

## REFERENSI

Dubois, E., & Gaffney, D. (2014). The multiple facets of influence: Identifying political influentials and opinion leaders on Twitter. *American behavioral scientist*, 58(10), 1260-1277.

The Sustainable World.  
<https://www.witpress.com/Secure/elibrary/papers/SW10/SW10008FU1.pdf>

Lembaga Administrasi Negara Republik Indonesia. 2021. Penerapan strategi komunikasi kebijakan yang baik memegang peran kunci bagi efektivitas implementasi kebijakan. <https://lan.go.id/?p=6827>

UNICEF.org. About UNICEF. from <https://www.unicef.org/about-unicef>  
Generation Unlimited.

Generation Unlimited. Undated. Our Work.  
<https://www.generationunlimited.org/our-work>.

Hou, Y., & Lampe, C. (2015, April). Social media effectiveness for public engagement: Example of small nonprofits. In *Proceedings of the 33rd annual ACM conference on human factors in computing systems* (pp. 3107-3116).

Draft for discussion: A guide to community engagement for public-private partnerships.

[https://consultations.worldbank.org/sites/default/files/materials/consultation-template/globalguide-community-engagementpppsopenconsultationtemplate/materials/ppp\\_community\\_engagement\\_guide\\_fin\\_for\\_7-19a.pdf](https://consultations.worldbank.org/sites/default/files/materials/consultation-template/globalguide-community-engagementpppsopenconsultationtemplate/materials/ppp_community_engagement_guide_fin_for_7-19a.pdf)

Chen, C. M., & You, Z. L. (2019). Community detection with opinion leaders' identification for promoting collaborative problem-based learning performance. *British Journal of Educational Technology*, 50(4), 1846-1864.

New Education Data SDGs For Focus Out School Children. 2018.  
<https://www.sdg4education2030.org/new-education-data-sdg4-focusout-school-children-27-september-2018>

Bünzli, F., & Eppler, M. J. (2019). Strategizing for social change in nonprofit contexts: A typology of communication approaches in public communication campaigns. *Nonprofit Management and Leadership*, 29(4), 491-508.

Agostino, D., & Arnaboldi, M. (2016). A measurement framework for assessing the contribution of social media to public engagement: An empirical analysis on Facebook. *Public Management Review*, 18(9), 1289-1307.

UNICEF. What we do Find out how UNICEF drives change for children and young people every day, across the globe. <https://www.unicef.org/what-wedo> United Nations Children's Fund (UNICEF) Mission.

Pasquier, M., & Villeneuve, J. P. (2018). *Marketing management and communications in the public sector* (p. 274).

Murphy, Olinto, dan Guven. 2020. IOM public communication campaign toolkit. International Organization for Migration. <https://publications.iom.int/system/files/pdf/iom-campaign-guidelines.pdf>

Rice, R. E., & Atkin, C. K. (Eds.). (2013). *Public communication campaigns*. SAGE publications.

Twitter. Undated. About different types of Tweets. Twitter Help Center. <https://help.twitter.com/en/using-twitter/types-of-tweets>

Bhati, A., & McDonnell, D. (2020). Success in an online giving day: The role of social media in fundraising. *Nonprofit and Voluntary Sector Quarterly*, 49(1), 74-92.

Weissman, A., Nguyen, T. T., Nguyen, H. T., & Mathisen, R. (2020). The role of the opinion leader research process in informing policy making for improved nutrition: Experience and lessons learned in Southeast Asia. *Current Developments in Nutrition*, 4(6), nzaa093.

Tsang, S. J., & Rojas, H. (2020). Opinion leaders, perceived media hostility and political participation. *Communication Studies*, 71(5), 753-767.

Borge Bravo, R., & Esteve Del Valle, M. (2017). Opinion leadership in parliamentary Twitter networks: A matter of layers of interaction?. *Journal of Information Technology & Politics*, 14(3), 263-276.

