

## DAFTAR PUSTAKA

- Abdullah, M. (2015). *Metode Penelitian Kuantitatif*. Yogyakarta: Aswaja Pressindo.
- Ahmad, N. (2021). *Dasar Komunikasi Publik*. Yogyakarta: Nas Media Pustaka.
- Annissa, J., & Ariesta, A. (n.d.). Semiotic Analysis of Nationalism Meaning through Text Mining on Twitter during the 2020 AFF Championship. *Jurnal IPTEK-KOM (Jurnal Ilmu Pengetahuan dan Teknologi Komunikasi)*.
- Aporbo, R. J. (2023). Sociopragmatic Analysis of Filipino Celebrities "Post and Fans" Comments. *World Journal of English Language*.
- Apriliani, R. (2022). Gaining Public Trust through Digital Media by Public Relations of the Government of Sleman Yogyakarta. *Profetik Jurnal Komunikasi*.
- Ardianto, E. (2010). *Metode Penelitian untuk Public Relations: Kuantitatif dan Kualitatif*. Bandung: PT Simbiosis Rekatama.
- Azizah, L. M., Ajipratama, D. B., Putri, N. R., & Damarjati, C. (n.d.). Analysis of Public Sentiment of the Covid-19 Vaccination Policy in Indonesia on Twitter Using the LSTM Algoritm. *Jurnal IPTEK-KOM (Jurnal Ilmu Pengetahuan dan Teknologi Komunikasi)*.
- Baudrillard, J. (1994). *Simulacra and Simulation*. Michigan: The University of Michigan Press.
- Bonaventura, M.-P., & Llorente, C. (2023). Activity of Universities in Social Networks. Correlations of Rankings, Students, Followers and Interactions. *Profesional de la Informacion*.
- Bungin, B. (2017). *Metode Penelitian Kualitatif*. Depok: PT Raja Grafindo.
- Cahyani, I. P., & Widianingsih, Y. (2020). Digital Storytelling dan Social Listening : Tren Aktivitas Kehumasan Perguruan Tinggi dalam Pengelolaan Media Sosial. *Jurnal Ilmiah Komunikasi Makna*, 39-54.
- Cangara, H. (2015). *Pengantar Ilmu Komunikasi*. Jakarta: RajaGrafindo Persada.
- Cherryholmes, C. (1992). Notes on Pragmatism and Scientific Realism. *Educational Research*, 13-17.
- Creswell, J. W. (2023). *Research Design*. Yogyakarta: Pustaka Pelajar.
- Cutlip, S. M., Center, A. H., & Broom, G. M. (2012). *Effective Public Relations*. London: Pearson.
- Ekman, P. (2011). *Membaca Emosi Manusia*. Yogyakarta: Diva Press.
- Eriyanto. (2002). *Analisis Framing: Konstruksi, Ideologi, dan Politik Media*. Yogyakarta: PT LKis.

