UNIVERSITAS
GADJAH MADA
**Implementasi Komunikasi Pembangunan melalui Pemasaran Sosial: Dinamika Perubahan pada Member
Komunitas Ibu Profesional**
Voettie Wisataone, Prof. Dr. Ir. Siti Andarwati, S.Pt., MP, IPU., ASEAN Eng.; Dr. Dyah Woro Untari, SP., MP.
Universitas Gadjah Mada, 2026 | Diunduh dari http://etd.repository.ugm.ac.id/

DAFTAR PUSTAKA

Agustana, P. (2020). Pentingnya Pemberdayaan Masyarakat Sebagai Strategi Dalam Pembangunan Sosial. *Locus*, *12*(1), 60–69. https://doi.org/10.37637/locus.v12i1.288

Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, *50*, 179–211. https://doi.org/10.1016/0749-5978(91)90020-T

Akbar, Muh. Firyal, Suprapto, S., & Surati, S. (2018). Partisipasi Masyarakat Dalam Perencanaan Pembangunan di Desa Jatimulya Kabupaten Boalemo. *Publik : (Jurnal Ilmu Administrasi)*, *6*(2), 135. https://doi.org/10.31314/pjia.6.2.135-142.2017

Akbar, Muhammad Fikri, Putubasai, E., & Asmaria, A. (2019). Peran Komunikasi Dalam Pembangunan Masyarakat. *Komunika*, *2*(2), 111–127. https://doi.org/10.24042/komunika.v2i2.6027

Alcalde-rabanal, J. E., Becerril-montekio, V. M., & Langlois, E. V. (2018). Evaluation of Communities of Practice performance developing implementation research to enhance maternal health decision-making in Mexico and Nicaragua. *Alcalde-Rabanal et Al. Implementation Science*, *13*(41), 1–11.

Amanah, S. (2010). Peran Komunikasi Pembangunan Dalam Pemberdayaan Masyarakat Tani Di Rembang. *Jurnal Komunikasi Pembangunan*, *08*(1), 1–19. https://doi.org/10.21580/icj.2019.4.1.3530

Aminah, S., Sumardjo, Lubis, D., & Susanto, D. (2014). Perubahan Model Komunikasi Dan Pergeseran Paradigma Pembangunan Dalam Perspektif Sejarah. *Paramita: Historical Studies Journal*, *24*(1), 92–103.

Andreasen, A. R. (1994). Social Marketing: Its Definition and Domain. *Journal of Public Policy & Marketing*, *13*(1), 108–114. https://doi.org/10.1177/074391569401300109

Andreasen, A. R. (2012). Rethinking the relationship between social/nonprofit marketing and commercial marketing. *Journal of Public Policy & Marketing*, *31*(1), 36–41.

Ansani, & Samsir, H. M. (2022). Teori Pemodelan Bandura. *Jurnal Multidisiplin Madani*, *2*(7), 3067–3080. https://doi.org/10.55927/mudima.v2i7.692

Aref, F. (2011). Agricultural Cooperatives for Agricultural Development in Iran. *Life Science Journal*, *8*(1), 82–85.

Auliya, R. U. (2018). Kenakalan Orangtua Penyebab Kenakalan Remaja. *Jurnal Al-Taujih : Bingkai Bimbingan Dan Konseling Islami*, *4*(2), 92–103. https://www.ejournal.uinib.ac.id/jurnal/index.php/attaujih/article/view/505

Azizah, V. Al, & Achsa, A. (2021). Analisis bauran komunikasi pemasaran di KSPPS Karisma Kantor Cabang Grabag dalam meningkatkan jumlah anggota. *Sorot*, *16*(1), 1. https://doi.org/10.31258/sorot.16.1.1-12

Badri, M. (2016). Pembangunan pedesaan berbasis teknologi informasi dan komunikasi (studi pada gerakan desa membangun). *Jurnal Risalah*, *27*(2), 62–67.

UNIVERSITAS GADJAH MADA
Implementasi Komunikasi Pembangunan melalui Pemasaran Sosial: Dinamika Perubahan pada Member Komunitas Ibu Profesional
Voettie Wisataone, Prof. Dr. Ir. Siti Andarwati, S.Pt., MP, IPU., ASEAN Eng.; Dr. Dyah Woro Untari, SP., MP.
Universitas Gadjah Mada, 2026 | Diunduh dari http://etd.repository.ugm.ac.id/

Bandura, A. (1969). Banduras_theory.pdf. In *Handbook of socialization theory and research* (Vol. 213, p. 262).

