

DAFTAR PUSTAKA

- Abdurohin, D., Hindarsah, I., & Lisbet, Z. (2024). *Buku Referensi Bisnis Berkelanjutan* (N. Yunita & E. Efitra, Eds.). PT. Sonpedia Publishing Indonesia.
- Agustianti, R., Pandriadi, Nussifera, L., Wahyudi, Angelinawati, L., Meliana, I., Sidik, E., Nurlaila, Q., Simarmata, N., Himawan, I., Pawan, E., Ikhrum, F., Andriani, A., Ratnadewi, & Hardika, I. R. (2022). *Metode Penelitian Kuantitatif Dan Kualitatif*. TOHAR MEDIA.
- Ahdiat, A. (2024). *Indonesia Masuk 20 Negara Paling Tak Ramah Lingkungan 2024*.
- Alexander, H. (2023). Riset KG Media: Gen Z Punya Peran Krusial Percepat SDGs di Indonesia. *Kompas.Com*.
- Alya, R., Hosea Fernando Ringkat, G., & Barella, Y. (2024). Kependudukan dan Dampaknya Terhadap Lingkungan Nurhayani, Dinamika. *Jurnal Pendidikan Sosial Humaniora*, 3(2), 236–244.
<https://doi.org/10.30640/dewantara.v3i2.2637>
- Andersen, P. H., Åberg, S., & Bujac, A. (2023). Corporate sustainable brand identity work and network embeddedness: Learnings from Better Place (2007–2013). *Industrial Marketing Management*, 115, 526–538.
<https://doi.org/10.1016/j.indmarman.2023.10.014>
- Andrews, J. C., & Shimp, T. (2018). *Advertising, Promotion, and other aspects of Integrated Marketing Communication* (10th ed.).
- (Anna) Kim, E., Shoenberger, H., (Penny) Kwon, E., & Ratneshwar, S. (2022). A narrative approach for overcoming the message credibility problem in green advertising. *Journal of Business Research*, 147, 449–461.
<https://doi.org/10.1016/j.jbusres.2022.04.024>
- Annur, C. M. (2022). *Survei Nielsen Indonesia: Mayoritas Pengguna Televisi di RI Berusia 50 Tahun ke Atas*.
- Ardilla, Y. P., & Istianah, R. (2023). Signifikansi Peran Advertising Appeal Dan Endorser Dalam Intensi Pembelian Produk Food And Beverage. *Jurnal Komunikasi Dan Kajian Media*, 7(1), 55–71.
- Ariestya, A., Paramitha, G., & Elmada, M. A. G. (2022). Climate change awareness of gen z: the influence of frame and jargon on online news. *Jurnal Studi Komunikasi (Indonesian Journal of Communications Studies)*, 6(3), 753–770. <https://doi.org/10.25139/jsk.v6i3.5287>

- Aryoso, H., Santi, F., Manajemen, P., Ekonomi, F., Bisnis, D., Bengkulu, U., & Bengkulu, K. (2023). Milenial Dan Investasi Berkelanjutan: Menghindari Jebakan Greenwashing. *Jurnal Manajemen Terapan Dan Keuangan (Mankeu)*, 12(04), 1175–1184.
- Bagdare, S. (2018). Marketing Communications for Sustainable Consumption: A Conceptual Framework. *International Journal of Marketing and Business Communication*, 7(4). <http://publishingindia.com/ijmbc/>
- Brilian, A. P. (2022, September 27). Siapa Pendiri Kecap Bango? Ini Dia Orangnya. *DetikFinance*.
- Çaliyurt, K. (2020). *Ethics and Sustainability in Accounting and Finance, Volume II (Volume II)*. Springer Nature Singapore. <https://doi.org/9789811519284>, 9811519285
- Chhabra, I., & Kaur, A. (2022). A STUDY OF CONSUMER BEHAVIOUR TOWARDS PRODUCTS PROMOTING HEALTH AND SUSTAINABILITY. *PUSA Journal of Hospitality and Applied Sciences*.
- Cioca, L.-I., Islam, T., Gao, J., & Zheng, Q. (2022). *How different advertising appeals (green vs. non-green) impact consumers' willingness to pay a premium for green agricultural products*.
- Creswell, J. (2014). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches* (fourth). SAGE Publications.
- Creswell, J., & Poth, C. (2018). Qualitative Inquiry & Research Design Choosing Among Five Approaches. In *Penambahan Natrium Benzoat Dan Kalium Sorbat (Antiinversi) Dan Kecepatan Pengadukan Sebagai Upaya Penghambatan Reaksi Inversi Pada Nira Tebu* (fourth). SAGE Publications.
- Dangelico, R. M., & Vocalelli, D. (2017). “Green Marketing”: An analysis of definitions, strategy steps, and tools through a systematic review of the literature. In *Journal of Cleaner Production* (Vol. 165, pp. 1263–1279). Elsevier Ltd. <https://doi.org/10.1016/j.jclepro.2017.07.184>
- Desmarais, F., & Vignolles, A. (2019). *Customer Engagement through the Vocal Touchpoint: An Exploratory Cross-Cultural Study* (pp. 67–78). https://doi.org/10.1007/978-3-658-24878-9_6
- Fakhruddin, I., & Elmada, M. A. G. (2022). Local wisdom as a part of disaster communication: a study on the local storytelling in disaster mitigation. *ETNOSIA : Jurnal Etnografi Indonesia*, 7(2), 154–166. <https://doi.org/10.31947/etnosia.v7i2.22145>

