

DAFTAR PUSTAKA

- Adams, R. K. (2020). The rise of astrology in the digital age: An analysis of social media influence on astrological practices. *Social Media Studies Review*, 15(1), 44-59. <https://doi.org/10.1080/14755610.2022.2093234>.
- Anantar, A. (2023, September 9). *Sejarah zodiak: Menelusuri kepribadian lewat perjalanan bintang di langit sejak ribuan tahun silam*. Diambil kembali dari Kompas TV: <https://www.kompas.tv/pendidikan/441591/sejarah-zodiak-menelusuri-kepribadian-lewat-perjalann-bintang-di-langit-sejak-ribuan>
- Arnett, J. J. (2015). *Emerging Adulthood: The Winding Road from the Late Teens Through the Twenties*. New York, NY: Oxford University Press.
- Asprem, E. (2018). *The Problem of Disenchantment: Scientific Naturalism and Esoteric Discourse, 1900-1939*. Leiden, Netherlands: Brill.
- Barton, T. (2016). *Ancient Astrology*. London, UK: Routledge.
- Bekti, I. S., & Winduwati, S. (2023). Audience reception analysis of body positivity messages on Instagram stories. *Journal of Communication Studies*, 15(2), 145–160. <https://doi.org/10.24912/ijassh.v1i1.25679>.
- Beran, N. L. (2017). *Astrology and personal identity: Examining the impact of astrological practices on identity formation*. New York, NY: Oxford University Press.
- Bury, R. (2021). Millennial and Gen Z Engagement with Astrology: An Analysis of Social Media Trends. *Digital Culture & Society*, 8(3), 225-240. <https://doi.org/10.1080/14755610.2022.2093234>.
- Campion, N. (2016). *Astrology and Cosmology in the World's Religions*. New York, NY: New York University Press.
- Campion, N., & Curry, P. (2013). Astrology, Modernity and New Age Culture. *Journal of Contemporary Religion*, 28(3), 475–490. <https://doi.org/10.1080/1353790042000266377>.
- Carlson, R. (2021). Zodiac Signs and Identity Formation: The Role of Astrology in Modern Self-Exploration. *Journal of Popular Culture*, 54(2), 189-204. <https://doi.org/10.1080/14755610.2012.674955>.
- Chen, J. (2023). Research on the communication strategy and realization mode of constellation culture IP. *Journalism and Communications*, 11(3), 462–469. <https://doi.org/10.12677/JC.2023.113070>.

Clements, P. (2022). Astrology, modernity and the project of self-identity. *Culture and Religion*, 23(3), 259–279.

<https://doi.org/10.1080/14755610.2022.2093234>.

Dimock, M. (2019). Defining Generations: Where Millennials End and Generation Z Begins. *Pew Research Center*, Washington, DC.

Eastwood, J. (2025). Why Gen Z is turning to astrology. *Psychology Today*, <https://www.psychologytoday.com/>.

Erikson, E. (1968). *Identity: Youth and crisis*. New York, NY: Norton & Company.

Fiske, J. (2011). *Understanding Popular Culture*. London, UK: Routledge.

Froehlich, D. (2019). Astrology and Identity Formation in the Digital Age. *Journal of Youth Studies*, 22(6), 785-800.
<https://doi.org/10.1080/13676261.2017.1420763>.

Giddens, A. (2014). *Modernity and self-identity: Self and society in the late modern age*. Cambridge, UK: Polity Press.

Hall, S. (1980). *Encoding/decoding*. In S. Hall, D. Hobson, A. Lowe, & P. Willis (Eds.), *Culture, media, language: Working papers in cultural studies*. London, UK: Hutchinson.

Harper, E. T. (2020). Social media and its influence on astrological practices among adolescents: A case study of Generation Z. *Journal of Digital Culture*, 12(3), 75-92. <https://doi.org/10.1080/14755610.2022.2093234>.

Hess, A. (2021). Astrology, Wellness Culture, and Social Media. *New Media & Society*, <https://doi.org/10.1080/13676261.2017.1420763>.

Hjarvard, S. (2018). *The Mediatization of Culture and Society*. London, UK: Routledge.

Holland, T. (1998). *Identity and agency in cultural worlds*. Cambridge, Massachusetts, USA: Harvard University Press.

Kemp, S., & Williams, J. (2022). *Horoscopes and the Rise of Mass Astrology*. Cham, Switzerland: Palgrave Macmillan.

Kim, Y. (2019). Popular Astrology and Youth Culture in South Korea. *Journal of Youth Studies*, <https://doi.org/10.1080/14755610.2022.2093234>.

Lopez, K. (2021). Social contagion of astrology in social media. *International Journal of Multidisciplinary*, 404-418.
<https://doi.org/10.11594/ijmaber.02.04.08>.

- McGarity, K. (2021). Pop Astrology and Digital Spirituality. *Journal of Popular Culture*, 54(3), 567–584. <https://doi.org/10.54254/2753-7064/2025.NS29127>.
- McKoy, K. (2019). Astrology in the Social Media Age. *Journal of Digital Culture*, 7(2), 33–48. <https://doi.org/10.11594/ijmaber.02.04.08>.
- Miller, J. R. (2019). Identity theory and self-identity formation in the digital age: An astrological perspective. *Journal of Modern Identity Studies*, 8(2), 134–148. <https://doi.org/10.1080/14755610.2022.2093234>.
- Mishra, A., Singh, P., & Verma, R. (2025). Belief in astrology and psychological traits among young adults. *Personality and Individual Differences*, 210. <https://doi.org/10.58966/JCM2025425>.
- Nesi, J., Telzer, E. H., & Prinstein, M. J. (2024). Social media as a context for identity development in adolescence and emerging adulthood. *Current Psychology*, 43, 11984–11998. <https://doi.org/10.1007/s12144-024-05980-z>.
- Nicholas, J. (2020). *Astrology and Popular Culture in the Age of Social Media*. London, UK: Routledge.
- Pınarbaşı, T. (2021). Astrology, belief, and social media: A cultural analysis. *Journal of Media and Religion*, 20(4), 145–158. <https://doi.org/10.26466/opus.834298>.
- Purnamasari, N. (2025, November 4). *Sudah tahu belum? Inilah sejarah zodiak dari langit Babilonia ke ramalan populer dunia modern*. Radar Surabaya. Diambil kembali dari radarsurabaya.id: Purnamasari, N. (2025). Sudah tahu belum? Inilah sejarah zodiak dari langit Babilonia ke ramalan populer dunia modern. Radar Surabaya. <https://radarsurabaya.jawapos.com/hobi-lifestyle/776785166/sudah-tahu-belum-inilah-sejarah-zodiak-dari-langit-babilonia->
- Rochberg, F. (2016). *Before Nature: Cuneiform Knowledge and the History of Science*. Chicago, Illinois, USA: University of Chicago Press.
- Smith, J. A. (2025). Figured worlds and self-authoring in digital youth cultures. *Journal of Youth Studies*, 28(3), 412–428. <https://doi.org/10.3390/educsci15020253>.
- Yuniati, E. (2025). Instagram astrology in Indonesia. *Jurnal Antropologi Sumatera*, 22(2). <https://doi.org/10.24114/jas.v22i2.66102>.