Bandura, A. (1977). *Social Learning Theory*. Prentice-Hall.

Bandura, A. (1978). Self-efficacy: Toward a unifying theory of behavioral change. *Advances in Behaviour Research and Therapy*, *1*(4), 139–161. https://doi.org/10.1016/0146-6402(78)90002-4

Bandura, A. (1986a). *Social foundations of thought and action: A social cognitive theory*. Prentice-Hall.

Bandura, A. (1986b). *Social foundations of thought and action*.

Bandura, A. (1997). *Self-efficacy: The exercise of control*. W.H. Freeman.

Berlo, D. K. (1964). *The Process of Communication: An Introduction to the Theory and Practice*. Holt, Rinehart and Winston. https://books.google.co.id/books?id=uu-gngEACAAJ

BKKBN. (2022). Pembangunan Keluarga. *Pusat Pendidikan Dan Pelatihan Kependudukan Dan Keluarga Berencana BKKBN 2022*, 1–107. https://lms-elearning.bkkbn.go.id/pluginfile.php/18549/mod_folder/content/0/Modul 5 Pembangunan Keluarga.pdf?forcedownload=1

Brennan, L., Binney, W., Parker, L., Aleti, T., & Nguyen, D. (2014). *Social marketing and behaviour change models, theory and applications*. Edward Elgar Publishing.

Bronfenbrenner, U. (1979). *The ecology of human development: Experiments by nature and design*. Harvard university press.

Cabanero-Verzosa, C. (2003). *Strategic Communication for Development Projects*. 1–185.

Casais, B. (2023). Conceptualizing an Omnichannel Approach for Social Marketing Under the Assumptions of the Transtheoretical Model of Change. *Social Marketing Quarterly*, *29*(3), 208–224. https://doi.org/10.1177/15245004231186903

Chaskin, R. J. (2001). Building community capacity: A definitional framework and case studies from a comprehensive community initiative. *Urban Affairs Review*, *36*(3), 291–323.

Chreim, S., Williams, B. E., Janz, L., & Dastmalchian, A. (2010). Change agency in a primary health care context: The case of distributed leadership. *Health Care Management Review*, *35*(2), 187–199. https://doi.org/10.1097/HMR.0b013e3181c8b1f8

Christens, B. D., & Speer, P. W. (2015). Community organizing: Practice, research, and policy implications. *Social Issues and Policy Review*, *9*(1), 193–222. https://doi.org/10.1111/sipr.12014

Creswell, J. W. (2023). *Research Design Pendekatan Metode Kualitatif, Kuantitatif, dan Campuran* (4th ed.). Pustaka Pelajar.

Devi, B., Khandelwal, B., & Das, M. (2017). Application of Bandura's social cognitive theory in the technology enhanced, blended learning environment. *International Journal of Applied Research*, *3*(1), 721–724. www.allresearchjournal.com

Devito, J. A. (2015). *Human Communication The Basic Course* (13th ed.). Pearson.

Dewi, M. (2020). Komunikasi Pemberdayaan. In *Angewandte Chemie*

UNIVERSITAS GADJAH MADA
Implementasi Komunikasi Pembangunan melalui Pemasaran Sosial: Dinamika Perubahan pada Member Komunitas Ibu Profesional
Voettie Wisataone, Prof. Dr. Ir. Siti Andarwati, S.Pt., MP, IPU., ASEAN Eng.; Dr. Dyah Woro Untari, SP., MP.
Universitas Gadjah Mada, 2026 | Diunduh dari http://etd.repository.ugm.ac.id/

International Edition, 6(11),. Penerbit Komunikasi UII.

Elwani, R. S., & Kurniawan, F. (2020). Pemanfaatan Media Sosial Dalam Pemasaran Sosial Bagi Remaja. *Jurnal Komunikasi*, *12*(1), 64. https://doi.org/10.24912/jk.v12i1.6654

Erikson, E. (1959). *"Theory of identity development." E. Erikson Identity and the life cycle*. International Universities Press.

