

DAFTAR PUSTAKA

- Abdow, M. (2019). *All Things Media: Paid, Earned, Owned, and Shared and How to Apply Them to Your Practice. The Journal of Medical Practice Management* : MPM, Tampa Vol. 34, Iss. 5.
- Antar, Venus. (2004). *Manajemen Kampanye: Panduan Teoritis dan Praktis dalam Mengefektifkan Kampanye Komunikasi*. Bandung: Simbiosis Rekaatam Media.
- Andy J. King & Allison J. Lazard (2020): *Advancing Visual Health Communication Research to Improve Infodemic Response*, Health Communication, DOI: 10.1080/10410236.2020.1838094
- Ardhanariswari, A, K., Pratiwi, W, K., Probosari, N., Wijayani, A.(2020). THE DEVELOPMENT OF HIERARCHY EFFECTS AIDA (ATTENTION, INTEREST, DESIRE, ACTION) MODEL IN COMMUNICATION BRANDING STRATEGY OF TEPAL-SUMBAWA COFFEE. *Dinasti International Journal of Digital Business Management*. <https://doi.org/10.31933/dijdbm.v1i4.364>
- Arifin, R. F., & Sulasih, S. (2022). Pengaruh pendidikan kesehatan terhadap tingkat pengetahuan ibu tentang flu Singapura pada anak balita. *Jurnal Ilmiah STIKES Yarsi Mataram*, 11(2), 78–85. <https://doi.org/10.57267/jisym.v1i12.114>
- Albrighton, T. (2020). *Copywriting Made Simple: How to write powerful and persuasive copy that sells*. United Kingdom: ABC Business Communications.
- Bridge, R. T. (2020). *Developing Effective health communication campaigns* . United Kingdom: UMinho Editora/CECS.
- Bryna, C. (2022). PERANCANGAN KAMPANYE UNTUK MENGHINDARI INVESTASI BODONG PONZI SCHEME.
- Badri, M. (2020). Perancangan Media Luar Ruang untuk Kampanye Pencegahan Covid-19 di Komunitas Perdesaan. *Jurnal Ilmu Pengetahuan dan Pengembangan Masyarakat Islam*, 14(2). <http://dx.doi.org/10.24014/menara.v14i2.12799>
- Badan Pusat Statistik. (2022). *Jumlah Rumah Tangga menurut Wilayah dan Daerah Perkotaan/Perdesaan, INDONESIA, 2022* . Indonesia: Badan Pusat Statistik Indonesia.
- Cui, M., Zheng, C., Shi, W., Wang, Z. (2023). Research of the Typography Design for Digital Reading on Mobile Devices. Francisco Rebelo and Zihao Wang

(eds) Ergonomics In Design. AHFE (2023) International Conference. AHFE Open Access, vol 77. AHFE International, USA. <http://doi.org/10.54941/ahfe1003368>

Cipta DA, Andoko D, Theja A, Utama AVE, Hendrik H, William DG, Reina N, Handoko MT and Lumbuun N (2024) Culturally sensitive patient-centered healthcare: a focus on health behavior modification in low and middle-income nations—insights from Indonesia. *Front. Med.* 11:1353037. doi: 10.3389/fmed.2024.1353037

Dantas, Ítalo J. de M., Batista, F. E. A., Solino, L. J. S., Freire, A. G., Nascimento, M. N. do, & Soares Júnior, G. (2022). The psychological dimension of colors: a systematic literature review on color psychology . *Research, Society and Development*, 11(5), <https://doi.org/10.33448/rsd-v11i5.28027>

Dietrich, G. (2014). Shareable and Valuable Content Creation. In *Spin Sucks* Indianapolis: QUE. (pp. 37-55).

Dedianto, D., & Sukrisyanto, A. (2024). Good Hand Hygiene Practices: Increasing Public Awareness through Policy and Public Campaigns. *Formosa Journal of Science and Technology*.

