

DAFTAR PUSTAKA

- 8 Tahun Lalu Pembunuhan Vina dan Eky di Cirebon, Begini Kronologi Kasus hingga Hasil Visum et Repertum | *tempo.co*. (t.t.). Diambil 10 Februari 2025, dari <https://www.tempo.co/hukum/8-tahun-lalu-pembunuhan-vina-dan-eky-di-cirebon-begini-kronologi-kasus-hingga-hasil-visum-et-repertum-15259>
- Aaker, J., & Bagdonas, N. (2021). *Humor, Seriously: Why humor is a secret weapon in business and life (And how anyone can harness it. Even you.)*. Crown Currency.
- Abel, M. H. (2002). *Humor, stress, and coping strategies*.
- Aritonang, A. I. (2022). KRITIK SOSIAL DALAM KARIKATUR (Analisis Semiotika Terkait Kritik Sosial dalam Postingan Instagram Gejayan Memanggil). *Scriptura*, 12(2), 122–132.
- Athana, N., Ratri, D., & Assilmia, F. (2022). ANALISIS REPRESENTASI BUDAYA LOKAL PADA IKLAN GOJEK SERI CERDIKIWAN (2019). Dalam *Jurnal Komunikasi Visual Wimba* (Vol. 13, Nomor 1).
- Bakhtin, M. (1984). *Rabelais and his world* Indiana University Press. Bloomington.
- Barthes, R. (1972). Mythologies. 1957. Trans. Annette Lavers. New York: Hill and Wang, 302–306.
- Billig, M. (2005a). *Laughter and ridicule: Towards a social critique of humour*.
- Billig, M. (2005b). *Laughter and ridicule: Towards a social critique of humour*.
- Digital 2024: Indonesia — DataReportal – Global Digital Insights. (t.t.). Diambil 11 Oktober 2024, dari <https://datareportal.com/reports/digital-2024-indonesia>
- Hartika, M., Pawito, & Utari, P. (2022). Brand activism on the digital public sphere: Campaign content analysis of #BringBackOurBottle on Instagram. *IOP Conference Series: Earth and Environmental Science*, 1016(1). <https://doi.org/10.1088/1755-1315/1016/1/012027>
- Kinanthi, A. J. L., & Akalili, A. (2024). Dinamika respons audiens digital di media sosial x terhadap kampanye diversitas & inklusivitas sebagai brand activism skin game. *Lektur: Jurnal Ilmu Komunikasi*, 7(2).
- Krissandi, A. D. S., & Setiawan, K. A. C. (2018). Kritik Sosial Stand Up Comedy Indonesia Dalam Tinjauan Praktatik. *Pena : Jurnal Pendidikan Bahasa dan Sastra*, 7(2), 46–59. <https://doi.org/10.22437/pena.v7i2.5316>

- L'Etang, J. (2016). Public relations, activism and social movements: Critical perspectives. Dalam *Public Relations Inquiry* (Vol. 5, Nomor 3, hlm. 207–211). SAGE Publications Inc. <https://doi.org/10.1177/2046147X16675665>
- Lim, M. (2017). Freedom to hate: social media, algorithmic enclaves, and the rise of tribal nationalism in Indonesia. *Critical Asian Studies*, 49(3), 411–427.
- Matsa Prasanna, A. (2024). *Marketing to Gen Z: Understanding the Preferences and Behaviors of Next Generation*.
- Miguel, A., & Miranda, S. (2023). Brand Activism Effectiveness: The Predictors and Potential Effects of Brand Activist Actions. *Media e Jornalismo*, 23(42), 147–164. https://doi.org/10.14195/2183-5462_42_8
- Munger, K., & Phillips, J. (2019). A supply and demand framework for YouTube politics. *preprint*.
- Ristiasari, R., & Kaprisma, H. (2021). SOCIAL CRITICISM IN THE MISTER FRIMEN ANIMATED SERIES. *Capture: Jurnal Seni Media Rekam*, 12(2), 176–188.
- Sindangsari, L. P., Amirah, A. H., Rachmani, N. F., & Pandin, M. G. R. (2021). *Indonesian Generation Z'S Perspective on Memes as a Representation of Their Communication on Media Social*.
- Suwirta, A. (2018). Pers dan kritik sosial pada masa orde baru: studi kasus pers mingguan mahasiswa indonesia di Bandung, 1966-1974. *Mimbar Pendidikan*.
<https://journals.mindamas.com/index.php/mimbardik/article/view/1036>
- Tofa, T. (2024). The Reality of Betawi Culture in the Film "si Doel the Movie"(Semiotic Analysis of Roland Barthes). *Daengku: Journal of Humanities and Social Sciences Innovation*, 4(3), 402–408.
- Van Dijck, J. (2013). *The Culture of Connectivity: A Critical History of Social Media*. Oxford University Press.
- Wahid, A. (2024). *TUTURLOGI: Journal of Southeast Asian Communication Mereka Kerdil: Diskursus Elite Politik di Media Alternatif*. 5(3), 156–169. <https://doi.org/10.21776/ub.tuturlogi.2024.005.03.05>
- Waldron, J. (2013). User-generated content, YouTube and participatory culture on the Web: Music learning and teaching in two contrasting online communities. *Music Education Research*, 15(3), 257–274. <https://doi.org/10.1080/14613808.2013.772131>

- Wangqu, J., & Neto, L. P. (2023). Verification of Two-Step Flow Model in the Process of City International Image Communication Based on Data Mining and Empirical Analysis. *Journalism and Media*, 4(4), 1039–1047.
<https://doi.org/10.3390/journalmedia4040066>
- Wayan, I., & Wasudewa, N. (2015). *EKSPRESI WAJAH MUSISI TERKENAL SEBAGAI SUMBER INSPIRASI DALAM PENCIPTAAN KARYA SENI LUKIS*. <https://consensus.app/papers/ekspresi-wajah-musisi-terkenal-sebagai-sumber-inspirasi-wayan-wasudewa/677b1c5de65c5f8a83da52eb63159469/>