DAFTAR PUSTAKA

admindiskominfo. (2024). *79,5 Persen Remaja Pengguna Internet, Nana Suhendra: Penting Etika Bermedsos bagi Pelajar*. https://diskominfo.kuningankab.go.id/795-persen-remaja-pengguna-internetnana-suhendra-penting-etika-bermedsos-bagi-pelajar/

Aji, M. A. B., & Rochimah, T. H. N. (2019). Pemanfaatan media online oleh Masjid Jogokariyan Yogyakarta dalam membangun komunikasi dengan aktivis dakwah tahun 2017. *Jurnal Interaksi* , *3*(2), 91–105.

Akhyar, M. (2025). *Strategi komunikasi public relations di mesjid jami pemurus dalam kota banjarmasin*.

Albustomi, A. Y. (2025). Digital branding strategies of islamic higher education institutions through religious content marketing. *Journal of Education Management and Policy*, *1*(1), 1–11.

Al-Wugayan, A. A. (2022). *Celebrity appeal effectiveness in donating to the cause: Popular culture vs religious celebrities*.

Bambang Arianto. (2024). *Triangulasi metoda penelitian kualitatif*.

Barry, H., Leahy, R., & Fenton, P. (2019). A strategic approach to amplifying an experiential event using social currency to reach a mass audience. *Conference Papers*.

Bergkvist, L., & Zhou, K. Q. (2016). Celebrity endorsements: a literature review and research agenda. *International Journal of Advertising*, *642–663*, 35–4.

Bolter, J., & Stadler, R. (2025). The role of sensory design in creating memorable event experiences. *International Journal of Event and Festival Management*.

Burnett, K. J. (2012). *Public relations for prosocial change: A case study of a nonprofit organization's efforts to gain visibility and support for its cause*.

Chukwu, O. J. (2023). Understanding event management through public relations prisms: The implications and the emerged paradigms. *Integration: Journal of Social Sciences and Culture*, *1*(4), 122–129.

Coombs, W. T., & Holladay, S. J. (2012). Managing Corporate Social Responsibility: A Communication Approach. *Wiley-Blackwell*.

Cutlip, S. M., Center, A. H., & Broom, G. M. (2016). *Effective public relations* (11th ed.). Pearson.

detikJateng. (2023). *Sejarah Masjid Jogokariyan Jogja yang Berdiri di Eks Basis PKI*. https://www.detik.com/jateng/jogja/d-6631181/sejarah-masjid-jogokariyanjogja-yang-berdiri-di-eks-basis-pki

Dewi, N. P. S., Idris, H., Fariq, A., Rudiana, R., & D, A. Z. (2025). The role of public relations in promoting interfaith dialogue. *Journal International Dakwah and Communication*, *5*(1), 1–15.

Dimyati, A. (2018). Manajemen public relations dan reputasi organisasi lembaga amil zakat dompet dhuafa. *Nyimak Journal of Communication*, *2*(2).

Dominguez, R., & Herrero, A. (2013). Communication using celebrities in the nonprofit sector. *International Journal of Advertising*, *32*(1).

Duckwitz, A., & Zabel, C. (2024). Strategi komunikasi takmir dalam memakmurkan masjid jogokariyan yogyakarta. *Routledge*, *18*(4), 291–312.

Durkheim, E. (1912). *The Elementary Forms of the Religious Life*.

Efendi, E., Ningrum, I. I. T., & Andini. (2023). Peran public relation dan media dalam pelaksanaan dakwah. *Journal of Social Science Research*, *3*(5), 9097–9106.

Entman, R. M. (1993). Framing: Toward Clarification of a Fractured Paradigm. *Journal of Communication*, *43*(4), 51–58.

Erdogan, B. Z. (1999). Celebrity Endorsement: A Literature Review. *Journal of Marketing Management*, *15*(4), 291–314.

Fajri, R. A. (2025). Strategi brand activation ninja xpress melalui special event. *Sosmaniora: Jurnal Ilmu Sosial Dan Humaniora*, *4*(2), 461–470.

