

## DAFTAR PUSTAKA

- Abdhul, Y. (2023, March 17). *Teknik Pengambilan Sampel Penelitian: Macam & Penjelasan [Macam & Contoh]*. Deepublish Store.  
[https://deepublishstore.com/blog/teknik-pengambilan-sampel/#Teknik\\_Pengambilan\\_Sampel](https://deepublishstore.com/blog/teknik-pengambilan-sampel/#Teknik_Pengambilan_Sampel)
- Amanda, Y. (2020, April 1). *5+ Manfaat Instagram untuk Promosi Bisnis Anda*. Niagahoster Blog; <https://www.facebook.com/Niagahoster/>.  
<https://www.niagahoster.co.id/blog/manfaat-instagram-untuk-bisnis/>
- Annur, C. (2021, June 29). *Pengguna Instagram di Indonesia Mayoritas Perempuan*. Pusat Data Ekonomi Dan Bisnis Indonesia | Databoks.  
<https://databoks.katadata.co.id/datapublish/2021/06/29/perempuan-paling-banyak-gunakan-instagram-di-indonesia#:~:text=Laporan%20Napoleon%20Cat%20menunjukkan%2C%20mayoritas,17%25%20merupakan%20laki%2Dlaki.>
- Annur, C. (2023, May 4). *Jumlah Pengguna Instagram Indonesia Terbanyak ke-4 di Dunia*. Pusat Data Ekonomi Dan Bisnis Indonesia | Databoks.  
<https://databoks.katadata.co.id/datapublish/2023/05/04/jumlah-pengguna-instagram-indonesia-terbanyak-ke-4-di-dunia#:~:text=Pada%20awal%20tahun%20ini%2C%20Indonesia,yakni%2089%2C15%20juta%20pengguna.>

- Aprilia, P. (2020, June 23). *7+ Media Sosial Populer untuk Sukseskan Bisnis Anda*. Niagahoster Blog; <https://www.facebook.com/Niagahoster/>.  
<https://www.niagahoster.co.id/blog/sosial-media-populer/>
- Bentuk Pesan Informatif Bentuk Pesan Persuasif*. (n.d.). Beranda. Retrieved June 16, 2023, from <https://text-id.123dok.com/document/eqo3p4rmq-bentuk-pesan-informatif-bentuk-pesan-persuasif.html>
- Febrian, S. (2022, December 17). *Pemanfaatan Media Sosial Sebagai Media Promosi – Communication*. Communication. <https://communication.binus.ac.id/2022/12/17/pemanfaatan-media-sosial-sebagai-media-promosi/>
- Febriani, A. (2021). *PROSES KOMUNIKASI INFORMATIF ANTARA DOSEN DAN MAHASISWA DI MASA PANDEMI COVID-19 FAKULTAS USHULUDDIN ADAB DAN DAKWAH*.
- Flew, T. (2014). *New Media*. Oxford University Press, USA.
- Freedman, M. (2023, February 22). *How to use Instagram for business*. Business News Daily. <https://www.businessnewsdaily.com/7662-instagram-business-guide.html#>
- Gityandraputra, D. (2020, May 20). *Cara Mengomunikasikan Pesan Brand Secara Efektif*. MarketingCraft. <https://marketingcraft.getcraft.com/id-articles/cara-mengomunikasikan-pesan-brand-secara-efektif>
- Harmoni. (2020, May 28). *Apa Itu Marketing Communication? Berikut Pengertian Lengkapnya*. Harmony Accounting Software; Harmony Accounting Software.

<https://www.harmony.co.id/blog/apa-itu-marketing-communication-berikut-pengertian-lengkapnya/>

Hayes, A. (2007, May 24). *Descriptive Statistics: Definition, Overview, Types, Example*. Investopedia; Investopedia.

[https://www.investopedia.com/terms/d/descriptive\\_statistics.asp](https://www.investopedia.com/terms/d/descriptive_statistics.asp)

Jansen, D. (2020, December 1). *Quantitative Data Analysis Methods & Techniques 101 - Grad Coach*. Grad Coach; <https://www.facebook.com/gradcoachintl/>.

<https://gradcoach.com/quantitative-data-analysis-methods/>

Jeo, M. (2022, July 19). *Manfaat Sosial Media Marketing untuk Bisnis dan Strategi Menjalankannya — ICUBE*. ICUBE; ICUBE. <https://icubeonline.com/news-blog/2022/7/19/manfaat-sosial-media-marketing-untuk-bisnis-dan-strategi-menjalankannya>

Kaur, R. (2022, November 21). *What Is Marketing Communication (MarCom)? | Feedough*. Feedough; <https://www.facebook.com/feedough>.

<https://www.feedough.com/marketing-communication-marcom/>

Learning, L. (n.d.). *What is an Informative Message? | Business Communication Skills for Managers*. Lumen Learning – Simple Book Production. Retrieved June 16, 2023, from <https://courses.lumenlearning.com/wm-businesscommunicationmgrs/chapter/what-is-an-informative-message/>

<https://courses.lumenlearning.com/wm-businesscommunicationmgrs/chapter/what-is-an-informative-message/>

Libretexts. (2020, July 1). *14.3: What is an Informative Message? - Social Sci LibreTexts*. Social Sci LibreTexts; Libretexts.

