

DAFTAR PUSTAKA

Anthony, R. N., & Govindarajan, V. (2007). *Management control systems* (12th ed.). McGraw-Hill Education.

Aulia, W. (2016). *Meningkatkan hasil belajar siswa pada mata pelajaran matematika dengan menggunakan model Kumon IV SDN 135563 Tanjung Balai T.A 2015/2016* [Undergraduate thesis, Universitas Negeri Medan]. <https://doi.org/10.13.%20NIM.%201123111102%20CHAPTER%20V.pdf>

Berkman, H. W., & Gilson, C. C. (2021). *Advertising: Concepts and strategies*.

Bowdin, G. A. J., Allen, J., O'Toole, W., Harris, R., & McDonnell, I. (2011). *Events management* (3rd ed.). Routledge.

Chaffey, D., & Smith, P. R. (2022). *Digital marketing excellence: Planning, optimizing and integrating online marketing*. Taylor & Francis.

Cutlip, S. M., Center, A. H., & Broom, G. M. (2006). *Effective public relations* (9th ed.). Pearson Education.

Daft, R. L., & Lengel, R. H. (1986). Organizational information requirements, media richness and structural design. *Management Science*, 32(5), 554–571.

Gopalakrishnan, P. (2000). *Handbook of logistics management*. New Delhi: Macmillan India Ltd.

Grunig, J. E., & Hunt, T. (1984). *Managing public relations*. Holt, Rinehart, and Winston.

Greenation Foundation. (2020). *Infografis edukasi pengurangan plastik sekali pakai*. <https://greenation.id>

Harold, W. B., & Gilson, C. C. (2021). *Advertising: Concepts and strategies*.

Heizer, J., Render, B., & Munson, C. (2017). *Operations management* (12th ed.). Pearson.

Ismaryanto, W. S. (2020). Evaluasi indikator kinerja utama pada KPP Pratama Semarang Barat. *ABIS: Accounting and Business Information Systems Journal*, 1(3), Article 3. <https://doi.org/10.22146/abis.v1i3.59401>

Kerzner, H. (2017). *Project management: A systems approach to planning, scheduling, and controlling* (12th ed.). Wiley.

Kepios. (2024). *Digital 2024: Indonesia*. We Are Social & Meltwater. <https://datareportal.com/reports/digital-2024-indonesia>

Kotler, P., & Keller, K. L. (2012). *Marketing management* (14th ed.). Prentice Hall.

Kriyantono, R. (2013). *Manajemen periklanan: Teori dan praktik*. Universitas Brawijaya Press.

Mamis, S., Putra, I. N. A. S., Yusa, I. M. M., Aryanto, D., Yasa, N. P. D., Wahidiyat, M. P., Novitasari, D., Jayanegara, I. N., Mutiarani, R. A., Sutarwiyasa, I. K., Yasa, I. W. A. P., Putra, P. S. U., Setiawan, I. K., Anggara, I. G. A. S., Setiawan, I. N. A. F., & Carrollina, D. (2023). *Dasar-dasar desain komunikasi visual (DKV): Panduan lengkap untuk memasuki dunia kreatif visual*. PT. Sonpedia Publishing Indonesia.

Morissan. (2021). *Teori komunikasi individu hingga massa* (Ed. Revisi). Prenada Media.

Nainggolan, M. A., Kojo, C., & Sendow, G. (2018). Analisis pengaruh internal locus of control dan external locus of control terhadap kepuasan kerja serta dampaknya terhadap kinerja tenaga kependidikan di Fakultas Ekonomi dan Bisnis Universitas Sam Ratulangi. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis dan Akuntansi*, 6(4), Article 4. <https://doi.org/10.35794/emba.v6i4.21926>

Plessis, D. F. du. (2021). *Introduction to public relations and advertising*. Juta and Company Ltd.

Putra, R. W. (2021). *Pengantar desain komunikasi visual dalam penerapan*. Penerbit Andi.

- Rahmadhani, L. O., Melika, K., Juliansyah, A. R., Pratama, A. A., & Sumarni, L. (2024). Strategi lobi dan negosiasi dalam membangun kepercayaan sponsorship: Studi kasus produk Hydro Coco. *Populer: Jurnal Penelitian Mahasiswa*, 3(3), Article 3. <https://doi.org/10.58192/populer.v3i3.2343>
- Robbins, S. P., & Judge, T. A. (2013). *Organizational behavior* (15th ed.). Pearson Education.
- Sandra Moriarty, Nancy Mitchell, & William Wells. (2009). *Advertising* (8th ed.).
- Saputri, D. (2020). Pengaruh kampanye lingkungan terhadap perilaku mahasiswa dalam mengurangi penggunaan plastik. *Jurnal Komunikasi Lingkungan*, 8(2), 101–110.
- Soesanto, D. (2016). *Strategi komunikasi: Pendekatan praktis dalam perencanaan kampanye*. Kencana Prenada Media Group.
- Stone, M. (2007). *Fundamentals of marketing*. Routledge. <https://doi.org/10.4324/9780203030783>
- Sudaryanto. (2015). *Metode dan aneka teknik analisis bahasa*. Yogyakarta: Sanata Dharma University Press.
- Tambunan, T. S. (2019). *Glosarium istilah pemerintahan*. Prenada Media.
- Statista. (2024). *Daily time spent on social media by internet users worldwide from 2010 to 2024*.
- Hootsuite & We Are Social. (2024). *Digital 2024: Indonesia*.
- United Nations Environment Programme (UNEP). (2021). *The Role of Youth in Environmental Action*.
- UNESCO. (2017). *Education for Sustainable Development Goals: Learning Objectives*.

