

DAFTAR PUSTAKA

Buku

- Broom, G. M., & Sha, B. L. (2013). *Effective Public Relations 11th edition*. Essex: Person
- Creswell, J. W. (2018). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches* (5th ed.). SAGE Publications.
- Humbatov, S. (2015). *Brand Management with Social Media In Service Industry*. Anchor Academic Publisher.
- Jauharri, M. (2021). *Cyber Public Relation: Membangun Kepercayaan Publik Melalui Media Siber*. LP3DI Press & Kalimedia.
- Jenkins, H. (2006). *Convergence Culture: Where Old and New Media Collide*. New York: NYU Press.
- Kiryantono, R. (2020). *Teknik Praktis Riset Komunikasi Kuantitatif dan Kualitatif*. Prenamedia Group.
- Luttrell, R. (2022). *Social Media: How to Engage, Share, and Connect*. Rowman & Littlefield Publishing Group.
- Miles & Huberman. (2014). *Qualitative Data Analysis: A Methods SourceBook. 3rd Edition*. California: SAGE Publications
- Onggo, B. J. (2004). *Cyber Public Relations*. PT. Elex Media Komputindo.
- Rees, S. (2022). *Public Relations, Branding and Authenticity: Brand Communications in the Digital Age*. Routledge.
- Stair, R. M., & Reynolds, G. W. (2010). *principles of information systems 9th -stair, reynolds*.
- Sugiyono. (2018). *Metode Penelitian Kuntitatif Kualitatif dan R&D*. Alfabeta.
- Trihastuti, A. E. (2022). *Komunikasi Internal Organisasi*. Deepublish.
- Zarella. (2010). *The Social Media Marketing Book*. Serambi Ilmu Semesta Anggota IKAPI.

Skripsi/Thesis

- McCary, A. (2023). *Social Media as an Effective Internal Communication Strategy Among Theme Park Employee Audiences: a Four-Park Content Analysis*. University of North Carolina.

Pakpahan, A. V. B. (2019). *Penggunaan Circular Model of SoMe Melalui Instagram @Trademark_bdg*. Universitas Telkom.

Raniah, A. (2020). *Penggunaan Media Sosial Instagram @Happybankers Sebagai Media Informasi Bagi Karyawan PT. Bank Maybank Indonesia Tbk*. Universitas Mercu Buana.

Jurnal

Alexander, J. L., Safitri, D., & Anindhita, W. (2022). *The Circular Model of Some in Instagram Management (Case Study: Forum Human Capital Indonesia)*. *Jurnal Komunikasi Indonesia*, 10(2). <https://doi.org/10.7454/jki.v10i2.13882>

Alfajri, Fitra Muhamad, Adhiazni, Viranda, & Aini, Qurrotul. (2019). *Pemanfaatan Social Media Analytics Pada Instagram Dalam Peningkatan Efektivitas Pemasaran*. *Jurnal Ilmu Komunikasi*, 8(1): 34-42.

Antasari, C., & Pratiwi, R. D. (2022). *Pemanfaatan Fitur Instagram Sebagai Sarana Komunikasi Pemasaran Kedai Babakkeroyokan di Kota Palu* (Vol. 9, Issue 2).

Arief, M., Chrisovero, E., & Dewi, Y. R. (2023). *Penggunaan Akun Instagram Sebagai Cyber Public Relations Trans Media Sosial*. *Jurnal Cyber PR*, 23(1), 26–33. <https://doi.org/10.32509/cyberpr.v23i1.3186>

Asih, Wulan Mulya, Khoiruddin Muchtar, and Yusuf Zaenal Abidin. (2020). *“Pengelolaan Digital PR Dalam Mengemas Konten Dakwah Di Instagram @Masjidtrans.”* *Jurnal Riset Komunikasi* 3(1):108–19. doi: 10.24329/jurkom.v3i1.87

Fajriyani, D., Fauzi, A., Kurniawati, M. D., Dewo, A. Y. P., Baihaqi, A. F., & Nasution, Z. (2023). *Tantangan Kompetensi SDM dalam Menghadapi Era Digital (Literatur Review)*. *Jurnal Ekonomi Manajemen Sistem Informasi*, 4(6). <https://doi.org/10.31933/jemsi.v4i6>

Farhatiningsih, L. (2018). *Optimalisasi Penggunaan Instagram Dalam Praktik Kehumasan Pemerintah*.

