

- Aji. (2022, February 6). *Mengenal Sekolah Vokasi UGM*. Retrieved from UGM: [https://ugm.ac.id/id/berita/22250-jika-aku-mahasiswa-sekolah-vokasi-ugm/#:~:text=Perlu%20untuk%20diketahui%2C%20sebelum%20ini,\(D4\)%20atau%20Sarjana%20Terapan.](https://ugm.ac.id/id/berita/22250-jika-aku-mahasiswa-sekolah-vokasi-ugm/#:~:text=Perlu%20untuk%20diketahui%2C%20sebelum%20ini,(D4)%20atau%20Sarjana%20Terapan.)
- Akhlar, A., Mydin, A. A., & Kasuma, S. A. (2017). STUDENTS' PERCEPTIONS AND ATTITUDES TOWARDS THE USE OF INSTAGRAM IN ENGLISH LANGUAGE WRITING. *Malaysian Journal of Learning and Instruction (MJLI)*, 47-72.
- Annamalai, B., Yoshida, M., Varshney, S., Pathak, A. A., & Venugopal, P. (2021). Social media content strategy for sport clubs to drive fan engagement. *Journal of Retailing and Consumer Services*. <https://doi.org/10.1016/j.jretconser.2021.102648>
- Annur, C. M. (2023, September 26). *Daftar Media Sosial Terpopuler di Dunia April 2023, Facebook Masih Juara*. Retrieved from databoks: <https://databoks.katadata.co.id/datapublish/2023/09/26/daftar-media-sosial-terpopuler-di-dunia-april-2023-facebook-masih-juara>
- Balaban, D. C., Szabolcs, J., & Chirica, M. (2022). Parasocial relations and social media influencers' s' persuasive power. Exploring the moderating role of product involvement. *Acta Psychologica*. <https://doi.org/10.1016/j.actpsy.2022.103731>
- Bang Nguyen, X. Y. (2015). Brand innovation and social media: Knowledge acquisition from social media, market orientation, and the moderating role of social media strategic capability. *Industrial Marketing Management*, 11 - 25. <http://dx.doi.org/10.1016/j.indmarman.2015.04.017>
- Bonilla, M. D., Arriaga, J. L., & Andreu, D. (2019). The interaction of Instagram followers in the fast fashion sector: The case of Hennes and Mauritz (H&M). *Journal of Global Fashion Marketing*, 342-357. <https://doi.org/10.1080/20932685.2019.1649168>
- Bonilla, M. d., Perea, E., Olmo, J. L., & Corrons, A. (2020). Insights into user engagement on social media. *Journal of Marketing for Higher Education*, 145-160. <https://doi.org/10.1080/08841241.2019.1693475>
- Britannica (2024, March 26). Higher education | Definition, Degrees, History, & Goals. Retrieved April 27, 2024, from Britannica: <https://www.britannica.com/topic/higher-education>
- Cambridge Dictionary (n.d.). Call to action. In *Cambridge Dictionary*. Retrieved June 22, 2024, from Cambridge Dictionary: <https://dictionary.cambridge.org/dictionary/english/call-to-action>
- Cambridge Dictionary. (n.d.). Pal. Retrieved July 12, 2024, from <https://dictionary.cambridge.org/dictionary/english/pal>
- Carr, C. T., & Hayes, R. A. (2015). Social Media: Defining, Developing, and Divining. *Atlantic Journal of Communication*, 46-65. <https://doi.org/10.1080/15456870.2015.972282>
- Chandrasekaran, S., Annamalai, B., De, S.K. (2019). Evaluating marketer generated content popularity on brand fan pages - A multilevel modelling approach. *Telematics and Informatics*, 101266. <https://doi.org/10.1016/j.tele.2019.101266>
- Chauhan, K., Pillai, A. (2013). Role of content strategy in social media brand communities: a case of higher education institutes in India. *Journal of Product & Brand Management*, 40-51. [DOI 10.1108/10610421311298687]
- Cohen, L., Manion, L., & Morrison, K. (2007). *Research Methods in Education*. Routledge.
- Communication for Governance & Accountability Program. (n.d.). Retrieved from <http://www.worldbank.org/commgap>
- Creswell, J. W., & Creswell, J. D. (2018). *Research Design*. Sage Publications.