- Farman, Rohyana, H., Dewi, R., Ammar, M., Munadiyan, A. El, Estede, S., Deodata, G., Sutaguna, I. N. T., Nuriah, Y., & Maspupah. (2025). *KUANTITATIF VS KUALITATIF : PILIH METODE TEPAT*. Cendikia Mulia Mandiri.
- Firmansyah, A., & Sadono, D. (2025). Driving sustainable waste management: The role of local champions and social media engagement. In A. Jayanegara, V. Niderkorn, W. Caesarendra, A. Gusrialdi, N. Huda, A. Pratiwi, M. Abduh, K. Srikulnath, D. H. E. Setiamarga, Y. S. Hadi, V. M. Venturina, A. Kan, & K. Lisao (Eds.), *BIO Web of Conferences* (Vol. 171, p. 04010). <https://doi.org/10.1051/bioconf/202517104010>
- Fitrah, M., & Luthfiyah. (2017). *Metodologi penelitian: penelitian kualitatif, tindakan kelas & studi kasus*. CV Jejak.
- Flores-Hernández, A., Olavarria-Jaraba, A., Valera-Blanes, G., & Vázquez-Carrasco, R. (2020). Sustainability and branding in retail: A model of chain of effects [Sostenibilidad y branding en retail: Un modelo de cadena de efectos]. *Sustainability (Switzerland)*, 12(14), 1–15.
- Gahlot Sarkar, J., Sarkar, A., & Yadav, R. (2019). Brand it green: young consumers' brand attitudes and purchase intentions toward green brand advertising appeals. *Young Consumers*, 20(3), 190–207. <https://doi.org/10.1108/YC-08-2018-0840>
- Ganiyu, I. O., Olarewaju, O. M., Ige-Olaobaju, Y. A., & Atiku, S. O. (2024). *Waste Management and Life Cycle Assessment for Sustainable Business Practice*. IGI Global.
- Goel, R., & Baral, S. (2023). *Handbook of Research on Sustainable Consumption and Production for Greener Economies*. IGI Global.
- Gunawan, I. (2013). *Metode Penelitian Kualitatif Teori dan Praktik*. Bumi Aksara.
- Hadi, Asrori, & Rusman. (2021). *Penelitian Kualitatif Studi Fenomenologi, Case Study, Grounded Theory, Etnografi, Biografi*. CV. Pena Persada.
- Hadiyatno, D., Ariani, M., & Anam, H. (2024). *Metodologi Penelitian: Langkah Mudah Menulis Skripsi dan Tesis*. PT. RajaGrafindo Persada - Rajawali Pers.
- Harahap, N. (2020). *Penelitian Kualitatif*. Wal ashri Publishing.
- Haryono, S. R., & Putra, D. K. S. (2017). *IDENTITAS BUDAYA INDONESIA: ANALISIS SEMIOTIKA ROLAND BARTHES DALAM IKLAN AQUA VERSI "TEMUKAN INDONESIA"*.

