

DAFTAR PUSTAKA

- Adrian, K. (2024). 45% Masyarakat Indonesia Masih Lebih Percaya Obat Herbal Dibanding Obat Modern. *alodokter.com*. Retrieved from <https://www.alodokter.com/45-masyarakat-indonesia-masih-lebih-percaya-obat-herbal-dibanding-obat-modern>
- Agustini, N. P., Megawati, F., & Juliandi, D. (2023). Tingkat Pengetahuan Penggunaan Tanaman Obat Tradisional Sebagai Alternatif. *Usadha: Jurnal Integrasi Obat Tradisional*, 2(3). [doi:10.36733/usadha.v2i3.7145](https://doi.org/10.36733/usadha.v2i3.7145)
- Arianita, V., Roosinda, F. W., & Ekantoro, J. (2021). Kampanye Digital pada Instagram @Perhumas_Indonesia melalui #IndonesiaBicaraBaik dalam Mewujudkan Masyarakat 5.0. *INTELEKTUAL (E-Journal Administrasi Publik Dan Ilmu Komunikasi)*, 8(2). [doi:10.55499/intelektual.v8i2.4](https://doi.org/10.55499/intelektual.v8i2.4)
- BNPB. (2022). *Statistik Bencana, Korban dan Kerusakan Menurut Waktu*. Retrieved from https://dibi.bnpb.go.id/statistik_menurut_waktu
- Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital Marketing: Strategy and Implementation*. Pearson Education.
- CNN. (2023, December 6). Mengenal Megathrust, Sumber Gempa Seperti yang Ada di Selatan Jawa. *CNN Indonesia*. Retrieved from <https://www.cnnindonesia.com/teknologi/20221117125029-199-875015/mengenal-megathrust-sumber-gempa-seperti-yang-ada-di-selatan-jawa>
- Davis, M., & Hurt, J. (2017). *Visual Communication Design: An Introduction to Design Concepts in Everyday Experience*. Bloomsbury.
- Erwin, Ardyan, E., & Ilyas, A. (2023). *Digital Marketing (Penerapan Digital Marketing pada Era Society 5.0)*. PT. Sonpedia Publishing Indonesia.
- Fest, M. (2014). *Message Houses – A technique to improve the clarity of your core brand messages*. Retrieved from [smartinsights.com: https://www.smartinsights.com/online-brand-strategy/brand-positioning/message-houses-a-technique-to-improve-the-clarity-of-your-core-brand-messages/](https://www.smartinsights.com/online-brand-strategy/brand-positioning/message-houses-a-technique-to-improve-the-clarity-of-your-core-brand-messages/)
- Frick, T. (2016). *Designing for Sustainability*. O'Reilly Media, Inc.
- Glanz, K., & Rimer, B. (2015). *Health Behavior: Theory, Research, and Practice (Jossey-Bass Public Health)*. Jossey-Bass.
- Hadi, I. P., Wahjudianata, & Indrayani, I. (2019). *Komunikasi Massa*. CV. Penerbit Qira Media.

