

Daftar Pustaka

- Abazari, Z. & Brojeni, M. B. (2017). The Role of Harold Lasswell Communication Theory in Librarianship and Information Science. *International Academics Journal of Humanities* Vol. 4, No. 1, 2017, pp. 187-199. ISSN 2454-2245
<https://www.iaiest.com/data-cms/articles/20191105085207amIAJH1710020.pdf>
- Afifah, M. N. (2020, Mei 10). Bagaimana Dampak Stres Pandemi Corona pada Kesehatan Mental dan Fisik? Halaman all. *Kompas*. Diakses pada 13 Agustus 2020, dari
<https://health.kompas.com/read/2020/05/10/190700368/bagaimana-dampak-stres-pandemi-corona-pada-kesehatan-mental-dan-fisik-?page=all>
- Aini, N. (2020, Juli 12). Penelitian: Anak Muda Berisiko Depresi Saat Pandemi. *Republika*. Diakses pada 15 Agustus 2020, dari
<https://republika.co.id/berita/qdct00382/penelitian-anak-muda-berisiko-depresi-saat-pandemi>
- America Physcological Association. (2018). *Stress in America Generation Z*.
<https://www.apa.org/news/press/releases/stress/2018/stress-gen-z.pdf>
- Anna, L. K. (2020, Mei 15). WHO Peringatkan Krisis Gangguan Mental Global akibat Pandemi. *Kompas*. Diakses pada 15 Agustus 2020, dari
<https://lifestyle.kompas.com/read/2020/05/15/135714920/who-peringatkan-krisis-gangguan-mental-global-akibat-pandemi>
- Ardianto, E., Komala, L., & Karlinah, S. (2007) *Komunikasi Massa Suatu Pengantar*. Bandung: Refika Offset.
- Awas! Covid-19 Bukan Hanya Menyerang Fisik, Juga Merusak Mental. (2020, Mei 14). *Bisnis*. Diakses pada 15 Agustus 2020, dari
<https://lifestyle.bisnis.com/read/20200514/106/1240607/awas-covid-19-bukan-hanya-menyerang-fisik-juga-merusak-mental>
- Baran, S. J. & Davis, D. K. (2011). *Mass Communication Theory*. California: Wadsworth Publishing Company.
- Befrienders Worldwide. (n.d.). *Suicide Statistics*. Diakses pada 23 September 2020, dari <https://www.befrienders.org/suicide-statistics>
- Bicara Bahaya Miskonsepsi Seputar Kesehatan Mental. (2019, Oktober 21). *Whiteboard Journal*. Diakses pada 15 Agustus 2020, dari
<https://www.whiteboardjournal.com/ideas/human-interest/bicara-bahaya-miskonsepsi-seputar-kesehatan-mental/>

Botan, C. H. (2006). Grand strategy, strategy and tactics in public relations. In C. H. Botan & V. Hazleton (Eds.), *Public relations theory II* (pp. 223–248). Mahwah, NJ: Lawrence Erlbaum Associates.

<https://doi.org/10.1080/1553118X.2018.1428979>

Bougie & Sekaran. (2013). *Research Methods for Business: A Skill Building Approach* (5th Ed.). New York: John Wiley&Sons.

Bungin, Burhan. (2007). *Penelitian Kualitatif: Komunikasi, Ekonomi, Kebijakan Publik dan Ilmu Sosial lainnya*. Jakarta: Putra Grafika

Burgess-Wilkerson, B. (2011). Sustainability in the Nonprofit Sector: Communication Strategies to Increase the Bottom Line. *Advances in Business Research* 2011, Vol. 2, No. 1, 247-255
<https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=&ved=2ahUKEwiRuYPo5dbsAhWTUn0KHCeB9wQFjAAegQIBBAC&url=http%3A%2F%2Fjournals.sfu.ca%2Fabr%2Findex.php%2Fabr%2Farticl e%2Fdownload%2F77%2F51&usg=AOvVaw2gtB49Cqm0MQusWoCBJ9Lz>

