

Daftar Pustaka

- Alvesson, M. (2003). Beyond neopositivists, romantics, and localists: A reflexive approach to interviews in organizational research. *Academy of Management Review*, 28(1), 13–33. <https://doi.org/10.5465/AMR.2003.8925191>
- Alvin, S. (2022). Penerapan integrated marketing communication (IMC) dalam judi online: Studi kasus di situs Bandar55. *Jurnal Komunikasi*, 16(2), 148–160. <https://journal.trunojoyo.ac.id/komunikasi/article/view/14389>
- Amoah-Nuamah, J., Agyemang-Duah, W., Mensah, B., & Opoku, B. (2023). University students' reasons and attitudes towards online gambling and its implication on their lives. *Journal of Gambling Studies*, 39(1), 203–224. <https://doi.org/10.1007/s10899-022-10143-5>
- Bandura, A. (1997). *Self-efficacy: The exercise of control*. W. H. Freeman and Company.
- Bartholomew, A., & O'Donohoe, S. (2003). Everything under control: A child's eye view of advertising. *Journal of Marketing Management*, 19(3–4), 433–457. <https://doi.org/10.1080/0267257x.2003.9728218>
- Bekele, W. B., & Ago, F. Y. (2022). Sample size for interview in qualitative research in social sciences: A guide to novice researchers. *Research in Educational Policy and Management*, 4(1), 42–50. <https://doi.org/10.46303/repam.2022.3>
- Binde, P. (2009). Exploring the impact of gambling advertising: An interview study of problem gamblers. *International Journal of Mental Health and Addiction*, 7(4), 541–554. <https://doi.org/10.1007/s11469-008-9186-9>
- _____. (2014). *Gambling advertising: A critical research review*. Responsible Gambling Trust. http://about.gambleaware.org/media/1165/binde_rgt_report_gambling_advertising_2014_final_color_115p.pdf
- Braun, S., Kollath-Cattano, C., Barrientos, I., Mejía, R., Morello, P., Sargent, J. D.,

- & Thrasher, J. F. (2016). Assessing tobacco marketing receptivity among youth: Integrating point of sale marketing, cigarette package branding and branded merchandise. *Physiology & Behavior*, 25(6), 648–655. <https://doi.org/10.1136/tobaccocontrol-2015-052498>.
- Braun, V., & Clarke, V. (2006). Using thematic analysis in psychology. *Qualitative Research in Psychology*, 3(2), 77–101. <https://doi.org/10.1191/1478088706qp063oa>
- Briñol, P., & Petty, R. E. (2006). Fundamental processes leading to attitude change: Implications for cancer prevention communications. *Journal of Communication*, 56(S1), S81–S104. <https://doi.org/10.1111/j.1460-2466.2006.00284.x>
- Bryman, A., & Bell, E. (2015). *Business research methods* (3rd ed.). Oxford University Press.
- Bullo, S. (2014). *Evaluation in advertising reception: A socio-cognitive and linguistic perspective*. Palgrave Macmillan.
- Creswell, J. W. (2014). *Research design: Qualitative, quantitative, and mixed methods approaches* (4th ed.). SAGE Publications, Inc.
- Crosby, J. M. (2020). *Audience 2.0: New dynamics of audience reception in the age of social media* [Doctoral thesis, Newcastle University]. Newcastle University eTheses. <https://theses.ncl.ac.uk/jspui/handle/10443/5648>
- Danesi, M. (Ed.) (2013). *Encyclopedia of media and communication*. University of Toronto Press.
- Deans, E. G., Thomas, S. L., Daube, M., & Derevensky, J. (2016). “I can sit on the beach and punt through my mobile phone”: The influence of physical and online environments on the gambling risk behaviours of young men. *Social Science and Medicine*, 166, 110–119. <https://doi.org/10.1016/j.socscimed.2016.08.017>