Faladhin, J., Mutiara, D., & Marsya, U. (2025). Branding piety and the mediatization of da'wah through digital content. *Jogjakarta Communication Conference*, *3*(1), 175–188.

Fearn-Banks, K. (2016). *Crisis Communications: A Casebook Approach* (5th ed.).

Gandariani, T. (2023). The portrait of public relations strategic planning. *MEDIASI*, *4*(2).

Grunig, E, J., & Hunt, T. (1984). *Managing Public Relations*. Holt, Rinehart and Winston.

Hallahan, K. (1999). Seven Models of Framing: Implications for Public Relations. *Journal of Public Relations Research, 11*(3), 205–242.

Hanifah, N., & Fauji, I. (2025). Gen z: intutional branding strategy to strengthen followers of the genzi study at al akbar mosque surabaya. *Al Qalam: Jurnal Ilmiah Keagamaan Dan Kemasyarakatan, 19*(3).

Harshini, P., & Sneha, J. (2019). Influence of narrative journalism through storytelling. *International Journal of Linguistics, Literature and Translation*.

Hjarvard, S. (2008). *The mediatization of religion: A theory of the media as agents of religious change*. *6*(1).

Homer, V. N., & Ferdinand, A. T. (2023). Analisis Pengaruh Kredibilitas Endorser Terhadap Minat Beli Dengan Kredibilitas Merek Sebagai Variabel Intervening (Studi Pada Produk smartphone Vivo Di Kota Semarang). *DIPONEGORO JOURNAL OF MANAGEMENT*, *12*(1), 1–14.

Horton, D., & Wohl, R. R. (1956). Mass Communication and Para-Social Interaction. *Psychiatry*, *19*(3), 215–229.

Idris, M., Maupa, H., Muis, M., & Pono, M. (2020). Membangun konsep brand religiosity image dalam islamic marketing (sintesis teori dan penelitian empiris yang relevan). *Jurnal Ilmiah Ekonomi Islam*.

Ilicic, J., & Baxter, S. (2014). *"Fit in celebrity–charity alliances: When perceived celanthropy benefits nonprofit organisations." 19*(3), 200–208.

Jamilah, Pramitha, D., Ubaidillah, A., & Mahmud, M. (2024). Gen z's religiosity level: A comparative study between Indonesia and the United Kingdom. *Jurnal Pendidikan Agama Islam, 21*(2).

Jannah, M., & Nurmila. (2025). Media sosial dan pembentukan religiusitas generasi z meta-analisis. *An-Nur: Jurnal Pendidikan Dan Pembelajaran, 1*(1), 20–40.

Jefkins, F. (2004). *Public relations* (5th ed.). Erlangga.

Kadioglu, C. T., & Bozyigit, S. (2025). Celebrity endorsement on gender-based conspicuous consumption. *Gadjah Mada International Journal of Business, 27*(1), 121–148.

Kent, M. L., & Taylor, M. (1998). *Building dialogic relationships through the World Wide Web*.

Kharis, A. (2025). Harmoni komunikasi pengembangan masyarakat melalui peran praktisi humas dalam membangun citra dan layanan publik di kementerian agama kota salatiga indonesia. *Al-I'timad: Jurnal Dakwah Dan Pengembangan Masyarakat Islam, 3*(1).

Lavidge, R. J., & Steiner, G. A. (1961). *A Model for Predictive Measurements of Advertising Effectiveness*.

Ledingham, J. A. (2003). Explicating Relationship Management as a General Theory of Public Relations. *Journal of Public Relations Research, 15*(2), 181–198.

Liputan6.com. (2025). *Indeks kehidupan beragama 2025 meningkat, gen z tertinggi dalam toleransi*.

Listiawati, Ahmad, Y. Z., & Amelia, K. (2024). Analyzing the influence of endorsers on brand image formation in social media: A comparative study of celebrities, influencers, and emerging trends. *KAMPRET Journal* , *4*(1), 33–34.

Macnamara, J. (2018). Evaluating Public Communication: Exploring New Models, Standards, and Best Practice. *Routledge*.