Butina, M. (2015). A Narrative Approach to Qualitative Inquiry. *American Society for Clinical Laboratory Science*, 28 190 – 196.
<http://clsjournal.ascls.org/content/ascls/28/3/190.full.pdf>

Carr, C. T., & Hayes, R. A. (2015). Social Media: Defining, Developing, and Divining. *Atlantic Journal of Communication*, 23(1), 46–65.
<https://doi.org/10.1080/15456870.2015.972282>

Chadda, R.K. (2018). Young & Mental Health: Challenges Ahead. *Indian Journal of Medical Research*, Vol. 148, issue 4, 359 – 361.
<https://www.ijmr.org.in/article.asp?issn=0971-5916;year=2018;volume=148;issue=4;spage=359;epage=361;aulast=Chadda>

Christensen, H., Reynolds, C. F., Rd, & Cuijpers, P. (2017). Protecting youth mental health, protecting our future. *World psychiatry : official journal of the World Psychiatric Association (WPA)*, 16(3), 327–328.
<https://doi.org/10.1002/wps.20437>

Coffman, J. (2003, June). *Lessons in evaluating communications campaigns: Five case studies*. Cambridge, MA: Harvard Family Research Project.
http://www.pointk.org/resources/files/coffman_lessons.pdf

Cooper, D. R. & Emory, C. W. (1996). *Business Research Methods*. Jakarta: Erlangga

- Creswell, J.W. (1998). *Qualitative Inquiry and Research Design: Choosing among Five Tradition*. London: Sage Publications
- Czarniawska, B. (2004). *Narratives in Social Science Research*. Thousand Oaks, CA: Sage.
- Dev, A., Gupta, S., Sharma, K. K., & Chadda, R. K. (2017). Awareness of mental disorders among youth in Delhi. *Current Medicine Research and Practice*, 7(3), 84–89.
<https://doi.org/10.1016/j.cmrp.2017.05.004>
- Dwinanda, R. (2020, Mei 14). WHO: Pandemi Covid-19 Sebabkan Krisis Kesehatan Mental. *Republika.co.id*. Diakses pada 13 Agustus 2020, dari <https://republika.co.id/berita/qab5a0414/who-pandemi-covid19-sebabkan-krisis-kesehatan-mental>
- Dwivedi, P. K., & Pandey, I. (2013). *ROLE OF MEDIA IN SOCIAL AWARENESS*. *Humanities & Social Sciences Reviews*, 1(1), 67-70. <https://giapjournals.com/hssr/article/view/hssr1110>
- Effendy, O. U. (2007). *Ilmu Komunikasi Teori dan Praktek*, Bandung : PT Remaja Rosdakarya.
- Effendy, O. U. (2013). *Ilmu Komunikasi Teori dan Praktek*, Bandung : PT Remaja Rosdakarya.
- Ferdiaz, N. Y. (2019, Oktober 20). Jadi Tantangan Terbesar Jokowi di Periode Kedua, Angka Penderita Gangguan Jiwa di Indonesia Tertinggi Se-Asia Tenggara. *GridHealth.id*. Diakses pada 15 Agustus 2020, dari <https://health.grid.id/read/351890891/jadi-tantangan-terbesar-jokowi-di-periode-kedua-angka-penderita-gangguan-jiwa-di-indonesia-tertinggi-se-asia-tenggara?page=all>
- Fitri, S. (2020, Agustus 03). 5 Organisasi Nirlaba dengan Penghasilan Terbesar di Dunia, Tertinggi Rp108,26 Triliun. *Okezone*. Diakses pada 18 Agustus 2020, dari <https://economy.okezone.com/read/2020/08/03/320/2256339/5-organisasi-nirlaba-dengan-penghasilan-terbesar-di-dunia-tertinggi-rp108-26-triliun>
- Galih, B. (2018, Oktober 10). Hari Kesehatan Mental Dunia, WHO Fokus pada Tiga Hal Ini... *Kompas*. Diakses pada 16 Agustus 2020, dari <https://lifestyle.kompas.com/read/2018/10/10/153859920/hari-kesehatan-mental-dunia-who-fokus-pada-tiga-hal-ini?page=all>

Gregory, A. (2010). *Planning and Managing Public Relations Campaigns (3th edition)*. London: Kogan Page Lt.