- Ford, A., Moodie, C., Mackintosh, A. M., & Hastings, G. (2014). Adolescent perceptions of cigarette appearance. *European Journal of Public Health*, 24(3), 464–468. <https://doi.org/10.1093/eurpub/ckt161>
- Frederiks, E. R., Stenner, K., & Hobman, E. V. (2015). The socio-demographic and psychological predictors of residential energy consumption: A comprehensive review. *Energies*, 8(1), 573–609. <https://doi.org/10.3390/en8010573>
- Gainsbury, S. M. (2012). *Internet gambling: Current research findings and implications*. Springer.
- Guba, E. G., & Lincoln, Y. S. (1994). Competing paradigms in qualitative research. In N. K. Denzin & Y. S. Lincoln (Eds.), *Handbook of qualitative research* (1st Ed., pp. 105-117). SAGE Publications, Inc.
- Hall, S. (1973). Encoding and decoding in the television discourse. In A. Gray, J. Campbell, M. Erickson, S. Hanson, H. Wood (Eds.), *CCCS Selected Working Papers: Volume 2* (pp. 386-398). Routledge.
- _____. (2005). Encoding/decoding. In S. Hall, D. Hobson, A. Lowe, & P. Willis (Eds.), *Culture, Media, Language*. Routledge.
- Hanss, D., Mentzoni, R. A., Griffiths, M. D., & Pallesen, S. (2015). The impact of gambling advertising: Problem gamblers report stronger impacts on involvement, knowledge, and awareness than recreational gamblers. *Psychology of Addictive Behaviors*, 29(2), 483–491. <https://doi.org/10.1037/adb0000062>
- Harahap, D. (2024, November 21). *960 ribu pelajar dan mahasiswa di Indonesia terlibat judi online*. Media Indonesia. <https://mediaindonesia.com/politik-dan-hukum/719865/960-ribu-pelajar-dan-mahasiswa-di-indonesia-terlibat-judi-online>
- Henriksen, J., Hornebrant, M., & Berndt, A. (2022). Online casinos: Advertising and avoidance among generation Y consumers in Sweden. *SN Business & Economics*, 2(1), 1–22. <https://doi.org/10.1007/s43546-021-00185-z>

- Hing, N., Cherney, L., Blaszczynski, A., Gainsbury, S. M., & Lubman, D. I. (2014). Do advertising and promotions for online gambling increase gambling consumption? An exploratory study. *International Gambling Studies*, 14(3), 394–409. <https://doi.org/10.1080/14459795.2014.903989>
- Hing, N., Thorne, H., Lole, L., Sproston, K., Hodge, N., & Rockloff, M. (2024). ‘Getting addicted to it and losing a lot of money... it’s just like a hole.’ A grounded theory model of how social determinants shape adolescents’ choices to not gamble. *BMC Public Health*, 24(1), 1–13. <https://doi.org/10.1186/s12889-024-18286-3>
- Huber, R., & Lindgren, L. (2018). *Sexual objectification of women in advertising* [Master's thesis, Lund University]. Lund University Publication.
- Ipsos MORI. (2020). *Final synthesis report: The impact of gambling marketing and advertising on children, young people and vulnerable adults*. <https://www.ipsos.com/sites/default/files/ct/publication/documents/2020-03/gambling-marketing-advertising-effect-young-people-final-report.pdf>
- Kahneman, D., & Tversky, A. (1979). Prospect theory: An analysis of decision under risk. *Econometrica*, 47(2), 263–292. <https://doi.org/10.2307/1914185>
- Kenyon, A. J., Wood, E. H., & Parsons, A. (2008). Exploring the audience’s role: A decoding model for the 21st century. *Journal of Advertising Research*, 48(2), 276–286. <https://doi.org/10.2501/s0021849908080318>
- Kerr, G., & Richards, J. (2021). Redefining advertising in research and practice. *International Journal of Advertising*, 40(2), 175–198. <https://doi.org/10.1080/02650487.2020.1769407>
- Killick, E. A., & Griffiths, M. D. (2022). A thematic analysis of sports bettors’ perceptions of sports betting marketing strategies in the UK. *International Journal of Mental Health and Addiction*, 20(2), 800–818. <https://doi.org/10.1007/s11469-020-00405-x>
- Kim, K., Hayes, J. L., Avant, J. A., & Reid, L. N. (2014). Trends in advertising

research: A longitudinal analysis of leading advertising, marketing, and communication journals, 1980 to 2010. *Journal of Advertising*, 43(3), 296–316. <https://doi.org/10.1080/00913367.2013.857620>

Ko, H., Cho, C. H., & Roberts, M. S. (2005). Internet uses and gratifications: A structural equation model of interactive advertising. *Journal of Advertising*, 34(2), 57–70. <https://doi.org/10.1080/00913367.2005.10639191>

Korn, D. (2005). *Commercial gambling advertising: Possible impact on youth knowledge, attitudes, beliefs and behavioural intentions*. Ontario Problem Gambling Research Centre. [http://greo.ca/sites/default/files/documents/Korn et al\(2005\)Commercial_gambling_advertising.pdf](http://greo.ca/sites/default/files/documents/Korn%20et%20al(2005)Commercial_gambling_advertising.pdf)

Kvale, S. (2007). *Doing interviews*. SAGE Publications.

