



Daftar Pustaka

- Afneta, A. P. (2015). Komodifikasi kebertubuhan perempuan dalam wacana erotika dan pornografi pada tayangan televisi. *Jurnal Komunikasi Indonesia*, 4(2), 6. Diakses pada 8 Juni 2024 dari https://scholarhub.ui.ac.id/context/jkmi/article/1103/viewcontent/Komodifikasi_Kebertubuhan_Perempuan_dalam_Wacana_Erotika_dan_Pornografi_pada_Tayangan_Televisi.pdf
- Aisyah, O. N., Sasongko, S. D., & Lailiyah, N. (2021, December). Gaya Bahasa Retorika Iklan Makanan Pada Media Sosial Instagram. In *Prosiding SEMDIKJAR (Seminar Nasional Pendidikan dan Pembelajaran)* (4) 346-352. Diakses dari <https://proceeding.unpkediri.ac.id/index.php/semdikjar/article/view/1543>
- Aitken, R., Gray, B., & Lawson, R. (2008). Advertising effectiveness from a consumer perspective, *International Journal of Advertising*, 27(2). Diakses pada 19 Februari 2025 dari <https://www.tandfonline.com/doi/abs/10.1080/02650487.2008.11073055>
- Alfarizqi, M. A. (2024). ANALISIS PENGGUNAAN MEDIA YOUTUBE TERHADAP IKLAN SHOPEE PADA MASYARAKAT GEN Z DESA BELIK, KECAMATAN PRACIMANTORO, KABUPATEN WONOGIRI TAHUN 2023. *Solidaritas: Jurnal Ilmu-Ilmu Sosial*, 8 (1). Diakses pada 2 Desember 2024 dari <https://ejurnal.unisri.ac.id/index.php/sldrts/article/download/10603/5597>
- Arikunto, S. (2002). *Prosedur Penelitian Suatu Pendekatan Praktek*. Jakarta: PT. Rineka Cipta
- Baron, R. A & Byrne, D. (2003). *Psikologi Sosial*. Jakarta: Erlangga
- Baumgartner, S. E., & Wiradhany, W. (2022). Not all media multitasking is the same: The frequency of media multitasking depends on cognitive and affective characteristics of media combinations. *Psychology of Popular Media*, 11(1), 1.
- Belch, B. (2015). *Advertising & Promotion: An Integrated Marketing Communications Perspective*. Diakses pada 2 Desember 2024 dari <http://dspace.vnbrims.org:13000/jspui/bitstream/1/995/4/Advertising-and-Promotion-6th-ed-Belch.pdf>
- Belch, M. A., Holgerson, B. E., Belch, G. E., & Koppman, J. (1981). Psychophysiological and cognitive responses to sex in advertising? Paper presented at the Advances in Consumer Research Conference. In Garcia, E., & Yang, K. C. C. (2006). Consumer Responses to Sexual Appeals in CrossCultural Advertisements. *Journal of International Consumer Marketing*, 19(2) 29-52. Diakses pada 29 Mei 2024 dari https://www.tandfonline.com.ezproxy.ugm.ac.id/doi/abs/10.1300/J046v19n02_03