Gulo, W. (2002). *Metodologi Penelitian*. Jakarta: Gramedia Widiasarana Indonesia

Hallahan, K., Holtzhausen, D., Van Ruler, B., Verčić, D., & Sriramesh, K. (2007). Defining Strategic Communication. *International Journal of Strategic Communication*, 1(1), 3–35. doi:10.1080/15531180701285244

Hafil, M. (2018, Oktober 14). Kesehatan Jiwa Generasi Muda Cerminkan Masa Depan Bangsa. *Republika*. Diakses pada 21 Juli 2020, dari <https://republika.co.id/berita/pendidikan/eduaction/18/10/14/pgkn23430-kesehatan-jiwa-generasi-muda-cerminkan-masa-depan-bangsa>

Hong, C., Kotler, P., & Lee, N. (2009) *Social Marketing "Public Health" Global Trend and Success Stories*. Sudbury: Jones and Bartlett Publishers.

Harususilo, Y. E. (2019, September 12). Kesehatan Mental Masih Jadi "Batu Sandungan" Agenda Penguatan SDM Jokowi. *Kompas*. Diakses pada, 15 Agustus 2020, dari <https://edukasi.kompas.com/read/2019/09/12/16410241/kesehatan-mental-masih-jadi-batu-sandungan-agenda-penguatan-sdm-jokowi?page=all>

Hasan, M. I.(2003). *Pokok-Pokok Materi Statistik 1(Statistik Deskriptif)*. Edisi Kedua. Jakarta: PT. Bumi Aksara.

Hallahan, K., Holtzhausen, D., Van Ruler, B., Verčić, D., & Sriramesh, K. (2007). Defining Strategic Communication. *International Journal of Strategic Communication*, 1(1), 3–35. doi:10.1080/15531180701285244

Hafil, M. (2018, Oktober 14). Kesehatan Jiwa Generasi Muda Cerminkan Masa Depan Bangsa. *Republika*. Diakses pada 21 Juli 2020, dari <https://republika.co.id/berita/pendidikan/eduaction/18/10/14/pgkn23430-kesehatan-jiwa-generasi-muda-cerminkan-masa-depan-bangsa>

Harnovinsah. (2018). *Metode Pengumpulan Data*. Jakarta: Universitas Mercubuana.

Hong, C., Kotler, P., & Lee, N. (2009) *Social Marketing "Public Health" Global Trend and Success Stories*. Sudbury: Jones and Bartlett Publishers.

Jadi Beban Negara Terbesar, Penyakit Gangguan Jiwa Malah Disepelekan Pemerintah. (2019, September 21). *Jpnn*. Diakses pada 15 Agustus 2020, dari <https://www.jpnn.com/news/jadi-beban-negara-terbesar-penyakit-gangguan-jiwa-malah-disepelekan-pemerintah>

James, S. L., Abate, D., Abate, K. H., Abay, S. M., Abbafati, C., Abbasi, N., Abdelalim, A. (2018). *Global, regional, and national incidence, prevalence, and years lived with disability for 354 diseases and injuries for 195 countries and territories, 1990–2017: a systematic analysis for the Global Burden of Disease Study 2017*. *The Lancet*, 392 (10159), 1789–1858.
[https://doi.org/10.1016/S0140-6736\(18\)32279-7](https://doi.org/10.1016/S0140-6736(18)32279-7)

Jayani, D. H. (2020). 10 Media Sosial yang Paling Sering Digunakan di Indonesia. *Databoks*. Diakses pada 28 Oktober 2020, dari <https://databoks.katadata.co.id/datapublish/2020/02/26/10-media-sosial-yang-paling-sering-digunakan-di-indonesia>

Kanter, J. W., Busch, A. M., Weeks, C. E., & Landes, S. J. (2008). *The nature of clinical depression: Symptoms, syndromes, and behavior analysis*. *The Behavior Analyst*, 31(1), 1–21.
<https://doi.org/10.1007/BF03392158>

Kartono, K. (1990). *Pengantar Metodologi Riset Sosial*. Bandung: Mandar Maju.