- Haqi, H. R., Nurhasah, & Fridayanti, N. (2024). Pemanfaatan Media Sosial untuk Digital Campaign dan Webinar dalam Meningkatkan Disability Awareness pada Masa Pandemi COVID-19 Bersama Komunitas Peduli Inklusi Nusantara (KOPINUS). *PUNDIMAS: Publikasi Kegiatan Abdimas*, 3(2), 51-59. [doi:10.37010/pnd.v3i2.1593](https://doi.org/10.37010/pnd.v3i2.1593)
- Hariani, I. (2016). Peran Jaringan Sosial Pada Kampanye Lingkungan Media Sosial: Kasus Kampanye Melawan Asap. *INFORMASI Kajian Ilmu Komunikasi*, 46(1). [doi:10.21831/informasi.v46i1.9652](https://doi.org/10.21831/informasi.v46i1.9652)
- Ibach, H. (2020). *How To Write An Inspired Creative Brief, 3rd Edition: A creative's advice on the first step of the creative process P*. Juju Books.
- Kaplan, A. M. (2016). *Social Media, Definition, and History*. Springer.
- Kim, C. M. (2020). *Social Media Campaigns: Strategies for Public Relations and Marketing*. Routledge.
- Maryam, S., & Sultanatta, C. (2022). Analisis Semiotika Logo Brodo Footweardi Media Sosial Twitter (Studi Analisis Semiotika Roland Barthes). *Ekspresi dan Persepsi: Jurnal Ilmu Komunikasi*, 1(1), 153-174. [doi:https://doi.org/10.33822/jep.v1i01.448](https://doi.org/10.33822/jep.v1i01.448)
- Mathur, A. (n.d.). *Best Time to Post on Instagram*. *socialpilot.co*. Retrieved from https://www.socialpilot.co/blog/best-time-to-post-on-instagram?utm_source=chatgpt.com
- Aitsi-Selmi, A., Murray, V., Wannous, C., Dickinson, C., Johnston, D., Kawasaki, A., Stevance, A. S., & Yeung, T. (2016). Reflections on a Science and Technology Agenda for 21st Century Disaster Risk Reduction: Based on the Scientific Content of the 2016 UNISDR Science and Technology Conference on the Implementation of the Sendai Framework for Disaster Risk Reduction 2015–2030. *International Journal of Disaster Risk Science*, 7(1), 1-29. [doi: 10.1007/s13753-016-0081-x](https://doi.org/10.1007/s13753-016-0081-x)
- Nastiti, P. & Wibisono, Y. P. (2019). Pendampingan kampanye digital melalui website dan sosial media kepada kawan kasih tumbuh (KKT). *Jurnal Pemberdayaan: Publikasi Hasil Pengabdian kepada Masyarakat*, 3(3). [doi:https://doi.org/10.12928/jp.v3i1.841](https://doi.org/10.12928/jp.v3i1.841)
- Ningrum, D. S., & Gischa, S. (2023). *Penyebab Perubahan Potensi Sumber Daya Alam*. *Kompas.com*. Retrieved from <https://www.kompas.com/skola/read/2023/03/28/061500769/faktor-penyebab-perubahan-potensi-sumber-daya-alam-dan-penjelarasannya?page=all>

- Nizarisda, T. L., Zubadir, F., & Ramdan, A. M. (2023). Upaya Peningkatan Engagement Media Sosial Instagram Oleh Media Parapuan. *Jurnal Common*, 7(2), 138-150. <https://doi.org/10.34010/common.v7i2.11404>
- Noviyanti, V., Hidayat, D., & Hidayat, Z. (2022). Environmental Care Communication In The Zero Waste Indonesia Community: A Case Study Oh The #TukatBaju Digital Campaign. *Fashion, Style and Popular Culture*, 9(4), 555-582. [doi:10.1386/fspc_00160_1](https://doi.org/10.1386/fspc_00160_1)
- Prasetya, D. A. (2023). *Teknik Analisis SWOT : Panduan Praktis Mengubah Tantangan Menjadi Peluang untuk Strategi Bisnis Anda*. Anak Hebat Indonesia.
- Pulizzi, J. (2021). *Content Inc., Second Edition: Start a Content-First Business, Build a Massive Audience and Become Radically Successful (With Little to No Money)*. McGraw Hill.
- Rawlinson, G. (2017). *Creative Thinking and Brainstroming* . Routledge.
- Rubin , I., & Rubin , H. (2016). *The Art of the Interview: Lessons from a Master of the Craft*. SAGE Publications.
- Salsabila, D. (2024). Jenis, Cara Membuat Pertanyaan, dan Panduannya. Retrieved from <https://parafraseindonesia.com/wawancara-kualitatif/>
- Shalih, O. (2022). *Indeks Risiko Bencana Indonesia*. Badan Nasional Penanggulangan Bencana.
- Sugiyono. (2014). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Penerbit Alfabeta.
- Ting-Toomey, S., & Chung , L. (2021). *Understanding Intercultural Communication*. Oxford University Press.
- Wheeler, A., & Meterson, R. (2024). *Designing Brand Identity: A Comprehensive Guide to the World of Brands and Branding*. Wiley.