

DAFTAR PUSTAKA

- Adeli, & Widyaningrum. (2024). Menilai Integritas: Kajian Kualitas Informasi Video Ulasan GLAM di Platform Media Sosial Instagram, TikTok, dan Youtube. *Palimpsest: Jurnal Ilmu Informasi Dan Perpustakaan*, 15(1), 56–68. <https://doi.org/10.20473/pjil.v15i1.58430>
- Adhityatama, G., & Maharani, A. (2023). The Magnitude of Celebrity Endorser in Terms of Influencing Followers Trust of Product in Instagram. *Ilomata International Journal of Management*, 4(4), 458–474. <https://doi.org/10.52728/ijjm.v4i4.877>
- Agichtein, E., Castillo, C., Donato, D., Gionis, A., & Mishne, G. (2008). Finding high-quality content in social media. *Proceedings of the International Conference on Web Search and Web Data Mining - WSDM '08*, 183. <https://doi.org/10.1145/1341531.1341557>
- Al-Haddad, S., Sharabati, A.-A. A., Nasereddin, A. Y., Alyah, M., Mehیار, O., & Ali, A. A. A. (2024). The impact of Instagram content marketing on cognitive engagement, affection, and behavior. *International Journal of Data and Network Science*, 8(4), 2685–2700. <https://doi.org/10.5267/j.ijdns.2024.4.010>
- Aladwani, A. M. (2017). Compatible quality of social media content: Conceptualization, measurement, and affordances. *International Journal of Information Management*, 37(6), 576–582. <https://doi.org/10.1016/j.ijinfomgt.2017.05.014>
- Asmoro. (2012). *Strategi Komunikasi Pemasaran Percetakan Chandra Offset dalam menghadapi persaingan dunia cetak*.
- Astiraga, H. (2023). TABUNGAN WADIAH PADA BANK SYARIAH DIHUBUNGKAN DENGAN FATWA DSN NO. 2/DSN-MUI/IV/2000. *Tahkim (Jurnal Peradaban Dan Hukum Islam)*, 6(1), 37–52. <https://doi.org/10.29313/tahkim.v6i1.11368>
- Astuti, Y., & Setiawan, B. (2013). Pengembangan Lembar Kerja Siswa (Lks) Berbasis Pendekatan Inkuiri Terbimbing Dalam Pembelajaran Kooperatif Pada Materi Kalor. *Jurnal Pendidikan IPA Indonesia*. <https://doi.org/https://doi.org/10.15294/JPII.V2I1.2515>
- Asyari. (2017). *Efektivitas Bauran Komunikasi Pemasaran Produk Pertanian*.
- Backlinko. (2024, November 21). *Instagram Statistics 2024: Key Demographic and User Numbers*. Backlinko. Retrieved December 26, 2024. Backlinko.
- Badan Pengembangan Sumber Daya Manusia Komunikasi dan Informatika. (2024, September 10). *Peluncuran Hasil Pengukuran Indeks Masyarakat Digital Indonesia (IMDI) 2024: “Membangun Masyarakat Digital Berbasis Kewilayahan.”* <https://bpsdm.kominfo.go.id/satker/paikp/berita-peluncuran-hasil-pengukuran-indeks-masyarakat-digital-indonesia-imdi-2024-m-5-76#:~:text=Tahun 2024 menandai peluncuran ketiga,adanya peningkatan kesiapan digital masyarakat>
- Bakhshi, S., Shamma, D. A., & Gilbert, E. (2014). Faces engage us. *Proceedings of the SIGCHI Conference on Human Factors in Computing Systems*, 965–974. <https://doi.org/10.1145/2556288.2557403>
- Bakker, A. B. (2022). The social psychology of work engagement: state of the field.

- Career Development International*, 27(1), 36–53.
<https://doi.org/10.1108/CDI-08-2021-0213>
- Barry, A. M. (2002). Perception and Visual Communication Theory. *Journal of Visual Literacy*, 22(1), 91–106.
<https://doi.org/10.1080/23796529.2002.11674583>
- Borst, R. T., Kruiyen, P. M., Lako, C. J., & de Vries, M. S. (2020). The Attitudinal, Behavioral, and Performance Outcomes of Work Engagement: A Comparative Meta-Analysis Across the Public, Semipublic, and Private Sector. *Review of Public Personnel Administration*, 40(4), 613–640.
<https://doi.org/10.1177/0734371X19840399>
- Bozkanat, E., & Aslan, P. (2022). Strategic Communication and Social Media within the Context of Media Ecology: A Study on Instagram. *Akdeniz Üniversitesi İletişim Fakültesi Dergisi*, 39, 94–109.