Evans, S., Raymond, C., & Perkins, D. D. (2016). Organizational and Community Capacity Building. In *Community Psychology: Foundations for Practice* (Issue December 2014). https://doi.org/10.4135/9781483398150.n7

Firdausi, W. (2010). *Pengaruh absensi ibu dalam keluarga terhadap kenakalan remaja di Desa Bangunrejo, Kecamatan Sukorejo, Kabupaten Ponorogo.* Universitas Islam Negeri Maulana Malik Ibrahim.

Fishbein, M., & Ajzen, I. (2011). Predicting and changing behavior: The reasoned action approach. *Predicting and Changing Behavior: The Reasoned Action Approach*, *January 2007*, 1–518. https://doi.org/10.4324/9780203838020

Freire, P. (1970). Cultural Action and Consientization. *Harvard Educatiol Review*, *40*(3), 452–478.

Giddens, A. (2015). The politics of climate change. *Policy & Politics*, *43*(2), 155–162.

Glennardo, Y. (2016). Viral Marketing Sebagai Media Pemasaran Sosial Dalam Mendongkrak Kesadaran Masyarakat Untuk Berperan Aktif Dan Bergabung Dengan Organisasi Non Profit/Niarlaba. *Journal of Management Studies*, *10*(2), 196.

Goffman, E. (1959). The moral career of the mental patient. *Psychiatry*, *22*(2), 123–142.

Gokce, N., & Yildiz, A. (2025). Communities of practice and rural women's empowerment: Insights from a case study of grassroots cooperative in Turkey. *Journal of Rural Studies*, *119*, 103813. https://doi.org/https://doi.org/10.1016/j.jrurstud.2025.103813

Granovetter, M. (2017). *Society and economy: Framework and principles*. Harvard University Press.

Haryoko, S., Bahartiar, & Arwadi, F. (2020). *Analisis Data Penelitian Kualitatif (Konsep,Teknik, & Prosedur Analisis)*.

Hasan, K. (2016). *Analisis Model Media Komunikasi Pembangunan*. *November*, 1–5.

Held, F. P., Roberts, C., Daly, M., & Brunero, C. (2019). Learning relationships in community-based service-learning : a social network analysis. *BMC Medical Education*, *19*(113), 1–10.

HS, M. (1934). *Mind, self, and society from the standpoint of a social behaviorist.*

Ibu Profesional. (2024). *E-Book Ibu Profesional 3.0*.

Ife, J., & Tesoriero, F. (2016). Community Development: Alternatif Pengembangan Masyarakat di Era Globalisasi. In *Pustaka Pelajar*.

Jenatsch, T., & Bauer, R. (2016). *Communication for development: A practical guide*.

Jumrana. (2022). *Dinamika dan Strategi Komunikasi Gerakan Anti Hoaks Dalam Upaya Membangun Masyarakat Literasi Digital di Indonesia*. Universitas

UNIVERSITAS GADJAH MADA
Implementasi Komunikasi Pembangunan melalui Pemasaran Sosial: Dinamika Perubahan pada Member Komunitas Ibu Profesional
Voettie Wisataone, Prof. Dr. Ir. Siti Andarwati, S.Pt., MP, IPU., ASEAN Eng.; Dr. Dyah Woro Untari, SP., MP.
Universitas Gadjah Mada, 2026 | Diunduh dari http://etd.repository.ugm.ac.id/

Gadjah Mada.

Kashikar, S. (2024). *Comparative Analysis of Sadharanikaran Model of Communication and Berlo ' s SMCR Model of Communication Comparative Analysis of Sadharanikaran Model of Communication and Berlo ' s SMCR Model of Communication*.

Kasman K. (2024). Membangkitkan Kearifan Lokal: Peran Komunitas Dalam Pengembangan Daerah (Studi di Kabupaten Bima Nusa Tenggara Barat). *Innovative: Journal Of Social Science Research*, *4(1)*, 7296–7306.

Killian, G., & McManus, K. (2015). A marketing communications approach for the digital era: Managerial guidelines for social media integration. *Business Horizons*, *58*(5), 539–549. https://doi.org/10.1016/j.bushor.2015.05.006

Klein, D. M., & White, J. M. (1996). *Family theories: An introduction*. Sage Publications.