Girginkaya, S, A., & Ergen, A. (2021). *CUSTOMER JOURNEY MAPS FOR PHYSICAL EXPERIENCE DESIGN: CONCEPTUAL DESIGN CASE OF A GAS STATION*. *New Design Ideas*. 5(2). 172-184

Gregory., Shirley., Chandra Kruse., Leona., & Seidel, S. (2020). Research Perspectives: The Anatomy of a Design Principle. *Journal of the Association for Information Systems*. 21(6). DOI: 10.17705/1jais.00649

Griffey, J. (2020). Introduction to interactive digital media concept and practice. New York: Routledge.

Guo, J., Cao, Z., Liu, H., Xu, J., Zhao, L., Gao, L., Zuo, Z., Song, Y., Han, Z., Zhang, Y., & Wang, J. (2022). Epidemiology of hand, foot, and mouth disease and the genetic characteristics of Coxsackievirus A16 in Taiyuan, Shanxi, China from 2010 to 2021. *Frontiers in cellular and infection microbiology*, 12, 1040414. <https://doi.org/10.3389/fcimb.2022.1040414>

Ghufron, K.M., Kusuma, W.A., & Fauzan, F. (2020). PENGGUNAAN USER PERSONA UNTUK EVALUASI DAN MENINGKATKAN EKSPEKTASI PENGGUNA DALAM KEBUTUHAN SISTEM INFORMASI AKADEMIK.

Hananto, B. A. (2020). TINJAUAN TIPOGRAFI DALAM KONTEKS INDUSTRI 4.0. SENADA (Seminar Nasional Manajemen, Desain Dan

Hall, S.R. (1924.) *The Handbook of Sales Management: A Review of Modern Sales Practice and Management*; McGraw-Hill Book Company: New York, NY, USA.

Ivan Elisabeth Purba, S. A. (2021). ENAM LANGKAH MENCUCI TANGAN YANG BENAR DALAM PENCEGAHAN PENULARAN VIRUS COVID19. *Jurnal Abdimas Mutiara*.

Jesslyn, & Agustini Sih, G. (2021). APPLICATION OF COPYWRITING ELEMENTS IN SOCIAL MEDIA ADVERTISING DRINKING PRODUCTS NOW IN CREATING CONSUMER INTEREST. *Jurnal Komunikasi Dan Bisnis*, 9(1), 55–67. <https://doi.org/10.46806/jkb.v9i1.678>

Jeni A. Stollow, P. M. (2020). How Fear Appeal Approaches in COVID-19 Health Communication May Be Harming the Global Community.

Jain, L., & Pandey, V. (2023). A case study of Advertising and Public Relations Strategies for Brand Awareness and Reputation Management: In Perspective of Paid Media to Earned Media.

Kartini, D., Faridah, H. (2024). PELATIHAN PENINGKATAN KREATIVITAS VISUAL DALAM PERANCANGAN POSTER KAMPANYE TENTANG COVID-19 BAGI ANAK-ANAK DI SEKOLAH DASAR JATIRAGAS 1 SUBANG. *Journal of Community Service*. 6(1). <https://doi.org/10.56670/jcs.v6i1.190>

Kite, J., Chan, L., MacKay, K., Corbett, L., Reyes-Marcelino, G., Nguyen, B., Bellew, W., & Freeman, B. (2023). A Model of Social Media Effects in Public Health Communication Campaigns: Systematic Review. *Journal of medical Internet research*, 25, e46345. <https://doi.org/10.2196/46345>

King, A.J., & Lazard, A.J. (2020). Advancing Visual Health Communication Research to Improve Infodemic Response. *Health Communication*, 35, 1723 - 1728.

Kotler, P., & Roberto, E. L. (1989). *Marketing for nonprofit organizations* (5th ed.). Prentice Hall.

Kurnia, B. (2020). Tinjauan atas Hand, Foot, and Mouth Disease. *Cermin Dunia Kedokteran*, 47(6), 429–431. <https://doi.org/10.55175/cdk.v47i6.621>

kominfo.go.id. (2021). Status Literasi Digital di Indonesia 2021. Indonesia: Kominfo.