- Black, I. R., & Morton, P. (2015). Appealing to men and women using sexual appeals in advertising: In the battle of the sexes, is a truce possible? *Journal of Marketing Communications*, 4. 331-350. Diakses pada 29 Mei 2024 dari <https://www.tandfonline-com.ezproxy.ugm.ac.id/doi/full/10.1080/13527266.2015.1015108?src=recsys>
- Burton, J. L., McAlister, L., & Hoyer, W. D. (2015). How do consumers respond to storylines in television advertisements? A principal-components analysis tool helps decipher moment-to-moment evaluations. *Journal of Advertising Research*, 55(1), 51-61. Diakses pada 11 Mei 2025 dari <https://doi.org/10.2501/JAR-55-1-051-061>
- Campbell, C., Sands, S., McFerran, B. & Mavrommatis. (2023). Diversity representation in advertising. *Journal of the Academy Marketing Science*. Diakses pada 1 November 2024 dari <https://doi.org/10.1007/s11747-023-00994-8>
- Cantrell, J., Bingenheimer, J., Tulsiani, S., Hair, E., Vallone, D., Mills, S., Gerard, R., & Evans, W. D. (2022). Assessing digital advertising exposure using a virtual experimental protocol. *Digital health*, 8. 1-13. Diakses pada 1 Maret 2025 dari <https://doi.org/10.1177/20552076221102260>
- Cheung, A., & Furnham, A. (2021). The Relationship between Programme Context and Memory for Sexually Humorous Television Advertisements. *Psychology*, 12(02), 255. Diakses pada 11 Mei 2025 dari <https://doi.org/10.4236/psych.2021.122016>
- Choi, H., Yoo., K., Reichert, T., & Northup, T. (2022). Sexual ad appeals in social media: effects and influences of cultural difference and sexual self-schema. *International Journal of Advertising*, 41(5). 910-929. Diakses pada 30 Mei 2024 dari <https://www.tandfonline-com.ezproxy.ugm.ac.id/doi/full/10.1080/02650487.2021.2014155>
- Creswell, J. W. (2013). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches (4th Ed)*. Sage Publication.
- Cohen, A. C., & Dromi, S. M. (2018). Advertising morality: Maintaining moral worth in a stigmatized profession. *Theory and Society*, 47, 175-206. Diakses pada 27 November 2024 dari <http://dx.doi.org/10.1007/s11186-018-9309-7>
- Cooley, D., & Parks-Yancy, R. (2019). The Effect of Social Media on Perceived Information Credibility and Decision Making, *Journal of Internet Commerce*, 18(3), 249-269. Diakses pada 1 Desember 2024 dari <https://doi.org/10.1080/15332861.2019.1595362>
- Cullen, F., & Whelan, M. (2021). Pedagogies of Discomfort and Care: Balancing Critical Tensions in Delivering Gender-Related Violence Training to Youth Practitioners. *Education Sciences*, 11(9), 562. Diakses pada 18 Mei 2025 dari <https://doi.org/10.3390/educsci11090562>



- Davies, J., Zhu, H., & Brantley, B. (2007). Sex appeals that appeal: Negative sexual self-schema as a moderator of the priming effects of sexual ads on accessibility. *Journal of Current Issues & Research in Advertising*, 29(2), 79-89. Diakses pada 10 Mei 2025 dari <https://doi.org/10.1080/10641734.2007.10505218>
- Duffett, R. (2020). The YouTube Marketing Communication Effect on Cognitive, Affective and Behavioural Attitudes among Generation Z Consumers. *Sustainability*, 12(12), 5075. Diakses pada 30 November 2024 dari <https://doi.org/10.3390/su12125075>
- During, S. (2007). *The Cultural Studies Reader*. London, United Kingdom: Routledge. Diakses pada 1 November 2024 dari <https://faculty.georgetown.edu/irvinem/theory/SHEncoding-Decoding.pdf>.
- EP, R. R. (2014). Penerimaan Pembaca Perempuan Terhadap Peran Gender Dalam Rubrik Love and Lust Di Majalah Cosmopolitan (*Doctoral dissertation, Petra Christian University*). Diakses pada <https://www.neliti.com/publications/83163/penerimaan-pembaca-perempuan-terhadap-peran-gender-dalam-rubrik-love-and-lust-di>
- Fallahnda, B. (2019). Analisis Resepsi terhadap Kekerasan dan Seksualitas dalam Fanfiction SasuSaku. Diakses pada 30 Oktober 2024 dari <https://dspace.uui.ac.id/handle/123456789/16238>
- Fietkiewicz, K. J., Lins, E., Baran, K. S., & Stock, W. G. (2016). Inter-generational comparison of social media use: Investigating the online behavior of different generational cohorts. *Proceedings of the 49th Hawaii International Conference on System Sciences (HICSS)*, 3829–3838. IEEE. Diakses pada 26 November 2024 dari https://ieeexplore.ieee.org/abstract/document/7427661/?casa_token=Xssqb_I1ukoAAAAA:Av8mvwBZJ0TbQ4CjcMvQSV5g26r3k1ZU-egQjTdS5kIO_qClnOakERy233Eo6_wb4UUo-3ERqfPA
- Fikry, A. (2020). Representasi Konsep Retorika Persuasif Aristoteles dalam Pidato Ismail Haniyah untuk Umat Islam Indonesia. *Jurnal Al-Azhar Indonesia Seri Humaniora*, 5(3), 137-145. Diakses pada 4 Januari 2025 dari <http://dx.doi.org/10.36722/sh.v5i3.387>
- Fitriani, S., Silvana, T., & Rodiah, S. (2023). Pemanfaatan Media Sosial Akun Instagram@msglowbeautykuningan Sebagai Media Iklan Informatif. *Jurnal Ilmiah Multidisiplin*, 2(03), 01-11. Diakses pada 18 Mei 2025 dari <https://journal.admi.or.id/index.php/JUKIM/article/view/606>
- Gill, R. (2008). Empowerment/sexism: Figuring female sexual agency in contemporary advertising. *Feminism & psychology*, 18(1), 35-60. Diakses pada 15 Mei 2025 dari <https://doi.org/10.1177/0959353507084950>
- Gong, Z., Holiday, S., & Cummins, R. G. (2021). Can't take my eyes off of the model: The impact of sexual appeal and product involvement on selective attention to advertisements. *Journal of Marketing Theory and Practice*, 29(2),



