

## REFERENCES

- [1] Damota, M. D. (2019). The Effect of Social Media on Society. *New Media and Mass Communication*, 78(07), 7–11. <https://doi.org/10.47832/2717-8293.7-3.27>
- [2] Yohanna, A. (2020). The Influence of Social Media on Social Interactions among Students. *Indonesian Journal of Social Sciences*, 12(2), 34–48. <https://doi.org/10.1142/S0219649220500239>
- [3] Matilda, S. (2016). Big data in social media environment: A business perspective. *Social Media Listening and Monitoring for Business Applications*, September 2016, 70–93. <https://doi.org/10.4018/978-1-5225-0846-5.ch004>
- [4] Ziezo, M. M., Osakwe, J. O., Ujakpa, M. M., & Iyawa, G. E. (2021). Challenges of Implementing Big Data Technology in Higher Institutions. *Journal of Information Systems and Informatics*, 3(3), 376–391. <https://doi.org/10.51519/journalisi.v3i3.161>
- [5] Alamsyah, A., Bratawisnu, M. K., & Sanjani, P. H. (2018). Finding pattern in dynamic network analysis. 2018 6th International Conference on Information and Communication Technology (ICoICT), 141–146
- [6] Darwiesh, A., Alghamdi, M. I., El-Baz, A. H., & Elhoseny, M. (2022). Social Media Big Data Analysis: Towards Enhancing Competitiveness of Firms in a Post-Pandemic World. *Journal of Healthcare Engineering*, 2022. <https://doi.org/10.1155/2022/6967158>
- [7] Jin, S., & Zafarani, R. (2019). Sentiment prediction in social networks. *IEEE International Conference on Data Mining Workshops, ICDMW, 2018-Novem*(1), 1340–1347. <https://doi.org/10.1109/ICDMW.2018.00190>
- [8] Bahri-Ammari, N., Soliman, M., & Salah, O. Ben. (2022). The Impact of Employer Brand on Job Seekers' Attitudes and Intentions: The Moderating Role of Value Congruence and Social Media. *Corp Reputation Rev.* <https://doi.org/https://doi.org/10.1057/s41299-022-00154-8>
- [9] Kharat, P. P., & Nagare, P. M. R. (2021). Bussiness Development -B2B and B2C Ecommerce. *International Journal of Research Publication and Reviews*, 2(8), 999–1002.
- [10] Du, J. (Dux), & Miao, L. (2022). Business Process Outsourcing (BPO): Current and Future Trends. *International Research in Economics and Finance*, 6(3), 9. <https://doi.org/10.20849/iref.v6i3.1253>
- [11] Jilbert, J., Muis, M., Reni, A., Ratna, A., Dewi, S., & Rifai, M. (2002). Global Business Process Outsourcing Development and Its Impact Toward Indonesia. 2(1), 213–226.
- [12] Shwastika, R., & Keni, K. (2021). The Effect of Brand Awareness, Social Media Marketing, Perceived Quality, Hedonic Motivation, and Sales Promotion Towards Consumers Intention to Purchase in Fashion Industry. *Proceedings of the International Conference on Economics, Business, Social, and Humanities (ICEBSH 2021)*, 570(Icebsh), 23–31. <https://doi.org/10.2991/assehr.k.210805.004>

- [13] Berthon, P., Ewing, M., & Hah, L. L. (2005). Captivating firm: dimensions of attractiveness in employer branding. *International Journal of Advertising*, 24(2), 151-172.
- [14] Kumar, A., & Meenakshi, N. (2009). *Marketing Management*. Vikas House Pvt.
- [15] Ambler, T., & Barrow, S. (1996). The employer brand. *Journal of Brand Management*, 1996, 185-206.
- [16] Junça Silva, A., & Dias, H. (2022). The relationship between employer branding, corporate reputation and intention to apply to a job offer. *International Journal of Organizational Analysis*, 31(8), 1–16. <https://doi.org/10.1108/IJOA-01-2022-3129>
- [17] Kumari, P., Dutta, M., & Bhagat, M. (2020). Employer Branding and its Role in Effective Recruitment. *AIMS International Journal of Management*, 14(2), 89–100. <https://doi.org/10.26573/2020.14.2.2>
- [18] Alamsyah, A., Putri, F., & Sharif, O. O. (2014). Social network modeling approach for brand awareness. *2014 2nd International Conference on Information and Communication Technology (ICoICT)*, 448–453.
- [19] Rumapea, S. Y. P., Pasandaran, C., & Juliadi, R. (2022). Social Network Analysis About Brand Awareness of Shopee Indonesia on Twitter. *Jurnal Komunikasi Profesional*, 6(5), 516–533. <https://doi.org/10.25139/jkp.v6i5.5190>
- [20] Alamsyah, A., Sofyan, E., Aprilliyanti, B. E., & Aini, V. N. (2017). Top Brand Alternative Measurement Based on Consumer Network Activity. *Advanced Science Letters*, 23(4), 3813–3816
- [21] Birmingham, A., Conway, M., McInerney, L., O'Hare, N., & Smeaton, A. F. (2009). Combining social network analysis and sentiment analysis to explore the potential for online radicalisation. *Proceedings of the 2009 International Conference on Advances in Social Network Analysis and Mining, ASONAM 2009*, August, 231–236. <https://doi.org/10.1109/ASONAM.2009.31>
- [22] Kurniawan, B. O. (2022). Social Network Analysis On Twitter Sentiment Data Using Netlytic (Case Study: ‘Ganjar’ And ‘World Cup’). *Journal of Information Systems, Digitization and Business*, 1(1), 15–22. <https://doi.org/10.38142/jisdb.v1i1.652>