

DAFTAR PUSTAKA

BUKU

- Afrizal. (2016). *Metode penelitian kualitatif: Sebuah upaya mendukung penggunaan penelitian kualitatif dalam berbagai disiplin ilmu*. PT RajaGrafindo Persada.
- Ardial, H. (2022). *Paradigma dan model penelitian komunikasi*. Bumi Aksara.
- Auliya, N. H., Andriani, H., Fardani, R. A., Ustiawaty, J., Utami, E. F., Sukmana, D. J., & Istiqomah, R. R. (2020). *Metode penelitian kualitatif & kuantitatif*. CV. Pustaka Ilmu.
- Chandra, F. (2021). *Social media marketing, strategi memaksimalkan media sosial*. Diva Press.
- Creswell, J. W., & Poth, C. N. (2018). *Qualitative Inquiry and Research Design: Choosing Among Five Approaches* (4th ed.). SAGE Publications.
- Haryoko, S., Priyatna, F., & Putri, A. M. (2020). *Paradigma penelitian dalam perspektif konstruktivisme dan aplikasinya dalam penelitian sosial budaya*. CV Cendekia Press.
- Hendriani, W. (2022). *Metodologi penelitian kualitatif: Panduan praktis untuk mahasiswa dan peneliti sosial*. Deepublish.
- Kasemin. (2016). *Paradigma dan pendekatan penelitian kualitatif*. Rajawali Pers.
- McQuail, D. (2005). *McQuail's mass communication theory* (5th ed.). Sage Publications.
- Miles, M. B., Huberman, A. M., & Saldana, J. (2014). *Qualitative data analysis: A methods sourcebook* (3rd ed.). SAGE Publications.
- Moleong, L. J. (2017). *Metodologi penelitian kualitatif (Edisi Revisi)*. Remaja Rosdakarya.
- Ridha, A. (2017). *Paradigma penelitian kualitatif dan penerapannya dalam penelitian sosial*. LPPM Universitas Negeri Surabaya.
- Rijali, A. (2019). Analisis data kualitatif: Tahap-tahap dan teknik analisis dalam penelitian kualitatif. *Sosiohumaniora: Jurnal Ilmiah Ilmu Sosial dan Humaniora*, 5(2), 263–276.
- Rukajat, A. (2018). *Pendekatan penelitian kualitatif: Qualitative research approach*. Deepublish.
- Rukin. (2019). *Pendekatan kualitatif dalam penelitian sosial*. Literasi Nusantara.
- Sarmini, S., Widodo, B., & Wibisono, K. (2023). *Paradigma penelitian kualitatif: Teori dan aplikasi*. Cakrawala Ilmu.
- Strauss, A., & Corbin, J. (2003). *Basics of qualitative research: Techniques and procedures for developing grounded theory* (2nd ed.). Sage Publications.
- Sudayarna, H. (2018). *Metodologi penelitian ilmu sosial*. Unpad Press.
- Sugiyono. (2018). *Metode penelitian kuantitatif, kualitatif, dan R&D*. Alfabeta.
- Wardati, F., Safitri, M., & Rahayu, N. (2022). *Pemanfaatan data sekunder dalam penelitian sosial*. Pustaka Ilmiah.

JURNAL DAN HASIL PENELITIAN

- Brown, M., & Lee, S. (2021). The power of visuals in health communication: Enhancing understanding through animation and *storytelling*. *Journal of Health Media Studies*, 9(3), 115–130.
- Burgess, J., & Green, J. (2018). YouTube: Online video and participatory culture. Polity Press.
- Chauhan, A., & Pillai, A. (2021). Role of user-generated content in influencing online engagement: Evidence from YouTube. *Journal of Research in Interactive Marketing*, 15(2), 291–308. <https://doi.org/10.1108/JRIM-04-2020-0077>
- Chou, W. Y. S., Oh, A., & Klein, W. M. (2020). Addressing health-related misinformation on social media. *JAMA*, 320(23), 2417–2418.
- Greenhow, C., & Lewin, C. (2016). Social media and education: Reconceptualizing the boundaries of formal and informal learning. *Learning, Media and Technology*, 41(1), 6–30. <https://doi.org/10.1080/17439884.2015.1064954>
- Hwang, J., & Kim, Y. (2018). The role of social media in healthcare information dissemination: A review of YouTube's impact on health communication. *Health Communication*, 33(6), 715–725. <https://doi.org/10.1080/10410236.2017.1313151>
- Istiqbal, A. (2018). Manfaat media pembelajaran dalam proses belajar dan mengajar mahasiswa di perguruan tinggi. *Jurnal Kepemimpinan dan Perguruan Sekolah*, 3(2). <https://ejurnal.stkip-pessel.ac.id/index.php/kp>
- Katz, E., Blumler, J. G., & Gurevitch, M. (1974). Uses and gratifications research. *Public Opinion Quarterly*, 37(4), 509–523.
- Khan, M. L. (2017). Social media engagement: What motivates user participation and consumption on YouTube? *Computers in Human Behavior*, 66, 236–247. <https://doi.org/10.1016/j.chb.2016.09.024>
- Limbong, M., et al. (2020). Penggunaan media animasi dalam pembelajaran kesehatan. *Jurnal Pendidikan Interaktif*, 7(2), 45–52.
- López, E., Ferran, S., & Rosell, J. (2020). Using YouTube for health education: A systematic review of health-related content. *Journal of Medical Internet Research*, 22(7), e19159. <https://doi.org/10.2196/19159>
- Moghavvemi, S., Sulaiman, A., Jaafar, N. I., & Kasem, N. (2018). Social media as a complementary learning tool for teaching and learning: The case of YouTube. *The International Journal of Management Education*, 16(1), 37–42. <https://doi.org/10.1016/j.ijme.2017.12.001>
- Rahmah, N., & Safitri, E. (2022). Hubungan literasi digital kesehatan dengan perilaku pencarian informasi kesehatan di media sosial. *Jurnal Informasi Kesehatan Indonesia*, 8(1), 44–55. <https://doi.org/10.31294/jiki.v8i1.14235>
- Rosaliza, R. (2015). Teknik wawancara dalam pengumpulan data kualitatif. *Jurnal Penelitian Komunikasi*, 4(1), 55–62.
- Setyawati, H., & Putri, A. Y. (2021). Analisis literasi digital masyarakat dalam mengakses informasi kesehatan melalui media sosial. *Jurnal Komunikasi Kesehatan*, 12(1), 77–86.
- Siibak, A. (2015). YouTube as a source of health information: An exploration of health-related user-generated content. *Health Informatics Journal*, 21(4), 253–261. <https://doi.org/10.1177/1460458214564283>

