



UNIVERSITAS
GADJAH MADA

THE PROCESS AND ANALYSIS OF INSTAGRAM CONTENT MAKING IN JIZ FM
MUHAMAD HARIO PANDIT, Nabilla Kusuma Vardhani, S.I.P., M.A.
Universitas Gadjah Mada, 2021 | Diunduh dari <http://etd.repository.ugm.ac.id/>

WORKS CITED

- Anindita, M., & Riyanti, T. M. (2016). Tren Flat Design Dalam Desain Komunikasi Visual. *Jurnal Dimensi DKV Seni Rupa Dan Desain*, 1(1), 1–14.
- COMPANY PROFILE RADIO JIZ FM JOGJA - PENELITIAN, SKRIPSI ATAU MAGANG.* (n.d.).
- Diamond, S. (2013). *The visual marketing revolution 26 rules to help social media marketers connect the dots*. Que.
- do2learn. (2009). *Emotions color wheel*.
<http://www.do2learn.com/organizationtools/EmotionsColorWheel/index.htm>
- Evans, D., McKee, J., & Bratton, S. (2010). *Social media marketing: the next generation of business engagement*. Wiley Publishing.
- Gerber, M. (2009). *The E-myth Revisited: Why Most Small Businesses Don't Work and What to Do About it*. HarperCollins e-books. 2009. Web. 5 Jul 2021
- Indika, D. R., & Jovita, C. (2019). *Pemanfaatan Media Sosial Instagram Akun @Vapormxpku Dalam Meningkatkan Promosi Penjualan*. *Jurnal Bisnis Terapan*, 3(9), 25–32.
<http://journal.trunojoyo.ac.id/kompetensi/article/view/3533>
- Kemp, S. (2021, February 11). *Digital in Indonesia: All the Statistics You Need in 2021 - DataReportal – Global Digital Insights*. Retrieved from <https://datareportal.com/reports/digital-2021-indonesia>.
- NapoleonCat. (n.d.). *Instagram users in Indonesia - January 2021*. Retrieved from <https://napoleoncat.com/stats/instagram-users-in-indonesia/2021/01>.
- Palmer A., & Koenig-Lewis N. (2009). An Experiential Social Network-Based Approach to Direct Marketing. *Direct Marketing: An International Journal*, 3(3), 162-176.
- Peate, S. (2020, June 29). *Getting Your Brand in Shape: The Psychology of Logo Shapes*. Fabrik Brands. <https://fabrikbrands.com/the-psychology-of-logo-shapes/>.
- Purbohastuti, A. W. (2017). *Efektivitas Media Sosial Sebagai Media Promosi*. *Ekonomika*, 12(2), 212–231.



- Putra, I. K. A. M. (2020). *Visual and copywriting strategies in digital product marketing through sponsored content and landing pages on social media for SMEs*. International Proceeding Conference on Multimedia, Architecture & Design (IMADe), 1(October), 266–274.
- Sitepu, V. (2013). *Panduan Mengenal Desain Grafis*. Escaeva, 53(9), 1689–1699.
- Thackeray, R., et al. (2008). *Enhancing Promotional Strategies Within Social Marketing Programs: Use of Web 2.0 Social Media*. *Health Promotion Practice*, 9(4), 338–343.
<https://doi.org/10.1177/1524839908325335>
- Wahyuningsih, S. (2015). *Desain Komunikasi Visual*. Madura: UTM PRESS
- Widya, L. A. D. (2016). *Bahan Ajar Kursus Dan Pelatihan Desain Grafis*. Direktorat Pembinaan Kursus dan Pelatihan
- Wijaya, P. Y. (1999). *Tipografi Dalam Desain Komunikasi Visual*. Nirmana, 1(1), 47–54.
<http://puslit2.petra.ac.id/ejournal/index.php/dkv/article/view/16040>