<https://doi.org/10.31123/akil.1144447>
- Bronstein, J., Gazit, T., Perez, O., Bar-Ilan, J., Aharony, N., & Amichai-Hamburger, Y. (2016). An examination of the factors contributing to participation in online social platforms. *Aslib Journal of Information Management*, 68(6), 793–818. <https://doi.org/10.1108/AJIM-05-2016-0059>
- Browning, N., Gogo, O., & Kimmel, M. (2018). Comprehending CSR messages: applying the elaboration likelihood model. *Corporate Communications: An International Journal*, 23(1), 17–34. <https://doi.org/10.1108/CCIJ-07-2017-0068>
- Casteel, A., & Bridier, N. (2021). Describing Populations and Samples in Doctoral Student Research. *International Journal of Doctoral Studies*, 16, 339–362.
<https://doi.org/10.28945/4766>
- Chai, K., Potdar, V., & Dillon, T. (2009). *Content Quality Assessment Related Frameworks for Social Media* (pp. 791–805). https://doi.org/10.1007/978-3-642-02457-3_65
- Chakraborty. (2024). Understanding Graphic Design Process in Visual Communication. *International Journal For Multidisciplinary Research*, 6(3).
<https://doi.org/10.36948/ijfmr.2024.v06i03.21065>
- Chan, K. W., Septianto, F., Kwon, J., & Kamal, R. S. (2023). Color effects on AI influencers' product recommendations. *European Journal of Marketing*, 57(9), 2290–2315. <https://doi.org/10.1108/EJM-03-2022-0185>
- Chandra, V., & Utami, L. S. S. (2023). Persepsi Generasi Z pada Konten Iklan Sampo Rejoice x Kiky Saputri versi “Rambut No Drama.” *Prologia*, 7(2), 254–262. <https://doi.org/10.24912/pr.v7i2.21325>
- Chen, Z. F., Ji, Y. G., & Men, L. R. (2017). Strategic Use of Social Media for Stakeholder Engagement in Startup Companies in China. *International Journal of Strategic Communication*, 11(3), 244–267.
<https://doi.org/10.1080/1553118X.2017.1298114>
- Clarke, S., & Collier, S. (2015). Research essentials. *Nursing Children and Young People*, 27(9), 12–12. <https://doi.org/10.7748/ncyp.27.9.12.s14>
- Csillag, P. (2009). A Model Of Visual Perception Useful For Designers And Artists. *Journal of Visual Literacy*, 28(2), 127–144.
<https://doi.org/10.1080/23796529.2009.11674665>

- Cyr, D., Head, M., Lim, E., & Stibe, A. (2018). Using the elaboration likelihood model to examine online persuasion through website design. *Information & Management*, 55(7), 807–821. <https://doi.org/10.1016/j.im.2018.03.009>
- Dabbous, A., & Barakat, K. A. (2020). Bridging the online offline gap: Assessing the impact of brands' social network content quality on brand awareness and purchase intention. *Journal of Retailing and Consumer Services*, 53, 101966. <https://doi.org/10.1016/j.jretconser.2019.101966>
- Dolan, R., Conduit, J., Frethey-Bentham, C., Fahy, J., & Goodman, S. (2019). Social media engagement behavior. *European Journal of Marketing*, 53(10), 2213–2243. <https://doi.org/10.1108/EJM-03-2017-0182>
- Dommett, K. (2023). The inter-institutional impact of digital platform companies on democracy: A case study of the UK media's digital campaigning coverage. *New Media & Society*, 25(10), 2763–2780. <https://doi.org/10.1177/14614448211028546>
- Eliani, J., Yuniardi, M. S., & Masturah, A. N. (2018). Fanatisme dan Perilaku Agresif Verbal di Media Sosial pada Penggemar Idola K-Pop. *Psikohumaniora: Jurnal Penelitian Psikologi*, 3(1), 59. <https://doi.org/10.21580/pjpp.v3i1.2442>
- Ellsworth, P. C., & Ludwig, L. M. (1972). Visual Behavior in Social Interaction. *Journal of Communication*, 22(4), 375–403. <https://doi.org/10.1111/j.1460-2466.1972.tb00164.x>
- Emamjome, F., Rabaa'i, A., Gabie, G., & Bnadara, W. (2013). *Information Quality in Social Media: A Conceptual Model*. 72.