Jurnal Komunikasi & Bisnis. (2020). *Peran Komunitas Mahasiswa dalam Kampanye Lingkungan*.

Sistem Informasi Pengelolaan Sampah Nasional (SIPSN) Kementerian Lingkungan Hidup dan Kehutanan (KLHK). (2023).

jateng.bps.go.id (2024) Jumlah Perguruan Tinggi, Mahasiswa, dan Tenaga Pendidik (Negeri dan Swasta) di Bawah Kementerian Riset, Teknologi, dan Pendidikan Tinggi/Kementrian Pendidikan dan Kebudayaan Menurut Kabupaten/Kota di Provinsi Jawa Tengah

Jumlah Mahasiswa di Jawa Tengah Naik pada 2024, Kota Semarang Masih Mendominasi. (2025, Mei 2). *Manado Post*.

<https://manadopost.jawapos.com/mpedia/285957108/jumlah-mahasiswa-di-jawa-tengah-naik-pada-2024-kota-semarang-masih-mendominasi>

Kota Semarang mencatat jumlah mahasiswa tertinggi dengan 237.020 mahasiswa pada tahun 2024. (2025, Mei 2). *Manado Post*.

<https://manadopost.jawapos.com/mpedia/285957108/jumlah-mahasiswa-di-jawa-tengah-naik-pada-2024-kota-semarang-masih-mendominasi>

The Ocean Conservancy. (2023). International Coastal Cleanup Report.

Environmental Protection Agency (EPA). (2023). Plastics, Recycling, and the Environment.

Plastic Pollution Coalition. (2023). Facts About Plastic Pollution.

Bandura, A. (1977). *Social learning theory*. Prentice Hall.

Chu, S.-C., & Kim, Y. (2011). Determinants of consumer engagement in electronic word-of-mouth (eWOM) in social networking sites. *International Journal of Advertising*, 30(1), 47–75. <https://doi.org/10.2501/IJA-30-1-047-075>

Goldstein, N. J., Cialdini, R. B., & Griskevicius, V. (2008). A room with a viewpoint: Using social norms to motivate environmental conservation in hotels. *Journal of Consumer Research*, 35(3), 472–482. <https://doi.org/10.1086/586910>

Kim, M., Lee, M., & Hsieh, G. (2018). Understanding motivational and social impact of social media-based health campaigns. *Computers in Human Behavior*, 93, 295–305. <https://doi.org/10.1016/j.chb.2018.02.011>

Nadarajah, D., Ramayah, T., & Samat, N. (2020). The role of user-generated content in pro-environmental behavior: A social influence perspective. *Sustainability*, 12(22), 9686. <https://doi.org/10.3390/su12229686>

Duhigg, C. (2012). *The power of habit: Why we do what we do in life and business*. Random House.

Fogg, B. J. (2009). A behavior model for persuasive design. *Proceedings of the 4th International Conference on Persuasive Technology*, 40(1), 1–7. <https://doi.org/10.1145/1541948.1541999>

Lally, P., van Jaarsveld, C. H. M., Potts, H. W. W., & Wardle, J. (2010). How are habits formed: Modelling habit formation in the real world. *European Journal of Social Psychology*, 40(6), 998–1009. <https://doi.org/10.1002/ejsp.674>

White, K., Habib, R., & Hardisty, D. J. (2011). How to SHIFT consumer behaviors to be more sustainable: A literature review and guiding framework. *Journal of Marketing*, 75(4), 14–32. <https://doi.org/10.1509/jmkg.75.4.14>

Iglesias, O., Markovic, S., & Rialp, J. (2019). How to build brand engagement in service settings: The behaviors that drive engagement through interaction. *Journal of Service Management*, 30(3), 389–412. <https://doi.org/10.1108/JOSM-09-2018-0285>

White, K., Hardisty, D. J., & Habib, R. (2019). The elusive green consumer. *Harvard Business Review*, 97(4), 124–133. <https://hbr.org/2019/07/the-elusive-green-consumer>