COVID-19 Pandemic. *Infectious Disease Reports*, 13(2), 418–428. <https://doi.org/10.3390/idr13020040>
- Karnouskos, S. (2017). Massive open online courses (MOOCs) as an enabler for competent employees and innovation in industry. *Computers in Industry*, 91, 1–10. <https://doi.org/10.1016/j.compind.2017.05.001>
- Kim, D.-Y., & Yoo, H.-S. (2021a). The Impact of the Hashtag Challenge of the Short-form Video Platform on Brand Recognition and Product Purchase. *Asia-Pacific Journal of Convergent Research Interchange*, 7(9), 179–188. <https://doi.org/10.47116/apjcri.2021.09.16>
- Keawchuer, S., Piriyaodom, A., & Ruangan, N. (2022). Content Marketing Factors For Infographic Design Impacting Food Delivery Service Users In Bangkok. *Journal of Pharmaceutical Negative Results*, 3002-3011.
- Kumar, B. A., & Chand, S. S. (2019). Mobile learning adoption: A systematic review. *Education and Information Technologies*, 24(1), 471–487. <https://doi.org/10.1007/s10639-018-9783-6>
- Lee, S. Y., & Lee, K. (2018a). Factors that influence an individual's intention to adopt a wearable healthcare device: The case of a wearable fitness tracker. *Technological Forecasting and Social Change*, 129, 154–163. <https://doi.org/10.1016/j.techfore.2018.01.002>
- Lee, Y.-H., Hsieh, Y.-C., & Chen, Y.-H. (2013). An investigation of employees' use of e-learning systems: applying the technology acceptance model. *Behaviour & Information Technology*, 32(2), 173–189. <https://doi.org/10.1080/0144929X.2011.577190>
- Li, S.-C. S. (2014). Digital television adoption: Comparing the adoption of digital terrestrial television with the adoption of digital cable in Taiwan. *Telematics and Informatics*, 31(1), 126–136. <https://doi.org/10.1016/j.tele.2013.02.003>
- Lin, Y., Wang, M., Shen, Z.-J. M., Zhang, H., & Zhang, R. (2021). Content Promotion for Online Content Platforms with Network Diffusion Effect. *SSRN Electronic Journal*. <https://doi.org/10.2139/ssrn.3863104>
- Liyaganawardena, T. (2015). Massive Open Online Courses. *Humanities*, 4(1), 35–41. <https://doi.org/10.3390/h4010035>

- Mahar, T. N., & Rina, N. (2018). Pengaruh Bauran Promosi Terhadap Adopsi Inovasi Aplikasi Permainan Daring Arena of Valor. *Jurnal Ilmu Komunikasi Dan Bisnis*, 3(2).
- Mahroum, W. (2023). *The Art and Science of Marketing How Stand Out in a Crowded Market*. United Kingdom: Walid Mahroum
- Market Insight Online Education in Indonesia. (2024). <https://www.Statista.Com/Outlook/Dmo/Eservices/Online-Education/Indonesia>.
- Masterson, R., & Pickton, D. (2010). *Marketing: An Introduction*. SAGE Publications.
- Maslow, A. H. (2017). *A Theory of Human Motivation*. United States: Lulu.com.
- Mazzarol, T., & Reboud, S. (2019). *Small Business Management: Theory & Practice*. Springer Nature Singapore.
- Miller, R. L. (2015). Rogers' Innovation Diffusion Theory (1962, 1995). In *Information Seeking Behavior and Technology Adoption: Theories and Trends* (pp. 261–274). IGI Global. <https://doi.org/10.4018/978-1-4666-8156-9.ch016>
- Min, S., So, K. K. F., & Jeong, M. (2021). Consumer adoption of the Uber mobile application: Insights from diffusion of innovation theory and technology acceptance model. In *Future of tourism marketing* (pp. 2-15). Routledge.
