

## REFERENCES

- Kent, M. L. (2013). Using social media dialogically: Public relations role in reviving democracy. *Public Relations Review*, 39(4), 337–345. <https://doi.org/10.1016/j.pubrev.2013.07.008>
- Lévy, P. (1999). *Collective intelligence: Mankind's emerging world in cyberspace* (R. Bonomo, Trans.). Basic Books. (Original work published 1994). [Online] Available: <https://archive.org/details/collectiveintell0000levy>
- We Are Social. (2023). *Digital 2023: Indonesia*. We Are Social & Meltwater. <https://datareportal.com/reports/digital-2023-indonesia>
- Ombudsman Republik Indonesia. (n.d.). Profil Ombudsman Republik Indonesia. <https://ombudsman.go.id/profil>
- Ombudsman Republik Indonesia. (n.d.). Visi dan misi. <https://ombudsman.go.id/visi-dan-misi>
- Pariawan, K. J., Sila, I. N., & Hardiman. (2019). Semiotic analysis of poster *Bali Tolak Reklamasi karya Nobodycorp*. *Jurnal Pendidikan Seni Rupa Undiksha*, 9(2), 77–86. <https://doi.org/10.23887/jjpsp.v9i2.21516>
- Nasirin, C., & Pitaloka, D. (2022). Analisis semiotika konsep kekerasan dalam film *The Raid 2 : Berandal*. *Journal of Discourse and Media Research*, 1(1), 28–43. <https://journal.rc-communication.com/index.php/JDMR/article/view/14>
- Mukhongo, L. L. (2014). Negotiating the new media platforms: Youth and political images in Kenya. *tripleC: Communication, Capitalism & Critique*, 12(1), 328–341. <https://doi.org/10.31269/triplec.v12i1.509>
- Amaral, A. C. A. (2018). *Budaya Indonesia dalam video klip Coldplay “Amazing Day” (Analisis semiotika Roland Barthes)*. *Jurnal Ilmu Sosial dan Ilmu Politik*, 7(2), 163–166. <https://doi.org/10.33366/jisip.v8i1.1599>
- Angkasa, O. D., & Nasution, N. H. (2023). Representation of masculinity in the character Dallas in the film *Below Her Mouth* (Roland Barthes' semiotic analysis). *TABAYYUN: Journal of Journalism*, 4(1), 40–52. <https://doi.org/10.19109/tabayyun.v4i1.17678>
- Taprial, V., & Kanwar, P. (2012). *Understanding social media*. Bookboon. <https://bookboon.com/en/understanding-social-media-ebook>



