

## DAFTAR PUSTAKA

- American Psychological Association. (2020). *Publication Manual of the American Psychological Association* (7th ed.). <https://doi.org/10.1037/0000165-000>.
- Andreasen, A. (2003). The Life Trajectory of Social Marketing. *Marketing Theory*, 3(3), 293-303. <https://doi.org/10.1177/147059310333300>.
- Arianto, B. (2021). Gerakan Protes Digital Para Suporter Sleman. *Kalijaga Journal of Communication*, 3(1), 1-16. <https://doi.org/10.14421/kjc.31-01.2021>.
- Baetzgen, A., & Jorg, Tropp. (2013). “Owned Media”: Developing a Theory from the Buzzword. *Studies in Media and Communication*, 1(2), 1-10. <https://doi.org/10.11114/smc.v1i2.172>.
- Bale, John. (2007). The Changing Face of Football: Stadiums and Communities. *Soccer & Society*, 1(1), 91-101. <https://doi.org/10.1080/14660970008721251>.
- Baptista, N., Alves, H., & Pinho, J. (2021) The Case for Social Support in Social Marketing. *RAUSP Management Journal*, 56(3), 295-313. <https://doi.org/10.1108/RAUSP-08-2020-0193>.
- Blatter, J. (2008). Case Studies. *The SAGE Encyclopedia of Qualitative Research Methods*, 68-71. Sage Publications.
- Brett, D. (2016, September 15). Total Eclipse of The Sun: How Liverpoolians Are Kicking the Tabloid Out of Their City. *Vice*. <https://www.vice.com/en/article/kw9k5z/total-eclipse-of-the-sun-the-evolution-of-the-liverpool-newspaper-boycott>.

- Brett, D. (2017, Mei 2017). Liverpool Vs The Sun: How the City Rid Itself of the UK's Biggest Paper. *Vice*.  
<https://www.vice.com/en/article/nz8ez8/liverpool-vs-the-sun-how-the-city-rid-itself-of-the-uks-biggest-paper>.
- BRI Liga 1. (2021). Klub. *Liga Indonesia*.  
[https://ligaindonesiabarur.com/clubs?competition=BRI\\_LIGA\\_1\\_2021-2022](https://ligaindonesiabarur.com/clubs?competition=BRI_LIGA_1_2021-2022).
- Brown, A. (1998). *Fanatics! Power, Identity & Fandom in Football*. Routledge.
- Brown, Adam; Tim Crabbe & Gavin Mellor. (2008) Introduction: Football and Community – Practical and Theoretical Considerations. *Soccer and Society*, 9(3), 303-312. <https://doi.org/10.1080/14660970802008934>.
- Fairley, C., & Charter, R. (2020). *Loss on The Terraces: Football, Towns & Local Identity*. Hope not Hate Charitable Trust.
- Coffman, J. (2003). *Lessons in Evaluating Communications Campaigns: Five Case Studies*. Harvard Family Research Project, 1-42.  
[http://www.pointk.org/resources/files/coffman\\_lessons.pdf](http://www.pointk.org/resources/files/coffman_lessons.pdf).
- Duku, S. (2015). Mengenal Kampanye Komunikasi. *Wardah*. 12(2), 185-197.  
<https://doi.org/10.19109/wardah.v12i2.238>.
- Dolnicar, S., & Lazarevski, K. (2009). Marketing in Non-Profit Organizations: An International Perspective. *International Marketing Review*. 26(3), 275-291.  
<https://doi.org/10.1108/02651330910960780>.
- Effendi. (2021, October 15). Bupati Sleman Kirim Surat ke Manajemen PSS Terkait Tuntutan Sleman Fans. *Harianmerapi.com*.  
<https://www.harianmerapi.com/sport/pr-401487031/bupati-sleman-kirim-surat-kemanajemen-pss-terkait-tuntutan-sleman-fans>.
- Garcia, B., & Zhen, J. (2017). *Football and Supporters Activism in Europe: Whose Game Is It?*. Palgrave Macmillan.

