

DAFTAR PUSTAKA

- Abetz, Moore. 2018. "Welcome to the Mommy Wars, Ladies": Making Sense of the Ideology of Combative Mothering in Mommy Blogs. <https://academic.oup.com/ccp/article-abstract/11/2/265/4996089>
- Arumsari Sunaring Putri. 2017. Interaktivitas User dalam Kampanye Sosial di Website Project Sunlight #BrightFuture. <https://etd.repository.ugm.ac.id/penelitian/detail/110985>
- A Savira. 2020. Praktik Mom Shaming Oleh Netizen Indonesia Terhadap Selebritis Yang Melakukan Sharenting Di Media Sosial. <https://e-journal.unair.ac.id/MEDKOM/article/view/22928>
- BPMPP UMA. 2024. Media Sosial Sebagai Alat Komunikasi: Studi Kasus pada Kampanye Sosial. <https://bpmpp.uma.ac.id/2024/11/21/media-sosial-sebagai-alat-komunikasi-studi-kasus-pada-kampanye-sosial/>
- Christy N. M., Hitijahubessy, Grenny Z Rahakbauw, Jois Nari. 2022. Self-care dan Kualitas Hidup Ibu Hamil di Masa Pandemi Covid-19 di Puskesmas. <https://jii.rivierapublishing.id/index.php/jii/article/view/423>
- Cleveland Clinic. 2022. Hormonal Acne: What Is It, Treatment, Causes & Prevention. <https://my.clevelandclinic.org/health/diseases/21792-hormonal-acne>
- Cleveland Clinic. 2023. Got Mom Guilt? Here's How To Navigate It. <https://health.clevelandclinic.org/mom-guilt>
- Cyrano Video. 2024. Cyrano Video for Health Systems Engaging Healthcare Videos. <https://cyranovideo.com/cyrano-video-for-health-systems/>
- Daniel Benedict, Anny Valentina, Daniel Iskandar. 2019. **Perancangan Kampanye Sosial Mengatasi Mom Shaming pada Para Ibu.** <https://journal.untar.ac.id/index.php/Rupaka/article/view/14852/8462>
- David Airey. 2009. Logo Design Love. https://books.google.co.id/books/about/Logo_Design_Love.html?id=LxxWFJzSgplC&redir_esc=y

Deepublish. 2023. Studi Literatur: Pengertian, Ciri, Teknik Pengumpulan Datanya. <https://penerbitdeepublish.com/studi-literatur/>

Dermatology Times. 2022. anaging Postpregnancy Hormonal Skin Issues in Breastfeeding Women. <https://www.dermatologytimes.com/view/managing-postpregnancy-hormonal-skin-issues-in-breastfeeding-women>

Dona Vetrisia Yuniarta, Ahmad Guntur Alfianto, Jiarti Kusbandiyah. 2023. Selfcare of Mental Health Generation Z Ethnic Arek East Java. <https://ebsina.or.id/journals/index.php/jkki/article/view/87>

DQLab. 2021. Teknik Pengolahan Data Kualitatif Mengenal 3 Tipe Observasi. <https://dqlab.id/teknik-pengolahan-data-kualitatif-mengenal-3-tipe-observasi>

Dr. Dyah Novita Anggraini. 2019. AP aitu Perilaku Mom shaming?. <https://www.klikdokter.com/ibu-anak/kehamilan/apa-itu-perilaku-mom-shaming?srsId=AfmBOop0hIRwYx8CINsM2w1zY8o5hvktsZ3TN78awbN7ONXkC -gcUj9>

Dr. Supriya Dudhal. 2022. Exploring the Art of Illustration and Its Advantages in Visual Communication. https://papers.ssrn.com/sol3/papers.cfm?abstract_id=4101756

Ellen Lupton. 2010. Thinking with Type. https://readings.design/PDF/thinkingwithtype_ellenlupton.pdf

Fangfang Li, Jorma Larimo, Leonidas C. Leonidou. 2021. Journal of the Academy of Marketing Science. <https://link.springer.com/article/10.1007/s11747-020-00733-3>

Fatimatuazzahra. 2024. Webinar Ibu Bekerja Ibu Bahagia untuk Mengatasi Rasa Bersalah Pada Ibu Bekerja dengan Bijak. <https://journals.eduped.org/index.php/jcos/article/view/1171>

GMO Research & AI. 2024. Understanding AISAS: Key Insights into the Customer Journey Framework. <https://gmo-research.ai/en/resources/articles/what-aisas-five-things-you-should-know-about-customer-journey-framework>