162-174. Diakses pada 10 Mei 2025 dari
<https://doi.org/10.1080/10696679.2020.1803089>

Gramazio, S., Cadinu, M., Guizzo, F., & Carnaghi, A. (2021). Does sex really sell? Paradoxical effects of sexualization in advertising on product attractiveness and purchase intentions. *Sex Roles*, 84(11), 701-719. Diakses pada 1 Maret 2025 dari <https://link.springer.com/article/10.1007/s11199-020-01190-6>

Grau, S. L., & Zotos, Y. C. (2018). Gender stereotypes in advertising: a review of current research. *Current research on gender issues in advertising*, 3-12. Diakses pada 15 Mei 2025 dari <https://www.taylorfrancis.com/chapters/edit/10.4324/9781351213745-1/gender-stereotypes-advertising-review-current-research-stacy-landreth-grau-yorgos-zotos>

Giunta, C. (2020). Digital Marketing Platform Tools, Generation Z, and Cultural Considerations. *Journal of Marketing Development and Competitiveness*, 14(2), 63-75. Diakses pada 25 November 2024 dari <https://doi.org/10.33423/jmdc.v14i2.2834>

Griffin, Em. (2019). *A First Look at Communication Theory (10th Ed)*. Boston: McGraw-Hill.

Hall, S. (2005). *Encoding/decoding*. In P. Durkin (Ed.), *The cultural studies reader* (3rd ed., pp. 507-517). Routledge.

Hamdan, E., Ramli, N., Shukri, N. A. M., Ismail, S. N., Manshor, M., & Rashid, F. H. A. (2021). Awareness towards offensive advertising and its impact on purchase intention. *South East Asia Journal of Contemporary Business, Economics and Law*, 24(1), 2289-1560. Diakses pada 10 Mei 2025 dari https://seajbel.com/wp-content/uploads/2021/02/SEAJBEL24_025.pdf

Haris, F., & Azwar. (2024). Analisis Resepsi Kelompok Pemilih Pemula Pemilu 2024 terhadap Iklan Politik Audiovisual Partai Amanat Nasional (PAN). *Jurnal Riset Komunikasi*, 7(1), 139-158. Diakses pada 23 November 2024 dari <https://doi.org/10.38194/jurkom.v7i1.957>