- Hasri, D. (2021). *Digital Marketing Black Box Konsep Dasar, Strategi, dan Implementasi*. PT Kanisius.
- Hume, M. (2010). Compassion without action: Examining the young consumers consumption and attitude to sustainable consumption. *Journal of World Business*, 45(4), 385–394. <https://doi.org/10.1016/j.jwb.2009.08.007>
- Hussain, S., & Huang, J. (2022). The impact of cultural values on green purchase intentions through ecological awareness and perceived consumer effectiveness: An empirical investigation. *Frontiers in Environmental Science*, 10. <https://doi.org/10.3389/fenvs.2022.985200>
- Jiménez-Sánchez, Á., Margalina, M.-V., & Vayas-Ruiz, E. (2020). *Governmental Communication and Brand Advertising During the COVID-19 Pandemic*. 2, 29–46.
- Karunia, E., Irfandy, A. M., & Apriadi, D. (2025). *Pemasaran Era Digital : Strategi Memenangkan Persaingan di Dunia Online*. Takaza Innovatix Labs.
- Kashyap, A., & Saraswat, S. (2024). Green Advertising through the Eyes of the Youth: A Study on Environmentally Responsible Behaviour. *International Journal of Environment and Climate Change*, 14(1), 882–889. <https://doi.org/10.9734/ijec/2024/v14i13906>
- Khalisha, G. M., Rachmadini, N., & Febrian, K. K. (2019). Pengaruh Iklan Online Naratif Move on Trip terhadap Sikap Penonton Media Sosial Youtube. *Petanda : Jurnal Ilmu Komunikasi Dan Humaniora Univesitas Prof. Dr. Moestopo (Beragama)*, 1, 90–96.
- Kostan, H., & Salendu, A. (2020). Logic vs Aesthetic: The Effect of Environmental Claim and Visual Design in Green Advertising. *Media Ekonomi Dan Manajemen*, 35(2), 164. <https://doi.org/10.24856/mem.v35i2.1468>
- Kriyantono, R. (2022). *Teknik Praktis Riset Komunikasi Kuantitatif dan Kualitatif (Kedua)*. Prenada Media.
- Kumar, V., & Christodouloupoulou, A. (2014). Sustainability and branding: An integrated perspective. *Industrial Marketing Management*, 43(1), 6–15. <https://doi.org/10.1016/j.indmarman.2013.06.008>
- Kurnia, P. R., Narda, L., & Sitio, R. P. (2022). Does Green Marketing Communication Affect Brand Image and Customer's Purchase Desire? *Jurnal Aplikasi Bisnis Dan Manajemen*. <https://doi.org/10.17358/jabm.8.3.697>

- Landa, R. (2021). *Advertising by Design Generating and Designing Creative Ideas Across Media* (4th ed.). Wiley. <https://doi.org/9781119691495>, 1119691494
- Lasiyono, U., & Alam, W. Y. (2024). *Metode Penelitian Kualitatif* (Nurhaeni, Ed.). CV. Mega Press Nusantara.
- Lauwrensia, A. P., & Ariestya, A. (2022a). *Green storytelling marketing: influencing consumer purchase decision through environmental consciousness*. <http://ejournal.unitomo.ac.id/index.php/jkp>
- Lauwrensia, A. P., & Ariestya, A. (2022b). The Green storytelling marketing: influencing consumer purchase decision through environmental consciousness. *Jurnal Komunikasi Profesional*, 6(1), 39–55. <https://doi.org/10.25139/jkp.v6i1.4390>
- Lee, Y. K., Chang, C. T., & Chen, P. C. (2017). What sells better in green communications: Fear or hope?: It depends on whether the issue is global or local. *Journal of Advertising Research*, 57(4), 379–396. <https://doi.org/10.2501/JAR-2017-048>
- Lou, C., Zhou, X., Huang, X., Qiu, C., & Yuan, M. (2023). Fostering consumer engagement during an omnipresent victim crisis: understanding the role of values in pandemic-themed advertising. *International Journal of Advertising*, 42(5), 890–915. <https://doi.org/10.1080/02650487.2022.2111830>
- Maduwinarti, A., & Taali, M. (2024). *Green Marketing*. PT. Sonpedia Publishing Indonesia.
- Manurung, K. L. (2023). The Impact of Sustainability Advertising on the Purchase Intention of Indonesian Consumers. *Asian Journal of Research in Business and Management*. <https://doi.org/10.55057/ajrbm.2023.5.3.16>
- Margana, A. A., Wibowo, L. A., & Dirgantara, P. D. (2019). Pengaruh Brand Authenticity terhadap Brand Trust pada pengunjung Website B2C JD.ID di Indonesia. In *Journal of Business Management Education* | (Vol. 4, Issue 3).
- Masrukhin. (2014). *Metodologi Penelitian Kualitatif*. MEDIA ILMU PRESS.
- McDonagh, P. (2010). Towards a theory of Sustainable Communication in Risk Society: Relating issues of sustainability to marketing communications. *Journal of Marketing Management*, 14(6), 591–622. <https://doi.org/10.1362/026725798784867699>
- Meranga, I., & Barry, R. (2023). *KONSEP DASAR-DASAR MANAJEMEN*. CV AZKA PUSTAKA. <https://doi.org/9786238214341>, 6238214341