Gürel, E., & Tat, M. 2017. SWOT analysis: A theoretical review. *The Journal of International Social Research*, 10(51), 994–1006. https://www.researchgate.net/publication/319367788_SWOT_Analysis_A_Theoretical_Review

Ilham Fkriansyah. 2023. Kuesioner Adalah Metode Pengumpulan Data, Ketahui Jenis dan

- Contohnya. <https://www.detik.com/bali/berita/d-6580991/kuesioner-adalah-metode-pengumpulan-data-ketahui-jenis-dan-contohnya>
- Kevin Lane Keller. 2003. Strategic Brand Management. <https://vulms.vu.edu.pk/Courses/MKT724/Downloads/Keller%20Strategic%20Brand%20Management.pdf>
- Kotler, P., & Keller, K. L. 2016. *Marketing Management* (15th ed.). Pearson Education. https://students.aiu.edu/submissions/profiles/resources/onlineBook/S3D7W4_Marketing_Management.pdf
- Liss, M., Schiffrin, H., & Rizzo, K. 2012. Maternal Guilt and Shame The Role of Self-discrepancy. https://www.researchgate.net/publication/257578487_Maternal_Guilt_and_Shame_The_Role_of_Self-discrepancy_and_Fear_of_Negative_Evaluation
- MBC AMAAN. 2022. Kenali dan Atasi 'Mom guilt'. <https://amaan.co.id/kenali-dan-atasi-mom-guilt/>
- MDPI. 2020. A National Communication Campaign in Indonesia Is Associated with Improved WASH-Related Knowledge and Behaviors in Indonesian Mothers. <https://www.mdpi.com/1660-4601/17/10/3727>
- Miriam Liss, Holly H. Schiffrin, Kathryn Rizzo. 2012. Maternal Guilt and Shame: The Role of Self-discrepancy and Fear of Negative Evaluation. https://scholar.umw.edu/psychological_science/5/
- Mutiara Anissa, Rani Rahmawati, Zufrias Riaty. 2024. Depresi Paska Melahirkan. https://www.researchgate.net/publication/383450128_Depresi_Paska_Melahirkan
- Pangestu. 2019. Penerapan Kampanye Sosial dalam Desain Komunikasi Visual. <https://ejournal.uigm.ac.id/index.php/Besaung/article/view/796>
- Purnama Sari. 2022. Shaming: Studi Fenomenologi Pada Perempuan Ketika Menjadi Seorang Ibu di Usia Muda. <https://digilib.unila.ac.id/60038/>
- Rachmawati, I. N. 2007. Pengumpulan data dalam penelitian kualitatif: Wawancara. *Jurnal Keperawatan Indonesia*, 11(1), 35–40. <https://www.neliti.com/publications/105145/>
- Ruswandi. 2021. Analysis of the AISAS Model in the Digital Marketing Strategy of Our Bento Culinary Business.

<https://journal.yrpioku.com/index.php/ijedr/article/download/4585/3364/32555>

Tempo.co. 2024. 7 dari 10 Ibu Alami Mom Shaming di Indonesia. <https://www.tempo.co/gaya-hidup/7-dari-10-ibu-alami-mom-shaming-di-indonesia-44254?>

Tinarbuko. 2015. DEKAVE. https://books.google.co.id/books?id=zDi4EAAAQBAJ&printsec=frontcover&redir_esc=y#v=onepage&q&f=false

Universitas Esa Unggul. 2024. Mengenal Warna dan Emosi: Psikologi Warna dalam Desain Komunikasi Visual. <https://fdik.esaunggul.ac.id/mengenal-warna-dan-emosi-psikologi-warna-dalam-desain-komunikasi-visual/>

Warisah Handayani. 2024. Penerapan Pendidikan Kesehatan Self Care Pada Ibu Hamil Hipertensi dengan Defisit Pengetahuan. <https://eprints.uwhs.ac.id/2410/>

World Health Organization (WHO). (n.d.) Make It Visual. <https://www.who.int/about/communications/understandable/visuals>

Wulandari, I. G. A., & Wideasavitri, P. N. 2021. Self-care mahasiswa sarjana psikologi dengan ketertarikan psikologi klinis. *Psycho Idea*, 19(2), 137–150. <https://jurnalnasional.ump.ac.id/index.php/PSYCHOIDEA/article/view/7215>

Yustika. 2020. Analisis Faktor Socioeconomic Status (SES) Terhadap Kesehatan Mental: Gejala Depresi di Indonesia. <https://scholarhub.ui.ac.id/cgi/viewcontent.cgi?article=1049&context=eki>