McCracken, G. (1989). Who is the Celebrity Endorser? Cultural Foundations of the Endorsement Process. *Journal of Consumer Research*, *16*(3), 310–321.

Miles, M. B., & Huberman, A. M. (1994). *Qualitative data analysis: An expanded sourcebook* (2nd ed.). SAGE Publications.

Mills, M., Oghazi, P., & Theotokis, A. (2022). The impact of brand communities on public and private brand loyalty: A field study in professional sports. *Journal of Business Research*, *144*, 1077–1086. https://doi.org/https://doi.org/10.1016/j.jbusres.2022.01.056

Moleong, L. J. (2012). *Metode Penelitian Kualitatif*. 330.

Nabilah, R. A. (2023). *Kampung Ramadhan Jogokariyan 2024 akan Diramaikan dengan Ratusan Pedagang*. https://www.detik.com/hikmah/khazanah/d7103049/kampung-ramadhan-jogokariyan-2024-akan-diramaikan-denganratusan-pedagang

Nazir, Moh. (2014). *Metode penelitian*. Ghalia Indonesia.

Neuman, W. L. (2014). *Social research methods: Qualitative and quantitative approaches* (7th ed.). Pearson Education Limited.

Nouvan. (2025). *Jumlah Masjid di Indonesia 2025 Capai 315 Ribu, Jawa Barat Terbanyak*. https://dataloka.id/humaniora/4620/jumlah-masjid-di-indonesia-2025-capai-315-ribu-jawa-barat-terbanyak/#google_vignette

Nurfatmawati, A. (2020). Strategi komunikasitakmir dalam memakmurkan masjid jogokariyan yogyakarta. *Jurnal Dakwah RISALAH, 31*(1).

Pangaribowo, W. S., & Putri, G. S. (2025). *21 Tahun Kampoeng Ramadhan Jogokariyan, dari Pasar Jadi Destinasi Kuliner Ikonik*. https://yogyakarta.kompas.com/read/2025/03/06/140423078/21-tahunkampoeng-ramadhan-jogokariyan-dari-pasar-jadi-destinasi-kuliner?page=all

Park, S.-Y. (2017). Celebrity endorsement for nonprofit organizations: The role of experience-based fit between celebrity and cause. *International Business Research, 10*(1), 8–25.

Pauzi, P. (2025). Literature review: peran media sosial dalam pembentukan citra masjid di masyarakat. *Jurnal Komunikasi Dan Penyiaran Islam, 5*(2).

PPIM UIN Jakarta. (2021). *PPIM UIN Jakarta: Anak muda tidak religius, tapi konservatif*.

Praswary, D. S., & Darma, G. S. (2021). Community relations millennial content creator in forming a brand image. *International Journal of Economics, Businessand Accounting Research (IJEBAR)*, *5*(4).

Putranto, W. G. (2025). *Data Jumlah Pengguna Internet di Indonesia 2025 Menurut Data We Are Social* . https://www.tribunnews.com/nasional/2025/06/07/datajumlah-pengguna-internet-di-indonesia-2025-menurut-data-we-are-social

Raditya, I. N. (2019). *Sejarah Masjid Jogokariyan: Dari PKI ke Masyumi & Muhammadiyah*.

Rainer, P. (2023). *Sensus BPS: Saat ini Indonesia didominasi oleh Gen Z*. https://data.goodstats.id/statistic/sensus-bps-saat-ini-indonesia-didominasi-olehgen-z-n9kqv

Reza, M., & Azhar, A. A. (2023a). Strategi public relations Masjid Ubudiyah Aulawiyah PTPN II Tanjung Morawa dalam menjaga current image jamaah. *Promedia: Public Relation Dan Media Komunikasi*, *9*(1), 1–15.

Reza, M., & Azhar, A. A. (2023b). Strategi public relations masjid ubudiyah aulawiyah PTPN II tanjung morawa dalam menjaga current image jamaah. *PROMEDIA: Public Relations Dan Media Komunikasi*, *9*(1), 1–15.