- Lisawati, N., & Sakre, T. (2022). ANALISIS KARYA FOTOGRAFI DIGITAL IMAGING. *Racana : Jurnal Pendidikan Seni Dan Budaya*, 3(1), 29–36. <https://jurnal.unipasby.ac.id/index.php/racana/article/view/5225>
- Maule, J., Skelton, A. E., & Franklin, A. (2023). The Development of Color Perception and Cognition. *Annual review of psychology*, 74, 87–111. <https://doi.org/10.1146/annurev-psych-032720-040512>
- Muslimin, W., & Zuraidah, E. (2023). Desain UI/UX Prototype SPP Metode Human Centered Design. *KLIK: Kajian Ilmiah Informatika dan Komputer*, 4(2), 746-756. DOI 10.30865/klik.v4i2.1081
- Nugroho, F., & Asruddin. (2022). Pelatihan Penggunaan Copywriting bagi Komunitas Kubependa Rawalumbu Bekasi . *Jurnal Pengabdian Masyarakat Gemilang (JPMG)*, 2(3), 62 - 68. <https://doi.org/10.58369/jpmg.v2i3.67>
- Nurul,A,M., Habibah,F., Mohd D,M,R., Nur S,U., Tengku,Z,M,T,J., Ilina,I., Siti,M,M. (2020). Hand Foot and Mouth Disease (HFMD) Educational Workshop for Preschool Teachers: An Interventional Study. *International Journal of Research in Pharmaceutical Sciences*, 11((SPL 4), 1551–1558. <https://ijrps.com/home/article/view/2218>
- Ogilvy, David, 1911-1999. (1963). *Confessions of an advertising man*. New York :Atheneum
- Onaiwu, O, F. (2022). Types, Characteristics and Importance of Illustration. *Awka Journal of Fine and Applied Art*. 8(2)
- Pieczka, M. (2019). Looking back and going forward: The concept of the public in public relations theory. *Public Relations Inquiry*. doi:10.1177/2046147x19870269
- Paramasari, N, S. (2021). Strategi Komunikasi Kesehatan dalam Upaya Membangun Partisipasi Publik pada Masa Pandemi Covid-19. 5(1). DOI:10.51544/jlmk.v5i1.2036
- Pratama, R. J., & Yasa, I. N. M. (2020). Perancangan Buku Ilustrasi Sebagai Media Informasi Tentang Stres. *Jurnal SASAK : Desain Visual Dan Komunikasi*, 2(2), 59–66. <https://doi.org/10.30812/sasak.v2i2.864>
- Pramudyatama,Y. 2024. Whello. Manfaat Instagram Ads yang Wajib Diketahui Pebisnis Online. <https://whello.id/tips-digital-marketing/manfaat-instagram-ads-yang-wajib-diketahui-pebisnis-online/>

- Rahmawati, D. N. (2023, January 4). Kemenkes.id. https://yankes.kemkes.go.id/view_artikel/2023/kenali-penyakit-hand-foot-and-mouth-disease-hfmd-pada-anak-di-masa-peralihan-musim
- Ryabicheva, O. (2020). The Future of Public Relations: A view from 2020. SKOP21 Strategic Communication: Public Relations.
- Pierre,R. 2024. Goodstats. Inilah Media Sosial yang Paling Sering Dipakai di Indonesia. <https://goodstats.id/article/inilah-media-sosial-paling-sering-dipakai-di-indonesia-Pdyt0>
- Siti, N, T, M. (2024, April 9). Kemenkes.id. <https://www.kemkes.go.id/id/%20penyakit-tak-libur-saat-libur-lebaran-waspadai-demam-berdarah-dan-hfmd>
- Santoso, A. H. (2024). Perancangan Fotografi Iklan Vespa Piaggio Dengan Menggunakan Teknik Digital Imaging. *JURNAL INDUSTRI KREATIF DAN INFORMATIKA SERIES (JIKIS)*, 3(2). Retrieved from <http://jikis.org/index.php/main/article/view/73>
- Surbakti, Ramlan. (2006). Memahami Ilmu Politik. Jakarta: Gramedia Widia Sarana Indonesia.
- Song, H., Ruan, W. J., & Jeon, Y. J. J. (2021). An integrated approach to the purchase decision making process of food-delivery apps: Focusing on the TAM and AIDA models. *International Journal of Hospitality Management*, 95, 102943. doi:10.1016/j.ijhm.2021.102943
- Sugiyama, K.; Andree, T. The Dentsu Way: Secrets of Cross Switch Marketing from the World's Most Innovative Advertising Agency; McGraw Hill Professional: New York, NY, USA, 2010.
- Slowikowski, S., Burns, P., Ellmers, G., & Tootell, H. (2021). The value of the PESO framework in strategic communications for community nonprofit organisations. *Asia Pacific Public Relations Journal* |, 23(July), 1-16. <https://www.cpra.org.au/public/38/files/Asia%20Pacific%20PR%20Journal/Volume%2023/slowikowski.pdf>
- Sopory P, Novak JM, Day AM, et al. Trust and public health emergency events: A mixed-methods systematic review. *Disaster Med Public Health Prep*. doi: <https://doi.org/10.1017/dmp.2021.105>.
- Spotts, H. E., Weinberger, M. G., Assaf, A. G., & Weinberger, M. F. (2022). The role of paid media, earned media, and sales promotions in driving marcom sales performance in consumer services. *Journal of Business Research*, 152, 387-397. <https://doi.org/10.1016/j.jbusres.2022.07.047>

