

## DAFTAR PUSTAKA

- Ajzen, I. (1991). The Theory of Planned Behavior, Organizational Behavior and Human Decision Processes 50. *American Marketing Association, 2012*, 179-211.
- Clow, K. E., & Baack, D. (2018). *Integrated Advertising, Promotion, and Marketing Communications, 18th edition*. London: Pearson Education.
- Creswell, J. D., & Creswell, J. W. (2018). *Research Design: Qualitative, Quantitative, and Mix Methods Approaches*. London: SAGE Publications.
- Hasbiansyah, O. (2008). Pendekatan Fenomenologi: Pengantar Praktik Penelitian dalam Ilmu Sosial dan Komunikasi. *MEDIATOR, 9*(1), 163-180.
- Jaroš, F. (2021). The Cohabitation of Humans and Urban Cats in the Anthropocene: The Clash of Welfare Concepts. *MDPI*.
- Kotler, P., & Keller, K. L. (2009). *Marketing Management*. Pearson Prentice Hall.
- Lee, N. R., & Kotler, P. (2020). *Social Marketing Behavior Change for Social Good Sixth Edition*. London: SAGE Publications.
- Maryam, S., Prasetyo, P., & Mahdalena, V. (2021, Maret). Literasi Media Digital Pada Konten Greenpeace Id Di Media Sosial Instagram Dalam Merubah Perilaku Masyarakat. *Jurnal IKRA-ITH Humaniora, Vol 5*(No 1), 242-253.
- Miles, M. B., & Huberman, A. M. (2002). *Qualitative Data Analysis: A Sourcebook of New Methods*. Beverly Hills: Sage Publication.
- Newman, K. M. (2018, August 08). *The Science-Backed Benefits of Being a Cat Lover*. Retrieved from Greater Good Magazine:  
[https://greatergood.berkeley.edu/article/item/the\\_science\\_backed\\_benefits\\_of\\_being\\_a\\_cat\\_lover](https://greatergood.berkeley.edu/article/item/the_science_backed_benefits_of_being_a_cat_lover)
- Nusantara, N. S. (n.d.). *Tentang Kami*. Retrieved from Natha Satwa Nusantara:  
<https://www.nsn-foundation.or.id/tentang-kami>
- Paino, C. (2023, February 06). *Kesejahteraan Satwa di Indonesia Masih Rendah, Apa yang Harus Dilakukan?* Retrieved March 2024, from Mongabay Situs Berita Lingkungan:  
<https://www.mongabay.co.id/2023/02/06/kesejahteraan-satwa-di-indonesia-masih-rendah-apa-yang-harus-dilakukan/>

- Raco, J. R., & Tanod, R. R. (2012). *Metode Fenomenologi Aplikasi Pada Entrepreneurship*. Jakarta: Grasindo.
- Rodan, D., & Mummery, J. (2014). The ‘Make it Possible’ Multimedia Campaign: Generating a New ‘Everyday’ in Animal Welfare. *Media International Australia*, 78-87.
- Samsu. (2021). *Metode Penelitian: Teori dan Aplikasi Penelitian Kualitatif, Kuantitatif, Mixed Methods, serta Research & Development*. Jambi: Pusaka Jambi.
- Setyawan, A. Z., & Adhistry, J. M. (2022, October). ANALISIS KONTEN “WASTE DOWN, KINDNESS UP” DI INSTAGRAM SOCIOLLA TERHADAP PERUBAHAN PERILAKU MASYARAKAT. *Jurnal Nomolesca*, 8(2), 184-193.
- Shabrina, Z., Mariam, I., & Rosalina, E. (2022). ANALISIS PERILAKU KONSUMEN DALAM PEMBELIAN PRODUK KOSMETIK BERSERTIFIKAT HALAL BERDASARKAN THEORY OF PLANNED BEHAVIOUR (TPB) (STUDI KASUS: CUSTOMER DIANA CARE KLINIK, PANCORAN MAS, DEPOK). *Jurnal Ekonomi dan Bisnis Politeknik Negeri Jakarta*, 1-9.
- Siddiqui, A., Momineen, F. U., Amin, S., & Khan, S. (2023). The Role of Social Media Campaigns in Raising Awareness about Smog (Climate Change) and Encouraging Sustainable Behaviors. *Qlantic Journal of Social Sciences*, 4(4), 60-73.
- Sugiyono. (2013). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: Alfabeta Bandung.
- UGM, I. (2018, April 28). *Kajian : Seberapa Pentingkah Animal Welfare?*  
Retrieved from PC IMAKAHI UGM:  
<https://imakahi.fkh.ugm.ac.id/2018/04/28/kajian-seberapa-pentingkah-animal-welfare/>
- Wahyuwardani, S., Noor, S., & Bakrie, B. (2020). Etika Kesejahteraan Hewan dalam Penelitian dan Pengujian: Implementasi dan Kendalanya (Animal Welfare Ethics in Research and Testing: Implementation and its Barrier). *Wartazoa*, 211-220.

- Wamad, S. (2022, September 14). *Indonesia Penghasil Konten Kekerasan Hewan, Animal Defenders: Memalukan* Baca artikel detikjabar, "Indonesia Penghasil Konten Kekerasan Hewan, Animal Defenders: Memalukan" selengkapnya <https://www.detik.com/jabar/berita/d-6290609/indonesia-penghasil-konte>. Retrieved from detikjabar: <https://www.detik.com/jabar/berita/d-6290609/indonesia-penghasil-konten-kekerasan-hewan-animal-defenders-memalukan>
- Wood, J. T. (2014). *Communication Mosaics An Introduction to the Field of Communication 7e*. Boston, USA: Wadsworth.