Chen, Q., Min, C., Zhang, W., Wang, G., Ma, X., & Evans, R. (2020). Unpacking the black box: How to promote citizen engagement through government social media during the COVID-19 crisis. *Computers in human behavior*, 110, 106380.

del Mar Gálvez-Rodríguez, M., Sáez-Martín, A., García-Tabuyo, M., & Caba-Pérez, C. (2018). Exploring dialogic strategies in social media for fostering citizens' interactions with Latin American local governments. *Public relations review*, 44(2), 265-276.

Haro-de-Rosario, A., Sáez-Martín, A., & del Carmen Caba-Pérez, M. (2018). Using social media to enhance citizen engagement with local government: Twitter or Facebook?. *New media & society*, 20(1), 29-49.

Olinski, M., & Szamrowski, P. (2020). Twitter as an engagement tool: How Public Benefit Organizations are building relationships with their audience. *Journal of East European Management Studies*, 25(2), 216.

Liu, W., Xu, W. W., & Tsai, J. Y. J. (2020). Developing a multi-level organization-public dialogic communication framework to assess social media-mediated disaster communication and engagement outcomes. *Public relations review*, 46(4), 101949.

Weimann. 2015. Communication, twostep flow of. International Encyclopedia of the Social and Behaviora Sciences.

Ahn, J., Son, H., & Chung, A. D. (2021). Understanding public engagement on twitter using topic modeling: The 2019 Ridgecrest earthquake case. *International journal of information management data insights*, 1(2), 100033.

Prayoga, K. (2020). How jokowi communicates with the public during covid-19 crisis: An analysis of tweets on twitter. *Jurnal Komunikasi: Malaysian Journal of Communication*, 36(2), 434-456.

Enke, N., & Borchers, N. S. (2021). Social media influencers in strategic communication: A conceptual framework for strategic social media influencer communication. In *Social Media Influencers in Strategic Communication* (pp. 7-23). Routledge.

DePaula, N., Dincelli, E., & Harrison, T. M. (2018). Toward a typology of government social media communication: Democratic goals, symbolic acts and self-presentation. *Government information quarterly*, 35(1), 98-108.

Walsh. 2022. The Top 10 Social Media Sites and Platforms 2021. Search Engine Journal. <https://www.searchenginejournal.com/social-media/biggest-social-mediasites/#close>

Twitter. 2019. Campaigning on Twitter: The handbook for NGOs, politics, and public service. <https://about.twitter.com/content/dam/abouttwitter/en/tfg/download/campaigning-on-twitter-handbook-2019.pdf> 32

Yue, C. A., Qin, Y. S., Vielledent, M., Men, L. R., & Zhou, A. (2021). Leadership going social: How US nonprofit executives engage publics on Twitter. *Telematics and Informatics*, 65, 101710.

Schoonenboom, J., & Johnson, R. B. (2017). How to construct a mixed methods research design. *KZfSS Kölner Zeitschrift für Soziologie und Sozialpsychologie*, 69(2), 107-131.

Luo. 2021. Content analysis. Scribbr.

<https://www.scribbr.com/methodology/content-analysis/>

UNICEF Nigeria. Undated. Education. UNICEF.

<https://www.unicef.org/nigeria/education>

Global Partnership. Undated. About GPE. globalpartnership.org.

<https://www.globalpartnership.org/who-we-are/about-gpe>

Global Partnership. 2018. Generation Unlimited: A new partnership to prepare young people for the future workforce. globalpartnership.org.

<https://www.globalpartnership.org/news/generation-unlimited-new-partnership-prepare-young-people-future-workforce>

Geysler. 2022. Key Opinion Leaders - What Are They and Why You Should Care? Influencer Marketing Hub. <https://influencermarketinghub.com/kols-key-opinion-leader/>

Barnhart. 2021. 10 meaningful ways to get more Twitter followers. Sprout Social. <https://sproutsocial.com/insights/how-to-get-more-followers-on-twitter/>

Fang, Z., Costas, R., & Wouters, P. (2022). User engagement with scholarly tweets of scientific papers: a large-scale and cross-disciplinary analysis. *Scientometrics*, 127(8), 4523-4546.