Kotler, P., & Amstrong, G. (2001). *Prinsip-Prinsip Pemasaran* (12th ed.). Erlangga.

Kotler, P., & Lee, N. (2005). Best of breed: When it comes to gaining a market edge while supporting a social cause, "corporate social marketing" leads the pack. *Social Marketing Quarterly*, *11*(3–4), 91–103. https://doi.org/10.1080/15245000500414480

Kotler, P., & Zaltman, G. (1971a). Social marketing: An approach to planned social change. *Journal of Marketing*, *35*, 3–12. https://doi.org/https://doi.org/10.1177/002224297103500302

Kotler, P., & Zaltman, G. (1971b). Social marketing: An approach to planned social change. *Journal of Marketing*, *35*(3), 3–12.

Koutroubas, V., & Galanakis, M. (2022). Bandura's Social Learning Theory and Its Importance in the Organizational Psychology Context. *Journal of Psychology Research*, *12*(6). https://doi.org/10.17265/2159-5542/2022.06.001

Kristof, A. L. (1996). *Person-Organization Fit: An Integrative Review of Its Conceptualizations, Measurement, and Implication* (p. 49).

Language, V. (2008). *The berlo model of communication*.

Ledwith, M. (2011). *Community development: A critical approach*. Policy Press.

Lee, N. R., & Kotler, P. (2011). *Social Marketing: Influencing Behaviors for Good*. SAGE Publications. https://books.google.co.id/books?id=NCoCYp-ZcR8C

Lionberger, H. F., & Gwin, P. H. (1982). *Communication Strategies: A Guide for Agricultural Change Agents*. Interstate Printers \& Publishers. https://books.google.co.id/books?id=oWIfAQAAIAAJ

Littlejohn, S. W., & Foss, K. A. (2009). *Encyclopedia of Comunication Theory*. SAGE Publications.

Mardikanto, T. (2010). *Komunikasi pembangunan: acuan bagi akademisi, praktisi, dan peminat komunikasi pembangunan*. Sebelas Maret University Press. https://books.google.co.id/books?id=ZjpomAEACAAJ

Masten, A. S., & Monn, A. R. (2015). Child and family resilience: A call for integrated science, practice, and professional training. *Family Relations*, *64*(1), 5–21. https://doi.org/10.1111/fare.12103

McCann, P. (1998). *Research Methodology*. 163–177. https://doi.org/10.1007/978-

UNIVERSITAS GADJAH MADA
Implementasi Komunikasi Pembangunan melalui Pemasaran Sosial: Dinamika Perubahan pada Member Komunitas Ibu Profesional
Voettie Wisataone, Prof. Dr. Ir. Siti Andarwati, S.Pt., MP, IPU., ASEAN Eng.; Dr. Dyah Woro Untari, SP., MP.
Universitas Gadjah Mada, 2026 | Diunduh dari http://etd.repository.ugm.ac.id/

3-662-03702-7_6

Mcneely, J. (1999). *COMMUNITY BUILDING*. *27*(6), 741–750.

McQuail, T. (2009). *Introduction to communication*. 87.

Melkote, S. R., & Steeves, H. L. (2015). Communication for Development. Theory and Practice for Empowerment and Social Justice. *New Delhi*, 1–537.

Michie, S., van Stralen, M. M., & West, R. (2011). The behaviour change wheel: A new method for characterising and designing behaviour change interventions. *Implementation Science*, *6*(1). https://doi.org/10.1186/1748-5908-6-42

Miles, M. B., Huberman, A. M., & Saldaña, J. (2014). *Qualitative data analysis: A methods sourcebook* (3rd ed.). Sage.

Nabavi, R. T. (2014). Bandura ' s Social Learning Theory & Social Cognitive Learning Theory Razieh Tadayon Nabavi. *Theories of Developmental Psychology Title*, *January 2012*, 24. https://www.researchgate.net/profile/Nuha-Taher/publication/356129244_Bandura's_Social_Learning_Theory_Social_Cognitive_Learning_Theory_by_Razieh_Tadayon_Nabavi_Translation_By_Nuha_hamid_taher/links/618cec2f3068c54fa5cdd986/Banduras-Social-Learning-Theory

Nuryanto. (2011). Ilmu Komunikasi dalam Konstruksi Pemikiran Wilbur Schramm. *Jurnal Komunikasi Masa*, *4*(2), 1–16.

