

REFERENCES

- Adom, A. Y., Kofi Nyarko, I., Narki, G., & Som, K. (2016). Competitor Analysis in Strategic Management: Is it a Worthwhile Managerial Practice in Contemporary Times? *An International Peer-Reviewed Journal*, 24, S. 116-125.
- Ahmad El Dameh, Y., & AL Ghadeer, H. (2019). The Impact of Traditional Direct Marketing on Creating Brand Awareness: Case Study on IKEA in Jordan. *International Journal of Business and Management*, 14(3), 130. <https://doi.org/10.5539/ijbm.v14n3p130>
- Banas, J. A., Dunbar, N., Rodriguez, D., & Liu, S. J. (2011). A review of humor in educational settings: Four decades of research. *Communication Education*, 60(1), 115–144. <https://doi.org/10.1080/03634523.2010.496867>
- Belal Dahiam Saif Ghaleb. (2024). The Importance of Using SWOT Analysis in Business Success. *International Journal of Asian Business and Management*, 3(4), 557–564. <https://doi.org/10.55927/ijabm.v3i4.10857>
- Chin, L. S., & Hamid, A. R. A. (2015). The practice of time management on construction project. *Procedia Engineering*, 125(September), 32–39. <https://doi.org/10.1016/j.proeng.2015.11.006>
- David, R. (2024). *How Gen Z is using social media*. 2024 18 February. <https://wearebrain.com/blog/how-gen-z-is-using-social-media/#:~:text=Gen Z has>

[a distinct, on trends and pop culture.](#)

Galbraith, D., & Mondal, S. (2020). The potential power of internships and the impact on career preparation. . *Research in Higher Education Journal*, 38, 1-9.

Retrieved from <http://www.aabri.com/copyright.html>

Gandana, I., & Oktaviandy, R. (2021). Social Media use among Indonesia's Generation Z: A Case of University Students in Bandung, West Java. *Komunitas*, 13(2), 168–178. <https://doi.org/10.15294/komunitas.v13i2.28856>

Georgiadou, E., Matsiola, M., & Yannacopoulou, A. (2024). Perceptions of color characteristics in new age media: Assessing the digital natives' viewpoints. *Arts & Communication*, 0(0), 3022. <https://doi.org/10.36922/ac.3022>

Giap, L. (n.d.). *Jam Posting Instagram Terbaik, Auto Viral (Algoritma 2024)*. August 2023. Retrieved October 10, 2024, from https://www.sribu.com/id/blog/jam-posting-instagram/?srsltid=AfmBOorYzkTs78fcA_i-ZNgSEbMCySSmfflvUkW3Wkke6AU281VFQZMI

Hartiningtyas, Z. Z. (n.d.). *10 Cara Kerja Algoritma Instagram 2024, Jam Posting Auto Viral! NEXT DIGITAL*. Retrieved October 10, 2024, from <https://nextdigital.co.id/cara-kerja-algoritma-instagram/>

Hora, M. T., Wolfgram, M., & Thompson, S. (2017, September). What do we know about the impact of internships on student outcomes? *Research Brief #2*, 1-20.

Retrieved from <http://ccwt.wceruw.org/documents/CCWT-report-Designing-Internship-Programs.pdf>

internship. (n.d.). Retrieved from dictionary.cambridge.org:
<https://dictionary.cambridge.org/dictionary/english/internship>

Irawan, W. D., & Suprpto, I. (2024). *Utilization of Humorous Text in the Insta-gram Account @ ngakak . tiap . hari as Indonesian Language Learning*. 4, 37–44.
<https://doi.org/10.47679/jrssb.v4i1>.

Jackson, D., & Wilton, N. (2017). Perceived employability among undergraduates and the importance of career self-management, work experience and individual characteristics. . *Higher Education Research and Development*, 36(4), 747-767.

Jang, H. Y., & Kim, H. J. (2020). A meta-analysis of the cognitive, affective, and interpersonal outcomes of flipped classrooms in higher education. *Education Sciences*, 10(4). <https://doi.org/10.3390/educsci10040115>

Krisdanu, C. A., & K. A. S. (2023). TikTok sebagai Media Pemasaran Digital di Indonesia. *LENSA MUTIARA KOMUNIKASI*.

Mufadhol, M., Tutupoho, F., Nanulaita, D. T., Bell, A. Z. de, & Prabowo, B. (2024). The Influence of Posting Frequency, Content Quality, and Interaction with Customers on Social Media on Customer Loyalty in a Start-up Business. *West Science Business and Management*, 2(02), 582–594.
<https://doi.org/10.58812/wsbm.v2i02.966>

NACE Job Outlook 2024. (2023, November). Retrieved from National Association of Colleges and Employers: https://www.nacweb.org/docs/default-source/default-document-library/2023/publication/research-report/2024-nace-job-outlook.pdf?sfvrsn=57be133e_5

Nurhayati-Wolff, H. (n.d.). *Number of advertising audience of TikTok in Indonesia from February 2022 to January 2024*. June 25, 2024. Retrieved October 2, 2024, from <https://www.statista.com/statistics/1454392/indonesia-advertising-audience-tiktok/>

Okonkwo, I., & Awad, H. A. (2023). The Role of Social Media in Enhancing Communication and Collaboration in Business. *Journal of Digital Marketing and Communication*, 3(1), 19–27. <https://doi.org/10.53623/jdmc.v3i1.247>

Setiawan, R., Wibisono, D., & Purwanegara, M. S. (2022). Defining Event Marketing as Engagement-Driven Marketing Communication. *Gadjah Mada International Journal of Business*, 24(2), 151–177. <https://doi.org/10.22146/gamaijb.63788>

Statista. (2024). *Number of Internet Users in Indonesia 2024*. <https://www.statista.com/statistics/254456/number-of-internet-users-in-indonesia/>

Sri Andayani, E. (2022). The Importance of Learning and Knowing English in Higher Education in Indonesia. *Research and Development Journal of Education*, 8(1), 372–379. <http://dx.doi.org/10.30998/rdje.v8i1.13315>

Team, I. e. (2024, August 7). *How to Write Successful Internship Goals (2024 Examples)*. Retrieved from indeed career guide: <https://ca.indeed.com/career-advice/career-development/internship-goals>

World Population Review. (n.d.). *Indonesia Population 2024*. Retrieved October 10, 2024, <https://worldpopulationreview.com/country-rankings/indonesia-population>

World Population Review. (n.d.). *LinkedIn Users by Country 2024*. 2024-10-10. <https://worldpopulationreview.com/country-rankings/linkedin-users-by-country>

Yang, C. (2021). Research in the Instagram Context: Approaches and Methods. *The Journal of Social Sciences Research*, 71, 15–21. <https://doi.org/10.32861/jssr.71.15.21>

Xu, Y., Wang, Y., Lu, F., & Xiao, Q. (2023). Toss a Peach and Get Back a Plum: Impact of Customized Services on Firm Performance. *SAGE*.