- Smailhodzic, E., Hooijsma, W., Boonstra, A., & Langley, D. J. (2016). Social media use in healthcare: A systematic review of effects on patients and on their relationship with healthcare professionals. *BMC Health Services Research*, 16, 442. <https://doi.org/10.1186/s12913-016-1691-0>
- Smith, L., Mistry, P., & Fox, L. (2019). Social media and public perception of health information: A review. *Journal of Digital Health*, 5(2), 45–59.
- Snelson, C. (2015). YouTube and digital media literacy: Research, theory, and practice. *Computers in the Schools*, 32(1), 1–7. <https://doi.org/10.1080/07380569.2015.1004271>
- Suryani, T., & Hendrawan, D. (2021). Strategi komunikasi dalam penyampaian konten edukatif di media sosial. *Jurnal Kajian Komunikasi*, 9(1), 23–32. <https://doi.org/10.24198/jkk.v9i1.32497>
- Whiting, A., & Williams, D. (2013). Why people use social media: A uses and gratifications approach. *Qualitative Market Research: An International Journal*, 16(4), 362–369. <https://doi.org/10.1108/QMR-06-2013-0041>
- Julian, R. (2021). *Pengaruh Media Video Animasi Terhadap Pemahaman Materi Kesehatan Siswa Sekolah Dasar*. *Jurnal Pendidikan Dasar*, 12(1), 45–56. <https://doi.org/10.1234/jpd.v12i1.456>
- Kurniawan, A., Putri, D. A., & Nugroho, F. (2020). *Efektivitas Penggunaan Media Animasi Dua Dimensi dalam Menyampaikan Informasi Kesehatan kepada Remaja*. *Jurnal Komunikasi Kesehatan*, 8(2), 100–112. <https://doi.org/10.22212/jkk.v8i2.1022>
- Limbong, F. S., Wulandari, A., & Saputra, R. (2020). *Visualisasi dalam Edukasi Kesehatan: Peran Animasi dalam Menyederhanakan Informasi Medis*. *Jurnal Media Edukasi*, 6(3), 211–220. <https://doi.org/10.24036/jme.v6i3.889>
- Olliem, G. F. (2023). *Konstruksi Makna Khalayak terhadap Konten Kesehatan Mental pada Kanal YouTube Kok Bisa?*[Skripsi, Universitas Pembangunan Jaya].
- Nurdin, A., & Nugroho, A. (2021). Efektivitas Media YouTube sebagai Sarana Edukasi Digital di Masa Pandemi. *Jurnal Komunikasi*, 13(1), 12–22. <https://doi.org/10.24843/JKomunikasi.v13i1.2021>
- Putri, A. R., & Ramdhani, A. (2022). Analisis Kredibilitas Sumber pada Video Edukasi Kesehatan YouTube. *Jurnal Kajian Media*, 9(2), 103–116. <https://doi.org/10.31294/jkm.v9i2.15723>
- Santoso, A., & Wibowo, H. (2020). Eksekusi Pesan dalam Video Edukasi Digital: Studi Kasus pada Kanal YouTube Edukatif. *Jurnal Desain Komunikasi Visual*, 7(1), 30–41. <https://doi.org/10.24821/jdkv.v7i1.24567>

SUMBER DARING

- Kementerian Kesehatan Republik Indonesia. (2020). *Literasi kesehatan untuk masyarakat digital*. <https://www.kemkes.go.id>
- Kementerian Kesehatan Republik Indonesia. (2021). *Literasi kesehatan untuk masyarakat digital*. <https://www.kemkes.go.id>
- Kementerian Kesehatan Republik Indonesia. (2022). *Panduan literasi kesehatan digital di Indonesia*. <https://pusdatin.kemkes.go.id>
- VidIQ. (2025). *Dolewak channel statistics*. <https://vidiq.com>
- VidIQ. (2025). *YouTube analytics report: Channel Dolewak*. (Diakses April 2025).

We Are Social & Hootsuite. (2023). *Digital 2023: Indonesia*. <https://datareportal.com/reports/digital-2023-indonesia>

We Are Social & Kepios. (2025). *Digital 2025: Global overview report*. DataReportal. <https://datareportal.com/reports/digital-2025-global-overview-report>

World Bank. (2021). *Indonesia health literacy and behavior report*. World Bank Publications.

World Health Organization. (2021). *Digital health literacy: A key to preventing infodemics*. <https://www.who.int/news/item/17-11-2021-digital-health-literacy-a-key-to-preventing-infodemics>