Kementerian Kesehatan. (2019). *Pentingnya Peran Keluarga, Institusi dan Masyarakat Kendalikan Gangguan Kesehatan Jiwa*. Diakses pada 22 September 2020, dari www.kemkes.go.id/article/view/19101600004/pentingnya-peran-keluarga-institusi-dan-masyarakat-kendalikan-gangguan-kesehatan-jiwa.html

Keane, M. (1991) *Acceptance vs rejection: nursing students attitudes about mental illness*. *Perspectives in Psychiatric Care* 27 13–8.
<https://doi.org/10.1111/j.1744-6163.1991.tb01557.x>

Kostygina, G., Tran, H., Binns, S., Szczypka, G., Emery, S., Vallone, D., & Hair, E. (2020). *Boosting Health Campaign Reach and Engagement Through Use of Social Media Influencers and Memes*. *Social Media + Society*, 6(2).
<https://doi.org/10.1177%2F2056305120912475>

Kotler, P. & Armstrong, G. (2001). *Principles of Marketing*. Upper Saddle River, NJ: Prentice Hall.

Kotler, P. & Keller, K.L. (2005). *Marketing Management*. USA: Prentice Hall.

Kotler, P. & Lee, N. R. (2006). *Marketing in the Public Sector: A Roadmap for Improved Performance*. New Jersey: Wharton School Publishing.

Kotler, P. & Lee, N. R. (2018). *Social Marketing: Behaviour Change for Social Good (6th edition)*. London: Sage.

Kotler, P. & Zaltman. (1971). Social Marketing: An Approach to planned social change. *Journal of Marketing* 35(3): 3 – 12.

<https://www.researchgate.net/deref/http%3A%2F%2Fd.x.doi.org%2F10.2307%2F1249783>

Lefebvre, R. C. (2011). An Integrative Model for Social Marketing. *Journal of Social Marketing*, 1(1), 54–72.
doi:10.1108/20426761111104437

Levine, H. (2008). *Suicide and Its impact on campus*. *New Direction student Services*, 121, 63-76.

<https://doi.org/10.1002/ss.267>

Manwell, L.A., Barbic, S.P., Roberts, K., Durisko, Z., Lee, C., Ware, E., McKenzie, K. (2015) *What is mental health? Evidence towards a new definition from a mixed methods multidisciplinary international survey*.
<http://dx.doi.org/10.1136/bmjopen-2014-007079>

McQuail, D. (1983). *Mass Communication Theory: an Introduction*. London: Sage.

Mengejutkan! Data Ini Ungkap Ada Ratusan Ribu Jiwa di Indonesia Alami Gangguan Jiwa. (2019, Oktober 7) *Warta Ekonomi*. Diakses pada 15 Agustus 2020, dari
<https://www.wartaekonomi.co.id/read250323/mengejutkan-data-ini-ungkap-ada-ratusan-ribu->

Millennial, Gen Z Is Coming. (2019, Desember 23). *Sindo News*. Diakses pada 15 Agustus 2020, dari
<https://nasional.sindonews.com/berita/1477567/18/millennial-gen-z-is-coming>

Moelong, L. J. (2010). *Metode Penelitian Kualitatif*. Bandung: Remaja Rosda Karya.

Murray, T. R (2003). *Blending Qualitative & Quantitative Research Methods in Theses and Dissertations*. California: Corwin Press Inc.

Nash, S., & Steckler, M. (2013). *Strategic communication and social media* (Unpublished research paper for COMMS 602). Brigham Young University: Provo, Utah.