Horley, J., & Clarke, J. (2016). Constructing sexuality: A theory of stability and fluidity. *Sexuality & Culture*, 20, 906-922. Diakses pada 18 Mei 2025 dari <https://link.springer.com/article/10.1007/s12119-016-9364-z>

Hsu, M. C. (2014). Exploring the Effectiveness of Interactive Public Service Advertising. *The International Journal of Design Education*, 8(1), 33. Diakses pada 10 Januari 2025 dari <https://nuigalway.idm.oclc.org/login?url=https://www.proquest.com/scholarly-journals/exploring-effectiveness-interactive-public/docview/2713848658/se-2?accountid=12899>

Jailani, M. S. (2023). Teknik pengumpulan data dan instrumen penelitian ilmiah pendidikan pada pendekatan kualitatif dan kuantitatif. *IHSAN: Jurnal*



Pendidikan Islam, 1(2), 1-9. Diakses pada 10 November 2024 dari <http://ejournal.yayasanpendidikandzurriyatulquran.id/index.php/ihsan/article/view/57>

Junita, E. R., Wanto, D., & Awlawi, A. H. (2023). PENERAPAN PRINSIP-PRINSIP SEKSUALITAS BAGI ANAK DALAM PERSPEKTIF ISLAM. *Jurnal Tunas Pendidikan*, 5(2), 409-421. Diakses pada 3 Maret 2024 dari <https://ejournal.ummuba.ac.id/index.php/pgsd/article/download/1004/638>

Karunia, H., Ashri, N., & Irwansyah, I. (2021). Fenomena Penggunaan Media Sosial: Studi Pada Teori Uses and Gratification. *Jurnal Teknologi Dan Sistem Informasi Bisnis*, 3(1), 92-104. Diakses pada 20 Desember 2024 dari <https://doi.org/10.47233/jteksis.v3i1.187>

Kelly, L., Kerr, G., & Drennan, J. (2010). Avoidance of advertising in social networking sites: The teenage perspective. *Journal of interactive advertising*, 10(2), 16-27. Diakses pada 10 Mei 2025 dari <https://doi.org/10.1080/15252019.2010.10722167>

Kihob, A. J., & Mahali, S. N. H. (2020). Penggunaan tanda baca koma dan noktah dalam karangan murid sekolah menengah di daerah Tuaran, Sabah. *e-Jurnal Bahasa dan Linguistik (e-JBL)*, 2(2), 1-17. Diakses pada 20 Desember 2024 dari <https://doi.org/10.53840/ejbl.v2i2.46>

King, J., McClelland, A., & Furnham, A. (2015). Sex really does sell: The recall of sexual and non-sexual television advertisements in sexual and non-sexual programmes. *Applied Cognitive Psychology*, 29(2), 210-216. Diakses pada 11 Mei 2025 dari <https://doi.org/10.1002/acp.3095>

Komara, D. A., & Widjaya, S. N. (2024). Memahami Perilaku Informasi Gen-Z dan Strategi Melawan Disinformasi: Sebuah Tinjauan Literatur Penggunaan Media Sosial. *Jurnal Pustaka Ilmiah*, 10(2), 155-174. Diakses pada 26 November 2024 dari <https://jurnal.uns.ac.id/jurnalpustakailmiah/article/view/85775>

Kuspriyono, T. (2018). Pengaruh Iklan Terhadap Keputusan Pembelian Apartemen Meikarta, *Jurnal Cakrawala*, 16 (1), 29-66. Diakses pada 16 April 2024 dari <https://ejournal.bsi.ac.id/ejurnal/index.php/cakrawala/article/view/3039>

Lee, J., Kim, S., Ham, C. D., & Seok, A. (2022). Avoidance and acceptance of native advertising on social media: Applications of consumer social intelligence, persuasion knowledge, and the typology of consumer responses. *Journal of Interactive Advertising*, 22(2), 141-156. Diakses pada 21 Februari 2025 dari <https://doi.org/10.1080/15252019.2022.2065389>

