

DAFTAR PUSTAKA

1. **Petty, R. E., & Cacioppo, J. T. (1986).** *Communication and Persuasion: Central and Peripheral Routes to Attitude Change*. Springer-Verlag.
2. **Homans, G. C. (1961).** *Social Behavior: Its Elementary Forms*. Harcourt, Brace & World.
3. **Bandura, A. (1977).** *Social Learning Theory*. Prentice-Hall.
4. **Gerbner, G., & Gross, L. (1976).** Living with television: The violence profile. *Journal of Communication*, 26(2), 172-199.
5. **McCombs, M. E., & Shaw, D. L. (1972).** The agenda-setting function of mass media. *Public Opinion Quarterly*, 36(2), 176-187.
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.
7. **Mangold, W. G., & Faulds, D. J. (2009).** Social media: The new hybrid element of the promotion mix. *Business Horizons*, 52(4), 357-365.
8. **Thorson, E. (2012).** Applied uses of cultivation theory. In D. W. Stacks & M. B. Salwen (Eds.), *An integrated approach to communication theory and research* (2nd ed., pp. 248-262). Routledge.
9. **Wright, P. (1973).** The cognitive processes mediating acceptance of advertising. *Journal of Marketing Research*, 10(1), 53-62.
10. **Kiesler, S. B., Siegel, J., & McGuire, T. W. (1984).** Social psychological aspects of computer-mediated communication. *American Psychologist*, 39(10), 1123-1134.
11. **Jenkins, H. (2006).** *Convergence Culture: Where Old and New Media Collide*. New York University Press.
12. **Hoffman, D. L., & Novak, T. P. (1996).** Marketing in hypermedia computer-mediated environments: Conceptual foundations. *Journal of Marketing*, 60(3), 50-68.
13. **Baran, S. J., & Davis, D. K. (2012).** *Mass Communication Theory: Foundations, Ferment, and Future*. Wadsworth Cengage Learning.