Zote. 2020. 5 strategies to amplify your Twitter engagement. Sprout Social. <https://sproutsocial.com/insights/twitter-engagement/>

Araujo, T., & Kollat, J. (2018). Communicating effectively about CSR on Twitter: The power of engaging strategies and storytelling elements. *Internet Research*.

Jalali, N. Y., & Papatla, P. (2019). Composing tweets to increase retweets. *International Journal of Research in Marketing*, 36(4), 647-668.

Lee. Undated. How to get more retweets. Post Planner. <https://www.postplanner.com/blog/how-to-get-more-retweets-do-these-5-things/>

Dixon. 2022. Leading countries based on number of Twitter users as January 2022. Statista. [https://www.statista.com/statistics/242606/number-of-active-twitter-users-in-selected-](https://www.statista.com/statistics/242606/number-of-active-twitter-users-in-selected-countries/#:~:text=Social%20network%20Twitter%20is%20particularly,and%2023.6%20million%20users%20respectively)

[countries/#:~:text=Social%20network%20Twitter%20is%20particularly,and%2023.6%20million%20users%20respectively](https://www.statista.com/statistics/242606/number-of-active-twitter-users-in-selected-countries/#:~:text=Social%20network%20Twitter%20is%20particularly,and%2023.6%20million%20users%20respectively)

Twitter. Undated. How to get verified on Twitter. Twitter Help Center.

<https://help.twitter.com/en/managing-your-account/about-twitter-verified-accounts>

UNICEF. 2021. UNICEF and BTS celebrate success of groundbreaking ‘LoveMyself’ campaign. Unicef.org. <https://www.unicef.org/press-releases/unicef-and-bts-celebrate-success-groundbreaking-love-myself-campaign>

Casey. 2021. What are the core characteristics of generation z. The Annie E. Casey Foundation. <https://www.aecf.org/blog/what-are-the-core-characteristics-of-generation-z>

Lebow. 2022. The kids are online. Insider Intelligence. <https://www.insiderintelligence.com/content/kids-online-gen-z-surpass-millennial-internet-usage>

Lahuerta-Otero, E., Cordero-Gutiérrez, R., & De la Prieta-Pintado, F. (2018). Retweet or like? That is the question. *Online Information Review*, 42(5), 562-578.

Soboleva, A., Burton, S., Mallik, G., & Khan, A. (2017). ‘Retweet for a Chance to...’: an analysis of what triggers consumers to engage in seeded eWOM on Twitter. *Journal of Marketing Management*, 33(13-14), 1120-1148.

Leonard. 2012. Retweets are more valuable than likes, plusses, or check link. Business 2 community. <https://www.business2community.com/social-media-articles/retweets-are-more-valuable-than-likes-plusses-or-check-ins-0189839>

Tweet Tabs. Like, Retweet, and Quote Tweet: Understanding the Twitterverse. <https://www.tweettabs.com/how-to-quote-a-tweet/#:~:text=A%20like%20says%20that%20you,the%20rest%20of%20your%20followers>.

Wang, Y., & Yang, Y. (2020). Dialogic communication on social media: How organizations use Twitter to build dialogic relationships with their publics. *Computers in Human Behavior*, 104, 106183.

Campbell, D. A., & Lambright, K. T. (2020). Terms of engagement: Facebook and Twitter use among nonprofit human service organizations. *Nonprofit Management and Leadership*, 30(4), 545-568.

Zempi, C. N., & Rahayu, R. (2019). Social Media in the Anticorruption Movement: Social Network Analysis on the Refusal of the “Koruptor Boleh Nyaleg” Decision on Twitter. *Jurnal Komunikasi Indonesia*, 92-103.