Lee, M., & Faber, R. J. (2007). Effects of product placement in on-line games on brand memory: A perspective of the limited-capacity model of attention. *Journal of advertising*, 36(4), 75-90. Diakses pada 11 Mei 2025 dari <https://doi.org/10.2753/JOA0091-3367360406>



- Lewandowska, A., Rejer, I., Bortko, K., & Jankowski, J. (2022). Eye-tracker study of influence of affective disruptive content on user's visual attention and emotional state. *Sensors*, 22(2), 547. Diakses pada 27 Februari 2025 dari <https://doi.org/10.3390/s22020547>
- Li, C., & Bernoff, J. (2008). *Groundswell: Winning in a World Transformed by Social Technologies*. Boston: Harvard Business Press.
- Lien, N. H., & Chen, Y. L. (2013). Narrative ads: The effect of argument strength and story format. *Journal of Business research*, 66(4), 516-522. Diakses pada 11 Mei 2025 dari <https://doi.org/10.1016/j.jbusres.2011.12.016>
- Lim, A. T. (2024). Ethical leadership in the eyes of gen z: a literature review. *FIRM Journal of Management Studies*, 9(1), 83-96. Diakses pada 24 November 2024 dari <https://scholar.archive.org/work/kvtmfcjylzgr5gj4zay7pob5pe/access/wayback/http://e-journal.president.ac.id/presunivojs/index.php/FIRM-JOURNAL/article/download/5059/1803>
- Livingstone, S. (2019). Reception Studies. *The Blackwell Encyclopedia of Sociology*, 1-3. Diakses pada 7 Februari 2025.
- Livingstone, S. (2007). *Audiences and interpretations*. *e-Compos* (10). 1-22. Diakses pada 15 Januari 2024 dari https://eprints.lse.ac.uk/5645/2/Audiences_and_interpretations_%28LSERO%29.pdf
- Madayanti, R. K. D. (2015). *Penerimaan Penggemar K-pop Terhadap Sensualitas Dalam Video Klip Girls Day "Something"* (Doctoral dissertation, Petra Christian University). Diakses pada 18 Mei 2025 dari <https://www.neliti.com/publications/79147/penerimaan-penggemar-k-pop-terhadap-sensualitas-dalam-video-klip-girls-day-somet>
- McQuail, D. (2010). *McQuail's Mass Communication Theory (6th)*. Sage publications.
- Mcquarrie, E. F., Mick, &, & Glen, D. (1996). The figure of rhetoric in advertising language. *Journal of Consumer Research*, 22(2), 424-438.
- Mehta, A., & Purvis, S. C. (2006). Reconsidering recall and emotion in advertising. *Journal of Advertising research*, 46(1), 49-56. Diakses pada 10 Januari 2024 dari https://www.tandfonline.com/doi/full/10.2501/S0021849906060065?casa_token=5_VzG1CUduYAAAAA%3AKBGQF4b3_DELEZywZEw2MzTLUA3inCmVEgcIIVrkLqmN8wSZhHTk9L9xrf4ykDbOdCqMaohe7sP
- Meilasari, S. H., & Wahid, U. (2020). Analisis Resepsi Khalayak Terhadap Isi Pesan Pada Iklan Wardah Cosmetics "Long Lasting Lipstic Feel The Color.". *Journal Komunikasi*, 11(1), 1-8. Diakses pada 30 September 2024 dari



https://dir dosen.budiluhur.ac.id/2003027101/Artikel%20Jurnal/Jurnal_Hesti_Umai.pdf