Lamont, M., Hing, N., & Vitartas, P. (2016). Affective response to gambling promotions during televised sport: A qualitative analysis. *Sport Management Review*, 19(3), 319–331. <https://doi.org/10.1016/j.smr.2015.06.002>

Lincoln, Y. S., & Guba, E. G. (1985). *Naturalistic inquiry*. SAGE Publications, Inc.

Maguire, M., & Delahunt, B. (2017). Doing a thematic analysis: A practical, step-by-step guide for learning and teaching scholars. *All Ireland Journal of Teaching and Learning in Higher Education (AISHE-J)*, 9(3), 3351–33514. <https://doi.org/10.1109/TIA.2014.2306979>

Majid, M. A. A., Othman, M., Mohamad, S. F., Lim, S. A. H., & Yusof, A. (2017). Piloting for interviews in qualitative research: Operationalization and lessons learnt. *International Journal of Academic Research in Business and Social Sciences*, 7(4), 1073–1080. <https://doi.org/10.6007/ijarbss/v7-i4/2916>

Marlatt, G. A., & Katie Wi. (2002). Relapse prevention for Alcohol and Drug Problems. In G. A. Marlatt & D. M. Donovan (Eds.), *Relapse prevention: Maintenance strategies in the treatment of addictive behaviors* (2nd ed., pp. 1–44). The Guildford Press. https://doi.org/10.1300/j020v20n03_18

- McMullan, J. L., Miller, D. E., & Perrier, D. C. (2012). "I've seen them so much they are just there": Exploring young people's perceptions of gambling in advertising. *International Journal of Mental Health and Addiction*, 10(6), 829–848. <https://doi.org/10.1007/s11469-012-9379-0>
- McQuail, D. (2010). *McQuail's Mass Communication Theory* (6th ed.). SAGE Publications, Inc.
- Muhammad, N. (2023, September 27). *Tren judi online di Indonesia terus meningkat, nilainya tembus Rp100 T pada 2022*. Databoks Katadata. <https://databoks.katadata.co.id/datapublish/2023/09/27/tren-judi-online-di-indonesia-terus-meningkat-nilainya-tembus-rp100-t-pada-2022>
- Naeem, M., Ozuem, W., Howell, K., & Ranfagni, S. (2023). A step-by-step process of thematic analysis to develop a conceptual model in qualitative research. *International Journal of Qualitative Methods*, 22, 1–18. <https://doi.org/10.1177/16094069231205789>
- Newall, P. W. S., Moodie, C., Reith, G., Stead, M., Critchlow, N., Morgan, A., & Dobbie, F. (2019). Gambling Marketing from 2014 to 2018: a Literature Review. *Current Addiction Reports*, 6(2), 49–56. <https://doi.org/10.1007/s40429-019-00239-1>
- Nyemcsok, C., Thomas, S. L., Bestman, A., Pitt, H., Daube, M., & Cassidy, R. (2018). Young people's recall and perceptions of gambling advertising and intentions to gamble on sport. *Journal of Behavioral Addictions*, 7(4), 1068–1078. <https://doi.org/10.1556/2006.7.2018.128>
- OECD. (2015). *Data-driven innovation: Big data for growth and well-being*. OECD Publishing. <https://doi.org/10.1787/9789264229358-en>
- _____. (2019). Online advertising: Trends, benefits and risks for consumers. In *OECD Digital Economy Papers*. <https://doi.org/10.1787/20716826>
- Pitt, H., McCarthy, S., Rintoul, A., & Thomas, S. (2022). *The receptivity of young people to gambling marketing strategies on social media platforms*. Victorian

Responsible Gambling Foundation.
https://responsiblegambling.vic.gov.au/documents/1155/VRGF_RR_receptivity_of_young_people.pdf

Pitt, Hannah, Thomas, S. L., Bestman, A., Daube, M., & Derevensky, J. (2017). What do children observe and learn from televised sports betting advertisements? A qualitative study among Australian children. *Australian and New Zealand Journal of Public Health*, 41(6), 604–610. <https://doi.org/10.1111/1753-6405.12728>

Pitt, Hannah, Thomas, S. L., Bestman, A., Stoneham, M., & Daube, M. (2016). “It’s just everywhere!” Children and parents discuss the marketing of sports wagering in Australia. *Australian and New Zealand Journal of Public Health*, 40(5), 480–486. <https://doi.org/10.1111/1753-6405.12564>

Populix. (2024). *Understanding the impact of online gambling ads exposure*. <https://info.populix.co/product/consumer-trend-report/download?report=online-gambling-in-indonesia#>

Rachman, A. (2024, Januari 12). *PPATK: Perputaran uang judi online Rp 327 triliun di 2023*. CNBC Indonesia. <https://www.cnbcindonesia.com/news/20240112090558-4-505064/ppatk-perputaran-uang-judi-online-rp-327-triliun-di-2023>

Schröder, K. C. (2015). Reception analysis. In G. Mazzoleni, H. Wessler, K. G. Barnhurst, K. Ikeda, & R. C. M. Maia (Eds.), *The International Encyclopedia of Political Communication* (1st ed., pp. 1–9). John Wiley & Sons, Inc. <https://doi.org/10.1002/9781118541555.wbiepc162>

_____. (2018). Audience reception. In P. M. Napoli (Ed.), *Mediated Communication* (pp. 105–128). Walter de Gruyter GmbH.

