

DAFTAR PUSTAKA

- Claretta, D., Samudra Arsy, F., Reynaldi Komarullah, A., & Hanan, B. (2022). Peran campaign Lewat Media Sosial Instagram (into the Light Dalam Membangun Public Awareness). *SIBATIK JOURNAL: Jurnal Ilmiah Bidang Sosial, Ekonomi, Budaya, Teknologi, Dan Pendidikan*, 2(1), 153–162. <https://doi.org/10.54443/sibatik.v2i1.513>
- Creswell, J. W., & Poth, C. N. (2018). *Qualitative inquiry and research design: Choosing among five approaches* (4th ed.). Sage Publications.
- Daymon, C., & Holloway, I. (2011). *Qualitative research methods in public relations and Marketing Communications*. Routledge.
- Dharta, F. Y. (2024). *Peranan Komunikasi Politik Dalam Pusaran Era Digital: Strategi, Dampak, dan Tantangan*. Malang: CV Seribu Bintang.
- Gulo, M. R. (2012, November 1). Teori media baru. Tempat Belajar Ilmu Komunikasi. Diakses 11 Mei, 2024, <https://ahlikomunikasi.wordpress.com/2012/11/01/teori-media-baru/>
- Hardani, S.Pd.,M.Si.,dkk. (2020). *Metode Penelitian Kualitatif dan Kuantitatif*. Pustaka Ilmu.
- Hootsuite, H. (2024). Instagram Engagement Rate Calculator + Tips and Benchmarks. Diakses pada 3 September 2024. <https://blog.hootsuite.com/instagram-engagement/#:~:text=Likes%20are%20the%20easiest%20form,deeper%20connection%20with%20your%20content.>
- International Labour Organization. (2010, December 14). Lembar fakta tentang pekerjaan yang layak dan ramah lingkungan (green jobs) di indonesia. Diakses pada 20 Agustus 2023. https://www.ilo.org/wcmsp5/groups/public/--asia/--ro-bangkok/--ilo-jakarta/documents/publication/wcms_149950.pdf.
- Kemp, S. (2023, February 8). *Digital 2023: Indonesia - DataReportal – global digital insights*. DataReportal. <https://datareportal.com/reports/digital-2023-indonesia>
- Lister, M. (2010). *New media: A critical introduction*. Routledge.

- Maryolein, S., Dwina Hapsari, N., & Oktaviani, R. C. (2019). Instagram Sebagai Media Publikasi Dalam membangun *brand awareness* jakarta aquarium. *Avant Garde*, 7(1), 19. <https://doi.org/10.36080/avg.v7i1.849>
- Mavrodieva, A. V., Rachman, O. K., Harahap, V. B., & Shaw, R. (2019). Role of social media as a soft power tool in raising public awareness and engagement in addressing climate change. *Climate*, 7(10), 122-137.
- Nainggolan, Y., Zaini, M., & Althalets, F. (2018). Penggunaan media sosial Instagram untuk menunjang peran duta wisata 2016-2017 dalam mempromosikan pariwisata. *eJournal Ilmu Komunikasi*, 6(3), 136-148. ISSN 2502-5961 (Cetak). <http://ejournal.ilkom.fisip-unmul.ac.id>
- NapoleonCat. (n.d.). Instagram users in Indonesia - January 2024. Diakses pada 10 Juli 2024. <https://napoleoncat.com/stats/instagram-users-in-indonesia/2022/01/>
- NapoleonCat. (2024). "Instagram users in Indonesia February 2024." *napoleoncat.com*. Diakses pada 2 September 2024. <https://napoleoncat.com/stats/instagram-users-in-indonesia/2024/02/>
- Nurfaizi, R., Tanjung, H. B., & Muhyani, M. (2022). STRATEGI PENGGUNAAN MEDIA SOSIAL INSTAGRAM DALAM MEMBANGUN BRAND AWARENESS (Studi Kasus Pada Akun Instagram Mazlem.id). *KOLONI*, 1(3). <https://doi.org/https://doi.org/10.31004/koloni.v1i3.132>
- Quesenberry, K. A. (2019). *Social media strategy: marketing, advertising, and public relations in the consumer revolution*. US: The Rowman & Littlefield Publishing Group.
- Riyanto, A. D. (2024). "Hootsuite (We are Social): Data Digital Indonesia 2024." *andi.link*. Diakses pada 2 September 2024. <https://andi.link/hootsuite-we-are-social-data-digital-indonesia-2024/>
- Setyaningsih, P. N., Suadnya, I. W., & Fajarica, S. D. (2020). Instagram social media content management in Family Planning Coordinating Board West Nusa Tenggara province as public relations strategies to create Brand Awareness. *JCommsci - Journal Of Media and Communication Science*, 3(1), 1-11. <https://doi.org/10.29303/jcommsci.v3i1.62>

- Solis, B. (2010). *Engage!: The Complete Guide for Brands and business to build, cultivate, and measure success in the new web*. John Wiley & Sons.
- Student perceptions of Green Jobs Opportunities & Challenges*. Yayasan Indonesia Cerah. (2023, October 26). <https://www.cerah.or.id/publications/report/detail/opportunities-challenges-of-green-jobs-student-perspectives>
- Sugiyono. (2008). *Metode Penelitian Pendidikan: (Pendekatan Kuantitatif, Kualitatif Dan R & D)*. Alfabeta.
- Sya'idah, E. H., & Jauhari, T. (2022). Pengaruh Sosial Media *Marketing* Terhadap Brand Awareness Pada Lembaga Kursus Dan Pelatihan Lingua Franca Edutama. *Management Studies and Entrepreneurship Journal (MSEJ)*, 3(5). <https://doi.org/https://doi.org/10.37385/msej.v3i4.1014>
- (WMO), W. M. O. (2024, March 19). *State of the Global Climate 2023*. World Meteorological Organization E-Library. <https://library.wmo.int/records/item/68835-state-of-the-global-climate-2023>
- Ye, X., Zhao, B., Nguyen, T. H., & Wang, S. (2020). Social media and social awareness. *Manual of digital earth*, 425-440.