- Miles, M. B., Huberman, A. M., & Saldaña, J. (2014). *Qualitative data analysis: A methods sourcebook (3rd Ed.)*. Sage Publications.
- Morris, K. L., Goldenberg, J., & Boyd, P. (2018). Women as animals, women as objects: Evidence for two forms of objectification. *Personality and Social Psychology Bulletin*, 44(9), 1302-1314. Diakses pada 10 Mei 2025 dari <https://doi.org/10.1177/0146167218765739>
- Nadányiová, M., & Pražáková, A. (2023). Is Gen Z So Different? An Analysis of the Impact of Comparative Advertising. *Communication Today*, 14(1), 66-84. Diakses pada 30 November 2024 dari https://search.proquest.com/openview/b8427cc39de585f4147218ed98ba43bf/1?pq-origsite=gscholar&cbl=1606370&casa_token=sqQj9FXCkCcAAAAA:cbImkHfLwJSrU7111drcoy86LFgZnqXc4QuOll7Tyjgh4uAJJc46Chxw-SQV7NB1tl7pTptF2
- Nilaweera, U., & Wijetunga, D. (2005). The impact of cultural values on the effectiveness of television commercials with female sexual appeal: A Sri Lankan study. *South Asian Journal of Management*, 12(3), 7. Diakses pada 10 Mei 2025 dari <https://www.proquest.com/scholarly-journals/impact-cultural-values-on-effectiveness/docview/222683257/se-2?accountid=13771>
- Novianti, R., Sukoco, I., Safaâ, C., & Novel, N. J. A. (2024). Analisis Efektivitas Strategi Pemasaran Kontroversial Pada Brand Portegoods. *Business Economic, Communication, and Social Sciences Journal (BECOSS)*, 6(3), 259-270. Diakses pada 10 Mei 2025 dari <https://doi.org/10.21512/becossjournal.v6i3.11874>
- Nursanti, S. P. F. (2023). TERPAAN MEDIA DI INSTAGRAM TERHADAP BRAND IMAGE. *Akrab Juara: Jurnal Ilmu-ilmu Sosial*, 8(4), 13-24. Diakses pada 18 Mei 2025 dari <https://doi.org/10.58487/akrabjuara.v8i4.2180>
- O'Sullivan, F. & E. a. (1994). *Key Concepts in Communication and Cultural Studies*. London: Routledge.
- Ott, Brian L & Mack, Robert L. (2014). *Critical Media Studies An Introduction Second Editions*. Malaysia: Ho Printing (M) Sdn Bhd.
- Pan, Y. (2024). Research on the Influence of Advertising Content on Consumer Purchasing Behavior Based on Elaboration Likelihood Model (ELM), *Journal of Education, Humanities and Social Sciences* (27). 439-444.
- Phothongsunan, S. (2010). Interpretive paradigm in educational research. Diakses pada 10 November 2024 dari <https://repository.au.edu/bitstream/6623004553/13708/1/galaxy-iele-v2-n1-1-oct-10.pdf>