- Siwi,N,I. (2023). Pengaruh Pendidikan Kesehatan Sesuai Ajaran Islam Terhadap Tingkat Pengetahuan Guru Tentang Flu Singapura. *Jurnal Kesehatan Madani Medika (JKMM)*, 13(2). <https://doi.org/10.36569/jmm.v13i2.273>
- Vistika, F. B. (2024, April 3). Retrieved from Kontan.co.id: <https://kesehatan.kontan.co.id/news/waspada-hfmd-pada-anak-begini-cara-mencegah-penyakit-ini>
- Valencia, M. (2024). PERANCANGAN KAMPANYE INTERAKTIF MENGENAI PENERAPAN WORK FROM ANYWHERE (WFA) BAGI PERUSAHAAN SWASTA.
- Wahyuni, T, M., Wirakhmi, N, I., Triana, Y, N., (2023). HUBUNGAN POLA ASUH ORANG TUA DENGAN KEMANDIRIAN PERSONAL HYGIENE PADA ANAK PRASEKOLAH DI TK PERTIWI SUMBANG. *Jurnal Ilmiah Ilmu keperawatan*. 14(3). DOI: <https://doi.org/10.36089/nu.v14i3.1489>
- Wang, Y., Zhao, H., Ou, R., Zhu, H., Gan, L., Zeng, Z., Yuan, R., Yu, H., & Ye, M. (2020). Epidemiological and clinical characteristics of severe hand-foot-and-mouth disease (HFMD) among children: a 6-year population-based study. *BMC public health*, 20(1), 801. <https://doi.org/10.1186/s12889-020-08961-6>
- Widjaya, S. H. (2023). PERANCANGAN KAMPANYE SOCIAL MEDIA DETOX TERHADAP ADIKSI MEDIA SOSIAL PADA GEN Z.
- Widayanti, A. W., Green, J. A., Heydon, S., & Norris, P. (2020). Health-Seeking Behavior of People in Indonesia: A Narrative Review. *Journal of epidemiology and global health*, 10(1), 6–15. <https://doi.org/10.2991/jegh.k.200102.001>
- Wahyudi, Slamet (2022) Copywriting Untuk Marketing. In: *Jingle untuk Promosi Produk Industri*. Brilian Internasional, Surabaya, pp. 57-66. ISBN 9786236776407
- Xue, L.-L., Shen, C.-C., Morrison, A. M., & Kuo, L.-W. (2021). Online Tourist Behavior of the Net Generation: An Empirical Analysis in Taiwan Based on the AISAS Model. *Sustainability*, 13(5), 2781. doi:10.3390/su13052781
- Yang, Jicheng, Shen, Xiaoying, The Application of Color Psychology in Community Health Environment Design, *Journal of Environmental and Public Health*, 2022, 7259595, 10 pages, 2022. <https://doi.org/10.1155/2022/7259595>

Zhao, X. (2020). Health communication campaigns: A brief introduction and call for dialogue.