- Deakin University. (n.d.). *Qualitative study design*. Retrieved from Deakin University: <https://deakin.libguides.com/qualitative-study-designs/interviews>



- Denton, K. (2019). *How social media uses the psychology of persuasion to influence the purchase of beauty products to the young generations*. Universitas Gadjah Mada, 2024. Diunduh dari <http://id.repositori.ugm.ac.id/>
- Dixon, S. J. (2024, May 2). *Instagram: age distribution of global audiences 2024*. Retrieved May 17, 2024, from Statista: <https://www.statista.com/statistics/325587/instagram-global-age-group/>
- Duggan, M. (2015, August 19). *Mobile Messaging and Social Media 2015*. Retrieved May 18, 2024, from Pew Research Center: <https://www.pewresearch.org/internet/2015/08/19/mobile-messaging-and-social-media-2015/>
- Duke University. (n.d.). *Qualitative research: observation*. Retrieved July 12, 2024, from Duke University: <https://guides.library.duke.edu/c.php?g=289813&p=1934020>
- Duque, L. (2016, June 8). *How Academics and Researchers Can Get More Out of Social Media*. Retrieved July 12, 2024, from Harvard Business Review: <https://hbr.org/2016/06/how-academics-and-researchers-can-get-more-out-of-social-media>
- Eldridge, A. (2023, December 10). *Instagram*. Retrieved July 12, 2024, from Britannica: <https://www.britannica.com/topic/Instagram>
- Eldridge, A. (n.d.). *Gen Z | Years, Age Range, Meaning, & Characteristics*. Retrieved May 18, 2024, from Britannica: <https://www.britannica.com/topic/Generation-Z>
- Essig, J., Watts, M., Dallaghan, G. L., & Gilliland, K. O. (2020). InstaHisto: Utilizing Instagram as a Medium for Disseminating Visual. *Medical Science Educator* (, 1035-1042. <https://doi.org/10.1007/s40670-020-01010-2>
- F, A. R. (2020). *THE SOCIAL MEDIA PROMOTION STRATEGIES DURING COVID-19 PANDEMIC TO DEVELOP BRAND AWARENESS OF BACHELOR OF APPLIED ENGLISH STUDY PROGRAM*. UGM.
- Gibbs, P. (2018). Higher education marketing – does inducing anxiety facilitate critical thinking or more consumerism? *Journal of Marketing for Higher Education*, 1-11. <https://doi.org/10.1080/08841241.2017.1311979>
- Gil Appel, L. G. (2020). The future of social media in marketing. *Journal of the Academy of Marketing Science*, 79–95. <https://doi.org/10.1007/s11747-019-00695-1>
- GWJ. (n.d.). Retrieved July 12, 2024, from GWJ: <https://www.gwj.com/reports/social>
- Hanifah. (2024, June 10). How to produce calls to action on Instagram @english.ugm. (I. F. Ramadhani, Interviewer)
- Harmon, J. E. (2014). Rhetorical Style: The Uses of Language in Persuasion, by Jeanne Fahnestock. *Rhetoric Society Quarterly*, 293-296. <https://doi.org/10.1080/02773945.2014.911571>
- IGI Global. (n.d.). *What is Prospective Student*. Retrieved July 12, 2024, from IGI Global: <https://www.igi-global.com/dictionary/prospective-student/57574>
- Instagram. (n.d.). *Instagram*. Retrieved July 12, 2024, from Instagram: <https://about.instagram.com/features>
- Itziar Oltra, Carmen Camarero & Rebeca San José Cabezudo (2022) Inspire me, please! The effect of calls to action and visual executions on customer inspiration in Instagram communications, *International Journal of Advertising*, 41:7, 1209-1234, DOI: 10.1080/02650487.2021.2014702
- Jayani, D. H. (2020, February 26). *10 Media Sosial yang Paling Sering Digunakan di Indonesia*. Retrieved from databoks: <https://databoks.katadata.co.id/datapublish/2020/02/26/10-media-sosial-yang-paling-sering-digunakan-di-indonesia>
- Lamb. (2019). Retrieved July 12, 2024, from https://nothingbeatstherealthing.org.au/wp-content/uploads/2020/07/PersuasiveLanguage_2019.pdf
- Li, L., Zhang, J. An, X. (2023). Using social media for efficient brand marketing: An evaluation of Chinese Universities using Bilibili. *Socio-Economic Planning Sciences* . <https://doi.org/10.1016/j.seps.2023.101645>
- Lembaga Penelitian dan Pengabdian Masyarakat Universitas Medan Area. (2023, January 10). *Call To Action (CTA) : Definisi, Jenis dan Cara Membuatnya*. Retrieved July 12, 2024, from LP 2 M: <https://lp2m.uma.ac.id/2023/01/10/call-to-action-cta-definisi-jenis-dan-cara-membuatnya/>



- Losi, R. V., & Rusmi, S. (2022). PERSUASIVE LANGUAGE USED ON ADVERTISEMENTS OF INSTAGRAM POSTS. *Jurnal Ilmu Humaniora*.