- Morato, E. A. (2012). *A Trilogy on Entrepreneurship Preparing for Entrepreneurship*. eBookit.com.
- Moriarty, S., Mitchell, N., & Wells, W. (2015). *Advertising & IMC Principles & Practice* (10th ed.). Pearson.
- Morrisan. (2015). *Periklanan Komunikasi Pemasaran Terpadu*. Kharisma Putra Utama.
- M.Puvzhiarasi, Illakiya, Pachiyappan, Sathyam, D. R., & Sharmila. (2024). A Review Article On The Impact And Evolution Of Sustainable Brands. *International Journal For Multidisciplinary Research*, 6(5).
<https://doi.org/10.36948/ijfmr.2024.v06i05.28354>
- Mulyana, D. (2018). *Metodologi Penelitian Kualitatif: Paradigma Baru Ilmu Komunikasi dan Ilmu Sosial Lainnya* (Revisi). Remaja Rosdakarya.
- Nabilla, F. (2019). Advertising Attitude, Green Purchase Intention and Environmental Concern: Promoting Functional Versus Emotional Appeals. *International Journal of Business and Administrative Studies*, 5(4).
<https://doi.org/10.20469/ijbas.5.10003-4>
- Nassarudin, Mahaly, S., Munjinah, M., Akbar, W., Abdurrahman, Wijaya, W., Mappanyompa, Arianto, T., & Arman, Z. (2024). *Studi Kasus dan Multi Situs dalam Pendekatan Kualitatif*. CV. Gita Lentera.
- Negri, M., Cagno, E., Colicchia, C., & Sarkis, J. (2021). Integrating sustainability and resilience in the supply chain: A systematic literature review and a research agenda. *Business Strategy and the Environment*, 30(7), 2858–2886.
<https://doi.org/10.1002/bse.2776>
- Nguyen, H. V., Nguyen, N., Nguyen, B. K., Lobo, A., & Vu, P. A. (2019). Organic food purchases in an emerging market: The influence of consumers' personal factors and green marketing practices of food stores. *International Journal of Environmental Research and Public Health*, 16(6).
<https://doi.org/10.3390/ijerph16061037>
- Olwig, M. F. (2021). Sustainability superheroes? For-profit narratives of “doing good” in the era of the SDGs. *World Development*, 142.
<https://doi.org/10.1016/j.worlddev.2021.105427>
- Paço, A., Sánchez-Fernández, J., & Aranda, L. (2021). *Exploring the Effectiveness of Storytelling in Advertising Through Eye-Tracking*. 22.
<https://doi.org/10.4018/978-1-7998-6605-3>

