

DAFTAR PUSTAKA

- Azizah, N. (2022, March 16). BMKG Catat 5.818 Kali Gempa Terjadi di Indonesia per Tahun. *Republika Online*.
<https://news.republika.co.id/berita/r8u1zz463/bmkg-catat-5818-kali-gempa-terjadi-di-indonesia-per-tahun>
- Brandwatch. (2025, October 31). *A 2025 Guide to Instagram Marketing Strategies*. Retrieved June 19, 2025, from <https://www.brandwatch.com/blog/instagram-marketing>
- Bündnis Entwicklung Hilft & Ruhr University Bochum - Institute for International Law of Peace and Armed Conflict (IFHV). (2024, September 9). *WorldRiskReport 2024*. World Risk Report. Retrieved April 10, 2025, from <https://weltrisikobericht.de/worldriskreport/>
- Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital Marketing: Strategy, Implementation, and Practice* (7th ed.). Pearson Education.
- Chaffey, D., & Smith, P. R. (2017). *Digital Marketing Excellence: Planning, Optimizing, and Integrating Online Marketing* (5th ed.). Routledge.
- Christison, C. (2024, September 12). *How to Make the Most of Instagram Carousels in 2024 [GUIDE]*. Hootsuite. Retrieved June 19, 2025, from <https://blog.hootsuite.com/instagram-carousel/>
- Damiana. (2025, January 11). Penjelasan BMKG: Ini Ciri Megathrust Picu Tsunami, Ungkap Golden Time. *CNBC Indonesia*.
<https://www.cnbcindonesia.com/news/20250111203631-4-602500/penjelasan-bmkg-ini-ciri-megathrust-picu-tsunami-ungkap-golden-time>
- Damiarti, A. A., Damayanti, T., & Nugraha, A. R. (2019). Kampanye #ThinkBeforeYouShare oleh Do Something Indonesia untuk Mengubah Perilaku Generasi Milenial. *MetaCommunication: Journal of Communication Studies*, 4(1), 65–77.
<https://doi.org/10.20527/mc.v4i1.6355>
- Fadilah, A. (2024, August 19). *Tentang Gempa di Selat Sunda dan Mentawai-Siberut yang “Tinggal Menunggu Waktu.”* BMKG - Badan Meteorologi, Klimatologi, Dan Geofisika. Retrieved March 13, 2025, from <https://www.bmkg.go.id/berita/utama/tentang-gempa-di-selat-sunda-dan-mentawai-siberut-yang-tinggal-menunggu-waktu>
- Fest, M. (2022). *The Message House Method - How to Craft Great Messages and Get Your Team to Use Them*. Atlantic Point.
- Flick, U. (2015). *Introducing Research Methodology* (2nd ed.). SAGE Publications.
- Garrett, J. (2015, May 12). Helping Nepal’s Quake Survivors—With Instagram. *WIRED*. <https://www.wired.com/2015/05/tara-bedi-sumit-dayal-nepal-photo-project>

- Hecker, J., & Kalpokas, N. (2025, February 11). *Types of Research Interviews | Structure & Format*. ATLAS.ti. Retrieved June 10, 2025, from <https://atlasti.com/guides/interview-analysis-guide/formats-types-of-interviews-research>
- Influencity. (2025, February 28). What Is a Good Engagement Rate on Social Media? Benchmarks and Tips. *Influencity*. Retrieved June 10, 2025, from <https://influencity.com/blog/en/what-is-a-good-engagement-rate>
- Instagram. (2025). *About Instagram*. Instagram Help Center. Retrieved June 17, 2025, from https://help.instagram.com/424737657584573/?helpref=uf_share
- Junaidi, A., & Syaifulrahman, B. (2022). Strategi Komunikasi Penggunaan Instagram dalam Meningkatkan Kesadaran Masyarakat akan Krisis Iklim. *Koneksi*, 6(2), 416–423. <https://doi.org/10.24912/kn.v6i2.15795>
- Kalemi, E. (2023, April 7). *Essential Instagram Carousel Stats You Need to Know for 2024*. Publer. Retrieved June 19, 2025, from <https://publer.com/blog/instagram-%2Bcarousel-stats>
- Kaseng, E. S. (2024). Kampanye Digital dalam Meningkatkan Kesadaran Masyarakat terhadap Isu Lingkungan. *Journal of Marginal Social Research*, 1(1), 68–72. <https://ejournal.arenasosial.web.id/index.php/jomasore/article/view/13>
- Kemp, S. (2025, February 25). *Digital 2025: Indonesia — DataReportal – Global Digital Insights*. DataReportal – Global Digital Insights. Retrieved March 24, 2025, from <https://datareportal.com/reports/digital-2025-indonesia>
- Kotler, P., Armstrong, G., & Balasubramanian, S. (2024). *Principles of Marketing* (19th, Global ed.). Pearson Education.
- Kurniawan, D., Sutan, A. J., Nurmandi, A., Loilatu, M. J., Salahudin (2021). Social Media as Tools of Disaster Mitigation, Studies on Natural Disasters in Indonesia. In: Stephanidis, C., Antona, M., Ntoa, S. (eds) HCI International 2021 - Late Breaking Posters. HCII 2021. Communications in Computer and Information Science, vol 1499. Springer, Cham. https://doi.org/10.1007/978-3-030-90179-0_48
- Larasati, S. D. (2024, July 10). Apa itu Gempa Megathrust? Ini Penjelasannya. *Antara News*. <https://www.antaranews.com/berita/4191738/apa-itu-gempa-megathrust-ini-penjelasannya>
- Laurent, O. (2015, May 8). How Photographers are Using Instagram to Help Nepal. *TIME*. <https://time.com/3851836/nepal-instagram-project>
- Lundgren, R. E., & McMackin, A. H. (2018). *Risk Communication - A Handbook for Communicating Environmental, Safety, and Health Risks* (6th ed.). John Wiley & Sons.
- Martin, M., & Christison, C. (2024, April 25). *Content Planning for Social Media in 8 Steps [2024 Guide]*. Hootsuite. Retrieved June 14, 2025, from