- Pieters, R., & Wedel, M. (2004). Attention capture and transfer in advertising: Brand, pictorial, and text-size effects. *Journal of marketing*, 68(2), 36-50. Diakses pada 11 Mei 2025 dari
- Pragathi, A., & Saravanakumar, T. K. (2021). Investigating An Inducement, Of Gen-Z Behavior – Avoiding Social Media Advertising. *Turkish Journal of Computer and Mathematics Education*, 12(11), 5841-5847. Diakses pada 29 November 2024 dari <https://nuigalway.idm.oclc.org/login?url=https://www.proquest.com/scholarly-journals/investigating-inducement-gen-z-behavior-avoiding/docview/2639743984/se-2>
- Prakoso, A. A., Asifa, F. N., Wicaksono, H., & Maulana, A. Y. (2023). HUBUNGAN MEDIA SOSIAL TIKTOK TERHADAP TINGKAT LITERASI DIGITAL PADA PENGGUNA TIKTOK GENERASI Z DI DKI JAKARTA, *Journal of Documentation and Information Science*, 7(2). Diakses pada 1 Desember 2024 dari <https://doi.org/10.33505/jodis.v7i2.217>
- Pramulyasari, N. W., & Amalia, F. (2021). Analisis Resepsi Khalayak terhadap Iklan IM3 Ooredoo Versi Ramai Sepi Bersama. *CoverAge: Journal of Strategic Communication*, 12(1), 61-71. Diakses pada 3 November 2024 dari <https://doi.org/10.35814/coverage.v12i1.1918>
- Purwaningtyas, M. P. F., & Wibowo, C. K. A. (2022). Negotiating sexuality: Indonesian female audience towards pornographic media content. *The Indonesian J Southeast Asian Stud*, 5(2), 73-86. Diakses pada 10 Januari 2025 dari https://www.researchgate.net/profile/Mashita-Fandia/publication/359665781_Negotiating_Sexuality_Indonesian_Female_Audience_towards_Pornographic_Media_Content/links/624bfa3c48a5fd05ac6ea5d1/Negotiating-Sexuality-Indonesian-Female-Audience-towards-Pornographic-Media-Content.pdf
- Rahimah, A., Aqfa Dzikrullah, S. S., & Astira, A. A. (2025). Connecting Emotionally: Examining the Impact of Narrative Video Advertising on Consumer Involvement and Brand Attachment. *BISNIS & BIROKRASI: Jurnal Ilmu Administrasi dan Organisasi*, 32(1), 38-53. Diakses pada 18 Mei 2025 dari <https://scholarhub.ui.ac.id/jbb/vol32/iss1/4/>
- Reichert, T., Heckler, S. E., & Jackson, S. (2001). *Journal of Advertising*, 30(1). 13-27. Diakses pada 29 Mei 2024 dari <https://www.tandfonline-com.ezproxy.ugm.ac.id/doi/abs/10.1080/00913367.2001.10673628?src=recsys>
- Reichert, T. (2002). Sex in advertising research: A review of content, effects, and functions of sexual information in consumer advertising. *Annual Review of Sex Research* 13, no. 1: 241–73
- Reichert, T. (2003). What is sex in advertising? Perspectives from consumer behavior and social science research. In Paek, H. J., & Nelson, M. R. (2007).



- A cross-cultural and cross-media comparison of female nudity in advertising. *Journal of Promotion Management*, 13 (1-2). 145-167. https://www-tandfonline-com.ezproxy.ugm.ac.id/doi/abs/10.1300/J057v13n01_10
- Rosen, D.L., and Singh, S. N. (1992). An investigation of subliminal embed effect on multiple measures of advertising effectiveness, *Psychology & Marketing* 9: 157–73
- Schiffman dan Kanuk. (2008). *Perilaku Konsumen (7th ed)*. Jakarta: Indeks dalam Ananda, N., Purwinarti, T., dan Mariam, I. (2024). Pengaruh Terpaan Iklan Pantene Miracles di YouTube Melalui Daya Tairk Iklan Terhadap Sikap Audiens pada Iklan. *Jurnal Komunikasi Bisnis dan Manajemen*, 11(1). 52-68. Diakses pada 3 November 2024 dari <http://dx.doi.org/10.31602/al-kalam.v11i1.12556>
- Serttas, A., Ege, Ö., Çanakpınar, B., & Bedir, A. İ. (2023). Sexism and the Commodification of Women in Media: A Critical Analysis. *Communication Papers*, 2023, vol. 12, núm. 25, p. 79-93. Diakses pada 10 Mei 2025 dari https://doi.org/10.33115/udg_bib/cp.v25i12.22944
- Silvanie, A., Subekti, R., Permana, D. S., & Kurniawan, A. (2024). Tinjauan Komprehensif tentang *Dampak Algoritma Media Sosial*. *Madani: Jurnal Ilmiah Multidisiplin*, 2 (8). 189-195. Diakses pada 1 Januari 2025 dari <https://jurnal.penerbitdaaruhuda.my.id/index.php/MAJIM/article/view/2649>
- Soley, L.C., & L.N. Reid. (1988). Taking it off: Are models in magazine ads wearing less? *Journalism Quarterly* 65: 960–6.
- Soraya, I. (2018). Strategi Kreatif Pesan Iklan Ladang Coffee Dalam Membangun Brand Image Sebagai CoffeeShop Khas Nusantara. *Jurnal Komunikasi*, 9(1), 39-45.
- Sugiarto, C., & De Barnier, V. (2019). Are religious customers skeptical toward sexually appealing advertising?. *Qualitative Market Research: An International Journal*, 22(5), 669-686. Diakses pada 10 Mei 2025 dari <https://doi.org/10.1108/QMR-09-2018-0111>
- Sukumar, S. (2018). People’s perception on the use of sexual appeals in advertising and its impact on brand image. *Journal of Emerging Technologies and Innovative Research (JETIR)*, 5(5). 498-505.
- Sulistyarini & Zainal (2018). *Buku ajar retorika*. Banten: CV. AA. Rizky
- Tabassum, S., Khwaja, M. G., & Zaman, U. (2020). Can narrative advertisement and eWOM influence generation Z purchase intentions? *Information*, 11(12), 545. <https://doi.org/10.3390/info11120545>
- Thangavel, P., Pathak, P. and Chandra, B. (2022), “Consumer decision-making style of Gen Z: generational cohort analysis”, *Global Business Review*, (23), 3. 710-728. Diakses pada 31 Desember 2024 dari 10.1177/0972150919880128



