

DAFTAR PUSTAKA

- Ardiansyah, M. A., & Syukri, H. (2023). ANALISIS WACANA IKLAN GUY COOK PADA PRODUK MAKANAN MI INSTAN INDOMIE. *Nuansa Indonesia*, 25(1). <https://jurnal.uns.ac.id/ni>
- Carolyn Mae Kim. (2021). *Social Media Campaigns Strategies for Public Relations and Marketing Second Edition*.
- El Hedhli, K., & Zourrig, H. (2023). Dual routes or a one-way to persuasion? The elaboration likelihood model versus the unimodel. *Journal of Marketing Communications*, 29(5), 433–454. <https://doi.org/10.1080/13527266.2022.2034033>
- Gibson, E., Griffiths, M. D., Calado, F., & Harris, A. (2022). The relationship between videogame micro-transactions and problem gaming and gambling: A systematic review. *Computers in Human Behavior*, 131. <https://doi.org/10.1016/j.chb.2022.107219>
- Marliyah, L. (2021). Hakekat Teori dalam Riset Sosial. *Journal of Economic Education and Entrepreneurship*, 2(1), 30. <https://doi.org/10.31331/jeee.v2i1.1691>
- Myneni, Z. (n.d.). *Opinion: The rise of Gacha games foster gambling habits in children*. Scot Scoop News. https://scotscoop-com.translate.goog/opinion-the-rise-of-gacha-games-foster-gambling-habits-in-children/?_x_tr_sl=en&_x_tr_tl=id&_x_tr_hl=id&_x_tr_pto=sge#:~:text=According%20to%20a%20study%20published,be%20even%20more%20underage%20users.
- Neuman, W. Lawrence. (2014). *Social research methods : qualitative and quantitative approaches*. Pearson.
- Pradhipta, A. Y. (2021). Mekanisme ‘gacha’ dan ‘parasocial interaction’ pemain gim seluler. *Jurnal Studi Komunikasi (Indonesian Journal of Communications Studies)*, 5(1), 215. <https://doi.org/10.25139/jsk.v5i1.2478>
- Rahman, T., & Nor, S. (n.d.). *Analisis Semiotika Roland Barthes dalam Iklan GoPay Pevita Pearce REPRESENTASI KEKERASAN DALAM IKLAN Analisis Semiotika Roland Barthes dalam Iklan GoPay Pevita Pearce*. www.ejurnal.an-nadwah.ac.id
- Sri Mudani, L., & Rista Ariantini, K. (2021a). STRATEGI KOMUNIKASI PERSUASIF DENGAN PEMANFAATAN MEDIA SOSIAL DALAM PEMASARAN BERBASIS DIGITAL. In *Jurnal Mahasiswa Ilmu Komunikasi* (Vol. 1, Issue 1).

Wiki, C. T. G. I. (n.d.). *Jean*. Genshin Impact Wiki. <https://genshin-impact.fandom.com/wiki/Jean>



UMN
UNIVERSITAS
MULTIMEDIA
NUSANTARA