

## DAFTAR PUSTAKA

- Agrawala, Shardul & Aalst, Maarten. (2008). Adapting Development Cooperation to Adapt to Climate Change. *Climate Policy*, Vol. 8 No. 2, (183-193). DOI 10.3763/cpol.2007.0435.
- Archer, D., F. Almanshi, M. DiGregorio, D. Roberts, D. Sharma, & D. Syam. (2014). Moving Towards Inclusive Urban Adaptation: Approaches To Integrating Community-Based Adaptation To Climate Change At City And National Scale. *Climate and Development* Vol. 6 No. 4, (345-356). DOI <http://dx.doi.org/10.1080/17565529.2014.918868>
- Fayol, H. (1916). *General and Industrial Management*. Paris: Institute of Electrical and Electronics Engineering.
- Griffin. (2010). *A First Look at Communication Theory*. 8th ed. Boston: McGraw Hill.
- Klein, Richard, Schipper, Lisa & Dessai, Suraje. (2005). Integrating Mitigation and Adaptation Into Climate and Development Policy: Three Research Questions. *Environmental Science & Policy* Vol. , No.6 (579-588). DOI 10.1016/j.envsci.2005.06.010.
- Kok, M. T. J., and H. C. de Coninck. (2007). Widening The Scope of Policies to Address Climate Change: Directions For Mainstreaming. *Environmental Science and Policy* Vol. 10 No. 7-8 (587-599). <http://dx.doi.org/10.1016/j.envsci.2007.07.003>
- Kotler, P., & Zaltman, G. (1971). Social Marketing: An Approach to Planned Social Change. *Journal of Marketing* Vol. 35, No. 3, (3-12). DOI <https://doi.org/10.2307/1249783>
- Miles, M. B., & Huberman, M. (1992). *Analisis Data Kualitatif*. Jakarta: Penerbit Universitas Indonesia.
- Pasaribu, R. (2023). #banggabuatanindonesia Social Marketing of #banggabuatanindonesia as Indonesian National Identity Campaign in Social Media. *Ultimacomm: Jurnal Ilmu Komunikasi*, Vol. 15 No. 1, (17-31). DOI <https://doi.org/https://doi.org/10.31937/ultimacomm.v15i1.2818>
- Persson, Å., & Klein, R.J. (2008). *Mainstreaming Adaptation To Climate Change Into Official Development Assistance: Challenges To Foreign Policy Integration*. London: Routledge.
- Robinson, Stacy-ann. (2019). Mainstreaming Climate Change Adaptation In Small Island Developing States. *Climate and Development*, Vol. 11 No.1 (47-59). DOI: 10.1080/17565529.2017.1410086
- Rogers, E. M., dan Storey J. D. 1987. *Communication Campaign*. New Burry Park: Sage.

- Sandoval, A. G. N., & Ferré-Pavia, C. (2023). TikTok and Climate Change: Communicating without Sources or Solutions. *Revista de Comunicación Vol. 22 No. 1, (309-331)*. DOI <https://doi.org/10.26441/RC22.1-2023-2994>.
- Siswanto, A. H. ., Bakti, I., & Wirakusumah, T. K. . (2022). Pengelolaan Media Kampanye Duta Lingkungan dalam Mengurangi Sampah Plastik pada Program #GenZheTikYuk!. *Jurnal Pendidikan dan Konseling (JPDK), Vol. 4 No. 5, (6870-6875)*. DOI <https://doi.org/10.31004/jpdk.v4i5.7806>
- Sugiyono. (2005). *Memahami Penelitian Kualitatif*. Bandung: Alfabeta.
- Sugiyono. (2010). *Metode Penelitian Kuantitatif-Kualitatif dan R&D*. Bandung: Alfabeta
- Suryanah, A., Rifai M., & Lubis F.O. (2022). Strategi Komunikasi Kampanye @jedaiklim (Studi Kasus Kampanye *Climate Action Now*). *Syntax Literate: Jurnal Ilmiah Indonesia Vol. 7 No. 3 (2007-2016)*. DOI <https://doi.org/10.36418/syntax-literate.v7i3.6471>
- Sutopo. (1988). *Pengantar Penelitian Kualitatif*. Surakarta: UNS Press.
- Sutopo. (2006). *Metodologi Penelitian Kualitatif*. Surakarta: UNS.
- Suwarso, W. A. (2020). Strategi Komunikasi Pemasaran Sosial oleh Organisasi Non Profit. *Ekspresi dan Persepsi: Jurnal Ilmu Komunikasi Vol 3 No 1, (1-11)*. DOI <https://doi.org/10.33822/v3i1.1357>
- Venus, A. (2017). *Manajemen Kampanye: Panduan Teoretis dan Praktis dalam Mengefektifkan Kampanye Komunikasi*. Bandung: Simbiosis Rekatama Media.
- Wamsler, C. (2015). Mainstreaming Ecosystem-Based Adaptation: Transformation Toward Sustainability In Urban Governance And Planning. *Ecology and Society Vol. 20 No. 2*. DOI [10.5751/ES-07489-200230](https://doi.org/10.5751/ES-07489-200230).
- Wehrich, H. and Koontz, H. (2005). *Management: A Global Perspective*. 11th Edition. New Delhi: Tata McGraw Hill Publishing Ltd.
- Weinreich, N. K. (2011). *Hands-on Social Marketing: A Step-by-Step Guide to Designing Change for Good*. SAGE Publications, Inc. DOI <https://dx.doi.org/10.4135/9781452224879>