

DAFTAR PUSTAKA

- Agama, P., Di, I., & Medan, M. A. N. (2022). Implementasi Metode Outdoor Learning dalam Peningkatan Hasil Belajar Siswa pada Mata Pelajaran Agama Islam di MAN 1 Medan. *Jurnal Penelitian, Pendidikan Dan Pengajaran: JPPP*, 3(2), 147–153. <https://doi.org/10.30596/jppp.v3i2.11758>
- Al'ya Triandini, Maulana Fathur, Septi Juarnita Mendrofa, & Nurbaiti. (2024). Strategi Membangun Brand Community Di Media Sosial Untuk Perusahaan E-Commerce Dalam Meningkatkan Omset Penjualan. *MENAWAN: Jurnal Riset Dan Publikasi Ilmu Ekonomi*, 2(2), 96–110. <https://doi.org/10.61132/menawan.v2i2.267>
- 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>
- Baecker, D. (2024). *In the Society of Digital Media*. July. <https://www.researchgate.net/publication/381284058>
- Bella, A., Sari, N., Utomo, A. S., Utari, T., & Warhamni, D. (2023). *Instagram Content Strategy in Increasing Brand Awareness of Museum Sonobudoyo Yogyakarta Strategi Konten Instagram Dalam Meningkatkan Kesadaran Merek Museum Sonobudoyo Yogyakarta*. 231–242.
- Bhojwani, K. K., Maryani, E., & Rahmawan, D. (2023). Content Production Strategy of Instagram @globalyouth.amb in Developing Generation Z Volunteerism. *COMMENTATE: Journal of Communication Management*, 4(2), 118–132. <http://journal.lspr.edu/index.php/commentate>
- Bíro, S., Botzenhardt, F., & Ferdinand, H. (2014). Online Surveys vs . Online Observations. *Markenbrand*, 1(2), 49–56.
- Blanchard, O. (2015). *Social Media ROI (Mengelola dan Mengukur Penggunaan Media Sosial pada Organisasi Anda)*. PT Elex Media Komputindo.
- Chavadi, C. A., Sirothiya, M., Menon, S. R., & M R, V. (2023). Modelling the Effects of Social Media–based Brand Communities on Brand Trust, Brand Equity and Consumer Response. *Vikalpa*, 48(2), 114–141. <https://doi.org/10.1177/02560909231172010>
- Creswell, J., & Creswell, J. D. (2018). *Research Design Qualitative, Quantitative, and Mixed Methods Approaches (fifth edition)*. SAGE Publications, Inc.

- DIGITAL 2024: 5 BILLIONS SOCIAL MEDIA USERS.* (2024). We Are Social.
<https://wearesocial.com/id/blog/2024/01/digital-2024-5-billion-social-media-users/>
- Evelina, L. W., Safitri, Y., Program, M. C., Barat, J., & Evelina, L. W. (2021). Social Media Interaction in Virtual Tribe for Effective Brand Communities Case Study on Instagram. *PalArch's Journal of Archaeology of Egypt/ Egyptology*, 18(1), 801–812.
- Fenton, A., Keegan, B. J., & Parry, K. D. (2023). Understanding Sporting Social Media Brand Communities, Place and Social Capital: A Netnography of Football Fans. *Communication and Sport*, 11(2), 313–333.
<https://doi.org/10.1177/2167479520986149>
- Furinto, A., Ichsan, M., Phannadhika, M., & Angelika, S. (2024). Is the use of influencer marketing and brand community effective for enhancing awareness of a new brand? *Innovative Marketing*, 20(3), 121–131.
[https://doi.org/10.21511/im.20\(3\).2024.10](https://doi.org/10.21511/im.20(3).2024.10)
- Hariyanto, D. (2016). Buku Komunikasi Pemasaran. In *Jurnal Penelitian Pendidikan Guru Sekolah Dasar* (Vol. 6, Issue August).
- Huang, Y., Zhang, X., & Zhu, H. (2022). How do customers engage in social media-based brand communities: The moderator role of the brand's country of origin? *Journal of Retailing and Consumer Services*, 68(22), 103079.
<https://doi.org/10.1016/j.jretconser.2022.103079>
- Jr Humphrey, W., Laverie, D., & Rinaldo, S. (2016). *Fostering Brand Community Through Social Media*. Business Expert Press, LLC.
- Kamilanovy, R. D. G., & Fakhrudin, S. (2016). MENINGKATKAN LOYALITAS PENGUNJUNG MUSEUM KONPERENSI ASIA AFRIKA MELALUI BRAND COMMUNITY SAHABAT MUSEUM (Survei Terhadap Member Sahabat Museum Konperensi Asia Afrika). *THE Journal: Tourism and Hospitality Essentials Journal*, 3(2), 671. <https://doi.org/10.17509/thej.v3i2.1977>
- Khatibah, K. (2011). Jurnal Perpustakaan dan Informasi. *Iqra'*, 2275(Penelitian Kepustakaan), 36–39.
- Kim, B., Hong, S., & Lee, H. (2021). Brand Communities on Instagram: Exploring Fortune 500 Companies' Instagram Communication Practices. *International Journal of Strategic Communication*, 15(3), 177–192.