- Neuman, W. (2014). *Social Research Methods: Qualitative and Quantitative Approaches Seventh Edition*. Assex: Pearson Education Limited.
- Orang Alami Gangguan Jiwa Meningkat Selama Covid-19. (2020, April 29). *Antara News*. Diakses pada 15 Agustus 2020, dari <https://indeksnews.com/orang-alami-gangguan-jiwa-meningkat/>
- Osatuyi, B. (2013). Information sharing on social media sites. *Computers in Human Behavior*, Vol. 29 No. 6, pp. 2622–2631. <https://doi.org/10.1016/j.chb.2013.07.001>
- Patalay, P., & Gage, S. H. (2019). *Changes in millennial adolescent mental health and health-related behaviours over 10 years: a population cohort comparison study*. *International Journal of Epidemiology*. <https://doi.org/10.1093/ije/dyz006>
- Permata, A. (2020, April 22). Pandemi Menghantam Generasi Z Lebih Keras daripada Generasi Lainnya. *Asumsi*. Diakses pada 7 Agustus 2020, dari <https://asumsi.co/post/pandemi-menghantam-generasi-z-lebih-keras-daripada-generasi-lainnya>
- Polkinghorne, D. E. (1995). Narrative configuration in qualitative analysis. *International Journal of Qualitative Studies in Education*, 8(1), 5–23. doi:10.1080/0951839950080103
- Purba, T. A. (2019, September 29). Mengatasi Stigma Penyakit Mental. *Bisnis*. Diakses pada 30 September 2020, dari <https://lifestyle.bisnis.com/read/20190929/106/1153424/mengatasi-stigma-penyakit-mental>
- Pusat Data & Informasi Kemenkes RI (2019). *Situasi Kesehatan Jiwa di Indonesia*. https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=&ved=2ahUKEwF_vy8vfzrAhWg7XMBHSbJAGgQFjABegQIBRAB&url=https%3A%2F%2Fpusdatin.kemkes.go.id%2Fdownload.php%3Ffile%3Ddownload%2Fpusdatin%2Finfodatin%2FInfoDatain-Kesehatan-Jiwa.pdf&usg=AOvVaw1zTMT_hwZxxmzWDpG0E1bL
- Rachmawati, I, R. (2007). Pengumpulan Data dalam Penelitian Kualitatif: Wawancara. <https://doi.org/10.7454/jki.v11i1.184>
- Reitz, A.R. (2012). Social Media's Function in Organizations: A Functional Analysis Approach. *Global media journal*, 5, 41-56. http://www.gmj.uottawa.ca/1202/v5i2_reitz.pdf

- Reese, P. (2020, Januari 16). More Adolescents Seek Medical Care For Mental Health Issues. *Kaisar Health News*. Diakses pada 14 September 2020, dari <https://khn.org/news/more-adolescents-seek-medical-care-for-mental-health-issues/>
- Riani, A. (2020, Februari 05). Alasan di Balik Milenial dan Generasi Z Rentan Stres. *Liputan 6*. Diakses pada 15 Agustus 2020, dari <https://www.liputan6.com/lifestyle/read/4172065/alasan-di-balik-milenial-dan-generasi-z-rentan-stres>
- Ruslan, R. (2013). *Kiat dan Strategi Kampanye Public Relations (7 ed.)*. Jakarta: Rajawali Pers.
- Ruslan, R. (2004). *Metode Penelitian Public Relations dan Komunikasi*. Jakarta: Raja Grafindo Persada
- Russo, A., Watkins, J., Kelly, L., & Chan, S. (2008). Participatory communication with social media. *The Museum Journal*, 51, 21–31.
<https://doi.org/10.1111/j.2151-6952.2008.tb00292.x>
- Saxton, G. D., & Waters, R. D. (2014). What do stakeholders like on Facebook? Examining public reactions to nonprofit organizations' informational, promotional, and community-building messages. *Journal of Public Relations Research*, 26(3), 280–299.
- Silalahi. (2009). *Metode Penelitian Sosial*. Bandung: PT. Refika Aditama.
- Subagyo, J. (2004). *Metode Penelitian Dalam Teori dan Praktek*. Jakarta: Rineka Cipta.
- Sugiyono. (2009). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung : Alfabeta.
- Survei: 64,3% dari 1.522 Orang Cemas & Depresi karena COVID-19. (2020, Mei 1). *Tirto.id*. Diakses pada 23 September 2020, dari <https://tirto.id/survei-643-dari-1522-orang-cemas-depresi-karena-covid-19-fgPG>
- Suyanto, B. & Sutinah (2006). *Metode Penelitian Sosial*. Jakarta: Kencana Prenada Media Group.
- Thackeray, R., & McCormack Brown, K. R. (2010). Creating Successful Price and Placement Strategies for Social Marketing. *Health Promotion Practice*, 11(2), 166 - 168.
doi:10.1177/1524839909360892