- Pompper, D. (2017). *Corporate Social Responsibility, Sustainability, and Ethical Public Relations Strengthening Synergies with Human Resources*. Emerald Publishing Limited.
- Pramiarsih, E. (2024). *Perilaku Konsumen di Era Digital*. Deepublih. <https://doi.org/9786231246271>, 6231246272
- Pristiandaru, D. (2023). Pembaca Muda KG Media Paling Peduli SDGs Perusahaan atau Merek. *Kompas.Com*.
- Purwanto, A. (2025, January 19). Mengintip Tren dan Geliat Bisnis Makanan Sehat. *Kompas.Id*.
- Ramhadi, H., Junaidi, A., Budiantara, M., Eni, T., Nur, T., Aryani, F., Rinaldi, M., Tandiono, R., Yahya, M., Astuti, T., & Sunarmin. (2023). *PENGANTAR AKUNTANSI : Konsep Dasar dan Praktik Terkini*. PT Sonpedia Publishin Indonesia. <https://doi.org/9786230941528>, 623094152X
- Rathee, S., & Milfeld, T. (2023). Sustainability advertising: literature review and framework for future research. *International Journal of Advertising*, 43(1), 7–35. <https://doi.org/10.1080/02650487.2023.2175300>
- Retnosari, L. (2024, August 30). Regenerasi petani untuk pertanian berkelanjutan. *Antara*.
- Riasnugrahani, M., & Analya, P. (2023). *Buku Ajar: Metode Penelitian Kualitatif*. Ideas Publishing.
- Robert K. Yin. (2021). *Studi Kasus Desain & Metode*.
- Rosmita, E., Sampe, P., Adji, P. T., Shufa, N., Haya, N., Isnaini, Taroreh, F., Wongkar, V., Honandar, I., Rottie, R., & Safil, M. (2024). *Metode Penelitian Kualitatif*. CV. Gita Lentera.
- Rotondo, F., Giovanelli, L., & Rodrigo, Lozano. (Eds.). (2024). *Sustainability in Higher Education Strategies, Performance and Future Challenges*. Springer.
- Rozalena, A. (2020). *Komunikasi Bisnis - Konsep dan Praktik* (T. Erang, Ed.). Penerbit Andi.
- Rukhamana, T., Darwis, D., Alatas, R., Taringan, W., Mufidah, Z., Arifin, M., & Chayadi, N. (2022). *Metode Penelitian Kualitatif*. CV Rey Media Grafika.
- Rusawska, E. (Ed.). (2018). *The Sustainable Marketing Concept in European SMEs Insights from the Food & Drink Industry*. Emerald Publishing Limited. <https://doi.org/9781787540408>, 1787540405

- Saksono, A. S., & Yuliana, L. (2024). An analysis of the Bango Soy Sauce Brand's Reputation and Performance. *Sean Institute*, 13.
- Saloka, A., & Ariffin, D. (2019). Pengujian Galur Kedelai Hitam (Glycine max L.) pada Beberapa Tingkat Cekaman Kekeringan. *Jurnal Produksi Tanaman*, 7(4), 559–568.
- Sander, F., Föhl, U., Walter, N., & Demmer, V. (2021). Green or social? An analysis of environmental and social sustainability advertising and its impact on brand personality, credibility and attitude. *Journal of Brand Management*, 28(4), 429–445. <https://doi.org/10.1057/s41262-021-00236-8>
- Sharma, M., & Joshi, S. (2019). Brand sustainability among young consumers: an AHP-TOPSIS approach. *Young Consumers*, 20(4), 314–337. <https://doi.org/10.1108/YC-12-2018-0914>
- Shoenberger, H., Kim, E., & Sun, Y. (2021). Advertising during COVID-19: Exploring Perceived Brand Message Authenticity and Potential Psychological Reactance. *Journal of Advertising*, 50(3), 253–261. <https://doi.org/10.1080/00913367.2021.1927914>
- Shuterland, K. E. (2020). *Strategic Social Media Management Theory and Practice*. Springer Nature Singapore.
- Simão, L., & Lisboa, A. (2017a). Green Marketing and Green Brand – The Toyota Case. *Procedia Manufacturing*, 12, 183–194. <https://doi.org/10.1016/j.promfg.2017.08.023>
- Simão, L., & Lisboa, A. (2017b). Green Marketing and Green Brand – The Toyota Case. *Procedia Manufacturing*, 12, 183–194. <https://doi.org/10.1016/j.promfg.2017.08.023>
- Simatupang, T. (2018). *Aspek Hukum Periklanan*. PT Citra Aditya Bakti.
- Subandi, A. (2022). A brief history of sustainable development. *Sustainable Development*, 3(1), 1–4.
- Sukmono, S., & Jalinis. (2024). EFEKTIVITAS STRATEGI BRANDING DALAM MENINGKATKAN NILAI PASAR PRODUK MAKANAN DI INDONESIA: STUDI TENTANG BUDAYA LOKAL, KEBERLANJUTAN, DAN PREFERENSI KONSUMEN. *Jurnal Akutansi Dan Manajemen Bisnis*, 4(3), 43–47.
- Suri, M., Hasannah, C. S., Rahmatunnissa, A., Malani, S., & Nanda, R. (2024). *PENGOLAHAN AMPAS TAHU SEBAGAI BAHAN BAKU PEMBUATAN*

KECAP DENGAN PROSES FERMENTASI MENGGUNAKAN Aspergillus wentii. <https://journal.unhas.ac.id/index.php/bioma>