_____. (2019). Audience reception research in a post-broadcasting digital age. *Television & New Media*, 20(2), 155–169. <https://doi.org/10.1177/1527476418811114>

- Singer, J., Wöhr, A., & Otterbach, S. (2024). Gambling operators' use of advertising strategies on social media and their effects: A systematic review. *Current Addiction Reports*, 11, 437–446. <https://doi.org/10.1007/s40429-024-00560-4>
- Skinner, M. D., & Aubin, H. J. (2010). Craving's place in addiction theory: Contributions of the major models. *Neuroscience and Biobehavioral Reviews*, 34(4), 606–623. <https://doi.org/10.1016/j.neubiorev.2009.11.024>
- Soraghan, M., Abdulkareem, T. O., Jennings, B., Boateng, J. A., García, J. C., Chopra, V., Rout, B. P., Ujam, K., & Dalglish, S. L. (2023). Harmful marketing by commercial actors and policy ideas from youth. *Health Promotion International*, 38(6), 1–5. <https://doi.org/10.1093/heapro/daad149>
- Soukup, P. A. (1997). Understanding audience understanding. In R. Hodgson & P. A. Soukup (Eds.), *From one medium to another: Basic issues for communicating the Scriptures in new media* (pp. 91–107). New York: American Bible Society dan Kansas City: Sheed and Ward.
- Stafford, M. R., Himmelboim, I., Walter, D., & Ophir, Y. (2023). The evolution of advertising research through four decades: a computational analysis of themes, topics and methods. *International Journal of Advertising*, 42(1), 18–41. <https://doi.org/10.1080/02650487.2022.2128005>
- Statista. (2023). *Online gambling-market data analysis & forecast*. <https://www.statista.com/study/135483/eservices-report-online-gambling/>
- Stürmer, L., & Einwiller, S. (2023). Is this advertising or not, and do I care? Perceptions of and opinions regarding hybrid forms of content. *Journal of Marketing Communications*, 29(2), 161–178. <https://doi.org/10.1080/13527266.2022.2154065>
- Subagyo, A. A. M., & Astuti, L. (2022). Faktor yang mempengaruhi mahasiswa melakukan perjudian online. *Indonesian Journal of Criminal Law and Criminology (IJCLC)*, 3(3), 180–189.

<https://doi.org/10.18196/ijclc.v3i3.17674>

Sugiyono. (2020). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Alfabeta.

Susanti, R. (2021). Judi online dan kontrol sosial masyarakat pedesaan. *ETNOREFLIKA: Jurnal Sosial Dan Budaya*, 10(1), 130–143.
<https://doi.org/10.33772/etnoreflika.v10i1.1094>

Thomas, S. (2014). *Parents and adolescents discuss gambling advertising: a qualitative study*. Victorian Responsible Gambling Foundation.
<https://responsiblegambling.vic.gov.au/documents/80/Research-report-parents-and-adolescents-discuss-gambling-advertising.pdf>

Thomas, S., Pitt, H., Bestman, A., Randle, M., McCarthy, S., & Daube, M. (2018). *The determinants of gambling normalisation: Causes, consequences and public health responses*. Victorian Responsible Gambling Foundation.
<https://responsiblegambling.vic.gov.au/resources/publications/the-determinants-of-gambling-normalisation-causes-consequences-and-public-health-responses-349/>

Walker, D. M., & Sobel, R. S. (2016). Social and economic impacts of gambling. *Current Addiction Reports*, 3(3), 293–298. <https://doi.org/10.1007/s40429-016-0109-8>

West, R., & Turner, L. H. (2010). *Introducing communication theory: Analysis and application* (4th ed.). McGraw-Hill.

Yandwiputra, A. R. (2023, Agustus 23). *Menkominfo Budi Arie sebut Indonesia darurat judi online*. Tempo.
<https://nasional.tempo.co/read/1763062/menkominfo-budi-arie-sebut-indonesia-darurat-judi-online>