



DAFTAR PUSTAKA

- Al Hafiz, M. W. S. (2016, June). Youth, Women, Netizen. *Marketeers*.
- Ali, H. L. P. (2017). *Millennial Nusantara*. Jakarta: Gramedia Pustaka Utama.
- Arif, M. C. (2012). Etnografi Virtual Sebuah Tawaran Metodologi Kajian Media Berbasis Virtual. *Ilmu Komunikasi*, 2(2), 166–178.
- Atmoko, B. . (2012). *Instagram Handbook Tips Fotografi Ponsel*. Jakarta: Media Kita.
- Awaluddin, M. (2016). *Digital Entrepreneurship #UKMIndonesiaGoesDigital*. Gramedia Pustaka Utama.
- Bachar, S. (2016, April). Menebar Pekerjaan Memanen Karyawan. *Marketeers*, 63–64.
- Baillet, P. O. C. (2009). *Ethnography of Communication in Encyclopedia of Communication*.
- Bakardjieva, M. (2005). *Internet Society*. Sage Publications London.
- Barus, R. K. (2015). Pemberdayaan Perempuan melalui Media Sosial. *Simbolika*, I no 2, 113–123.
- Bella, A. (2018). Pemerataan Dulu Sebelum ke 5G. *Marketeers*, 56.
- Bintari, N. . (2016). 1/3 Audience Nonton Video Online Setiap Hari. *MIX Marketing Communication*, 10.
- Bonauli, Elvi Liliany. Yuliana, E. (2014). *Analisis Penerapan Teknologi Informasi dan Komunikasi untuk Pengembangan Kewirausahaan Sosial*. Telkom University.
- BPS. (2016). *Hasil Pendaftaran (LISTING) Usaha/Perusahaan Sensus Ekonomi 2016*. Yogyakarta.
- Daniel, B. K. (2011). *Methods and Techniques for Studying Virtual Communities (Volume 1)*. Hershey, New York: Information Science Reference.
- Dees, J. G. (2012). A Tale of Two Cultures : Charity, Problem Solving, and the Future of Social Entrepreneurship. *Springer Science+Business Media*, 321–334. <https://doi.org/10.1007/s10551-012-1412-5>
- Dewantara, R. W., & Widhyarto, D. S. (2015). Aktivisme dan Kesukarelawanan dalam Media Sosial Komunitas Kaum Muda Yogyakarta. *JSP Jurnal Ilmu Sosial Dan Politik*, 19, 40–52.
- Dijk, J. Van. (2006). *The Network Society. Social Aspects of New Media. The New Faces of Victimhood: Globalization,* Retrieved from <http://www.tlu.ee/~kpata/uusmeedia/TheNetworkSociety.pdf>
- Evans D. Mckee J. (2010). *Social Media Marketing : The Next Generation of Business Engagement*. Indiana: Wiley Publishing, Inc.
- Friedman, T. (2005). *The world is Flat : A Brief History of the Twenty First Century*. USA: Farrar Straus and Giroux.
- Giddens, A. (2009). *Problematik Utama Dalam Teori Sosial*. Pustaka Pelajar Yogyakarta.
- Giddens, A. (2010). *Teori Strukturisasi*. Pustaka Pelajar Yogyakarta.
- Grieco, C. (2015). *Assesing Social Impact of Social Enterprise*. SpringerBriefs in Business. https://doi.org/DOI 10.1007/978-3-319-15314-8_2
- Griffin, E. (2012). *Communication :A first Look At Communication Theory*.