- Given, L. M. (2008). *Case Studies: The SAGE Encyclopedia of Qualitative Research Methods*. Sage Publications
- Harapah, Z. (2022, Juli 9). Diatur dalam UU Sistem Keolahragaan Nasional, Suporter Bisa Miliki Saham Klub Kesayangan. *Bola.com*.  
<https://www.bola.com/indonesia/read/4906344/diatur-dalam-uu-sistem-ke-olahragaan-nasional-suporter-bisa-miliki-saham-klub-kesayangan>.
- Hein, S. (2019, September 12). Ramai di Medsos, Dilarang Nonton Bola di Stadion Perempuan Iran Bakar Diri. *Deutsche Welle*.  
<https://www.dw.com/id/ramai-di-medsos-dilarang-nonton-bola-di-stadion-perempuan-iran-bakar-diri/a-50399850>.
- Henley, N., Raffin, S., & Caemmerer, B. (2011). The Application of Marketing Principles to A Social Marketing Campaign. *Marketing Intelligence & Planning*, 29(7), 697-706. <https://doi.org/10.1108/02634501111178712>.
- Harapah, Z. (2022, Maret 9). Diatur dalam UU Sistem Keolahragaan Nasional, Suporter Bisa Miliki Saham Klub Kesayangan. *Bola.com*.  
<https://www.bola.com/indonesia/read/4906344/diatur-dalam-uu-sistem-keol-ahragaan-nasional-suporter-bisa-miliki-saham-klub-kesayangan>.
- Horrie, C. (2014, November 7). *Hillsborough: Telling the Truth about the Scum*. The Justice Gap.  
<https://www.thejusticegap.com/hillsborough-telling-truth-scum/>.
- Kossakowski, R. (2013). Proud to be Tukker: A Football Club and the Building of Local Identity. *Sociological Review*, 3(1), 107-127.  
[https://www.researchgate.net/publication/261357288\\_Proud\\_to\\_be\\_Tukker\\_A\\_Football\\_Club\\_and\\_the\\_Building\\_of\\_Local\\_Identity\\_The\\_Case\\_of\\_FC\\_Twente\\_Enschede](https://www.researchgate.net/publication/261357288_Proud_to_be_Tukker_A_Football_Club_and_the_Building_of_Local_Identity_The_Case_of_FC_Twente_Enschede).
- Kotler, P., Ned, R., & Lee., N. (2002). *Social Marketing: Improving the Quality of Life*. SAGE Publication, Inc.

- Kotler, P., & Zaltman, G. (1971). Social Marketing: An Approach to Planned Social Change. *Journal of Marketing*, 35(3), 3-12.  
<https://doi.org/10.2307/1249783>.
- Ladies Curva Sud. (2022). *1 Dekade Ladies Curva Sud*. Curvasud.
- Lawrence, T., & Garry, C.,. (2019). *Digital Football Cultures: Fandom, Identities, and Resistance*. Routledge.
- Moisander, J., & Valtonen, A. (2006). *Qualitative Marketing Research Methods*. SAGE Publication Ltd.
- Mojok.co. (2021, Oktober 2021). GEGER GEDEN PSS SLEMAN: SAVE OUR PSS! #DejanOut #MarcoOut #ArthurOut [Video].  
<https://www.youtube.com/watch?v=arcwbGI-W4E>.
- Niatami, S., Noyanta., & Oky, R. (2020). Analisis Program Integrated Communication Komunitas Brigata Curva Sud (BCS) dalam Membentuk Kesadaran Suporter Sepak Bola PSS Sleman. *Jurnal Penelitian dan Pengembangan Sains dan Humaniora*, 4(2), 109-117.  
<https://ejournal.undiksha.ac.id/index.php/JPPSH/article/view/27224>.
- Niblett, G. (2011). Stretching The Limits of Social Marketing Partnership, Upstream, and Downstream: Setting the Context for The 10th Innovations in Social Marketing Conference. *Social Marketing Quarterly*, 11(3), 9-15.  
<https://doi.org/10.1080/15245000500308898>.
- Porter, C. (2018). *Supporter Ownership in English Football: Class, Culture, and Politics*. Palgrave Macmillan.
- Pramana, E. (2017, Februari 17). Kepedulian Bali United untuk Korban Bencana Alam di Kintamani. *Jawa Pos*.  
<https://www.jawapos.com/sepak-bola/sepak-bola-indonesia/17/02/2017/kepedulian-bali-united-untuk-korban-bencana-alam-di-kintamani/>.

Prabowo. (2020, Februari 26). Resmi! PSS Sleman Dilatih oleh Dejan Antonic untuk Liga 1 2020. *Indo Sport*.  
<https://www.indosport.com/sepakbola/20200226/resmi-pss-sleman-dilatih-oleh-dejan-antonio-untuk-liga-1-2020>.