- https://blog.hootsuite.com/content-planning/#How_to_plan_content_for_social_media_in_8_steps
- Mikolajczyk, K., & Hu, N. (2025, April 21). *Average Engagement Rates for 12 Industries [January 2025]*. Hootsuite. Retrieved June 10, 2025, from <https://blog.hootsuite.com/average-engagement-rate/>
- Muliasari, N., Sahrir, V. A., & Hartaman, N. (2023). Disaster Communication Campaign Via Instagram and Twitter Palang Merah Indonesia. *Jurnal Audiens*, 3(3), 141–148. <https://doi.org/10.18196/jas.v3i3.14010>
- Mundaden, M. (2025, February 25). *2025 Social Media Industry Benchmark Report*. Rival IQ. Retrieved June 14, 2025, from <https://www.rivaliq.com/blog/social-media-industry-benchmark-report>
- Newberry, C. (2025, January 31). *Engagement Rate Benchmarks and Formulas: Q1 2025 update*. Hootsuite. Retrieved June 10, 2025, from <https://blog.hootsuite.com/calculate-engagement-rate>
- Rafliana, I., Jalayer, F., Cerase, A., Cugliari, L., Baiguera, M., Salmanidou, D., Necmioğlu, Ö., Ayerbe, I. A., Lorito, S., Fraser, S., Løvholt, F., Babeyko, A., Salgado-Gálvez, M. A., Selva, J., De Risi, R., Sørensen, M. B., Behrens, J., Aniel-Quiroga, I., Del Zoppo, M., . . . Hancilar, U. (2022). Tsunami Risk Communication and Management: Contemporary Gaps and Challenges. *International Journal of Disaster Risk Reduction*, 70, 102771. <https://doi.org/10.1016/j.ijdr.2021.102771>
- Ramsay, R. (2025, February 20). *Creative Ways to Use Instagram Carousels in 2025*. Sked Social. Retrieved June 19, 2025, from <https://skedsocial.com/blog/creative-ways-to-use-instagram-carousels-in-2025>
- Salzman, M., & Matathia, I. (2015). *Next Now: Trends for the Future* (1st e-ed.). St. Martin's Press (Macmillan + ORM imprint).
- Shah, S. (2025, May 27). *How the Instagram Algorithm Works: Your 2025 Guide*. Buffer. Retrieved June 19, 2025, from <https://buffer.com/resources/instagram-algorithms/>
- Siswadi, A. (2024, December 26). Tsunami Aceh 20 Tahun Lalu, Sebuah Pelajaran untuk Mitigasi Bencana Akibat Gempa Megathrust. *Tempo.co*. <https://www.tempo.co/ekonomi/tsunami-aceh-20-tahun-lalu-sebuah-pelajaran-untuk-mitigasi-bencana-akibat-gempa-megathrust-1186162>
- Social Insider. (2025). *2025 Instagram Benchmarks*. Retrieved June 14, 2025, from <https://www.socialinsider.io/social-media-benchmarks/instagram>
- The Walt Disney Company. (2018, November 4). *The Walt Disney Company and Make-A-Wish Invite Fans to “Share Your Ears” to Help Grant Wishes in Celebration of 90 Years of Mickey Mouse*. Retrieved March 24, 2025, from <https://thewaltdisneycompany.com/the-walt-disney-company-and-make-a->

wish-invite-fans-to-share-your-ears-to-help-grant-wishes-in-celebration-of-90-years-of-mickey-mouse

United States Geological Survey. (2019, June 26). *20 Largest Earthquakes in The World Since 1900*. USGS. Retrieved April 11, 2025, from <https://www.usgs.gov/programs/earthquake-hazards/science/20-largest-earthquakes-world-1900>

Warren, J. (2022, March 15). *Instagram Live: A Step-by-step Guide for Businesses*. Later. Retrieved June 19, 2025, from <https://later.com/blog/instagram-live/>

West, C. (2025, May 23). *Instagram Reels in 2024: A Complete Guide for businesses*. Hootsuite. Retrieved June 19, 2025, from <https://blog.hootsuite.com/instagram-reels/#:~:text=Most%20Reels%20aren%E2%80%99t%20just%20videos%3A,in%20a%20modern%2C%20accessible%20way>

Wilcox, D. L., Cameron, G. . T., & Reber, B. H. (2023). *Public Relations: Strategies and Tactics* (12th ed.). Pearson Education.

Woods, P. (2020). *The Brand Strategy Canvas: A One-Page Guide for Startups*. Apress.

Zote, J. (2024, September 26). *Instagram Engagement Rate: How to Calculate Yours in 2025*. Sprout Social. Retrieved June 14, 2025, from <https://sproutsocial.com/insights/instagram-engagement-rate/#how-to-calculate-your-instagram-engagement-rate>