- McGraw-Hill.
- Haroen, D. (2014). *Personal Branding*. Gramedia Pustaka Utama.
- Hartadi, B. (2016, September 9). Cerdas Memilih Program Studi. *Kedaulatan Rakyat*, p. 1.
- Haryanti, D. M. dkk. (2015). *Berani Jadi Wirausaha Sosial*. DBS Foundation.
- Hasan, A. (2014). *Marketing dan Kasus-kasus Pilihan*. Yogyakarta: Center for Academic Publishing Service.
- Hine, C. (2000). *Virtual Ethnography*. Sage Publication.
- Hine, C. (Ed.). (2005). *Virtual Methods : Issues in Social research on The Internet*. New York: Berg, Oxhord.
- Holmes, D. (2005). *Communication Theory : Media, technology and Society*. London : Sage.
- Hulgard, L. (2010). *Discourses of Social Entrepreneurship - Variations of The Same Theme?* EMES European Research Network.
- Ife, J., & Tesoriero, F. (2014). *Community Development*. Pustaka Pelajar Yogyakarta.
- Izzo, J. J. V. (2018). *The Purpose Revolution*. Berrett-Koehler Publisher Inc.
- Jagongo, A. C. K. (2013). The Social Media and Entrepreneurship Growth. *International Journal of Humanities and Social Sciences*, 3(Special Issue), 213–227.
- Jones, R. G. (2016). *Communication in the Real World : An Introduction to Communication Studies*. University of Minnesota Libraries Publishing.
- Juwaini, A. (2011). *Social Enterprise*. Expose (Mizan Group).
- Kartajaya, H. (2016, August). Small Business Framework Asai to The World. *Marketeers*, 16–21.
- Kartajaya, H. (2017). *Citizen 4.0*. Gramedia Pustaka Utama.
- Korsgaard, Steffen. Anderson, A. R. (2011). Enacting Entrepreneurship as Social ValueCreation. *International Small Business Journal*. Sage, 131–151.
- Kotler, P. G. A. (2012). *Prinsip-prinsip Pemasaran* (13th ed.). Jakarta: Erlangga.
- Kozinets, R. V. (n.d.). The Field Behind The Screen : Using netnography For marketing research in Online Communities. *Journal of Marketing Research*, 39, 61–72.
- Kurniawan, S. (2017). Media and Social Media. *Marketeers*, 52–55.
- Kusuma, G. H., & Purnamasari, N. (2016). *Bumdes : kewirausahaan Sosial yang Berkelanjutan*. Saemaul Globalization Foundation.
- Lin, C. et all. (2013). Electronic Word of Mouth : The Moderating Roles of Product Involvement and Brand Image. In *Technology Innovation and Industrial Management* (pp. 29–47). Phuket Thailand.
- Littlejohn, Stephen W. Foss, K. A. (Ed.). (2009). *Encyclopedia of Communication Theory*. Sage Publication.
- LittleJohn, S. W., & Foss, K. A. (2014). *Teori Komunikasi. Theories of Human Communication* (9th ed.). Salemba Humanika.
- Littlewood, David. Holt, D. (2015). Social Entrepreneurship in South Africa : Exploring the Influence of Environment. *Business and Society-SAGE*, 1–37. <https://doi.org/10.1177/0007650315613293>
- Mardikanto, T. (2009). *Sistem Penyuluhan Pertanian Surakarta*. LPP-UNS dan



UNS Press.

- Mardikanto, T. S., & Poerwoko. (2015). *Pemberdayaam Masyarakat : Dalam Perspektif kebijakan Publik*. Alfabeta Bandung.
- Margono, A. A. (2011). Pemuda dan Transformasi Pasca Orde Baru. In L. Azca, M Najib. Margono, Subando Agus. Wildan (Ed.), *Pemuda Pasca Orba*. YOUSure (Youth Studies Center) Fisipol UGM.
- Masturin. (2015). Model Pemberdayaan Masyarakat dengan pendekatan Social Entrepreneurship. *INFERENSI, Jurnal Penelitian Sosial Keagamaan, Volume 9.*, 159–182.
- McPhee, R. D. (1989). Organizational Communications : A Structural Exemplar. In B. Dervin (Ed.), *Rhetinking Communication : Paradigm Exemplars* (pp. 199–212). Beverly Hills: Sage.
- Mitchell, W. J. (2005). Constructing Complexity. In *Tenth International Conference on Computer Aided Architectural Design Futures* (pp. 41–50). Vienna, Austria.
- Mitra, C. S. (n.d.). *Contribution of Social Entrepreneurship Corporate Social Responsibility in Solving Social Problems of Community*. Universitas Babeş Bolyai Cluj-Napoca.
- MIX. (2016a). Tiga Syarat Sukses Program Social Marketing. *PT SWA Media International*, 24.
- MIX. (2016b, September). Pasar E-Commerce Indonesia Terbesar di Asean, 9.
- Muchtar, A. (2017, November). Kampanye Samsung. *MIX Marketing & Communications*, 62.
- Muller. (2018). The Digital World. Retrieved September 27, 2018, from www.cs.bc.edu/~muller/teaching/cs074/.../digitalworld.pdf
- Mulya, B. W. (2014). Transformasi Non-Government Organization dari Charitable Organization menjadi Social Business. *Calyptra*, 3 No 1, 1–23.
- Nahrawi, I. (2017). *Millenial Nusantara : Pahami Karakternya, Rebut Smpatinya*. Jakarta: Gramedia Pustaka Utama.
- Nasrullah, R. (2014). *Teori dan Riset Media Siber*. PrenadaMedia Grup.
- Nasrullah, R. (2016). *Media Sosial : Perspektif Komunikasi, Budaya dan Sosioteknologi*. Bandung: Simbiossa Rekatama Media.
- Nicholls, A. (2008). *Social Entrepreneurhip : New Models of Suistainable Social Change*. Oxford.
- Nugroho, R. (2015). *Membangun Entrepreneur Indonesia*. Elex Media Computindo.
- Octavianto, A. W. (2014). Strukturasi Giddens dan Social Construction of Technology (SCoT) Sebagai Pisau Analisis Alternatif Penelitian Sosial Atas Teknologi Media Baru. *E-Journal Universitas Media Nusantara*, VI, 41–57. Retrieved from <http://ejournals.umh.ac.id/index.php/FIKOM/article/view/417/375>.
- Othman, Norasmah. Wahid, H. (2014). Social Entrepreneurship Among Participants in The Students in Free Enterprise Program. *Emerald*, 56. Retrieved from www.emeraldinsight.com
- Pambudi, S. T. (2017). Dua Pilar Masa Depan Facebook. *SWA*, 77.
- Pramiyanti, Alila, Idola Perdini Putri, R. N. (2014). Motif Remaja dalam



