



REFERENCES

- Anonymous. (2017). *Bagan Kelembagaan Departemen Bahasa, Seni, dan Manajemen Budaya, Sekolah Vokasi, Universitas Gadjah Mada*. Retrieved from <https://dbsmb.sv.ugm.ac.id/id/profil/struktur-organisasi/> on July 6, 2021 at 10.15 AM West Indonesia Time.
- Anonymous. (2017). *Sejarah Singkat Departemen Bahasa, Seni, dan Manajemen Budaya, Sekolah Vokasi, Universitas Gadjah Mada*. Retrieved from <https://dbsmb.sv.ugm.ac.id/id/profil/sejarah/> on July 6, 2021 at 9.17 AM West Indonesia Time.
- Anonymous. (2017). *Visi, Misi, Sasaran, dan Tujuan Departemen Bahasa, Seni, dan Manajemen Budaya, Sekolah Vokasi, Universitas Gadjah Mada*. Retrieved from <https://dbsmb.sv.ugm.ac.id/id/profil/visi-dan-misi/> on July 6, 2021 at 2.23 PM West Indonesia Time.
- Arifin, M., Hafidhah, Herli, M. (2020). *Peran Media Sosial dalam Menunjang Kinerja dan Popularitas Institusi Perguruan Tinggi*. JURNAL SERAMBI ILMU. 21. 1-17. 10.32672/si.v21i1.1786.
- Effendy, Onong Uchjana. (1986). *Dimensi Dimensi Komunikasi*. Bandung: Alumni.
- Gahran. (2005). http://dhian_sweetania.staff.gunadarma.ac.id/Downloads/files/38377/CMSLengkap.pdf.
- Ghazali, Miliza. (2016). *Buat Duit dengan Facebook dan Instagram: Panduan Menjana Pendapatan dengan Facebook dan Instagram*. Malaysia: Publishing House.
- Hendrix, D. (2014). *3 ways social media is driving a business revolution*. Retrieved from <http://www.forbes.com/sites/drewhendricks/2014/02/25/3-ways-social-media-is-driving-a-business-revolution/> on July 4, 2021 at 9.42 AM West Indonesia Time.
- Hochman, N., & Schwartz, R. (2012). *Visualizing Instagram: Tracing Cultural Visual Rhythms*. ICWSM 2012.
- Jurnalistik. (2021). Online KBBI. Retrieved from <https://kbbi.kemdikbud.go.id/entri/jurnalistik> on August 17, 2021 at 2.01 PM West Indonesia Time.
- Kemp, Simon. (2021). *Digital 2021: The Latest Insights into the 'State of Digital'*. Retrieved from <https://wearesocial.com/blog/2021/01/digital-2021-the-latest-insights-into-the-state-of-digital> on July 4, 2021 at 4.03 PM West Indonesia Time.
- Konten. (2021). Online KBBI. Retrieved from <https://kbbi.kemdikbud.go.id/entri/konten> on October 6, 2021 at 3.36 PM West Indonesia Time.
- Kusmiati, etc. (1999). *Teori Desain Komunikasi Visual*. Jakarta: Djambatan.
- McQuarrie, Edward F., & Phillips, Barbara J. (2016). *Visual Branding: A Rhetorical and Historical Analysis*. Cheltenham & Northampton, MA: Edward Elgar Publishing.
- Munadi, Muhammad. (2020). *Manajemen Pendidikan Tinggi di Era Revolusi 4.0*. Jakarta: Kencana.
- Muslimin, Khoirul. (2019). *Jurnalistik Dasar: Jurus Jitu Menulis Berita, Feature Biografi, Artikel Populer, dan Editorial*. Jepara: UNISNU PRESS.
- NapoleonCat. (2021). *Instagram users in Indonesia June 2021*. Retrieved from <https://napoleoncat.com/stats/instagram-users-in-indonesia/2021/06> on July 4, 2021 at 2.37 PM West Indonesia Time.
- R, Williamson Daniel. (1975). *Feature Writing for Newspapers*. New York: Hastings House Publishers.



Sihombing, Danton. (2004). *Konsep Desain Grafis dalam Desain Publikasi*. Majalah Cakram, Mei, p.50-51.

Sitepu, Vinsensius. *Panduan Mengenal Desain Grafis*. www.escaeva.com.

Sudarman, Paryati. (2008). *Menulis di Media Massa*. Yogyakarta: Pustaka Pelajar.

Wartman, Carsten. (2004). *Panduan Lengkap Menggunakan Blender*. Jakarta: Elex Media Komputindo.

Yosef, Jani. (2009). *To Be Journalist: menjadi jurnalis tv, radio dan surat kabar yang profesional Ed.1*. Yogyakarta: Graha Ilmu.