

REFERENCES

- Asia for animal coalition. (2021). SMACC Report 2021: 'Making Money From Misery'. Asia: SMACC Coalition.
- Bandura, A. (2009). Social cognitive theory of mass communication. *Media Psychology*. 3 (3), 265-299. DOI: 10.1207/S1532785XMEP0303_03
- Boru, T. (2018). Research design and methodology. Chapter Five Research Design and Methodology 5.1. Introduction Citation: Lelissa TB (2018); Research Methodology; University of South Africa, PHD Thesis. DOI:10.13140/RG.2.2.21467.62242
- Bronto. S. (2017, July 14). Susana somali jalan hidup pilihan. *Media Indonesia*. Accessed from <https://mediaindonesia.com/humaniora/112974/susana-somali-jalan-hidup-pilihan>
- Elkatawneh, H.H. (2016). Phenomenology. *The Five Qualitative Approaches: Problem, Purpose, and Questions/The Role of Theory in the Five Qualitative Approaches/Comparative Case Study*. 4-5. DOI:10.2139/ssrn.2761327
- Environesia. (2021). Accessed on August 4 2022, from <https://environesia.co.id/blog/hari-hak-asasi-binatang-dan-sejarahny/#:~:text=environesia.co.id%20%E2%80%93%20Hak,Hak%20Asasi%20Binatang%20se%20dunia>
- Features of social marketing theory. Social marketing theory. Accessed on August 4 2022, from <https://www.communicationtheory.org/social-marketing-theory/#:~:text=Social%20marketing%20theory%20is%20a,promote%20or%20discourage%20various%20behaviors>
- Friedman, L.W. & Friedman, H.H. (2008). The five c's. *The New Media Technologies: Overview and Research Framework*. 9-13. DOI:10.2139/ssrn.1116771
- Helmig, B. & Thaler, J. (2010). Findings of social marketing. *On the Effectiveness of Social Marketing – What Do We Really Know?*. 22 (4), 3-4. DOI:10.1080/10495140903566698
- Herndon, M. (2016, September 1). Local organizations fight against animal cruelty. *Jakarta Globe*. Accessed from <https://jakartaglobe.id/news/local-organizations-fight-animal-cruelty/>
- Hirst, K.K. (2018). *Understanding Mass Media and Mass Communication*. Accessed on August 8 2022, from <https://www.thoughtco.com/mass-media-and-communication-4177301>
- Khanagar, S. & Sampath, N. (2019). Six feature of social marketing theory. *Social Marketing: An Approach to Planned Social Change*, 11(18), 816-817.
- Kumar, S. (2018). Understanding different issues of unit of analysis in a business research. *Journal of General Management Research*, 5 (2), 70-82.
- Littlejohn, W. S. (2007). Mass Communication. In W. S. Littlejohn (Ed.). *Theories of Human Communication*. (p. 150-152). Thomson Wadsworth Publishing Company.
- Mba skool. (2002). *Social Marketing - Meaning, Importance, Steps, Process &*

- Example.* Accessed on September 4 2022, from <https://www.mbaskool.com/business-concepts/marketing-and-strategy-terms/2167-social-marketing.html>
- Museum rekor dunia Indonesia. (2020). *Shelter Untuk Hewan Dengan Hewan Asuh Terbanyak*. Accessed on August 15 2022, from https://muri.org/Website/Rekor_detail/shelteruntukhewandenganhewanasuhterbanyak
- Nanda, A.K. (2013). Definitions of social marketing. *Social Marketing: A Literature Review*, 4(9), 697.
- Neuman, W.L. (2014). *Social research methods: Qualitative and quantitative approaches (7th ed.)* Essex: Edinburgh Gate.
- Neumann, J.M. (2012). Animal law. The Universal Declaration of Animal Rights of the Creation of a new Equilibrium Between Species, 19 (91), 92-95.
- Parsons, J.A. (2008). *Encyclopedia of survey research methods (Ed.2.)* Thousand Oaks: Sage Publications.
- Pathak, V.C. (2017). Classification of phenomenology. *Phenomenological Research: A Study of Lived Experiences*, 3 (1), 1719-1720.
- Penyiksaan hewan: Indonesia 'juara dunia' konten siksa binatang, dapatkan 'kemenangan' kucing Tayo mengakhiri peringkat ini?, (2021, September 21). BBC.
- Putsanra, D.V. (2021, October 14). Hari hak asasi hewan sedunia 2021: sejarah dan daftar hak binatang. Tirto. Accessed from <https://tirto.id/hari-hak-asasi-hewan-sedunia-2021-sejarah-dan-daftar-hak-binatang-gkon>
- Ruler, B.V. (2018). Communication theory: An underrated pillar on which strategic communication rests. *International Journal of Strategic Communication*. 12 (4), 367-381. DOI: 10.1080/1553118X.2018.1452240
- Sage Publications. (2019). *Introduction to communication theory*. Sage Publications.
- Sholehudin, M. (2020). *Concept, Meaning and Object of Research Methodology* (Master Dissertation, University of Malang, 2020). Accessed from <http://repository.uin-malang.ac.id/6832/1/6832.pdf>
- Shorter. J.E.R. (2012). The Use of Mass Communication in Animal Rights Fundraising Campaigns (The Honors College, University of Maine, 2012). Accessed from <https://digitalcommons.library.umaine.edu/cgi/viewcontent.cgi?article=1079&context=honors>
- Staunton, T. (2016). *McLuhan, "The Medium Is The Message" – Theories Every Careers Adviser Should Know*. Accessed on August 6 2022, from <https://runninginaforest.wordpress.com/2016/02/12/marshall-mcluhan-the-medium-is-the-message-theories-every-careers-adviser-should-know/>
- Stuckey, H.L (2013). Three types of interviews: Qualitative research methods in social health. *Journal of Social Health and Diabetes*. 1 (2), 56. DOI:10.4103/2321-0656.115294
- The american society for the prevention of cruelty to animals. (2018). *New Research Points to Social Media as Important Tool for Animal Shelters*

and Rescues. Accessed on July 18 2022, from <https://www.aspca.org/about-us/press-releases/new-research-points-social-media-important-tool-animal-shelters-and-rescues>

The national humane education society. (2022). *Animal Cruelty*. Accessed on July 12, from <https://www.nhes.org/animal-info-2/animal-welfare-information/>

University of rochester. (2013). *Participating in a Research Study*. Accessed on August 20 2022, from <https://www.rochester.edu/ohsp/subject/participatingInResearch.html>

Varpio, L., Neubauer, B.E. & Witkop, C.T. (2019). What is phenomenology?. *How phenomenology can help us learn from the experiences of others*. 8 (2), 90-97. DOI: 10.1007/s40037-019-0509-2

James B. Stiff, Paul A. Mongeau (2016) *Persuasive Communication*, Third Edition. (p. 5)

Suzanne Vara, (2010) *persuasion through communication*. Accessed on January 20 2023 from <https://www.socialmediatoday.com/content/persuasion-through-communication>

Jason Gordon, (2022) *Persuasion Theory* accessed on 20 January 2023 from https://thebusinessprofessor.com/en_US/communications-negotiations/persuasion-theory-explained