Pang, B., A., D. S., Nguyen, T.-M., Kim, J., A, A. Y., Arif, A., Denni, A., Bakpayev, M., Zafer, E. B., Haruka, F., Samanthika, G. H. P., A., K. M., Ong Lai Teik Derek, Patama, S., Kline, W. N., & Yousef, M. (2021). A critical overview of social marketing in Asia. *Social Marketing Quarterly*, *27*, 302–323.

Pearson, D., & Perera, A. (2018). Reducing Food Waste : A Practitioner Guide Identifying Requirements for an Integrated Social Marketing Communication Campaign. *Social Marketing Quarterly*, *24*(1), 45–57. https://doi.org/10.1177/1524500417750830

Pimentel, P. C., Gomes, P. M. L., & Didonet, S. R. (2023). Dealing with Integrated Marketing Communications' Paradoxes in Social Ventures. *Journal of Nonprofit and Public Sector Marketing*, *35*(4), 354–390. https://doi.org/10.1080/10495142.2021.1954130

PRIHATININGTYAS, O. (2019). *Peran Modal Sosial Komunitas Ibu Profesional Dalam Peningkatan Kapasitas Perempuan Untuk Mendukung Ketahanan Keluarga*. 418980. https://etd.repository.ugm.ac.id/penelitian/detail/173383

Prochaska, J. O., & DiClemente, C. C. (1983). Stages and Processes of Self- Change of Smoking - Toward An Integrative Model of Change. *Journal of Consulting and Clinical Psychology*, *51*(3), 390–395. https://doi.org/10.1037//0022-006X.51.3.390

Purwadi, A. (2013). Harmonisasi Pengaturan Perencanaan Pembangunan Antara Pusat Dan Daerah Era Otonomi Daerah. *Perspektif*, *18*(2), 86. https://doi.org/10.30742/perspektif.v18i2.117

Puspitawati, H., Sarma, M., Septiyana, M., & Irzalinda, V. (2023). Pentingnya Kebijakan Pembangunan Keluarga Menyongsong Era Indonesia Emas Tahun 2045. *Policy Brief Pertanian, Kelautan, Dan Biosains Tropika*, *5*(2). https://doi.org/10.29244/agro-maritim.050201

UNIVERSITAS GADJAH MADA
Implementasi Komunikasi Pembangunan melalui Pemasaran Sosial: Dinamika Perubahan pada Member Komunitas Ibu Profesional
Voettie Wisataone, Prof. Dr. Ir. Siti Andarwati, S.Pt., MP, IPU., ASEAN Eng.; Dr. Dyah Woro Untari, SP., MP.
Universitas Gadjah Mada, 2026 | Diunduh dari http://etd.repository.ugm.ac.id/

Putnam, R. D. (2000). Bowling alone: the collapse and revival of American community. *Conference on Computer Supported Cooperative Work*. https://api.semanticscholar.org/CorpusID:32281609

Rakić, B., & Rakić, M. (2014). Integrated marketing communications paradigm in digital environment: The five pillars of integration. *Megatrend Review*, *11*(1), 187–204. https://doi.org/10.5937/MegRev1401187R

Rangkuti, P. A. (2010). Peran Komunikasi dalam Modernisasi Pertanian Berbasis Koperasi. *Jurnal Pembangunan*, *08*(1), 42–50.

Rehman, S. ul, Gulzar, R., & Aslam, W. (2022). Developing the integrated marketing communication (IMC) through social media (SM): The modern marketing communication approach. *SAGE Open*, *12*(2). https://doi.org/10.1177/21582440221099936

Robbiyah, R., Ekasari, D., & Witarsa, R. (2018). Pengaruh Pola Asuh Ibu terhadap Kecerdasan Sosial Anak Usia Dini di TK Kenanga Kabupaten Bandung Barat. *Jurnal Obsesi : Jurnal Pendidikan Anak Usia Dini*, *2*(1), 74. https://doi.org/10.31004/obsesi.v2i1.10

Rogers, E. M. (1973). *Social change in rural societies* (2nd ed.). Prentice-Hall.

Rogers, E. M. (1976). *Communication and Development-Critical Perspectives* (London (ed.)). Sage Publication.