Prayugi. (2021, Agustus 26). Nilai Pasar Klub BRI Liga 1: Skuat Persib Paling Mewah, Persija di Luar 5 Besar. *Bola Net*.  
<https://www.bola.net/indonesia/nilai-pasar-klub-bri-liga-1-skuat-persib-paling-mewah-persija-di-luar-5-besar-6e3eb9.html>.

Prasetyo. (2021, Oktober 4). Berada Satu Tingkat Diatas Zona Degradasi, Ini Strategi PSS Sleman Untuk Seri 2. *TV One News*.  
<https://www.tvonenews.com/sport/8873-berada-satu-tingkat-diatas-zona-degradasi-ini-strategi-pss-sleman-untuk-seri-2>.

Pudjiastuti, W. (2016). *Social Marketing: Jawaban Jitu Mengatasi Masalah Sosial di Indonesia*. Yayasan Pustaka Obor Indonesia.

Rahman., A., Sadat., L., & Tonggos. (pembicara). *PSS Way of life*. [Audio podcast]. Umpan Tarik.  
[https://open.spotify.com/episode/1Ca5wVPtKZbPYiGCguPhHI?si=UKgqBweZTn2v2KN5cFP56Q&utm\\_source=copy-link&nd=1](https://open.spotify.com/episode/1Ca5wVPtKZbPYiGCguPhHI?si=UKgqBweZTn2v2KN5cFP56Q&utm_source=copy-link&nd=1).

Rianto, P. (2020). *Modul Metode Penelitian Kualitatif*. Penerbit Komunikasi UII.

Ritchie, J., & Lewis, J. (2003). *Qualitative Research Practice: A Guide for Social Science Students and Researchers*. SAGE Publication Ltd.

Sander et al. (2012). Making A Difference: The Power of Football In the Community. *Soccer & Society*, 15(3), 1-19.  
<https://doi.org/10.1080/14660970.2012.692675>.

Sandvoss, C. (2003). *A Game of Two Halves: Football, Television, and Globalization*. Routledge.

- Seno, Y. (2018, Maret 21). Gairah Sepak Bola Yogyakarta: Karya Kreatif BCS dan Sleman Football Untuk PSS Sleman. *Mojok.co*.  
<https://mojok.co/balbalan/gairah-sepak-bola-yogyakarta-karya-kreatif-bcs-dan-sleman-football-untuk-pss-sleman/>.
- Snaz, E. (2020, Juni 4). Persib Serahkan Sumbangan Ventilator ke Gugus Tugas Jabar. *Bola.com*.  
<https://www.bola.com/indonesia/read/4270988/persib-serahkan-sumbangan-ventilator-ke-gugus-tugas-jabar>.
- Smith, A. (2008). *Introduction to Sport Marketing: A Practical Approach*. Butterworth-Heinemann.
- Smith, P. (2001). *Great Answer to Tough Marketing Questions*. (E. Achmadi, Trans). Penerbit Erlangga (Original work published 1999).
- Smith, P. (2017). *The SOSTAC Guide To Your Perfect Digital Marketing Plan*. Smart Insight.
- Soccerstats. (n.d.). *PSS Sleman Stats. Soccer Stats*.  
<https://www.soccerstats.com/team.asp?league=indonesia&stats=1-pss-sleman>.
- Starkings, P., & Brett, W. (2021). *These Clubs are Ours: Putting Football into Community Hands*. Power to Change.
- Sutikno, S., & Prosmala, H. (2020). *Penelitian Kualitatif*. Holistica.
- Tikkanen, A. (n.d.). Hillsborough Disaster: Human Crush, Sheffield, England, United Kingdom. *Britannica*.  
<https://www.britannica.com/event/Hillsborough-disaster>.
- Vebrian, R. (2019, Agustus 5). Bunda Temmy, Tentang Tribun Tanpa Asap di Jakarta. *Football Tribe*.  
<https://football-tribe.com/indonesia/2019/08/05/bunda-temmy-tribun-tanpa-asap/>.

Vebrian, R. (2019, Juni 29). *Tribun Tanpa Asap Rokok, Aksi Keren Baru di Stadion. Football Tribe.*

<https://football-tribe.com/indonesia/2019/06/19/tribun-tanpa-asap-rokok/>.

Watson, Neil. (2000). Football in the Community: ‘What's the Score?’. *Soccer & Society*, 1(1), 114-125. Diakses dari:  
<https://doi.org/10.1080/14660970008721253>.

Wahyuningsih, S. (2013). *Metode Penelitian Studi Kasus*. UTM PRESS.

Yin, R. (2010). *Qualitative Research from Start to Finish*. Guilford Publications, Inc.