- Munsch, A. (2021). Millennial and generation Z digital marketing communication and advertising effectiveness: A qualitative exploration. *Journal of Global Scholars of Marketing Science*, 31(1), 10–29. <https://doi.org/10.1080/21639159.2020.1808812>
- Nugroho, Z. D., & Widiarti, P. W. (2022). Pengaruh karakteristik inovasi dan saluran komunikasi terhadap keputusan adopsi inovasi dompet elektronik. *Lektur: Jurnal Ilmu Komunikasi*, 4(4). <https://doi.org/10.21831/lektur.v4i4.18538>
- Nurhudatiana, A., Anggraeni, A., & Putra, S. (2019). An Exploratory Study of MOOC Adoption in Indonesia. *Proceedings of the 2019 5th International Conference on Education and Training Technologies*, 97–101. <https://doi.org/10.1145/3337682.3337690>
- Panigrahi, R., Srivastava, P. R., & Sharma, D. (2018). Online learning: Adoption, continuance, and learning outcome—A review of literature. *International Journal of Information Management*, 43, 1–14. <https://doi.org/10.1016/j.ijinfomgt.2018.05.005>
- Pozón-López, I., Higuera-Castillo, E., Muñoz-Leiva, F., & Liébana-Cabanillas, F. J. (2021). Perceived user satisfaction and intention to use massive open online courses (MOOCs). *Journal of Computing in Higher Education*, 33(1), 85–120. <https://doi.org/10.1007/s12528-020-09257-9>

- Rahadia, L. (2023, July 12). Data Pelaku Layanan EdTech di Indonesia. Tech in Asia. <https://id.techinasia.com/data-pelaku-edtech-indonesia>
- Ramadhan, K. M., Dadang S. A., & Ahmad, F. (2024). Bahasa Iklan Dengan Teknik Copywriting AIDA di habiskerja.com. *Jurnal Onoma: Pendidikan, Bahasa, Dan Sastra*, 10(1), 618–630. <https://doi.org/10.30605/onoma.v10i1.3334>
- Rajagopal. (2019). *Contemporary Marketing Strategy: Analyzing Consumer Behavior to Drive Managerial Decision Making*. Germany: Springer International Publishing.
- Reeve, J. (2002). Self-determination theory applied to educational settings. In E. L. Deci & R. M. Ryan (Eds.), *Handbook of self-determination research* (pp. 183–203). University of Rochester Press.
- Raman, A., Thannimalai, R., Rathakrishnan, M., & Ismail, S. N. (2022). Investigating the Influence of Intrinsic Motivation on Behavioral Intention and Actual Use of Technology in Moodle Platforms. *International Journal of Instruction*, 15(1), 1003-1024.
- Rogers, E. M. (2010). *Diffusion of Innovations*, 4th Edition. United Kingdom: Free Press.
- Ryan, R., Deci, E. L. (2018). *Self-Determination Theory: Basic Psychological Needs in Motivation, Development, and Wellness*. United Kingdom: Guilford Publications.
- Salwen, M. B. (1999). *An Integrated Approach to Communication Theory and Research*. <https://www.routledge.com/Routledge-Communication->
- Sanchez-Cartas, J. M., & Leon, G. (2018). On “Influencers” and Their Impact on the Diffusion of Digital Platforms (pp. 210–222). https://doi.org/10.1007/978-3-319-94779-2_19
- Schiffman, L. G. & Wisenblit, J. (2019). *Consumer Behavior Twelfth Edition*. United Kingdom: Pearson.
- Schikofsky, J., Dannewald, T., & Kowald, M. (2020). Exploring motivational mechanisms behind the intention to adopt mobility as a service (MaaS): Insights from Germany. *Transportation Research Part A: Policy and Practice*, 131, 296–312. <https://doi.org/10.1016/j.tra.2019.09.022>
- Scheuer, J. D. (2021). *How Ideas Move: Theories and Models of Translation in Organization*. Taylor & Francis.
- Septiyadi, M. R., & Rahayu, E. (2022). Program Kartu Prakerja sebagai Program Pemberdayaan di Bidang Ketenagakerjaan di Tengah Pandemi. *Jurnal Pembangunan Manusia*, 3(2).

- Shah, J., Khanna, M., & Patel, H. (2021). Technology Adoption and Continuance Of Moocs: a Systematic Literature Review, Synthesis And Future Research Aagenda. *Journal Of Content Community And Communication*, 14(8), 106–132. <https://doi.org/10.31620/JCCC.12.21/10>
- Shiu, E. (Ed.). (2018). *Research Handbook of Innovation and Creativity for Marketing Management*. Edward Elgar Publishing, Incorporated.