- Ludwig, S., Ruyter, K. d., Friedman, M., Brüggén, E. C., Wetzels, M., & Pfann, G. (2013). More Than Words: The Influence of Affective Content and Linguistic Style Matches in Online Reviews on Conversion Rates. *Journal of Marketing*, 87 –103.
- Ma, L., Ou, W., & Lee, C. S. (2022). Investigating consumers' cognitive, emotional, and behavioral engagement. *Electronic Commerce Research and Applications*. <https://doi.org/10.1016/j.elerap.2022.101179>
- Ma'ady, M. N., Syahda, T. S., Rizqi, A. F., & Ratna, M. C. (2024). On using Floyd-Warshall under uncertainty for Influence Maximization in Instagram social networkk: A case study of Indonesian FnB unicorn company. *Procedia Computer Science*, 164–171.
- Merriam-Webster. (n.d.). Amazing. In Merriam-Webster. Retrieved July 12, from <https://www.merriamwebster.com/dictionary/amazing#:~:text=%3A%20causing%20astonishment%2C%20great%20wonder%2C,of%20personal%20bravery%20and%20survival>
- Merriam-Webster. (n.d.). Curious. In Merriam-Webster.com. Retrieved July 12, 2024 from <https://www.merriam-webster.com/dictionary/curious>
- Merriam-Webster. (n.d.). Boost. In Merriam-Webster.com. Retrieved July 12, 2024 from <https://www.merriam-webster.com/dictionary/boost>
- Merriam-Webster. (n.d.). Fascinating. In Merriam-Webster.com. Retrieved July 12, 2024 from <https://www.merriam-webster.com/dictionary/fascinating>
- Merriam-Webster. (n.d.). Interesting. In Merriam-Webster.com. Retrieved July 12, 2024 from <https://www.merriam-webster.com/dictionary/interesting>
- Merriam-Webster. (n.d.). Inspiring. In Merriam-Webster.com. Retrieved July 12, 2024 from <https://www.merriam-webster.com/dictionary/inspiring>
- Momoko Fujita, P. H. (2018). CAPTURING AND CO-CREATING STUDENT EXPERIENCES IN SOCIAL MEDIA: A SOCIAL IDENTITY THEORY PERSPECTIVE. *Journal of Marketing Theory and Practice*, 55-71. <https://doi.org/10.1080/10696679.2017.1389245>
- Mu'am, A. (2024, June 27). How the study program utilizes social media. (I.F. Ramadhani, Interviewer)
- Newblom, M. (2023, November 21). *TikTok vs. Instagram: How to Choose the Best Platform in 2024*. Retrieved May 17, 2024, from Fiverr: <https://www.fiverr.com/resources/guides/digital-marketing/tiktok-vs-instagram>
- Nguyen, P. D., Tran, L. T., & Baker, J. (2021). Driving university brand value through social media. *Technology in Society*. <https://doi.org/10.1016/j.techsoc.2021.101588>
- Nur I, H. K. (2021). *Utilization of Instagram As A Media to Carry out Campaign for Bachelor of Applied English and Information on New Students Admission in Vocational College UGM 2020*. UGM.
- Nwagbara, U., Belal, A. (2019). Persuasive language of responsible organisation? A critical discourse analysis of corporate social responsibility (CSR) reports of Nigerian oil companies. *Accounting, Auditing & Accountability Journal*, 2395-2420. DOI 10.1108/AAAJ-03-2016-2485
- Obeso, M., Perez-Perez, M., García-Piqueres, G., & Serrano-Bedia, A.-M. (2023). Enhancing students' learning outcomes through smartphones: A case study of using instagram in higher management education. *The International Journal of Management Education*. <https://doi.org/10.1016/j.ijme.2023.100885>
- Perera, C.H., Nguyen, L. T. V., Nayak, R. (2023). Brand engagement on social media and its impact on brand equity in higher education: integrating the social identity perspective. *International Journal of Educational Management*. DOI 10.1108/IJEM-05-2023-0260
- Perera, C.H., Nayak, R., Nguyen, L. T. V. (2022). Social brand engagement and brand positioning for higher educational institutions: en empirical study in Sri Lanka. *Journal of Marketing for Higher Education*, 179-196. <https://doi.org/10.1080/08841241.2020.1841068>



- Pilar, L., Mounis, P., Petrova, J., Bouda, P., Gresham, C., Balcárová, T., & Rojik, S. (2019). *EDUCATION AND BUSINESS AS A KEY*. *Journal on Efficiency and Responsibility in Education and Science*, 26-33. <http://dx.doi.org/10.7160/eriesj.2019.120103>
- Prudencio, J., Wongwiwatthanakit, S., Lozano, A., & Xu, Y. (2021). Instagram as a tool to enhance pharmacy student learning of . *Currents in Pharmacy Teaching and Learning*, 134-138. <https://doi.org/10.1016/j.cptl.2020.09.007>
- Qi Deng, M. J. (2021). Understanding consumer engagement with brand posts on social media: The effect of post linguistic styles. *Electronic Commerce Research and Applications*, 101068. <https://doi.org/10.1016/j.elerap.2021.101068>
- Rudito, Y. Y., & Anita. (2020). PERSUASIVE STRATEGIES USED IN BURGER KING'S INSTAGRAM POSTS CAPTION. *Journal of Language and Literature*.