Eriyanto, E. (2020). Hashtags and Digital Movement of Opinion Mobilization: A Social Network Analysis/SNA Study on# BubarkanKPAI vs# KamiBersamaKPAI Hashtags. *Jurnal Komunikasi Indonesia*, 167-178.

Ahmed, R., Shaheen, S., & Philbin, S. P. (2022). The role of big data analytics and decision-making in achieving project success. *Journal of Engineering and Technology Management*, 65, 101697.

Sistilli. Undated. Twitter Data Mining: A Guide to Big Data Analytics Using Python. Developers. <https://www.toptal.com/python/twitter-data-mining-using-python>

Kemp. 2022. The latest Twitter statistic. Data reportal. <https://datareportal.com/essential-twitter-stats#:~:text=How%20many%20Twitter%20users%20are,the%20world%20in%20July%202022.>

Sukma, E. A., Hidayanto, A. N., Pandesenda, A. I., Yahya, A. N., Widharto, P., & Rahardja, U. (2020, November). Sentiment Analysis of the New Indonesian Government Policy (Omnibus Law) on Social Media Twitter. In *2020 International Conference on Informatics, Multimedia, Cyber and Information System (ICIMCIS)* (pp. 153-158). IEEE.

Soedarsono, D. K., Mohamad, B., Akanmu, M. D., & Putri, I. P. (2020). Political leaders and followers' attitudes: Twitter as a tool for political communication. *Journal of Adverstism Research in Dynamical y Control Systems*, 12(6), 1615-1626.

Public Voice. 2015. What is Public Engagement and Why Its Important. <https://publicvoice.co.nz/public-engagement-important/>

Kim, S., & Krishna, A. (2018). Unpacking public sentiment toward the government: how citizens' perceptions of government communication strategies impact public engagement, cynicism, and communication behaviors in South Korea. *International Journal of Strategic Communication*, 12(3), 215-236.

Rahim, E. I. (2004). Partisipasi Dalam Perspektif Kebijakan Publik. *Perspektif kebijakan publik*.

UNICEF. Undated. Participation and Engagement. UNICEF Serbia. <https://www.unicef.org/serbia/en/participation-and-engagement>

UNICEF. Undated. Adolescence Participation and Civic Engagement. UNICEF. <https://www.unicef.org/adolescence/participation>

Steiner. 2018. Generation Unlimited. United Nations Development Programme. <https://www.undp.org/speeches/generation->



UNIVERSITAS  
GADJAH MADA

**Twitter for Public Organization: Komunikasi dan Keterlibatan Publik dalam Inisiasi &quot;Generation Unlimited&quot;**

NANDARIZA YOGA PERTIWI, Nurul Dwi Purwanti, S.I.P., M.P.A

Universitas Gadjah Mada, 2022 | Diunduh dari <http://etd.repository.ugm.ac.id/>

[unlimited?utm\\_source=EN&utm\\_medium=GSR&utm\\_content=US\\_UNDP\\_PaidSearch\\_Brand\\_English&utm\\_campaign=CENTRAL&c\\_src=CENTRAL&c\\_src2=GSR&gclid=Cj0KCQiAsoycBhC6ARIsAPPbeLtc6ILaQ6u4QJskyZwNY6ZGDIZPZq4TbtAMYPnk\\_WX6g4MDak--4gYaArYWEALw\\_wcB](https://www.generationunlimited.org/media/3166/file/Generation%20Unlimited%20Brochure%20(English).pdf)

Generation Unlimited. Undated. Generation Unlimited: Creating Better Education, Skill, Employment, and Entrepreneurial Opportunities for Young People Worldwide.

[https://www.generationunlimited.org/media/3166/file/Generation%20Unlimited%20Brochure%20\(English\).pdf](https://www.generationunlimited.org/media/3166/file/Generation%20Unlimited%20Brochure%20(English).pdf)