[https://socialsci.libretexts.org/Courses/Lumen\\_Learning/Book%3A\\_Business](https://socialsci.libretexts.org/Courses/Lumen_Learning/Book%3A_Business)

[Communication Skills for Managers \(Lumen\)/14%3A Module 11-  
Communicating Different Messages/14.03%3A What is an Informative M  
essage](#)

- Ma, M. (2023). *New Media and Consumers' Behavior: Impacts and Mechanism*.
- Maryana, D. (2016). *ANALISIS TEKNIK KOMUNIKASI INFORMATIF BPJS KESEHATAN DALAM MEMBERIKAN PELAYANAN PADA PENGGUNA JAMINAN KESEHATAN NASIONAL (JKN) DI RSUD A.W. SJAHRANIE SAMARINDA*.
- McLachlan, S. (2021, June 29). *22 Benefits of Social Media for Business*. Social Media Marketing & Management Dashboard. <https://blog.hootsuite.com/social-media-for-business/>
- McLeod, S. (2022, November 3). *Likert Scale Definition, Examples and Analysis*. Simply Psychology. <https://www.simplypsychology.org/likert-scale.html>
- Middleton, F. (2019, July 3). *Reliability vs. Validity in Research | Difference, Types and Examples*. Scribbr. <https://www.scribbr.com/methodology/reliability-vs-validity/>
- Nurchayadi, G. (2021, May 25). *Edukasi soal Menstruasi pada Remaja Penting Digencarkan*. Berita Terkini Hari Ini Indonesia Dan Dunia - Media Indonesia. <https://mediaindonesia.com/humaniora/407327/edukasi-soal-menstruasi-pada-remaja-penting-digencarkan>
- Ombudsman. (n.d.-a). *Berita - Ombudsman RI*. Ombudsman Republik Indonesia. Retrieved June 16, 2023, from <https://ombudsman.go.id/artikel/r/artikel-->



<https://www.kompas.com/skola/read/2022/01/04/120000569/pengertian-komunikator-dan-komunikan-dalam-komunikasi#:~:text=Komunikasikan%20adalah%20pihak%20yang%20menerima,perseorangan%2C%20kelompok%2C%20maupun%20organisasi.>

Radu, V. (2023, January 16). *Consumer behavior in marketing - patterns, types, segmentation* - Omniconvert Blog. Omniconvert Ecommerce Growth Blog; <https://www.facebook.com/Omniconvert/>.

<https://www.omniconvert.com/blog/consumer-behavior-in-marketing-patterns-types-segmentation/#:~:text=Frequently%20asked%20questions,responses%20influence%20the%20buying%20decision.>

Rahayu, T. (2020, August 8). *Teknik Analisis Data (Teli Rahayu) | PDF*. Scribd. <https://www.scribd.com/document/471814233/Teknik-Analisis-Data-Teli-rahayu#>

Setiawan, E. (n.d.). *Arti kata pesan - Kamus Besar Bahasa Indonesia (KBBI) Online*. Arti Kata - Kamus Besar Bahasa Indonesia (KBBI) Online. Retrieved June 16, 2023, from <https://kbbi.web.id/pesan>

Sindu. (2022, September 20). *Prinsip-Prinsip Komunikasi Bisnis - Teori Murphy dan Hildebrandt* - SinduLin. SinduLin. <https://www.sindulin.web.id/2022/09/prinsip-prinsip-komunikasi-bisnis-teori.html>

- Tavakol, M., & Dennick, R. (2011, June 27). *Making sense of Cronbach's alpha - PMC*. PubMed Central (PMC).  
<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4205511/#:~:text=Alpha%20was%20developed%20by%20Lee,number%20between%200%20and%201.>
- Thabroni, G. (2021, February 5). *Metode Penelitian: Pengertian & Jenis menurut Para Ahli - serupa.id*. Serupa.Id; <https://www.facebook.com/www.serupa.id>.  
<https://serupa.id/metode-penelitian/>
- Uji Validitas dan Reliabilitas*. (n.d.). BINUS QMC. Retrieved June 16, 2023, from  
<https://qmc.binus.ac.id/2014/11/01/u-j-i-v-a-l-i-d-i-t-a-s-d-a-n-u-j-i-r-e-l-i-a-b-i-l-i-t-a-s/>
- Wadhwa, R. R., & Marappa-Ganeshan, R. (2023, January 16). *T Test - StatPearls - NCBI Bookshelf*. National Center for Biotechnology Information.  
<https://www.ncbi.nlm.nih.gov/books/NBK553048/>
- West, C. (2022, July 13). *How to use Instagram for business: A complete guide*. Sprout Social. <https://sproutsocial.com/insights/instagram-for-business/>
- Whalen, S. (2016, September 4). *Written Communication: Informative Versus Persuasive Messages | Salem Whalen*. Salem Whalen;  
<https://www.facebook.com/WordPresscom>.  
<https://salemwhalen.wordpress.com/2016/09/04/written-communication-informative-versus-persuasive-messages/>

*What are marketing communications? - University of Lincoln. (2022, September 28).*

University of Lincoln. <https://online.lincoln.ac.uk/what-are-marketing-communications/>

*What are the New Media? | Sociology | tutor2u. (n.d.). Teaching and Learning*

Resources | Tutor2u. Retrieved June 16, 2023, from <https://www.tutor2u.net/sociology/reference/what-are-the-new-media>

Wolf, M. (2018). Social Media? What Social Media?

<https://doi.org/https://core.ac.uk/download/pdf/301375878.pdf>

Woman, N. (2021). *Nona Woman*. Nona Woman. <https://nonawoman.com>

Young, C., & Winduwati, S. (2022). *Kampanye Akun Instagram @Nonawoman dalam Mematahkan Stigma Seputar Menstruasi di Kalangan Masyarakat.*