- Howard, P. N., & Parks, M. R. (2012). Social media and political change: capacity, constraint, and consequence. *Journal of Communication*, 62(2), 359–362.  
<https://doi.org/10.1111/j.1460-2466.2012.01626.x>
- Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). Pearson.  
<https://www.vitalsource.com/products/marketing-management-kevin-lane-keller-v9780133856606>
- Solis, B. (2011). *Engage! The complete guide for brands and businesses to build, cultivate, and measure success in the new web* (Rev. ed.). *John Wiley & Sons*.  
<https://www.wiley.com/en-us/Engage%21-p-9781118003763>
- Fiske, J. (2002). *Introduction to communication studies* (2nd ed., pp. 66–67). Routledge.  
<https://doi.org/10.4324/9780203134313>
- Hall, S. (1997). The work of representation. In S. Hall (Ed.), *Representation: Cultural Representations and Signifying Practices* (pp. 13–74). London: Sage Publications.  
[https://doi.org/10.1007/978-3-658-13213-2\\_94](https://doi.org/10.1007/978-3-658-13213-2_94)
- Pondaag, A. F. (2013). *Analisis semiotika iklan A Mild Go Ahead versi “Dorong Bangunan” di televisi*. *Acta Diurna Komunikasi*, 2(1), 1–9. Retrieved from  
<https://ejournal.unsrat.ac.id/index.php/actadiurnakomunikasi/article/view/977>
- Eco, U. (1976). *A theory of semiotics* (A. Cancogni, Trans.). Indiana University Press.  
<https://archive.org/details/theoryofsemiotic0000ecou>
- Sobur, A. (2003). *Semiotika komunikasi* (Cet. ke-2, hlm. 263). Bandung: Remaja Rosdakarya.  
[Online] Available <https://repository.iainkudus.ac.id/6360/5/05.%20BAB%20II.pdf>
- Fiske, J. (2011). *Introduction to communication studies* (3rd ed.). Routledge.  
[https://allissemiotics.files.wordpress.com/2013/10/s3\\_fiske\\_communicationmeaningand-signs.pdf](https://allissemiotics.files.wordpress.com/2013/10/s3_fiske_communicationmeaningand-signs.pdf)
- Sobur, A. (2004). *Semiotika komunikasi* (2nd ed., p. 69). Bandung: Remaja Rosdakarya.  
[Online] Available <https://repository.radenintan.ac.id/35099/1/PERPUS%20PUSAT%20BAB%201%20DAN%202.pdf>
- Tulasi, D. (2014). *Semiotika Roland Barthes: Telaah atas konstruksi realitas dan mitos dalam media massa*. Pustaka Pelajar.
- Nugraheni, D. A., & Yuliasuti, R. (2017). *Representasi gaya hidup urban dalam iklan televisi (Analisis semiotika Roland Barthes pada iklan Indomie varian rasa soto lamongan versi hijab)*. Universitas Diponegoro.  
<https://ejournal3.undip.ac.id/index.php/sosiologi/article/view/18596>

- G. (2003). *Roland Barthes* (pp. 42–43). Routledge.  
<https://doi.org/10.4324/9780203130786>
- Mitak, C. N. (2017). Television cigarette advertisements discourse: A semiotic analysis of denotative and connotative meanings (p. 97). *Journal of Communication and Culture*, 3(2), 112–122.  
<https://www.researchgate.net/publication/367858368> MOTIF BATIK SEBAGAI I KON DAN MITOS BARU IDENTITAS KABUPATEN LEBAK
- Barthes, R. (1972). *Mythologies* (A. Lavers, Trans.). Hill and Wang. (Original work published 1957) <https://doi.org/10.2752/175470810X12863771378833>
- Hofstede, G. (2001). *Culture's consequences: Comparing values, behaviors, institutions, and organizations across nations* (2nd ed.). Thousand Oaks, CA: Sage.
- Geertz, C. (1973). *The interpretation of cultures: Selected essays*. New York, NY: Basic Books.
- Nawiroh, V. (2014). *Semiotika dalam riset komunikasi*. Bogor: Ghalia Indonesia.  
<https://onesearch.id/Record/IOS1.INLIS000000000696693>
- Hardani, H., Auliya, N. H., Andriani, H., Sukmana, D. J., Ustiawaty, J., Utami, E. F., Istiqomah, R. R., & Fardani, R. A. (2020). *Metode penelitian kualitatif & kuantitatif*. CV Pustaka Ilmu Group.  
<https://www.researchgate.net/publication/340021548> Buku Metode Penelitian Kualitatif Kuantitatif
- Pemerintah Republik Indonesia. (2008). *Undang-Undang Republik Indonesia Nomor 37 Tahun 2008 tentang Ombudsman Republik Indonesia* [Law No. 37/2008]. Lembaran Negara Republik Indonesia Tahun 2008 Nomor 139. Retrieved from <https://www.peraturan.go.id/id/uu-no-37-tahun-2008>
- Koontz, H., & Weihrich, H. (1988). *Essentials of management* (5th ed.). McGraw-Hill.  
<https://www.worldcat.org/title/300618800>
- Wright, T. (2017). Supporting Students Who Have Experienced Trauma. *ERIC (Education Resources Information Center)*. <https://files.eric.ed.gov/fulltext/EJ1144506.pdf>