- Tumbol, J. B. (2021). SMART Leader Bagi Generasi “Smartphone”(Z). *Jurnal Ilmu Teologi dan Pendidikan Agama Kristen*, 2(2), 97-123. Diakses pada 24 November 2024 dari <http://dx.doi.org/10.25278/jitpk.v2i2.609>
- Upadhyay, A. K. (2024). Impact of Advertising on Consumer Behaviour, *International Journal of Scientific Research in Engineering and Management (IJSREM)*, 8(1). 1-16.
- Vaderman, C. (2023). Advertising to Gen-Z college students with memes? A focus group study. *Qualitative Market Research*, 27(1), 1-18. Diakses pada 23 November 2024 dari <https://doi.org/10.1108/QMR-05-2023-0073>
- Vivek, R., Nanthagopan, Y., & Piriyaatharshan, S. (2023). *Beyond Methods: Theoretical Underpinnings of Triangulation in Qualitative and Multi-Method Studies*. Diakses pada 1 Maret 2025 dari <https://sciendocom/pdf/10.2478/seeur-2023-0088>
- Walidin, W., Saifullah, & Tabrani. (2015). *Metodologi penelitian kualitatif & grounded theory*. FTK Ar-Raniry Press
- We Are Social. (2023). *Digital 2023 Global Overview Report*. Diakses pada 3 Maret 2024 dari <https://wearesocial.com/wp-content/uploads/2023/03/Digital-2023-Global-Overview-Report.pdf>
- We Are Social (2024). *Digital 2024 Global Overview Report*. Diakses pada 27 September 2024 dari <https://wearesocial.com/uk/blog/2024/01/digital-2024/>
- Wirtz, J. G., Sparks, J. V., & Zimbres, T. M. (2018). The effect of exposure to sexual appeals in advertisements on memory, attitude, and purchase intention: a meta-analytic review, *INTERNATIONAL JOURNAL OF ADVERTISING*, 32(2). 168-198. Diakses pada 13 April 2024 pada <https://www-tandfonline-com.ezproxy.ugm.ac.id/doi/full/10.1080/02650487.2017.1334996>
- Yang, Z. (2023). Sexual Suggestiveness in Advertisements and Its Impact on Gendered Consumer’s Purchasing Power in China. *International Journal of Social Science and Humanity*, 13(1). Diakses pada 25 Februari 2025 dari <https://ijssh.net/uploadfile/vol13/1119-LS4010.pdf>
- Yulika, N. L. E. C., Budiarta, I. W., & Susanthi, I. G. A. A. D. (2022). Analisis makna, pesan, dan retorika dalam iklan Kitabisa. com. *Kembara: Jurnal Keilmuan Bahasa, Sastra, Dan Pengajarannya*, 8(2), 472-491. Diakses pada 4 Januari 2025 dari <https://doi.org/10.22219/kembara.v8i2.21340>