

DAFTAR PUSTAKA

- Abadi, M.Y., Arifin, M.A., Darmawansyah, D., Rahmadani, S., Al Fajrin, M. and Marzuki, D.S., (2019). Analisis Keikutsertaan BPJS Kesehatan Mandiri Pada Sektor Informal di Kota Makassar. *Jurnal Manajemen Kesehatan Yayasan RS. Dr. Soetomo*, 5(2), pp.114-124.
- Anjely, S., Aziz, A. R., & Lestari, W. (2023). Gambaran Intensitas Penggunaan Media Sosial Pada Lansia. *Jurnal Keperawatan Tropis Papua*, 6(2), 56–61. <https://doi.org/10.47539/jktp.v6i2.353>
- Ao, L., Bansal, R., Pruthi, N., & Khaskheli, M. B. (2023). Impact of Social Media Influencers on Customer Engagement and Purchase Intention: A Meta-Analysis. *Sustainability (Switzerland)*, 15(3). <https://doi.org/10.3390/su15032744>
- Baty, W. (1968). Book Reviews: Communication and Communication Systems, Lee O. Thayer, Richard D. Irwin, Inc., Homewood, Illinois, 1968, 375 pages. *Journal of Business Communication*, 5(4). <https://doi.org/10.1177/002194366800500405>
- Blessing ORIBHABOR, C., & Anyanwu, C. A. (2019). *Research Sampling and Sample Size Determination: A practical Application*.
- Cangara, H. (2020). Komunikasi Pembangunan Telaah Untuk Memahami Konsep, Filosofi, Serta Peran Komunikasi Terhadap Pembangunan dalam Pembangunan Komunikasi Dalam Era Digital. *Jakarta: Rajagrafindo Persada*.
- Dahlia, A., (2019). Motivasi Kepesertaan Mandiri BPJS di Era Universal Health Coverage Jaminan Kesehatan Nasional. *KELUWIH: Jurnal Kesehatan dan Kedokteran*, 1(1), pp.11-18.
- Dartanto, T., Pramono, W., Lumbanraja, A.U., Siregar, C.H., Bintara, H. and Sholihah, N.K., (2020). Enrolment of informal sector workers in the National Health Insurance System in Indonesia: A qualitative study. *Heliyon*, 6(11), p.e05316. <https://doi.org/10.1016/j.heliyon.2020.e05316>
- Dartanto, T., Rezki, J.F., Pramono, W., Siregar, C.H., Bintara, U. and Bintara, H., (2016). Participation of informal sector workers in Indonesia's national health insurance system. *Journal of Southeast Asian Economies*, pp.317-342.
- De Bruyn, A., & Lilien, G. L. (2008). A multi-stage model of word-of-mouth influence through viral marketing. *International Journal of Research in Marketing*, 25(3), 151–163. <https://doi.org/10.1016/j.ijresmar.2008.03.004>

- De Vries, L., Gensler, S., & Leeflang, P. S. H. (2012). Popularity of Brand Posts on Brand Fan Pages: An Investigation of the Effects of Social Media Marketing. **Journal of Interactive Marketing*, 26*(2), 83-91.
- Dikiyanti, T. D., Rukmi, A. M., & Irawan, M. I. (2021). Sentiment analysis and topic modeling of BPJS Kesehatan based on twitter crawling data using Indonesian Sentiment Lexicon and Latent Dirichlet Allocation algorithm. *Journal of Physics: Conference Series*, 1821(1). <https://doi.org/10.1088/1742-6596/1821/1/012054>
- Eriyanto. (2021). Analisis Jaringan Media Sosial. Dasar-dasar dan Aplikasi Metode Jaringan Sosial untuk Membedah Percakapan Media Sosial. *Jakarta: Kencana*.
- FISENKO, T. (2022). Maskot as a tool of image formation. *Obraz*, 38(1), 6–19. [https://doi.org/10.21272/obraz.2022.1\(38\)-6-19](https://doi.org/10.21272/obraz.2022.1(38)-6-19)
- Fiske, J. (2012). *Pengantar Ilmu Komunikasi*.
- Fitriyah, N., & Nursih, I. (2022). Twitter Media Information Sharing on BPJS Kesehatan Services. *International Journal of Research and Innovation in Social Science*, 06(12). <https://doi.org/10.47772/ijriss.2022.61205>
- Floreddu, B.P. and Cabiddu, F., (2014), January. Managing online reputation: the role of social media in insurance industry. In *Academy of Management Proceedings* (Vol. 1). Briarcliff Manor, NY 10510: Academy of Management.
- Fuady, A., (2019). Arsitektur Jaminan Kesehatan Indonesia, Capaian, Kritik Dan Tantangan Masa Depan, *Jakarta. Sagung Seto*.
- Furqon, M. A., Hermansyah, D., Sari, R., Sukma, A., Akbar, Y., & Rakhmawati, N. A. (2018). Analisis Jenis Posting Media Sosial Pemerintah Daerah Di Indonesia Berdasarkan Like Dan Analisis Sentimental Masyarakat. *Jurnal Sosioteknologi*, 17(2), 177. <https://doi.org/10.5614/sostek.itbj.2018.17.2.1>
- Ganis Ashari, R. (2018). Memahami Hambatan dan Cara Lansia Mempelajari Media Sosial. *Ilmu Komunikasi*, 15(2), 155–170.
- Gunawan, B. and R. B. (2021). *Medsos di Antara Dua Kutub*. Rayyana Komunikasindo.
- Hariyanti, T. and Pitoyo, A.Z., (2020). Establishing customer loyalty in the era of national health insurance (a phenomenology study). *Enfermeria Clinica*, 30, pp.225-228.