- Epicoco, D., Mohr, C., Uusküla, M., Quiblier, M., Meziane, M. B., Laurent, E., Spagnulo, G. F. M., & Jonauskaite, D. (2024). The <scp>PURPLE</scp> mystery: Semantic meaning of three purple terms in <scp>French</scp> speakers from <scp>Algeria</scp> , <scp>France</scp> , and <scp>Switzerland</scp>. *Color Research & Application*, 49(1), 93–112. <https://doi.org/10.1002/col.22908>
- Fahmy, S., Bock, M. A., & Wanta, W. (2014). With What Effect III: Research on Behavioral Effects of Visual Communication. In *Visual Communication Theory and Research* (pp. 133–144). Palgrave Macmillan US. https://doi.org/10.1057/9781137362155_9
- Fancourt, D., & Steptoe, A. (2019). Cultural engagement and mental health: Does socio-economic status explain the association? *Social Science & Medicine*, 236, 112425. <https://doi.org/10.1016/j.socscimed.2019.112425>
- Figueiredo, F., Pinto, H., Belém, F., Almeida, J., Gonçalves, M., Fernandes, D., & Moura, E. (2013). Assessing the quality of textual features in social media. *Information Processing & Management*, 49(1), 222–247. <https://doi.org/10.1016/j.ipm.2012.03.003>
- Frewer, L. J., Howard, C., Hedderley, D., & Shepherd, R. (1997). The Elaboration Likelihood Model and Communication About Food Risks. *Risk Analysis*, 17(6), 759–770. <https://doi.org/10.1111/j.1539-6924.1997.tb01281.x>
- George, O. J., Okon, S. E., & Akaighe, G. O. (2023). Psychological Capital and Work Engagement among Employees in the Nigerian Public Sector: The Mediating Role of Emotional Intelligence. *International Journal of Public*

- Administration*, 46(6), 445–453.
<https://doi.org/10.1080/01900692.2021.2001010>
- Gilchrist, A. L. (2022). Gestalt Theory and the Network of Traditional Hypotheses. *Gestalt Theory*, 44(1–2), 97–116. <https://doi.org/10.2478/gth-2022-0003>
- Gillespie, & Giardino. (1998). Explaining the Importance of Operational Definitions to Students. *Journal of Geoscience Education*, 46(5), 427–432. <https://doi.org/10.5408/1089-9995-46.5.427>
- Gillespie, T. (2010). The politics of ‘platforms.’ *New Media & Society*, 12(3), 347–364. <https://doi.org/10.1177/1461444809342738>
- Greene, T. C., Bell, P. A., & Boyer, W. N. (1983). *Bulletin of the Psychonomic Society. Coloring the environment: Hue, arousal, and boredom*. 4, 253–254.
- Gunawan, I., Benty, D. D. N., Kusumaningrum, D. E., Sumarsono, R. B., Sari, D. N., Pratiwi, F. D., Ningsih, S. O., & Hui, L. K. (2019). VALIDITAS DAN RELIABILITAS ANGKET KETERAMPILAN MANAJERIAL MAHASISWA. *Jurnal Administrasi Dan Manajemen Pendidikan*, 2(4), 247–257. <https://doi.org/10.17977/um027v2i42019p247>
- Hakim, F. N. (2019). Makna Sosial dalam Fenomena Baru Mendesain Website (Social Meaning in the New Phenomenon of Designing a Website). *INVENSI*, 4(2), 130–143. <https://doi.org/10.24821/invensi.v4i2.3223>
- Harun, Z., & Tajudeen, F. P. (2020). Instagram as a Marketing Tool for Small and Medium Enterprises. *International Journal of Technology Diffusion*, 11(3), 48–59. <https://doi.org/10.4018/IJTD.2020070103>
- Heddle, N. M. (2002). Clinical Research Designs: Quantitative Studies. *Vox Sanguinis*, 83(s1), 247–250. <https://doi.org/10.1111/j.1423-0410.2002.tb05312.x>
- Herlina. E. (2013). MENINGKATKAN DISPOSISI BERPIKIR KREATIF MATEMATIS MELALUI PENDEKATAN APOS. *Infinity Journal*, 2. <https://doi.org/https://doi.org/10.22460/INFINITY.V2I2.P169-182>
- Herlina, O. (2022). INTERAKTIVITAS PLATFORM KLOOK.COM UNTUK KOMUNIKASI PEMASARAN PARIWISATA. *Jurnal Ilmiah Widya Sosiopolitika*, 4(2), 101. <https://doi.org/10.24843/JIWSP.2022.v04.i02.p03>
- Hicks, T., Baleja, K., & Zhang, M. (2019). Digital Literacy. In *Communication*. Oxford University Press. <https://doi.org/10.1093/obo/9780199756841-0239>
- Hidayah, A., & Baharuddin, H. (2020). POLA ASUH ORANG TUA DENGAN PERILAKU SOSIAL SISWA. 5. <https://doi.org/https://doi.org/10.32696/JP2SH.V5I2.538>
- Highfield, T., & Leaver, T. (2016). Instagrammatics and digital methods: studying visual social media, from selfies and GIFs to memes and emoji. *Communication Research and Practice*, 2(1), 47–62. <https://doi.org/10.1080/22041451.2016.1155332>
- Hoyle, R. H., & Crawford, A. M. (1994). Use of Individual-Level Data to Investigate Group Phenomena Issues and Strategies. *Small Group Research*, 25(4), 464–485. <https://doi.org/10.1177/1046496494254003>
- Huang, & Ji. (2009). The application analysis of visual elements in the graphic design. 2009 *IEEE 10th International Conference on Computer-Aided Industrial Design & Conceptual Design*, 1727–1730.