Rice, R. E., & Atkin, C. K. (2009). *Public communication campaigns: Theoretical principles and practical applications*. UC Santa Barbara. https://escholarship.org/uc/item/1zt7r5s3

Rifon, N. J., Choi, S. M., Trimble, C. S., & Li, H. (2004). Congruence effects in sponsorship: The mediating role of sponsor credibility and consumer attributions of sponsor motive. *Journal of Advertising, 33*(1), 29–42.

Roslan, M. H., Zahari, S. Z. M., & Ghani, M. Z. A. (2025). Da'wah on the social media: the youth engagement in digital islamic content. *International Journal of Research and Innovation in Social Science (IJRISS), 9*(1).

Sabirin, M. I., Zulfikar, & Sani, S. F. (2018). Analisis peran dan fungsi public relations di pondok pesantren dayah jamiah al-aziziyah batee iliek samalanga bireuen. *Khadem: Jurnal Pengabdian Kepada Masyarakat*.

Saputri, O. (2024). *Strategi public relations Badan Pengelola Masjid Raya Sheikh Zayed Solo dalam meningkatkan citra positif masjid*.

Saraswati, M. L. (2019). *Manajemen humas pada Masjid Jogokariyan Yogyakarta sebagai masjid percontohan nasional*.

Septiawan, R. (2018). *Strategi branding masjid muhammad cheng hoo surabaya perspektif teori b2b brand management philip kotler dan waldemar pfoertsch*.

Smith, R. D. (2020). *Strategic planning for public relations* (6th ed.). Routledge.

Smith, W. K., & Lewis, M. W. (2011). Toward a theory of paradox: A dynamic equilibrium model of organizing. *Academy of Management Review, 36*(2), 381–403.

Stake, R. E. (1995). *The art of case study research*. Sage Publications.

Sugiyono. (2017). Metode penelitian kuantitatif, kualitatif, dan R&D. *Alfabeta*.

Sugiyono. (2019). *Metode penelitian kuantitatif, kualitatif, dan R&D* (30th ed.). Alfabeta.

Sumarlan, I., Muktiyo, W., Pawito, P., & Rahmanto, A. N. (2025). *Public relations strategies in religious organizations: a qualitative study of Muhammadiyah's organizational communication iman*.

Taufik, N., Prabowo, F. H. E., & Santosa, A. D. (2020). Analisis faktor brand religiosity image factor analysis brand religiosity image. *Jurnal Ekonomi Syariah Dan Bisnis*.

Thrall, A. T., Lollio-Fakhreddine, J., Merkley, E., Menier, E., Gasimova, S., Roussell, M., & Loverro, D. (2008). Star Power: Celebrity Political Advocacy and the Evolution of the Public Sphere. *The International Journal of Press/Politics*, *13*(4), 362–385.

Turner, V. (1969). *The Ritual Process: Structure and Anti-Structure*.

Tysara, L. (2025). *Buka Bersama di Masjid Jogokariyan Sudah Berlangsung Lebih dari 40 Tahun, Begini Sejarahnya*. https://www.liputan6.com/islami/read/5945496/buka-bersama-di-masjidjogokariyan-sudah-berlangsung-lebih-dari-40-tahun-begini-sejarahnya

Virgiawan, I., Arif, D. N., & Putra, G. P. (2025). *Pengaruh celebrity endorser terhadap minat berkunjung masyarakat terhadap event vindes sport*.

Wang, S., & Scheinbaum, A. C. (2017). Enhancing brand credibility via celebrity endorsement: trustworthiness trumps attractiveness and expertise. *Journal of*

Advertising Research, December 2017.

Wheeler, R. T. (2009). Nonprofit advertising: Impact of celebrity connection, involvement, and gender on source credibility and intention to volunteer time or donate money. *Journal of Nonprofit & Public Sector Marketing*, *21*(1), 80–107.

Wilcox, D. L., Cameron, G. T., & Reber, B. H. (2014). *Public Relations: Strategies and Tactics* (11th ed.). Pearson.

Yasmin, S., & Ghafran, C. (2019). Accountability and legitimacy of non-profit organisations: Challenging the current status quo and identifying avenues for future research. *Durham University Business School & Alliance Manchester Business School.*