

DAFTAR PUSTAKA

- Ashley, C., & Tuten, T. (2014). Creative Strategies in Social Media Marketing: An exploratory study of branded social content and consumer engagement. *Psychology and Marketing*, 32(1), 15–27. <https://doi.org/10.1002/mar.20761>
- Kotler, P., & Keller, K. L. (2018). *Marketing Management, Global Edition*. Pearson Higher Ed.
- Kietzmann, J. H., Hermkens, K., McCarthy, I. P., & Silvestre, B. S. (2011). Social media? Get serious! Understanding the functional building blocks of social media. *Business Horizons*, 54(3), 241–251. <https://doi.org/10.1016/j.bushor.2011.01.005>
- Kallio, S., & Mäenpää, J. (2025). Visuality as an affordance on Instagram news production. *Digital Journalism*, 1–19. <https://doi.org/10.1080/21670811.2025.2462558>
- Chaffey, D., & Smith, P. (2022). *Digital Marketing excellence*. <https://doi.org/10.4324/9781003009498>
- Siagian, N., Cristina Pardede, P., Silaban, D., Nazwa, Z., Berutu, A., Chairunnisa, H., & Nadira Wulandari, A. (2024). PENTINGNYA DOKUMENTASI DALAM PENYAMPAIAN BERITA. In *Jurnal Studi Multidisipliner* (Vol. 8, Issue 6).
- 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>
- Newman, N., & Cherubini, F. (2025). Journalism, Media, and Technology Trends and Predictions 2025. <https://doi.org/10.60625/risj-vte1-x706>
- Rafiq, A. (2020). DAMPAK MEDIA SOSIAL TERHADAP PERUBAHAN SOSIAL SUATU MASYARAKAT. *DAMPAK MEDIA SOSIAL TERHADAP PERUBAHAN SOSIAL SUATU MASYARAKAT*, Vol. 3 No. 1: Global Komunika

- David, M. (2024). Content Creation: *Strategies for Engaging and Impactful Media*. Global Media Journal, 22:69. <https://doi.org/10.36648/1550-7521.22.69.441>
- mediaindonesia.com developer. (n.d.). *Tentang kami*. mediaindonesia.com, All Rights Reserved. <https://mediaindonesia.com/statics/tentang-kami>
- Davis, J. L. (2015). Social media. *The International Encyclopedia of Political Communication*, 1–8. <https://doi.org/10.1002/9781118541555.wbiepc004>
- Bernatta, R., & Kartika, T. (2020). Fenomena Massa Dalam Mencari Informasi Viral Pada Media Sosial Instagram. *Jurnal Sains Sosial Dan Humaniora*, Volume. 4, Nomor 2.
- Komara, D. A., & Widjaya, S. N. (2024). Memahami Perilaku Informasi Gen-Z dan Strategi Melawan Disinformasi: Sebuah Tinjauan Literatur Penggunaan Media Sosial. *Jurnal Pustaka Ilmiah*, 10(2), 155. <https://doi.org/10.20961/jpi.v10i2.85775>
- Shafa, G., & Ayuningrum, N. G. (2024). *Peran Social Media Specialist dalam Meningkatkan Brand Awareness di PT Kencana Maju Bersama*. SEMAKOM, Volume 2, Nomor 1, 127-135
- Neufeld-Wall, Maya Elizabeth. (2023). Being Real: Gen-Z, Self-Presentation, and Authenticity on Social Media. *Communication Honors Theses*. 26. https://digitalcommons.trinity.edu/comm_honors/26
- Rinaldo, E., & Irwansyah. (2022). Fenomena Tren Live Streaming Pada Media Sosial Dalam Perspektif Social Construction of Technology. *Jurnal Komunikasi Dan Desain*, 2(5).
- Astuti, I. (2025, January 20). HUT ke-55, Transformasi Media Indonesia Dedikasi untuk Bangsa. *mediaindonesia.com*, All Rights Reserved. <https://mediaindonesia.com/humaniora/736144/hut-ke-55-transformasi-media-indonesia-dedikasi-untuk-bangsa->