- <https://doi.org/10.1109/CAIDCD.2009.5375362>
- Ihsan, M., Rezki, M., & Alamsyah, D. (2019). *Pengaruh Kualitas Website Pada Keputusan Pembelian Pada Situs Shopee Menggunakan Metode Webqual4.0*. <https://doi.org/https://doi.org/10.31294/IJCIT.V4I1.4990>
- Jamieson, S. (2004). Likert scales: how to (ab)use them. *Medical Education*, 38(12), 1217–1218. <https://doi.org/10.1111/j.1365-2929.2004.02012.x>
- Jenkins, H. (2006). *Convergence Culture: Where Old and New Media Collide*.
- Jeong, J., & Kwon, Y. (2006). Definition of Scientific Hypothesis: A Generalization or a Causal Explanation? *Journal of the Korean Association for Research in Science Education*, 26.
- Kaplan, & Hanlein. (2010). *Users of the world, unite! The challenges and opportunities of Social Media*.
- Kietzmann, J. H., Hermkens, K., McCarthy, I. P., & Silvestre, B. S. (2011). Social media? Get serious! Understanding the functional building blocks of social media. *Business Horizons*, 54(3), 241–251. <https://doi.org/10.1016/j.bushor.2011.01.005>
- Lam, C., Huang, Z., & Shen, L. (2022). Infographics and the Elaboration Likelihood Model (ELM): Differences between Visual and Textual Health Messages. *Journal of Health Communication*, 27(10), 737–745. <https://doi.org/10.1080/10810730.2022.2157909>
- Lee, E., Lee, J.-A., Moon, J. H., & Sung, Y. (2015). Pictures Speak Louder than Words: Motivations for Using Instagram. *Cyberpsychology, Behavior, and Social Networking*, 18(9), 552–556. <https://doi.org/10.1089/cyber.2015.0157>
- Lesener, T., Gusy, B., Jochmann, A., & Wolter, C. (2020). The drivers of work engagement: A meta-analytic review of longitudinal evidence. *Work & Stress*, 34(3), 259–278. <https://doi.org/10.1080/02678373.2019.1686440>
- Li, G. (2021). *How Does User Experience Affect Network Effects of Social Media Platforms?* <https://doi.org/10.2991/assehr.k.210407.024>
- Li, R., & Suh, A. (2015). Factors Influencing Information credibility on Social Media Platforms: Evidence from Facebook Pages. *Procedia Computer Science*, 72, 314–328. <https://doi.org/10.1016/j.procs.2015.12.146>
- Lidara, A. (2022). *EFEKTIVITAS PENGGUNAAN MEDIA SOSIAL INSTAGRAM @INFOPKU_ SEBAGAI MEDIA INFORMASI ONLINE KOTA PEKANBARU. EFEKTIVITAS PENGGUNAAN MEDIA SOSIAL INSTAGRAM @INFOPKU_ SEBAGAI MEDIA INFORMASI ONLINE KOTA PEKANBARU*.
- Lidija, M. (2012). Non-verbal communication through colours in public appearances. *CM - Casopis Za Upravljanje Komuniciranjem*, 7(25), 125–142. <https://doi.org/10.5937/comman1225127M>
- Likert, R. (1932). A Technique for the Measurement of Attitudes. *Archives of Psychology*, 22(140), 1–55.
- Lim, H., & Childs, M. (2020). Visual storytelling on Instagram: branded photo narrative and the role of telepresence. *Journal of Research in Interactive Marketing*, 14(1), 33–50. <https://doi.org/10.1108/JRIM-09-2018-0115>
- Mamis, S. (2020). Teknologi Informasi Dan Komunikasi Sebagai Media Baru Dalam Komponen Pembelajaran. *Al-MUNZIR*, 13(2), 253.

- <https://doi.org/10.31332/am.v13i2.2049>
- Marston. (2010). Samples and Populations. In *Introductory Statistics for Health and Nursing Using SPSS* (pp. 102–111). SAGE Publications Ltd. <https://doi.org/10.4135/9781446221570.n7>
- Meltem Toker. (2022). *Seni Sukses*.
- Messaris, P. (2003). Visual Communication: Theory and Research. *Journal of Communication*, 53(3), 551–556. <https://doi.org/10.1111/j.1460-2466.2003.tb02608.x>
- Moore, K., & Craciun, G. (2021). Fear of Missing Out and Personality as Predictors of Social Networking Sites Usage: The Instagram Case. *Psychological Reports*, 124(4), 1761–1787. <https://doi.org/10.1177/0033294120936184>
- Morozova. (2017). *Creating visual guidelines for a Finnish fashion brand*.