Rogers, E. M., & Singhal, A. (2003). Empowerment and Communication: Lessons Learned From Organizing for Social Change. *Annals of the International Communication Association*, *27*(1), 67–85. https://doi.org/10.1080/23808985.2003.11679022

Rusadi, U. (2014). Makna Dan Model Komunikasi Pembangunan (The Meaning And Model Of Development Communication. *Jurnal Studi Komunikasi Dan Media*, *18*(1), 89.

Sekarrini, P. A., & Siswanto, H. (2020). Peran Komunitas Pecinta Hidroponik Surabaya (Phs) Dalam Proses Pemberdayaan Masyarakat Melalui Program Kampung Hidroponik Di Pojok Kebun Gemah Ripah Surabaya. *Jurnal Universitas Negeri Surabaya*, 1–8.

Sen, A. (1999). Development as Freedom (New York: Anchor). *South Indian ICT Clusters*, *227*.

Servaes, J. (2008). Communication for Development and Social Change. In *Communication for Development and Social Change*. Sage Publication.

Servaes, J. (2014). *Communication for development and social change*. Sage.

Setyowati, Y. (2019). Komunikasi Pemberdayaan sebagai Perspektif Baru Pengembangan Pendidikan Komunikasi Pembangunan di Indonesia. *Jurnal Komunikasi Pembangunan*, *17*(2), 188–199. https://doi.org/10.46937/17201926849

Siswati, M. K., & Puspitawati, H. (2017). Peran Gender, Pengambilan Keputusan, dan Kesejahteraan Keluarga Dual Earner. *Jurnal Ilmu Keluarga Dan Konsumer*, *10*(3), 169–180.

Soares, D. B., & Sousa, B. B. (2022). The role of communication in consumer behavior in social and nonprofit marketing: the case of psp in Portugal. *International Review on Public and Nonprofit Marketing*, *19*(1), 1–13. https://doi.org/10.1007/s12208-021-00294-3

UNIVERSITAS GADJAH MADA
Implementasi Komunikasi Pembangunan melalui Pemasaran Sosial: Dinamika Perubahan pada Member Komunitas Ibu Profesional
Voettie Wisataone, Prof. Dr. Ir. Siti Andarwati, S.Pt., MP, IPU., ASEAN Eng.; Dr. Dyah Woro Untari, SP., MP.
Universitas Gadjah Mada, 2026 | Diunduh dari http://etd.repository.ugm.ac.id/

Speer, P. W., & Christens, B. D. (2012). Local Community Organizing and Change: Altering Policy in the Housing and Community Development System in Kansas City. *Journal OfCommunity & Applied Social Psychology*, *22*(December 2011), 414–427. https://doi.org/10.1002/casp.1132

Stead, M., Gordon, R., Angus, K., & McDermott, L. (2007). A Systematic Review of Social Marketing Effectiveness. *Health Education*, *107*(2), 126–191.

Stephenson, S. (2019). Creating a Sense of Community for Distance Education. *International Journal of Academic Research in Education*, *5*(December), 1–8. https://doi.org/10.17985/ijare.524225

Sugiyono. (2013). *Memahami Penelitian Kualitatif*. Alfabeta.

Sulili, A. S., & Mengge, B. M. (2016). Peran Kelembagaan Lokal dalam Meningkatkan Keberdayaan Masyarakat Studi Kasus Peran Lembaga Pemberdayaan Masyarakat (LPM) di Kota Makassar. *SOCIUS: Jurnal Sosiologi*, *12*, 1–19.

Tariq Khan, M. (2014). The Concept of "Marketing Mix" and its Elements (A Conceptual Review Paper). *International Journal of Information, Business and Management*, *6*(2), 95–108. https://www.proquest.com/docview/1511120790?fromopenview=true&pq-origsite=gscholar

Thomas, P. N. (2014). Development communication and social change in historical context. In *The Handbook of Development Communication and Social Change* (4th ed.). SPi Publisher Services, Pondicherry, India. https://doi.org/10.1002/9781118505328

Valente, T. W., Palinkas, L. A., Czaja, S., Chu, K. H., & Hendricks Brown, C. (2015). Social network analysis for program implementation. *PLoS ONE*, *10*(6), 1–18. https://doi.org/10.1371/journal.pone.0131712

van den Ban, A. W., & Hawkins, H. S. (1996). *Agricultural extension* (2nd ed.). Blackwell Science.