- Siregar, I., Ma'rifataini, L., Ta'rif, T., Suprpto, S., An-Nahidl, N. A., Habibah, N., Sopandi, E., Salman, I., & Munawiroh, M. (2022). The role of motivation of unified theory acceptance, use of technology model and innovation dif-fusion theory on e-learning intention of SMEs employee. *International Journal of Data and Network Science*, 6(4), 1055–1064. <https://doi.org/10.5267/j.ijdns.2022.8.003>
- Srivastava, M., & Raina, M. (2021). Consumers' usage and adoption of e-pharmacy in India. *International Journal of Pharmaceutical and Healthcare Marketing*, 15(2), 235–250. <https://doi.org/10.1108/IJPHM-01-2020-0006>
- Surya, T., Dewi, C., & Hendijani, R. B. (2021). Key decision-making factors of MOOCs users towards paid MOOCs. *International Journal of Education Economics and Development*, 12(2), 151. <https://doi.org/10.1504/IJEED.2021.114371>
- Sudaryana, B., & Agusiady, R. *Metodologi Penelitian Kuantitatif*. (2022). (n.p.): Deepublish.
- Sugeng, B. (2022). *Fundamental Metodologi Penelitian Kuantitatif (Eksplanatif)*. (2022). (n.p.): Deepublish.
- Sullivan, T. J. (2009). *Methods of Social Research*. Harcourt College Publishers.
- Tafesse, W., & Wien, A. (2016). A Framework for Categorizing Social Media Posts. *SSRN Electronic Journal*. <https://doi.org/10.2139/ssrn.2824385>
- Tarnanidis, T. K., Papachristou, E., Karypidis, M., & Ismyrlis, V. (2023). How Social Media Affects Consumer Behavior in the Fashion Industry. In *Social Media and Online Consumer Decision Making in the Fashion Industry* (pp. 324-337). IGI Global
- Teng, W., & Lu, H. P. (2010). Consumer adoption of PDA phones in Taiwan. *International Journal of Mobile Communications*, 8(1), 1. <https://doi.org/10.1504/IJMC.2010.030517>
- Tentang Ruangguru. (2024). <https://www.ruangguru.com/about-us>.
- Tentang Skill Academy. (2024). <https://skillacademy.com/info/about>
- Tran, T. A., & Tran, Y. V. T. (2020). An empirical analysis of the factors affecting consumers adoption of online food delivery in Vietnam. *Econ. Manag. Bus*, 1374.

- van Oorschot, J. A. W. H., Hofman, E., & Halman, J. I. M. (2018). A bibliometric review of the innovation adoption literature. *Technological Forecasting and Social Change*, 134, 1–21. <https://doi.org/10.1016/j.techfore.2018.04.032>
- Wang, T., Oh, L.-B., Wang, K., & Yuan, Y. (2013). User adoption and purchasing intention after free trial: an empirical study of mobile newspapers. *Information Systems and E-Business Management*, 11(2), 189–210. <https://doi.org/10.1007/s10257-012-0197-5>
- Welsh, D. H. B., & Dragusin, M. (2013). The New Generation of Massive Open Online Course (MOOCs) and Entrepreneurship Education. *Small Business Institute Journal*, 9(1).
- Yantoro, Y., Hariandi, A., Mawahdah, Z., & Muspawi, M. (2021). Inovasi Guru dalam Pembelajaran di Era Pandemi Covid-19. *JPPI (Jurnal Penelitian Pendidikan Indonesia)*, 7(1).
- Yu, L., Chen, Z., Yao, P., & Liu, H. (2021). A Study on the Factors Influencing Users' Online Knowledge Paying-Behavior Based on the UTAUT Model. *Journal of Theoretical and Applied Electronic Commerce Research*, 16(5), 1768–1790. <https://doi.org/10.3390/jtaer16050099>
- Zhao, Y., Wang, N., Li, Y., Zhou, R., & Li, S. (2021). Do cultural differences affect users'e-learning adoption? A meta-analysis. *British Journal of Educational Technology*, 52(1), 20-41.