- Mosler, H.-J., Schwarz, K., Ammann, F., & Gutscher, H. (2001). Computer Simulation as a Method of Further Developing a Theory: Simulating the Elaboration Likelihood Model. *Personality and Social Psychology Review*, 5(3), 201–215. https://doi.org/10.1207/S15327957PSPR0503_2
- Norberg, K. (1966). Visual perception theory and instructional communication. *AV Communication Review*, 14(3), 301–317. <https://doi.org/10.1007/BF02768702>
- O'Brien, H. L., Toms, E. G., Kelloway, E. K., & Kelley, E. (2008). Developing and evaluating a reliable measure of user engagement. *Proceedings of the American Society for Information Science and Technology*, 45(1), 1–10. <https://doi.org/10.1002/meet.2008.1450450258>
- Oliveira, L., & Figueira, Á. (2015). Social Media Content Analysis in the Higher Education Sector. *International Journal of Web Portals*, 7(2), 16–32. <https://doi.org/10.4018/IJWP.2015040102>
- Oluseyi Adegbola, Sherice Gearhart, & Jacqueline Skarda-Mitchell. (2018). Using Instagram to Engage with (Potential) Consumers: A study of Forbes Most Valuable Brands' Use of Instagram. *The Journal of Social Media in Society*.
- Pagani, M., & Mirabello, A. (2011). The Influence of Personal and Social-Interactive Engagement in Social TV Web Sites. *International Journal of Electronic Commerce*, 16(2), 41–68. <https://doi.org/10.2753/JEC1086-4415160203>
- Park, S., Fisher, C., Flew, T., & Dulleck, U. (2020). Global Mistrust in News: The Impact of Social Media on Trust. *International Journal on Media Management*, 22(2), 83–96. <https://doi.org/10.1080/14241277.2020.1799794>
- Park, Y., Konge, L., & Artino, A. (2019). The Positivism Paradigm of Research. *Academic Medicine*, 95, 690–694. <https://doi.org/10.1097/ACM.0000000000003093>
- Pauziah, N., & Muthiah, T. (2023). Hubungan Antara Literasi Digital dengan Kemampuan Berpikir Kritis Generasi Z. *Bandung Conference Series: Communication Management*, 3(2), 660–664. <https://doi.org/10.29313/bcscm.v3i2.7851>
- Pennycook, G., & Rand, D. G. (2019). Fighting misinformation on social media using crowdsourced judgments of news source quality. *Proceedings of the National Academy of Sciences*, 116(7), 2521–2526.

- <https://doi.org/10.1073/pnas.1806781116>
- Pennycook, G., & Rand, D. G. (2022). Nudging Social Media toward Accuracy. *The ANNALS of the American Academy of Political and Social Science*, 700(1), 152–164. <https://doi.org/10.1177/00027162221092342>
- Permana, R. S., & Iffah, A. N. (2021). ANALISIS AGENDA SETTING TIM KREATIF NARASI TV TERHADAP PANDEMI COVID-19 MELALUI PROGRAM CERITA PANDEMI. *Jurnal Ilmu Politik Dan Komunikasi*, 7(1).
- Permatasari, & Saputro. (2024). *Komunikasi pemasaran digital brand “Good Day” di media sosial (analisis konten dan persepsi konsumen pada customer engagement brand “Good Day” di media sosial Instagram)*.
- Permell, S. R., & Pacheco, B. G. (2024). Consumer Responses to Elements of Visual Esthetics on a Brand’s Instagram Page. *Journal of Promotion Management*, 30(4), 583–614. <https://doi.org/10.1080/10496491.2023.2289931>
- Petty, R. E., & Cacioppo, J. T. (1986). Intricacies of the Elaboration Likelihood Model. In *Communication and Persuasion* (pp. 197–216). Springer New York. https://doi.org/10.1007/978-1-4612-4964-1_8
- Plantin, J.-C., & Punathambekar, A. (2019). Digital media infrastructures: pipes, platforms, and politics. *Media, Culture & Society*, 41(2), 163–174. <https://doi.org/10.1177/0163443718818376>
- Poell, T., Nieborg, D., & van Dijck, J. (2019). Platformisation. *Internet Policy Review*, 8(4). <https://doi.org/10.14763/2019.4.1425>
- Powell, T. E., Boomgaarden, H. G., De Swert, K., & de Vreese, C. H. (2015). A Clearer Picture: The Contribution of Visuals and Text to Framing Effects. *Journal of Communication*, 65(6), 997–1017. <https://doi.org/10.1111/jcom.12184>
- Prajarini, D., & Sayogo, D. (2021). PENGARUH DESAIN POST INSTAGRAM TERHADAP MINAT PEMBELIAN PRODUK UMKM KEDAI KOPI DI KABUPATEN SLEMAN. *ANDHARUPA: Jurnal Desain Komunikasi Visual & Multimedia*, 7(01), 187–199. <https://doi.org/10.33633/andharupa.v7i01.4139>
- Praznik, D. (2014). *The role of graphic design in marketing communications*.
