

## REFERENCES

- Andhita, P. R. (2021). *Komunikasi Visual* (Vol. 1). Zahira Media. [https://books.google.co.id/books?id=ico5EAAAQBAJ&printsec=frontcover&dqe=buku+tentang+komunikasi+visual&hl=id&newbks=1&newbks\\_redir=0&source=gb\\_mobile\\_search&sa=X&redir\\_esc=y#v=onepage&q=buku%20tentang%20komunikasi%20visual&f=true](https://books.google.co.id/books?id=ico5EAAAQBAJ&printsec=frontcover&dqe=buku+tentang+komunikasi+visual&hl=id&newbks=1&newbks_redir=0&source=gb_mobile_search&sa=X&redir_esc=y#v=onepage&q=buku%20tentang%20komunikasi%20visual&f=true)
- Asriwati. (2022). *Strategi Komunikasi yang Efektif: Communication for Behavioral Impact (Combi) Dalam Pengendalian Demam Berdarah Dengue.* [https://www.google.co.id/books/edition/Strategi\\_Komunikasi\\_yang\\_Efektif\\_Co/muni/WzFfEAAAQBAJ?hl=id&gbpv=0](https://www.google.co.id/books/edition/Strategi_Komunikasi_yang_Efektif_Co/muni/WzFfEAAAQBAJ?hl=id&gbpv=0)
- Bocar, A. C. (2017). Aggressive, Passive, and Assertive: Which Communication Style Is Commonly Used by College Students? *SSRN Electronic Journal.* <https://doi.org/10.2139/ssrn.2956807>
- Carcavilla Puey, F., & Aguirre Jiménez, A. I. (2022). The communication of Gucci's brand identity on its Instagram profile. *Doxa Comunicacion*, 2022(34), 177–200. <https://doi.org/10.31921/doxacom.n34a847>
- Carvalho, J. P., Rosa, H., Brogueira, G., & Batista, F. (2017). MISNIS: An intelligent platform for twitter topic mining. *Expert Systems with Applications*, 89, 374–388. <https://doi.org/10.1016/j.eswa.2017.08.001>
- Chu, H., Yuan, S., & Liu, S. (2021). Call them COVIDiots: Exploring the effects of aggressive communication style and psychological distance in the communication of COVID-19. *Public Understanding of Science*, 30(3), 240–257. <https://doi.org/10.1177/0963662521989191>
- Creswell, J. W. (2023). Research Design Qualitative, Quantitative, and Mixed Methods ApproachRes. *Sixth Edition.*
- Creswell, J. W., & Creswell, J. D. (2018). Research Design Qualitative, Quantitative, and Mixed Methods Approaches. *Fifth Edition.*
- de la Torre, G. G., Ramallo, M. A., Gonzalez-Torre, S., Prat, A. M., Rueda-Marroquin, A., Sallago-Marcos, A., Toro-Barrios, Z., & Garcia, M. A. (2021). Communication styles and attention performance in primary school children. *Behavioral Sciences*, 11(12). <https://doi.org/10.3390/bs11120172>
- Furui, Y. (2021). Analysis on Marketing Strategy of Luxury Brand under the Context of New Media: Taking Gucci as An Example. *Journal of Economics, Business and Management*, 9(3), 60–63. <https://doi.org/10.18178/joebm.2021.9.3.656>
- Hadge, A. (2013). *Information Display Design Information Displays.*

Jubilee Enterprise. (2014). *90 Tip dan Trik Twitter untuk Jualan*. Elex Media Komputindo.

Kumar Batra, R., Brunel, F., & Chandran, S. (2009). *ASSOCIATION FOR CONSUMER RESEARCH When Good Looks Kill: an Examination of Consumer Responses to Visually Attractive Product Design*.  
<http://www.acrwebsite.org/volumes/14648/volumes/v36/NA-36><http://www.copyright.com/>.

Montalvo, R. E. (2011). Social Media Management. In *International Journal of Management & Information Systems-Third Quarter* (Vol. 15, Issue 3). [http://www.heb.com/yourHEBStore/specialPromotions\\_CouponPolicy.jsp](http://www.heb.com/yourHEBStore/specialPromotions_CouponPolicy.jsp).

Oliveira, A. L. A. M., & Carneiro, M. M. (2020). A pragmatic view of hashtags: The case of impoliteness and offensive verbal behavior in the Brazilian Twitter. *Acta Scientiarum Language and Culture*, 42(1).  
<https://doi.org/10.4025/actascilangcult.v42i1.50500>

Praditya, A. (2019). PENGARUH MEDIA SOSIAL DAN KOMUNIKASI BISNIS TERHADAP PERKEMBANGAN BISNIS ONLINE SHOP. *Journal Ilmiah Semarak*, 2(1).

Richards, T. (2024). Communicating With Elegance: The Power of Thoughtful Words. Article. <https://www.linkedin.com/pulse/communicating-elegance-power-thoughtful-words-tyre-richards-mba-enlsc/>

Somerfield, K., & Mortimer, K. (2018). The relevance of images in user-generated content: a mixed method study of when, and why, major brands retweet The relevance of images in user-generated content. In *Int. J. Internet Marketing and Advertising* (Vol. 12, Issue 4). <http://creativecommons.org/licenses/by/4.0/>

Article. (2025). Diambil kembali dari GUCCI:

<https://www.gucci.com/us/en/st/stories/article/gucci-twinsburg-fashion-show-looksgallery?srsltid=AfmBOoqBtmzIERu0WMzuzGd2pt5nSk1AX6ZLmeCmdVDa83Yo37DICbO>

Kietzmann, J. H., Hermkens, K., McCarthy, I. P., & Silvestre, B. S. (2011). Social media? Get serious! Understanding the functional building blocks of social media. *Business Horizons*. doi:10.1016/j.bushor.2011.01.005

Lovejoy, K., & Saxton, G. D. (2018). Information, Community, and Action: How Nonprofit Organizations Use Social Media\*. *f Computer-Mediated Communication*.

Bucher, T., & Helmond, A. (2016). The Affordances of Social Media Platform. *Sage Publikation*.