<https://doi.org/10.1080/1553118X.2020.1867556>

- Kurniawan, A., Wibowo, L. A., Rahayu, A., Yulianti, C. I., Annisa, T., & Riswanto, A. (2021). Online brand community strategy in achieving e-loyalty in the Indonesian e-commerce industry. *International Journal of Data and Network Science*, 5(4), 785–790. <https://doi.org/10.5267/j.ijdns.2021.7.002>
- Latiff, Z. A., & Safiee, N. A. S. (2015). New Business Set Up for Branding Strategies on Social Media - Instagram. *Procedia Computer Science*, 72, 13–23. <https://doi.org/10.1016/j.procs.2015.12.100>
- Lenaini, I. (2021). Teknik Pengambilan Sampel Purposive Dan Snowball Sampling. *HISTORIS: Jurnal Kajian, Penelitian & Pengembangan Pendidikan Sejarah*, 6(1), 33–39. <http://journal.ummat.ac.id/index.php/historis>
- Lintang, I. (2024). *10 Media Sosial dengan Pengguna Terbanyak di Indonesia 2024*. Inilah.Com. <https://www.inilah.com/data-pengguna-media-sosial-indonesia>
- Luttrell, R. (2022). *Social Media How to Engage, Share, and Connect (Fourth Edition)*. The Rowman & Littlefield Publishing Group, Inc.
- Malik, A., & Nugroho, A. D. (2016). Menuju Paradigma Penelitian Sosiologi Yang Integratif. *Jurnal Sosiologi Reflektif*, 10(2), 65–84. <https://doi.org/10.14421/jsr.v10i2.515>
- Moleong, L. (2019). *Metodologi Penelitian Kualitatif*. Rosdakarya.
- Nasrullah, R. (2015). *Media Sosial Perspektif Komunikasi, Budaya, dan Siosioteknologi*. Simbiosis Rekatama Media.
- Nirwana, D. A., & Khuntari, D. (2021). Penggunaan Instagram Sebagai Media Komunikasi Pemasaran Online Pada @Celyne.Official the Use of Instagram As an Online Marketing Communication Medium on @Celyne.Official. *Jurnal Ilmiah Manajemen Informasi Dan Komunikasi*, 5(2), 36–48.
- Nurdin, N., & Pettalongi, S. S. (2022). Menggunakan Paradigma Studi Kasus Kualitatif Interpretatif Online dan Offline Untuk Memahami Efektivitas Penerapan E-Procurement. *Coopetition : Jurnal Ilmiah Manajemen*, 13(2), 155–168. <https://doi.org/10.32670/coopetition.v13i2.1518>
- Pokhrel, S. (2024). No TitleEΛENH. *Ayanη*, 15(1), 37–48.
- Qadri, M. A. Al. (2023). Analisis Pengelolaan Instagram dalam Penyebaran Informasi Menggunakan Teori The Circular Model SOME. *Al-DYAS*, 2(3), 685–710. <https://doi.org/10.58578/aldyas.v2i3.1495>

- 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. <https://doi.org/10.24198/prh.v8i2.49088>
- Rohlinger, D. ., & Sobieraj, S. (2022). *The Oxford Handbook of Digital Media Sociology*. United States of Amerika by Oxford University Press 198 Madison Avenue, New York, NY 10016< United States of Amerika.
- Situmorang, S. H., Mulyono, H., & Berampu, L. T. (2018). Peran dan Manfaat Sosial Media Marketing bagi Usaha Kecil. *Asian Journal Of Entrepreneurship and Family Business*, 1(2), 77–84.
- Supriatna, A., Gustian Anugrah, T., & Ekonomi dan Bisnis Universitas Singaperbangsa Karawang, F. (2022). Pengaruh Content Marketing Terhadap Keputusan Pembelian Pengguna ShopeePay Pada Masyarakat Kabupaten Karawang. *Jurnal Ilmiah Wahana Pendidikan, Desember, 2022(24)*, 78–85. <https://doi.org/10.5281/zenodo.7460594>
- Suryana, A. (2019). *Komunikasi Pemasaran*. Universitas Terbuka.
- Wan, Y. (2024). The Impact of Public Opinion on Digital Media. *Communications in Humanities Research*, 33(1), 225–229. <https://doi.org/10.54254/2753-7064/33/20240100>