- Presuel, & Sierra. (2019). Algorithms and the News: Social Media Platforms as News Publishers and Distributors. *Revista de Comunicación*, 18(2), 261–285. <https://doi.org/10.26441/RC18.2-2019-A13>
- Putu I., & Janottama, A. (2013). *Design And Aesthetic Elements of Outdoor Visual Communication Media in Denpasar City*.
- Puzakova, M., Kwak, H., Ramanathan, S., Rocereto, J. F., & Journal of Advertising. (2016). Painting Your Point: The Role of Color in Firms’ Strategic Responses to Product Failures via Advertising and Marketing Communications. *Journal of Advertising*, 45.
- Rahardjo, S., & Pramusita, R. D. (2016). Tinjauan Tampilan Visual Desain Kemasan Roti Murni di Yogyakarta. *ANDHARUPA: Jurnal Desain Komunikasi Visual & Multimedia*, 2(02), 103–120. <https://doi.org/10.33633/andharupa.v2i02.1205>
- Reid, A. L. A. (1988). Questionnaires. *Medical Journal of Australia*, 148(10), 543–

544. <https://doi.org/10.5694/j.1326-5377.1988.tb99485.x>
- Roediger, H. L., & Yamashiro, J. K. (2020). Evaluating Experimental Research. In *Critical Thinking in Psychology* (pp. 249–279). Cambridge University Press. <https://doi.org/10.1017/9781108684354.012>
- Roopa, S., & Rani, M. (2012). Questionnaire Designing for a Survey. *The Journal of Indian Orthodontic Society*, 46, 273–277. <https://doi.org/10.5005/jp-journals-10021-1104>
- Ryu, S. (2024). From pixels to engagement: examining the impact of image resolution in cause-related marketing on Instagram. *Journal of Research in Interactive Marketing*, 18(4), 709–730. <https://doi.org/10.1108/JRIM-08-2023-0262>
- Saleem, Huma, & Farah. (2021). Social Constructivism: A New Paradigm in Teaching and Learning Environment. *PERENNIAL JOURNAL OF HISTORY*, 2(2), 403–421. <https://doi.org/10.52700/pjh.v2i2.86>
- Salvatore, C., Biffignandi, S., & Bianchi, A. (2021). Social Media and Twitter Data Quality for New Social Indicators. *Social Indicators Research*, 156(2–3), 601–630. <https://doi.org/10.1007/s11205-020-02296-w>
- Sari, R. I., Widhiyanto, R., Naryatmojo, D. L., & Subyantoro, S. (2022). Rekonstruksi validitas butir soal penilaian harian teks apresiasi sastra siswa sekolah menengah pertama. *Wiyata Dharma: Jurnal Penelitian Dan Evaluasi Pendidikan*, 8(2). <https://doi.org/10.30738/wd.v8i2.12244>
- Schreiner, M., Fischer, T., & Riedl, R. (2021). Impact of content characteristics and emotion on behavioral engagement in social media: literature review and research agenda. *Electronic Commerce Research*, 21(2), 329–345. <https://doi.org/10.1007/s10660-019-09353-8>
- Segara, A. (2019). Penerapan Pola Tata Letak (Layout Pattern) pada Wireframing Halaman Situs Web. *Magenta | Official Journal STMK Trisakti*, 3(01), 452–464. <https://doi.org/10.61344/magenta.v3i01.45>
- Setiawan, A. (2016). Pencapaian Sense of Design dalam Perancangan Desain Komunikasi Visual. *ANDHARUPA: Jurnal Desain Komunikasi Visual & Multimedia*, 2(02), 207–217. <https://doi.org/10.33633/andharupa.v2i02.1211>
- Setiawan, & Kusumawijaya. (2019). PENGEMBANGAN MEDIA EVALUASI PEMBELAJARAN SEJARAH BERBASIS ANDROID DI KELAS X SMK PENERBANGAN AAG ADISUTJIPTO. *ISTORIA: Jurnal Pendidikan Dan Ilmu Sejarah*, 15(1). <https://doi.org/10.21831/istoria.v15i1.23903>
- Setiyaningsih, L. A., & Jatmikowati, S. H. (2019). Media Baru Dalam Komodifikasi Waktu Luang Ibu Rumah Tangga. *ETTISAL: Journal of Communication*, 4(1), 25. <https://doi.org/10.21111/ettisal.v4i1.3069>
- Sheldon, P., & Bryant, K. (2016). Instagram: Motives for its use and relationship to narcissism and contextual age. *Computers in Human Behavior*, 58, 89–97. <https://doi.org/10.1016/j.chb.2015.12.059>
- Sherin, H. E. R. (2022). The impact of building digital culture on employees' engagement in the ICT sector. *I-Manager's Journal on Management*, 17(1), 19. <https://doi.org/10.26634/jmgt.17.1.18964>
- Silvennoinen, J. (2017). *perceiving visual elements in human-technology interaction design*.