- Eriyanto. (2011). *Analisis Wacana: Pengantar Analisis Teks Media*. Yogyakarta: PT LKis Pelangi Aksara Yogyakarta.
- Fathullah, N. S. (2020). Propaganda Pembentukan Opini Publik tentang Aksi Penolakan RKUHP dan RUU KPK 2019 Di Kota Makassar pada Media Sosial Whatsapp. *Library Hasanuddin University*.
- Faulina, A. (2021). Peran Buzzer dalam Proses Pembentukan Opini Publik di New Media. *Perpustakaan Universitas Andalas*.
- Go, A., Bhayani, R., & Huang, L. (2009). Twitter Sentiment Analysis. *Entropy* 17, 252.
- Gorodnichenko, Y., Pham, T., & Talavera, O. (2021). Central Bank Communication on Social Media: What, To Whom, and How? *Discussion Paper*, 1-47.
- Herdiansyah, H. (2012). *Metodologi Penelitian Kualitatif*. Jakarta: Salemba Humanika.
- Hernikawati, D. (2021). The Trend of Public Response to Sinovac Vaccine Based on Lexicon Based Sentiment Analysis. *Jurnal IPTEK-KOM (Jurnal Ilmu Pengetahuan dan Teknologi Komunikasi)*.
- Himelboim, I., Smith, M. A., Rainie, L., Shneiderman, B., & Espina, C. (2017). Classifying Twitter Topic-Networks Using Social Network Analysis. *Sage Journal: Social Media + Society*.
- Jamil, A., & Eriyanti. (2021). Social Media Communication: Content Analysis of Indonesian Parliament Instagram Account. *Jurnal Studi Komunikasi Indonesia*.
- Jick, T. (1979). Mixing Qualitative and Quantitative Methods: Triangulation in Action. *Administrative Science Quarterly*, 602-611.
- Kemp, S. (2022, February 15). *Digital 2022: Indonesia*. Retrieved from Datare Portal: <https://datareportal.com/reports/digital-2022-indonesia>
- Klasterisasi Perguruan Tinggi*. (2020, December). Retrieved from Kemendikbud Ristek: <https://klasterisasi-pt.kemendikbud.go.id>
- Komariah, A., & Satori, D. (2012). *Metodologi Penelitian Kualitatif*. Bandung: Alfabeta.
- Kotler, P., & Amstrong, G. (2018). *Principles of Marketing Global*. London: Pearson.
- Krippendorff, K. (2013). *Content Analysis An Introduction to its Methodology*. United States of America: SAGE Publication.
- Lincoln, Y. S., & Guba, E. G. (1985). *Naturalistic Inquiry*. Thousand Oaks: Sage.
- Literat, I., & Kligler-Vilenchik, N. (2021). How Popular Culture Prompts Youth Collective Political Expression and Cross-Cutting Political Talk on Social Media: A Cross-Platform Analysis. *Social Media + Society*.

- Liu, & Liu, B. (2012). *Sentiment Analysis and Opinion Mining*. California: Morgan & Claypool Publishers.
- Marwanta, Y. Y., & Badiyanto. (2023). Analisis Sentimen Pencitraan Perguruan Tinggi di Yogyakarta Menggunakan Metode Naïve Bayes Classifier. *Journal of Applied Informatics and Computing (JAIC)*, 21-27.
- Moleong, L. J. (2012). *Metodologi Penelitian Kualitatif*. Bandung: PT Remaja Rosdakarya.
- Morgan, D. (2007). Paradigms Lost and Pragmatism Regained: Methodological Implications of Combining Qualitative and Quantitative Methods. *Journal of Mixed Methods Research*, 48-76.
- Muhammad, R. H. (2020). Opini Publik Di Media Sosial Instagram #2019gantipresiden Vs #2019tetapjokowi. *Perpustakaan Universitas Riau*.
- Nasrullah, R. (2016). *Media Sosial: Perspektif Komunikasi, Budaya dan Siosioteknologi*. Bandung: Simbiosis Rekatama Media.
- Nasvian, M. F., & Afif, R. (2022). Public Opinion on Facebook Rebrand to Meta: A Twitter Big Data Analysis on the First 24 Hours After Meta Launched. *Jurnal IPTEK-KOM (Jurnal Ilmu Pengetahuan dan Teknologi Komunikasi)*.
- Neuendorf, K. (2002). *The Content Analysis Guidebook*. Thousand Oaks: Sage Publications, Inc.
- Newman, I., & Benz, C. (1998). *Qualitative-Quantitative Research Methodology: Exploring the Interactive Continuum*. Carbondale and Edwardsville: Southern Illinois University Press.
- Paramartha, A. (2020). Sentimen Analisis Pembatasan Sosial Berskala Besar dalam Menekan Penyebaran Covid-19 Di Twitter. *Perpustakaan Universitas Atma Jaya Yogyakarta*.
- Patton, M. (2002). *Qualitative Evaluation and Research Methods*. Thousand Oaks: Sage.
- Phillips, D. C., & Burbules, N. C. (2000). *Postpositivism and Educational Research*. Lanham: Rowman & Littlefield.
- Poyry, E., Reinikainen, H., & Luoma-Aho, V. (2022). The Role of Social Media Influencers in Public Health Communication: Case Covide-19 Pandemic. *International Journal of Strategic Communication*.
- Pozzi, & Alberto, F. (2017). *Sentiment Analysis in Social Networks*. Cambridge: Todd Green.
- Pramana, P. D., Utari, P., & Naini, A. I. (n.d.). Company Image through Big Data: The Cigarette Company's Scholarship Polemic. 2020.