Thackeray, R., Fulkerson, K. N., & Neiger, B. L. (2012). Defining the Product in Social Marketing: An Analysis of Published Research. *Journal of Nonprofit & Public Sector Marketing*, 24(2), 83–100.
doi:10.1080/10495142.2012.679156

The World Health Report 2001: Mental Disorders affect one in four people. (2001, September 28). Diakses pada Agustus 13, 2020, dari <https://www.who.int/news/item/28-09-2001-the-world-health-report-2001-mental-disorders-affect-one-in-four-people>

Twenge, J. (2020, Maret 18). The Coronavirus Could Be Generation Z's 9/11. *The Conversation*. Diakses pada 15 Agustus 2020, dari <https://theconversation.com/the-coronavirus-could-be-generation-zs-9-11-133740>

Utari, S. D. (2019, Desember 24). Mengembalikan Fungsi Sosial Individu Melalui Komunitas Kesehatan Mental. *Suara*. Diakses pada September 2020, dari <https://yoursay.suara.com/news/2019/12/24/113157/mengembalikan-fungsi-sosial-individu-melalui-komunitas-kesehatan-mental>

Wahab, N.A., Othman, M.S., Bohnert, Muhammad, N. (2017). The Influence of the Mass Media in the Behavior Students. *International Journal of Academic Research in Business and Social Sciences* 2017, Vol. 7, No. 8. <http://dx.doi.org/10.6007/IJARBSS/v7-i8/3218>

Ozkan, A. (2015). The Role of Strategic Communication Management in Nation Brand Building. *Online Journal of Communication and Media Technologies* Vol. 5 – Issue: 4 October – 2015
<https://www.ojcmt.net/download/the-role-of-strategic-communication-management-in-nation-brand-building.pdf>

Watzlawick, P., Beavin-Bavelas, J., & Jackson, D. (1967). *Some Tentative Axioms of Communication. In Pragmatic of Human Communication – A Study of Interactional Patterns, Pathologies and Paradoxes*. New York: W.W. Norton

Weinrein, N.K. (2011). *Hands-on Social Marketing: A Step-by-Step Guide to Designing Change for Good (2th edition)*. London: SAGE Publications

WHO urges more investments, services for mental health. (2012). Diakses pada 13 Agustus 2020, dari, https://www.who.int/mental_health/who_urges_investment/en/

Wiwoho, W. (*News anchor & producer*). (2020, September 20). *15 Minutes* [television broadcast]. Indonesia: Metro Tv

World Health Organization. (2001). *The World Health Report 2001:Mental Disorders affect one in four people*. Diakses pada 21 Juli 2020, dari https://www.who.int/whr/2001/media_centre/press_release/en/

Ritchie, H. & Roser, M. (2018). *Mental Health*. Diakses pada 18 Agustus 2020, dari <https://ourworldindata.org/mental-health>

World Mental Health Day sheds light on worrying rates of youth suicide (2019, Oktober 10). *UN News*. Diakses pada 15 September 2020, dari <https://news.un.org/en/story/2019/10/1048931>

Young people overeating as they battle lockdown anxiety, says UK study. (2020, Juli 12). *The Guardian*. Diakses pada 22 September 2020, dari <https://www.theguardian.com/society/2020/jul/12/young-people-overeating-as-they-battle-lockdown-anxiety-says-uk-study>

Referensi: 100