Vilmar, A. (2023). Creativity as the key to success—a plea for more guts in social marketing communication. *International Review on Public and Nonprofit Marketing*, *20*(3), 543–549. https://doi.org/10.1007/s12208-023-00364-8

Walzer, N., Weaver, L., & McGuire, C. (2016). Collective impact approaches and community development issues. *Community Development*, *47*(2), 156–166. https://doi.org/10.1080/15575330.2015.1133686

Wang, X., & Lin, L. (2023). The Role of Two Social Marketing Strategies and Communication Design in Chinese Households' Waste-Sorting Intentions and Behavior: A Theory of Planned Behavior Approach. *Sustainability (Switzerland)*, *15*(6). https://doi.org/10.3390/su15065176

Waskita, D. (2005). Komunikasi Pembangunan untuk Pemberdayaan. *Jurnal Organisasi Dan Manajemen*, *1*, 32–40.

Wenger, E. (1999). *Communities of practice social learning systems*. 1–19.

Wenger, E., Mcdermott, R., & Snyder, W. M. (2002). *Seven Principles for Cultivating Communities of Practice*. 1–9.

Widiyanti, I. A. (2018). *Pengaruh partisipasi peserta dan kebermaknaan program parenting berbasis mobile learning terhadap kualitas pengasuhan dalam*

UNIVERSITAS
GADJAH MADA
Implementasi Komunikasi Pembangunan melalui Pemasaran Sosial: Dinamika Perubahan pada Member Komunitas Ibu Profesional
Voettie Wisataone, Prof. Dr. Ir. Siti Andarwati, S.Pt., MP, IPU., ASEAN Eng.; Dr. Dyah Woro Untari, SP., MP.
Universitas Gadjah Mada, 2026 | Diunduh dari http://etd.repository.ugm.ac.id/

keluarga pada komunitas institut ibu profesional kota bandung. https://scholar.archive.org/work/gm4oy7yqtzehlhkenm4yafksdu/access/wayback/https://s3-eu-west-1.amazonaws.com/pfigshare-u-files/26208143/PengaruhPartisipasiPesertadanKebermaknaanProgramParentingBerbasisMobileLearningTerhadapKualitasPengasuhannew.pdf

Willis, C. D., Saul, J., Bevan, H., Scheirer, M. A., Best, A., Greenhalgh, T., Mannion, R., Cornelissen, E., Howland, D., Jenkins, E., & Bitz, J. (2016). Sustaining organizational culture change in health systems. *Journal of Health Organization and Management*, *30*(1), 2–30. https://doi.org/10.1108/JHOM-07-2014-0117

Wulandani, S. P. (2024). *Tentang Kami*. Ibu Profesional.

Yadav, M., Joshi, Y., & Rahman, Z. (2015). Mobile Social Media: The New Hybrid Element of Digital Marketing Communications. *Procedia - Social and Behavioral Sciences*, *189*, 335–343. https://doi.org/10.1016/j.sbspro.2015.03.229

Yager, M., & Kuznar, A. L. (2020). The Development of Communication Models, Quick Look. *Public Health*, *October*, 10. https://apps.dtic.mil/sti/citations/AD1118283

Yunas, N. S., & Nailufar, F. D. (2021). Pemberdayaan Ruang Inovasi Kabupaten Jombang Sebagai Komunitas Pemuda Penggerak Pembangunan Desa Dalam Optimalisasi Produk UMKM. *Surya Abdimas*, *5*(4), 561–572. https://doi.org/10.37729/abdimas.v5i4.1371

Zahara, E. (2018). Peranan Komunikasi dalam Pembangungan Masyarakat Pedesaan. *Jurnal Warta*, *55*. https://media.neliti.com/media/publications/290572-pengaruh-harga-dan-kualitas-produk-alat-b311011c.pdf

Zulyadi, T. (2018). Komunikasi Pembangunan Masyarakat; Sebuah Model Audit Sosial Multistakeholder. **Media Kajian Komunikasi Islam**, *1*(1), 1–15. http://jurnal.ar-raniry.ac.id/index.php/peurawi