- Hassan, H., Hsbollah, H. M., & Mohamad, R. (2022). Examining the interlink of social media use, purchase behavior, and mental health. *Procedia Computer Science*, 196, 85–92. <https://doi.org/10.1016/J.PROCS.2021.11.076>
- He, W., Wang, F.-K., Chen, Y., & Zha, S. (2017). An exploratory investigation of social media adoption by small businesses. *Information Technology and Management*, 18*(2), 149-160.
- Idris, I. K. (2018). Government social media in Indonesia: Just another information dissemination tool. *Jurnal Komunikasi: Malaysian Journal of Communication*, 34(4), 337–356. <https://doi.org/10.17576/JKMJC-2018-3404-20>
- Jia, X., Pang, Y., & Liu, L. S. (2021). Online health information seeking behavior: A systematic review. In *Healthcare (Switzerland)* (Vol. 9, Issue 12). MDPI. <https://doi.org/10.3390/healthcare9121740>
- Jiao, W., Chang, A., Ho, M., Lu, Q., Liu, M. T., & Schulz, P. J. (2023). Predicting and Empowering Health for Generation Z by Comparing Health Information Seeking and Digital Health Literacy: Cross-Sectional Questionnaire Study. *Journal of Medical Internet Research*, 25, e47595. <https://doi.org/10.2196/47595>
- Justicia, M. K., & Wijayanto, W. (2022). Kebangkitan Kewarganegaraan Digital: Dinamika Respon Warganet terhadap Kebijakan Kenaikan BPJS Kesehatan di Ruang Publik Digital. *Jurnal Ilmiah Muqoddimah: Jurnal Ilmu Sosial, Politik Dan Humaniora maniora*, 6(2). <https://doi.org/10.31604/jim.v6i2.2022.311-317>
- Kamboj, S. (2020). Applying uses and gratifications theory to understand customer participation in social media brand communities: Perspective of media technology. *Asia Pacific Journal of Marketing and Logistics*, 32(1), 205–231. <https://doi.org/10.1108/APJML-11-2017-0289>
- Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of Social Media. *Business Horizons*, 53*(1), 59-68.
- Komariah, S. (2015). Perencanaan Komunikasi Badan Penyelenggara Jaminan Sosial (BPJS) Kota Balikpapan Dalam Mensosialisasikan Program Jaminan Kesehatan Nasional (JKN) Kepada Masyarakat Kota Balikpapan. *Ilmu Komunikasi*, 3(Perencanaan Komunikasi, BPJS, Sosialisasi).
- Kurniawan., L dan Lutfi, M. (2017). Hukum dan Kebijakan Publik Perihal Negara Masyarakat Sipil dan Kearifan Lokal Dalam Perspektif Politik

Kesejahteraan. Malang: Setara Press.