- Pratiwi, L. N. (2021). Analisis Sikap dan Pendapat Netizen terhadap Video Perubahan Keyakinan Beragama oleh Lima Mualaf: Analisis Isi Kuantitatif pada Media Sosial Channel Youtube. *Library Hasanuddin University*.
- Putri, V. (2023, August 14). *15 Universitas Indonesia Paling Populer di Media Sosial tahun 2023*. Retrieved from RevoU: <https://journal.revou.co/peta-digital-universitas-indonesia-2023/>
- Rahadi, D. R. (2017). Perilaku Pengguna dan Informasi Hoax di Media Sosial. *Jurnal Manajemen dan Kewirausahaan*, 58-70.
- Rakhmat, J. (2018). *Psikologi Komunikasi*. Bandung: Remaja Rosdakarya.
- Riyanto, S., & Hatmawan, A. (2020). *Metode Riset Penelitian Kuantitatif Penelitian Di Bidang Manajemen, Teknik, Pendidikan Dan Eksperimen*. Yogyakarta: Deepublish.
- Rossmann, G. B., & Wilson, B. L. (1985). Numbers and Words: Combining Quantitative and Qualitative Methods in a Single Large-Scale Evaluations Study. *Evaluation Review*, 627-643.
- Rozi, I. F., Pramono, S. H., & Dahlan, E. A. (2012). Implementasi Opinion Mining (Analisis Sentimen) untuk Ekstraksi Data Opini Publik pada Perguruan Tinggi. *Jurnal EECCIS (Electrics, Electronics, Communications, Controls, Informatics, Systems)*, 37-43.
- Rua-Hildago, I., Galmes-Cerezo, M., Cristofol-Rodriguez, C., & Aliagas, I. (2021). Understanding the Emotional Impact of GIFs on Instagram through Consumer Neuroscience. *MDPI Behavioral Sciences*.
- Rukajat, A. (2018). *Pendekatan Penelitian Kuantitatif: Quantitative Research Approach*. Yogyakarta: Deepublish.
- Sangadji, E. M., & Sopiah. (2013). *Perilaku Konsumen*. Yogyakarta: Andi.
- Septa, R. R. (2021). Opini Publik Terkait Tren Isu Kesehatan: Analisis Konten pada Twitter dan Portal Berita di Yogyakarta. *Perpustakaan Universitas Gadjah Mada*.
- Sieber, S. (1973). The Integration of Field Work and Survey Methods. *American Journal of Sociology*, 1335-1359.
- Sorensen, I., Furst, S., Vogler, D., & Schafer, M. S. (2023). Higher Education Institutions on Facebook, Instagram and Twitter: Comparing Swiss Universities' Social Media Communication. *Cogintatio: Media and Communication*.
- Sugiyono. (2016). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: PT Alfabet.
- Syahputra, I. (2019). *Opini Publik*. Bandung: Simbiosis Rekatama Media.
- Tashkkori, A., & Teddlie, C. (2010). *SAGE Handbook of Mixed Methods in Social and Behavioral Research*. Thousand Oaks: Sage.

- Telkom University.* (n.d.). Retrieved from Telkom University:  
<https://www.telkomuniversity.ac.id>
- Telkom University.* (n.d.). Retrieved from Instagram:  
<https://www.instagram.com/telkomuniversity/>
- Thompson, B. (2006). *Foundations of Behavioral Statistics: An Insight-Based Approach*. New York: Guilford.
- Troussas, C., Krouska, A., & Virvou, M. (2016). Evaluation of Ensemble-Based Sentiment Classifiers for Twitter Data. *Institute of Electrical and Electronic Engineers*.
- Unaradjan, D. D. (2019). *Metode Penelitian Kuantitatif*. Jakarta: Unika Atma Jaya.
- Widya, A. R. (2021). Meningkatkan Keterlibatan Publik secara Online pada Era Open Government di Media Sosial (Studi Analisis Isi Akun Instagram Badan Pusat Statistik). *Perpustakaan Universitas Indonesia*.
- Wu, J., & Hong, T. (2022). The Picture of #Mentalhealth on Instagram: Congruent Vs. Incongruent Emotions in Predicting the Sentiment of Comments. *Frontiers Communication, Health Communication Section*.