Hajati, R., Perbawasari, S., & Hafiar, H. (2018). *Manajemen Aktivitas Media Sosial Akun Instagram @Indonesiabaik*. *Id. MetaCommunication: Journal Of Communication Studies*, 3(2).

Kaplan, A. M., & Haenlein, M. (2010). *Users of the world, unite! The challenges and opportunities of Social Media*. *Business Horizons*, 53(1), 59-68

Krismasakti, B. (2019). *Instagram Stories Dalam Ajang Pengungkapan Eksistensi Diri (Studi Kasus Selebgram @Jihanputri)*. *Pustaka Komunikasi*, 2(1), 1–14.

- Listianingrum, Ria, Poerana, Fitriana Ana, & Arindawati A. Weni. (2021). *Strategi Komunikasi Melalui Media Instagram Dalam Memberikan Informasi Kepada Mahasiswa*. Pustaka Komunikasi, 4(1):11-23.
- Putri, C. E. (2022). *Implementasi Social Media Optimization (SMO) Bagi Perusahaan Swasta di Jakarta*. Pustaka Dianmas, 2(2), 42–50.
- Qurniawati, E.F., Mardani, P.B., & Wulandari, H. (2024). *The circular model of "SOME" on digital Public Relations management of Universitas Islam Riau*. PRofesi Humas. 8(2), 216-236. <https://doi.org/10.24198/prh.v8i2.49088>
- Kurniawan, M., Erawati, D., Setiawan, H., & Harmain, H. (2023). *Digitalisasi: Strategi Komunikasi KPU Dalam Meningkatkan Partisipasi Gen Z Pada Pemilu 2024*. Innovative: Journal Of Social Science Research, 3(6), 1375–1390. <https://doi.org/10.31004/innovative.v3i6.6206>
- Rossmann, D., & Young, S. W. H. (2015). *Social media optimization: making library content shareable and engaging*. Library Hi Tech, 33(4), 526–544. <https://doi.org/10.1108/LHT-05-2015-0053>
- Rossmann, D., & Young, S. W. H. (2016). *Social Media Optimization: Principles for Building and Engaging Community*.
- Rusmann, U., & Svensson, J. (2016). *Studying Organizations on Instagram*. Information, 7(4), 58. <https://doi.org/10.3390/info7040058>
- Syadhana, Jasmine Putri, Susie Perbawasari, and Hanny Hafiar. (2020). *Perencanaan Strategi Media Sosial Akun Instagram @ Peopleattiket Oleh PT. Global Tiket Network*. Jurnal Manajemen Komunikasi, 5(1):36–59
- Syuderajat, F., & Puspitasari, K. (2017). *Pengelolaan Media Sosial Oleh Unit Corporate Communication PT GMF Aeroasia*. Komuniti : Jurnal Komunikasi Dan Teknologi Informasi, 9(2), 81–97.
- Thausani, Hifzhan F., Setiyawan Agustinus D. (2021). *Strategi Corporate Communication Melalui Media Sosial di PT Angkasa Pura 1 (Persero) Juanda Surabaya*. Jurnal Gama Societa, 5(1): 20-28.

Website/Internet

- KG Media. (n.d.). *Leaders, what does it take to keep leading? KG Media: Indonesia's Leading Media Group and Business Solution Ecosystem*. <https://www.kgmedia.id/ 2>
- Thompson, A. (2024). *Digital 2024: 5 billion Social Media Users*. We Are Social Indonesia. <https://wearesocial.com/id/blog/2024/01/digital-2024-5-billion-social-media-users/>