

WORKS CITED

- Albanna, H., Alalwan, A. A., & Al-Emran, M. (2022). An integrated model for using social media applications in non-profit organizations. *International Journal of Information Management*, 63.
- Cao, D. M. (2021). Understanding consumers' social media engagement behaviour: An examination of the moderation effect of social media context. *Journal of Business Research*, 835-846.
- Cvijikj, I. P., & Michahelles, F. (2013). Online engagement factors on Facebook brand pages. *Social Network Analysis and Mining*.
- Daniel, J. (2011). Sampling essentials: Practical guidelines for making sampling choices. Sage Publications. 10.4135/9781452272047
- Dash, A. (2019). Influence of Content Type Over Online Engagement on Facebook Brand Pages of SMEs. *SEDME (Small Enterprises Development, Management & Extension Journal)*, 1-9.
- Dessart, L. (2017, March 27). Social media engagement: a model of antecedents and relational outcomes. *Journal of Marketing Management*, 33(5-6), 375-399.
- Dolan, R., Conduit, J., Fahy, J., & Goodman, S. (2016). Social media engagement behaviour: a uses and gratifications perspective. *Journal of Strategic Marketing*, 24(3-4), 261-277.
- Dolan, R., Conduit, J., Frethey-Bentham, C., Fahy, J., & Goodman, S. (2019). Social media engagement behavior A framework for engaging customers through social media content. *European Journal of Marketing*.
- Edosomwan, S., Prakasan, S.K., Kouame, D., Watson, J., & Seymour, T. (2011). The history of social media and its impact on business. *Journal of Applied Management and Entrepreneurship*, 16, 79-91.
- Ghozali, I. (2016). *Aplikasi Analisis Multivariete SPSS 23* (8th ed.). Badan Penerbit Universitas Diponegoro.
- Idemudia, E. C., Raisinghani, M., & Samuel-Ojo, O. (2018). The contributing factors of continuance usage of social media: An empirical analysis. *Information Systems Frontiers*, 20, 1267-1280.



UNIVERSITAS
GADJAH MADA

SOCIAL MEDIA ENGAGEMENT BEHAVIOR ANALYSIS ON ONLINE MEDIA - CASE STUDY OF
INSTAGRAM @MAGANGDIMOJOK
DELIA CAHYANING T, Ahmad Muam S.S, M.Sc.

Universitas Gadjah Mada, 2023 | Diunduh dari <http://etd.repository.ugm.ac.id/>

- Kemp, S. (2021, February 11). *Digital in Indonesia: All the Statistics You Need in 2021 — DataReportal – Global Digital Insights*. Retrieved January 9, 2022 from DataReportal: <https://datareportal.com/reports/digital-2021-indonesia>
- Kim, B., Hong, S., & Lee, H. (2021). Brand Communities on Instagram: Exploring Fortune 500 Companies' Instagram Communication Practices. *INTERNATIONAL JOURNAL OF STRATEGIC COMMUNICATION*, 15(3), 177-192.
- Mertler, C. A. (2015). *Introduction to Educational Research*. SAGE Publications, Inc.
- Misirlis, N., & Vlachopoulou, M. (2018, February). Social media metrics and analytics in marketing – S3M: A mapping literature review. *International Journal of Information Management*, 38(1), 270-276.
- Muntinga, D., Moorman, M., & Smit, E. (2011, January 7). Introducing COBRAs Exploring motivations for brand-related social media use. *International Journal of Advertising*, 30(1), 13-46.
- Paine, K. D. (2011). *Measure what matters: Online tools for understanding customers, social media, engagement, and key relationships*. John Wiley & Sons.
- Panagiotopoulos, P., Shan, L. C., Barnett, J., Regan, Á., & McConnon, Á. (2015, August). A framework of social media engagement: Case studies with food and consumer organisations in the UK and Ireland. *International Journal of Information Management*, 35, 394-402.
- Pentina, I. G. (2018). Exploring social media engagement behaviors. *Journal of Advertising*, 55-69.
- Perreault, M.-C., & Mosconi, E. (2018). Social Media Engagement: Content Strategy and Metrics Research Opportunities. *Proceedings of the 51st Hawaii International Conference on System Sciences*, 3568-3777.
- Saraswati, D. A. (2020). Strategi Digital Content Marketing pada Akun Media Sosial Instagram Mojok.co dalam Mempertahankan Brand Engagement. *Biokultur*, 114-128.
- Simangunsong, E., & Handoko, R. (2020, May). The Role of Social Media in Indonesia for Business Transformation Strategy. *International Research Journal of Business Studies*, 13(1), 99-112.
- Simundic, A.-M. (2008). Ana-Maria Simundic. *Bichemia Medica*, 154-161.



UNIVERSITAS
GADJAH MADA

SOCIAL MEDIA ENGAGEMENT BEHAVIOR ANALYSIS ON ONLINE MEDIA - CASE STUDY OF
INSTAGRAM @MAGANGDIMOJOK
DELIA CAHYANING T, Ahmad Muam S.S, M.Sc.

Universitas Gadjah Mada, 2023 | Diunduh dari <http://etd.repository.ugm.ac.id/>

- Smith, K. T., & Smith, L. (2021). Analysis of Social Media Usage and Relationship to Profit Margin among Insurance Companies. *Services Marketing Quarterly*, 42(1-2), 108-123.
- Wahid, R. M., & Gunarto, M. (2021). Factors Driving Social Media Engagement on Instagram: Evidence from an Emerging Market. *Journal of Global Marketing*, 1-23.
- Wawrowski, B., & Otolá, I. (2020). Social Media Marketing in Creative Industries: How to Use Social Media Marketing to Promote Computer Games? *Information*, 11.
- We are Social. (2021, October 21). *Social media users pass the 4.5 billion mark - We Are Social UK*. Retrieved January 9, 2022 from WeAreSocial:
<https://wearesocial.com/uk/blog/2021/10/social-media-users-pass-the-4-5-billion-mark/>
- Wijayanti, R. P., Handayani, P. W., & Azzahro, F. (2022). Intention to seek health information on social media in Indonesia. *Procedia Computer Science*, 197, 118-125.
- Zhang, M., Guo, L., Hu, M., & Liu, W. (2017). Influence of customer engagement with company social networks on stickiness: Mediating effect of customer value creation. *International Journal of Information Management*, 37, 229-240.