- Suyanto, B. (2022). *Metode Penelitian Sosial* (Ketiga). Prenada Media.
- Testa, D. S., Bakhshian, S., & Eike, R. (2020). Engaging consumers with sustainable fashion on Instagram. *Journal of Fashion Marketing and Management*, 25(4), 569–584. <https://doi.org/10.1108/JFMM-11-2019-0266>
- Tuğrul, T. Ö., & Göçer, A. (2017). Communicating Sustainability on Social Media: A study on leading turkish and global brands in Turkey. *International Journal of Marketing, Communication and New Media*, 8, 2182–9306.
- Unilever. (2024). *90 Tahun Dedikasi Tumbuh Bersama Negeri 90 Years of Dedication Growing with Country Laporan Tahunan Annual Report 2023*. <https://www.unilever.co.id/investor/>
- Utami, T., Nudiansyah, Azizah, I., Rukmana, A., Pradnyana, I. M., Pratiwi, P., Aris, V., Wulandari, F., Awa, Erqin, Kusumawati, B., Lishobrina, L., & Purbaya, M. (2024). *Buku Ajar Bisnis Digital*. PT. Sonpedia Publishing Indonesia. <https://doi.org/9786238531318>, 6238531312
- Vegheş, C. (2022). Cultural Heritage and Nation Branding: A Marketing Driver for Sustainable Development. *European Journal of Sustainable Development*, 11(1), 42. <https://doi.org/10.14207/ejsd.2022.v11n1p42>
- Vollero, A. (2022). *Greenwashing Foundations and Emerging Research on Corporate Sustainability and Deceptive Communication*. Emerald Publishing Limited.
- Walidin, W., Saifullah, & Tabrani. (2015). *Metodologi Penelitian Kualitatif & Grounded Theory*. FTK Ar-Raniry Press.
- Wella, S. F., & Chairy, C. (2020). Implementasi Sustainability Sebagai Alat Pemasaran Pada Era Pandemi Covid-19. *Jurnal Muara Ilmu Ekonomi Dan Bisnis*, 4(2), 343. <https://doi.org/10.24912/jmieb.v4i2.8284>
- Wibowo, T. O. (2017). GREEN MARKETING AND REPRESENTATION OF THE OTHER (An Analysis of Green Image Ad Represented by Teh Kotak Ad, ‘Persembahan dari Alam’ Version). *Profetik: Jurnal Komunikasi*, 10(2), 5. <https://doi.org/10.14421/pjk.v10i2.1332>
- Wibowo, T. O., Syafuddin, K., & Elmada, M. A. G. (2023). *Twitter as Potential Medium for Organization: Constructing Green Messages on Twitter*. www.sdg2030indonesia.org,

- Wijaya, A. (2024). Katadata ESG Index: Tata kelola Unilever Indonesia terbaik di FMCG. *ANTARA*.
- Wirnani, E. W. (2018). *Teori dan Praktik Penelitian Kuantitatif, Kualitatif, PTK, R & D*. Bumi Aksara.
- Yang, J., & Mundel, J. (2021). “Are We All in This Together?”: Brand Opportunism in COVID-19 Cause Related Marketing and the Moderating Role of Consumer Skepticism. *Journal of Promotion Management*, 27(6), 877–899. <https://doi.org/10.1080/10496491.2021.1888181>
- Yi, M. R. (2023). Corporate Reputation and Users’ Behavioral Intentions: Is Reputation the Master Key That Moves Consumers? *SAGE Open*, 13(1). <https://doi.org/10.1177/21582440231154486>
- Yin, R. (2018). *Metode, Studi Kasus: Desain & Metode*. SAGE Publications.
- Yin, R. K. (2018). *Case Study Research and Applications Sixth Edition*.
- Yudawisastra, H., Harinie, L., Wau, A., Martin, L., Pesiwarissa, L., Sari, D., Hurdawatu, R., Nugroho, H., Johaness, Kumagya, Safarida, N., Puspitasari, M., Misno, & Darsana, I. M. (2023). *METODOLOGI PENELITIAN*. CV. Intelektual Manifes Media.
- Zakiya, N., Hariyadi, S., Psikologi, J., & Artikel, I. (2022). Nilai Budaya Kolektivisme dan Perilaku Asertif pada Suku Jawa. *JSIP*, 11(2), 50229. <http://journal.unnes.ac.id/sju/index.php/sip>