- Sitohang, R., & Malau, R. (2020). *Pengelolaan User-generated Content Sebagai Strategi Promosi Dalam Meningkatkan Brand Awareness Pada Akun Instagram @thehousetourhotel*.
- Srivastava, M., & Saini, G. K. (2022). A bibliometric analysis of the elaboration likelihood model (ELM). *Journal of Consumer Marketing*, 39(7), 726–743. <https://doi.org/10.1108/JCM-12-2021-5049>
- Stoimenova, B., Santo, A., & Braffton, W. (2023). Visual Marketing Elements in Digital Media: A Tool for Planning. *SPM*, 1(1), 70–77. <https://doi.org/10.37075/SPM.2022.08>
- Sudiyanto, T. (2020). Pengaruh Kepuasan Kerja dan Beban Kerja Terhadap Kinerja Pegawai Pada Dinas Tenaga Kerja dan Transmigrasi Banyuasin. *Jurnal Media Wahana Ekonomika*, 17(1), 93. <https://doi.org/10.31851/jmwe.v17i1.4338>
- Sugiarti. (2013). PERANAN TEKNOLOGI INTERNET DALAM MEMBANGUN PENDIDIKAN KARAKTER ANAK. *Jurnal Teknodik*, 145–154. <https://doi.org/10.32550/teknodik.v0i0.97>
- Suharto, M. A., Apriyani, M. N., & Safitri, E. M. (2022). Peningkatan Kesadaran Internet Sehat Menggunakan Blog Berbasis Internet of Things bagi Pemuda Desa Miru-Kabupaten Lamongan. *Jurnal Dedikasi Hukum*, 2(2), 117–129. <https://doi.org/10.22219/jdh.v2i2.22302>
- Sullivan, G. M., & Artino, A. R. (2013). Analyzing and Interpreting Data From Likert-Type Scales. *Journal of Graduate Medical Education*, 5(4), 541–542. <https://doi.org/10.4300/JGME-5-4-18>
- Supandi, M. B., & Azis, A. C. K. (2020). PENINJAUAN POSTER DARI WARNA DAN TIPOGRAFI DI SMK MULTIMEDIA ISTIQLAL. *Gorga : Jurnal Seni Rupa*, 9(2), 419. <https://doi.org/10.24114/gr.v9i2.21236>
- Supino, P. G. (2012). *The Research Hypothesis: Role and Construction*.
- Sutrisno, A. ., & Mayangsari, I. . (2021). PENGARUH PENGGUNAAN MEDIA SOSIAL INSTAGRAM @HUMASBDG TERHADAP PEMENUHAN KEBUTUHAN INFORMASI FOLLOWERS. *Jurnal Common*, 5(2). <https://doi.org/https://doi.org/10.34010/common>
- Sutrisno, Samodra, & Pahlevi. (2019). KAMPUNG ENTREPRENEUR BERBASIS WEB SEBAGAI MEDIA PROMOSI BAGI UMKM. *Jurnal KARINOV*, 2(3), 171. <https://doi.org/10.17977/um045v2i3p171-176>
- Tandra, & Kusmareza. (2023). Pemanfaatan Media Sosial Instagram @beautebox_id sebagai Media Promosi Kosmetik. *Jurnal Ilmiah Komunikasi (JIKOM) STIKOM IMA*, 15(02), 81. <https://doi.org/10.38041/jikom1.v15i02.267>
- Tilak, D. G. (2020). Usage of Visual Communication Design on Consumer Behaviour. *GEDRAG & ORGANISATIE REVIEW*, 33(02). <https://doi.org/10.37896/GOR33.02/103>
- Tongco, M. D. C. (2007). Purposive Sampling as a Tool for Informant Selection. *Ethnobotany Research and Applications*, 5, 147. <https://doi.org/10.17348/era.5.0.147-158>
- Ullman, S., & Koch, C. (1988). Attention, Selective Visual. In *Sensory System I* (pp. 3–4). Birkhäuser Boston. https://doi.org/10.1007/978-1-4899-6647-6_2
- Vogel, D., Lehman, J., & Dickson, G. (1986). *Association for Information Systems*

- AIS Electronic Library (AISEL) THE IMPACT OF GRAPHICAL DISPLAYS ON PERSUASION: AN EMPIRICAL STUDY Recommended Citation THE IMPACT OF GRAPHICAL DISPLAYS ON PERSUASION: AN EMPIRICAL STUDY.* <http://aisel.aisnet.org/icis1986/5>
- Wang, Ou, Chen, C. ;, Liu, X. ;, & Tang, R. ; (2021). *How do video features matter in visual advertising? An elaboration likelihood model perspective Song.* <https://aisel.aisnet.org/icis2021>