- Rusle, R., Jamil, J. M., Zolkipli, M. F., & Shahrane, I. N. (2021). Perceived Usefulness of Instagram as a Marketing Tool in . *Journal of ICT in Education (JICTIE)*, 104-113. DOI: 10.37134/jictie.vol8.1.8.2021
- Septianasari, L., Baihaqi, Y., Abqoriyyah, F. H., & Syaputri, 4. (2021). Language of Persuasion in Online Marketing of Cosmetic Products: A Glance of Netnography in Pragmatics. *Journal of Linguistics*.
- ShabbirHusain, R., Pathak, A. A., Chandrasekaran, S., & Annamala, B. (2023). The power of words: driving online consumer engagement in Fintech. *International Journal of Bank Marketing*, 0265-2323. DOI 10.1108/IJBM-11-2022-0519
- Shen, Z. (2021). A persuasive eWOM model for increasing consumer engagement on social media: evidence from Irish fashion micro-influencers. *Journal of Research in Interactive Marketing*, 181-199. DOI 10.1108/JRIM-10-2019-0161
- Smart Connecting. (n.d.). Retrieved from Smart Connecting: <https://smartconnecting.co.uk/2023/10/05/the-power-of-persuasion-unleashing-the-potential-of-calls-to-action-ctas/>
- Statista. (2024). *Most popular social networks worldwide as of April 2024, ranked by number of monthly active users*. Retrieved from Statista: <https://www.statista.com/statistics/272014/global-social-networks-ranked-by-number-of-users/>
- Statista. (2024). *Number of internet and social media users worldwide as of April 2024*. Retrieved from Statista: <https://www.statista.com/statistics/617136/digital-population-worldwide/#:~:text=As%20of%20April%202024%2C%20there,population%2C%20were%20social%20media%20users.>
- Statista. (2024). *Number of internet users in Indonesia from 2014 to 2029*. Retrieved from Statista: <https://www.statista.com/forecasts/1144747/internet-users-in-indonesia>
- Statista. (2024). *Number of social media user accounts in the Asia-Pacific region as of January 2024, by country or territory*. Retrieved from Statista: <https://www-statista-com.ezproxy.ugm.ac.id/statistics/295606/social-media-mau-asia-pacific-countries/>
- Statista. (2024). *Indonesia: Total population from 2019 to 2029*. Retrieved from Statista: <https://www.statista.com/statistics/294100/total-population-of-indonesia/>
- Statista. (2024). *Social media in Indonesia - statistics & facts*. Retrieved from Statista: <https://www.statista.com/topics/8306/social-media-in-indonesia/#editorsPicks>
- Tser-Yieth Chen, Tsai-Lien Yeh & Chin-I Chang (2020) How different advertising formats and calls to action on videos affect advertising recognition and consequent behaviours, *The Service Industries Journal*, 40:5-6, 358-379, DOI: 10.1080/02642069.2018.1480724
- Vocational College UGM. (n.d.). *English*. Retrieved from Vocational College UGM: <https://sv.ugm.ac.id/en/education-2/departmen-of-languages-arts-and-culture-management-2/applied-english/>
- Wade, R. (2023, November 14). *How to Write Great Calls to Action on Social Media*. Retrieved July 12, 2024 from Purple dog: <https://purple-dog.co.uk/how-to-write-great-calls-to-action-on-social-media/>



- Walton, J., & Stapleton, C. (2024, May 7). *Facebook vs. X vs. Instagram: What's the Difference?* Retrieved May 17, 2024, from Investopedia: <https://www.investopedia.com/articles/markets/100215/twitter-vs-facebook-vs-instagram-who-target-audience.asp>
- Yeh, E., & Mitric, S. (2020). Bridging Activities: Social Media for Connecting Language Learners' in-School and Out-of-School Literacy Practices. *International Journal of Computer-Assisted Language Learning and Teaching*, 48-66. DOI: 10.4018/IJCALLT.2020070104
- Yuliah, S., Fitriyandi, J., & Yahya, M. (2021). The Persuasive Language Used in Advertisements in Magazine. *Jurnal Bahasa Inggris Terapan*.