

DAFTAR PUSTAKA

- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211. [https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T)
- Brown, B. (2016). *Cinematography : theory & practice : imagemaking for cinematographers and directors* (3rd ed.). Routledge.
- CNN Indonesia. (2024, November 14). *Pemain Judi Online di Indonesia Capai 8,8 Juta, Mayoritas Anak Muda*. CNN Indonesia.
- Cugelman, B., & Cugelman, R. (2020). *COLOR PSYCHOLOGY FOR UX, DESIGN AND MARKETING*. www.alterspark.com
- Dodds, D. (2024, March 19). *Short-Form Video Content: Capturing Attention In The Digital Age*. Forbes.
- Eiseman, L. (2017). *The Complete Color Harmony, Pantone Edition: Expert Color Information for Professional Results* (M. Bolt, Ed.; illustrated). Rockport Publishers.
- Fajar Paksi, D. N. (2021). Warna dalam Dunia Visual. *IMAJI*, 12(2), 90–97. <https://doi.org/https://doi.org/10.52290/i.v12i2.49>
- FISIP UNISRI. (2024, October 15). *Penggunaan Media Sosial sebagai Alat Kampanye yang Efektif bagi Mahasiswa*. FISIP UNISRI. <https://fisip.unisri.ac.id/penggunaan-media-sosial-sebagai-alat-kampanye-yang-efektif-bagi-mahasiswa/>
- Herlina, Febrianno, R., Fasadena, N. S., Kede, A., Kahfi, M. A.-M. K., Ganiem, L. M., Putri, S. S., Hasibuan, N., Subchan, N., & Deryansyah, A. D. (2023). *PENGANTAR ILMU KOMUNIKASI* (A. Khakim, Ed.; 1st ed.). Basya Media Utama.
- Kemp, S. (2023, February 9). *Digital 2023: Indonesia*. Datareportal. <https://datareportal.com/reports/digital-2023-indonesia>
- Kertamukti, R. (2015). *Strategi Kreatif Dalam Periklanan: Konsep Pesan, Media, Branding, Anggaran* (1st ed.). RAJAWALI PERS.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). Pearson.

- Limbong, E. G., & Winarni, R. W. (2017). *DAYA TARIK EMOSIONAL DALAM IKLAN COCA COLA VERSI “RAYAKAN NAMAMU” SEBAGAI KAMPANYE ANTI-BULLYING*. *Jurnal Desain*, 4(3), 163–173.
- Pagarra, H., Syawaluddin, A., Krismanto, W., & Sayidiman. (2022). *MEDIA PEMBELAJARAN* (1st ed.). Badan Penerbit UNM.
<https://eprints.unm.ac.id/25438/1/Buku%20Media%20Pembelajaran.pdf>
- PPATK. (2024, July 26). *GAWAT! Jumlah Fantastis Usia Anak Main Judi Online*. PPATK. <https://www.ppatk.go.id/news/read/1373/gawat-jumlah-fantastis-usia-anak-main-judi-online.html>
- Prabowo, M. (2022). *PENGANTAR SINEMATOGRAFI* (M. Istiqlal, Ed.; 1st ed.). The Mahfud Ridwan Institute.
- PricewaterhouseCoopers. (2017, April). *The Power of Visual Communication*.
<https://www.pwc.com.au/the-difference/the-power-of-visual-communication-apr17.pdf>
- Rogers, E. M., & Storey, J. D. (1987). *Communication Campaign* (1st ed.). Sage.
- Ruslan, R. (2019). *Kiat dan Strategi Kampanye Public Relation* (7th ed.). Raja Grafindo Persada.
- Sharma, A., Bhosle, A., & Chaudhary, B. (2012). Consumer Perception and Attitude towards the Visual Elements in Social Campaign Advertisement. *IOSR Journal of Business and Management*, 3(1), 6–17.
<https://doi.org/10.9790/487X-0310617>
- Sugiyama, K., & Andree, T. (2011). *The Dentsu Way: Secrets of Cross Switch Marketing from the Worlds Most Innovative Advertising Agency* (1st ed.). McGraw Hill Professional.
- Vogels, A. E., Gelles-Watnick, R., & Massarat, N. (2022, August 10). *Teens, Social Media and Technology 2022*. Pew Research Center.
<https://www.pewresearch.org/internet/2022/08/10/teens-social-media-and-technology-2022/>