- Margaretha, L., & Maryani Sunarya, D. (2017). Instagram Sebagai Media Sosialisasi 9 Program Unggulan Pemerintah (Studi Kasus pada Bagian Hubungan Masyarakat Kementrian Koperasi dan Usaha Kecil dan Menengah Republik Indonesia pada Instagram @kemenkopUKM). In *Communication VIII, Nomor* (Vol. 2). <http://palembang.tribunnews.com/2017/04>
- Moreno, M. A., & Koff, R. (2016). *1 Media Theories and the Facebook Influence Model*.
- Nasir, V.A., Keserel, A.C., Surgit, O.E. and Nalbant, M., (2021). Segmenting consumers based on social media advertising perceptions: How does purchase intention differ across segments?. *Telematics and Informatics*, 64, p.101687.
- Nasrullah, R. (2020). *Media Sosial Perspektif Komunikasi, Budaya dan Siosioteknologi*.
- Oribhabor, C.B. and Anyanwu, C.A., 2019. Research sampling and sample size determination: a practical application. *Journal of Educational Research (Fudjer)*, 2(1), pp.47-57.
- Powers, T., Advincula, D., Austin, M.S., Graiko, S. and Snyder, J., (2012). Digital and social media in the purchase decision process: A special report from the Advertising Research Foundation. *Journal of advertising research*, 52(4), pp.479-489.
- Prabandari, YS., et.al (2020). Ilmu Sosial Perilaku untuk Kesehatan Masyarakat., Yogyakarta: UGM Press.
- Presiden Republik Indonesia (2022), Instruksi Presiden nomor 1 Tahun 2022 Tentang Optimalisasi Jaminan Kesehatan Nasional
- Rasyada, I., Setiowati, Y., Barakbah, A., & Fiddin Al Islami, M. T. (2020). Sentiment Analysis of BPJS Kesehatan's Services Based on Affective Models. *IES 2020 - International Electronics Symposium: The Role of Autonomous and Intelligent Systems for Human Life and Comfort*. <https://doi.org/10.1109/IES50839.2020.9231940>
- Republik Indonesia (2004), Undang-Undang nomor 40 Tahun 2004 Tentang Sistem Jaminan Sosial Nasional
- Republik Indonesia (2011), Undang-Undang nomor 24 Tahun 2011 Tentang Badan Penyelenggara Jaminan Sosial

- Ruben, B. D., & Stewart, L. P. (2013). Komunikasi dan Perilaku Manusia, terj. In *Ibnu Hamad. Jakarta: PT. Raja Grafindo Persada.*
- Rulli, N., (2020). Media Sosial Perspektif Komunikasi, Budaya, dan Siosioteknologi. *Bandung: Simbiosis Rekatama.*
- Saleh,M., (2021) Komunikasi Pelayanan Publik. Strategi Komunikasi dalam Pelaksanaan Pelayanan Prima pada Institusi Pemerintahan. *Malang: Intrans Publishing.*
- Sedarmayanti. 2018.Komunikasi Pemerintahan. *Bandung: Refika Aditama*
- Siswoyo, B.E., Prabandari, Y.S. and Hendartini, Y., (2015). Kesadaran pekerja sektor informal terhadap program jaminan kesehatan nasional di Provinsi Daerah Istimewa Yogyakarta. *Jurnal Kebijakan Kesehatan Indonesia: JKKI*, 4(4), pp.118-125.
- Stone, D.L. and Lukaszewski, K.M., (2009). An expanded model of the factors affecting the acceptance and effectiveness of electronic human resource management systems. *Human Resource Management Review*, 19(2), pp.134-143.
- Sulastomo. 2002. Asuransi Kesehatan Sosial Sebuah Pilihan. *Jakarta:Raja Grafindo Persada.*
- Sutriyawan, A., (2021). Metodologi Penelitian Kedokteran dan Kesehatan: Dilengkapi Tuntunan Membuat Proposal Penelitian. *Bandung: PT Refika Aditama.*
- Thabrany, H. (2022). Jaminan Kesehatan Nasional Edisi Kedua. *Depok: Rajawali Press.*
- Turow, J., & Turow, J. (2021). Media Today. In *Media Today*. <https://doi.org/10.4324/9780203836514-11>
- Utarini, A., (2020) Tak Kenal Maka Tak Sayang: Penelitian Kualitatif dalam Pelayanan Kesehatan. *Yogyakarta: UGM PRESS.*
- Voorveld, H. A. M., Van Noort, G., Muntinga, D. G., & Bronner, F. (2018). Engagement with Social Media and Social Media Advertising. *Source: Journal of Advertising*, 47(1), 38–54. <https://doi.org/10.2307/48542247>
- Yin, Robert K.,(2018). Studi Kasus Desain & Metode. *Depok: RajaGrafindo Persada*