- Wang, Y., Min, Q., & Han, S. (2016). Understanding the effects of trust and risk on individual behavior toward social media platforms: A meta-analysis of the empirical evidence. *Computers in Human Behavior*, 56, 34–44. <https://doi.org/10.1016/j.chb.2015.11.011>
- White. (2011). The elements of graphic design: space, unity, page architecture, and type. *Choice Reviews Online*, 49(01), 49-0012-49-0012. <https://doi.org/10.5860/CHOICE.49-0012>
- Wibowo, & Hafidzi. (2017). *PENGARUH KUALITAS MEDIA SOSIAL FACEBOOK TERHADAP WOM POSITIF RELASIONAL DENGAN KEPUASAN PELANGGAN DAN OUTCOME RELASIONAL SEBAGAI VARIABEL INTERVENING (STUDI KASUS PADA FAN PAGE FACEBOOK ASUS INDONESIA).* 3. <https://doi.org/https://doi.org/10.32528/JMBI.V3I2.1203>
- Wijaya. (2014). *KORUPSI KOMUNIKASI DALAM DIMENSI PESAN, MEDIA, KONTEKS, DAN PERILAKU: SEBUAH PROPOSISI TEORETIS UNTUK RISET.* 3, 1–13.
- Wijaya, G. M., & Erdiansyah, R. (2023). Tipe Konten dan Korelasinya Pada Engagement Instagram. *Prologia*, 7(2), 312–321. <https://doi.org/10.24912/pr.v7i2.21384>
- Yang, X. (2023). Application of Visual Communication Design in Digital Media. *2023 IEEE International Conference on Integrated Circuits and Communication Systems (ICICACS)*, 1–6. <https://doi.org/10.1109/ICICACS57338.2023.10099784>
- Yu, J., & Egger, R. (2021). Color and engagement in touristic Instagram pictures: A machine learning approach. *Annals of Tourism Research*, 89, 103204. <https://doi.org/10.1016/j.annals.2021.103204>
- Yu, Xie, & Wen. (2020). Coloring the destination: The role of color psychology on Instagram. *Tourism Management*, 80, 104110. <https://doi.org/10.1016/j.tourman.2020.104110>
- Yulius, Y. (2021). Pengaplikasian Golden Ratio Pada Perancangan Logo Dalam Perspektif Desain Komunikasi Visual. *Besaung : Jurnal Seni Desain Dan Budaya*, 3(3). <https://doi.org/10.36982/jsdb.v3i3.492>
- Yulius, Y., Halim, B., & Saluza, I. (2023). Pelatihan Perancangan Komunikasi Visual Pada Media Sosial Resmi Organisasi Di Balai Pengelola Transportasi Darat Wilayah VII Provinsi Sumatera Selatan Dan Bangka Belitung. *Lumbung Inovasi: Jurnal Pengabdian Kepada Masyarakat*, 8(2), 197–208. <https://doi.org/10.36312/linov.v8i2.1204>
- Zimmermann, C. M. M., Cheung, K. L., & de Vries, H. (2019). *Determinants of Instagram Use: A Cross-sectional Questionnaire Study (Preprint).*

<https://doi.org/10.2196/preprints.13624>

- Zis, S. F., Effendi, N., & Roem, E. R. (2021). Perubahan Perilaku Komunikasi Generasi Milenial dan Generasi Z di Era Digital. *Satwika : Kajian Ilmu Budaya Dan Perubahan Sosial*, 5(1), 69–87. <https://doi.org/10.22219/satwika.v5i1.15550>
- Zubaedi, Z., Utomo, P., & Musofa, A. A. (2021). Perilaku Sosial Masyarakat Bengkulu terhadap Penggunaan Media Sosial sebagai Diseminasi Informasi, Bimbingan Pribadi-Sosial dan Deradikalisasi. *Indonesian Journal of Community Services*, 3(2), 193. <https://doi.org/10.30659/ijocs.3.2.193-202>
- Zulqarnain, W. (2024). Exploring Media Quality Indicators: Analyzing Journalistic Content on Pakistani News Websites. *Journalism, Politics and Society*, 2(2), 117–127. <https://doi.org/10.63067/93ncps11>