- Menggunakan Media Baru. *KomuniTI*, VI, 95–102.
- Prensky, M. (2001). Digital Natives Digital Immigrants. *MCB University Press*, 9 no 5.
- Purnomo, M. (2015). Dinamika Pendidikan kewirausahaan : Pemetaan Sistematis Terhadap Pendidikan, Pengajaran, dan Pembelajaran. *Jurnal Dinamika Manajemen*, 6, 97–120.
- Rahmawaty, Peny. Herlina Suwanto, Dyna. Endarwati, M. lies. (2010). Pengembangan Metode Pembelajaran Pendidikan Karakter Melalui Kewirausahaan Sosial (Sociopreneurship). Retrieved from <http://staff.uny.ac.id/sites/default/files/penelitian>
- Ritzer, G., & Goodman, D. J. (2016). *Teori Sosiologi*. Kreasi Wacana.
- Ritzer, G., & Smart, B. (2015). *Handbook Teori Sosial*. Nusa Media Bandung.
- Saukko, P. (2003). *Doing Research in Cultural Studies*. *Athenaeum Studi Periodici Di Letteratura E Storia Dell Antichita*. Sage Publications. <https://doi.org/10.4135/9781849209021>
- Scheibel, Dean Eadie. (2009). *Qualitative, Ethnographic, and Performative Approaches to Communications in 21st Century Communication, A Reference Handbook*. Sage Publication.
- Sebastian, Y. (2016). *Generasi Langgas Millennials Indonesia*. Gagas Media.
- Setiawan, W. (2017). Era Digital dan Tantangannya. In *Seminar Nasional Pendidikan* (pp. 1–9). Retrieved from eprints.ummi.ac.id/151/2/1. Era Digital dan Tantangannya.pdf
- Srinivas R, M. (2001). *Communication for Development in the Third World* (2nd ed.). Sage Publication.
- Sugiarsono, J. (2017). Ramai-ramai Siapkan Strategi Digital. *SWA*, 37.
- Sugiyanto, Z., Nurjanah, & Kurniadi, A. (2014). *Model Pemberdayaan Masyarakat untuk Pemberantasan Saarang Nyamuk (PSN) berbasis Media Sosial Online*. Universitas Dian Nuswantoro Semarang.
- Sugiyono. (2010). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: alfabeta.
- Suharto, E. (2005). *Analisis Kebijakan Publik : Panduan Praktis Mengkaji Masalah dan Kebijakan Sosial*. Bandung: Alfabeta.
- Suherman, E. (2012). *Kiat Sukses Membangun SDM Indonesia*. Bandung: Alfabeta.
- Sulistiyani, A. T. (2004). *Kemitraan dan Model-model Pemberdayaan*. Yogyakarta: Gava Media.
- Survey Indonesia E-Commerce 2016. (2016, November). *SWA*, 44.
- Susanto, E. H. (2010). *Media Baru, Kebebasan Informasi dan Demokrasi di Kalangan Generasi Muda*. Universitas Tarumanegara Indonesia.
- SWA. (2016a). Indonesia Best Cities For Business 2016, 32–34.
- SWA. (2016b, November). Survey Indonesia E-Commerce 2016. *SWA Magazine*, 44–45.
- Thurau, T. H. et al. (2004). Electronic Word-of-Mouth Via Consumer-Opinion Platforms: What Motivates Consumers To Articulate Themselves on The Internet? *Journal of Interactive Marketing*, 18, 38–52. <https://doi.org/10.1002/dir.10073>



- Tristania. (2017). Media Sosial : Tren Pemasaran Digital dalam Industri Pariwisata. In S. and J. C. Arifianto (Ed.), *Komunikasi Di Era Teknologi Digital* (pp. 91–115). Aswaja Pressindo Yogyakarta.
- Undang-Undang No 40 tahun 2009 tentang Kepemudaan. (n.d.). Retrieved from www.kemenpora.go.id/perundangan
- Usman, S. (2010). *Pembangunan dan Pemberdayaan Masyarakat*. Pustaka Pelajar Yogyakarta.
- Van Djick, J. A. G. . (2006). *Network Society, Social Aspect of New Media* (second). Sage.
- Wahyu, B. (n.d.). Teori Strukturasi Anthony Giddens : Sebuah Tawaran Metodologi Ilmu Sosial. *Jurnal Islam Indonesia*, 1–16. Retrieved from <http://jurnal-islam-indonesia.isif.ac.id/index.php/jii/download/32/20/>
- Walther, J. (2012). Social Information Processing Theory. In *Communication Theory* (8th ed., p. 138). McGraw-Hill.
- Wibisono, C. (2018, April). Ekonomi Era Revolusi Industri 4.0. *Marketeters*, 99–100.
- Wibowo, Hery, S. A. (2015). *Kewirausahaan Sosial*. Unpad Press.
- Wibowo, Hery, S. A. N. (2015). *Kewirausahaan Sosial Merevolusi Pola Pikir Menginisiasi Mitra Pembangunan*. Unpad Press.