DAFTAR PUSTAKA

A. Buku

Arianto, B., & Handayani, B. (2024). *Populasi dan sampel penelitian kualitatif dalam konteks sosial humaniora*. Borneo Novelty Publishing.

Creswell, J. W., & Poth, C. N. (2018). *Qualitative inquiry and research design: Choosing among five approaches* (4th ed.). SAGE Publications.

Hall, S. (1980). Encoding/decoding. In S. Hall, D. Hobson, A. Lowe, & P. Willis (Eds.), *Culture, media, language: Working papers in cultural studies, 1972–79* (pp. 128–138). Hutchinson.

Jenkins, H., Purushotma, R., Weigel, M., Clinton, K., & Robison, A. J. (2009). *Confronting the challenges of participatory culture: Media education for the 21st century*. MIT Press. https://doi.org/10.7551/mitpress/8435.001.0001

Jensen, K. B. (2012). *A handbook of media and communication research: Qualitative and quantitative methodologies* (2nd ed.). Routledge.

McQuail, D. (2010). *McQuail's mass communication theory* (6th ed.). SAGE Publications.

Miles, M. B., Huberman, A. M., & Saldaña, J. (2014). *Qualitative data analysis: A methods sourcebook* (3rd ed.). SAGE Publications.

Patton, M. Q. (2015). *Qualitative research & evaluation methods* (4th ed.). SAGE Publications.

Sugiyono. (2015). *Metode penelitian pendidikan (pendekatan kuantitatif, kualitatif, dan R&D)*. Alfabeta.

Sugiyono. (2019). *Metodologi penelitian kuantitatif dan kualitatif dan R&D*. Alfabeta.

Sugiyono. (2023). *Metode penelitian kualitatif* (3rd ed.). Alfabeta.

B. Jurnal

Aribowo, P., & Bagaskara, M. I. (2025). Dampak penggunaan media sosial "Brain rot" pada kesehatan mental remaja. *Jurnal Sosial Teknologi, 5*(3), 350–357. https://doi.org/10.59188/jurnalsostech.v5i3.32020

Aulia, R. D., & Prabayanti, H. R. (2024). Analisis resepsi konsumen pada live streaming TikTok shop di akun penjualan hewan dan tanaman. *Commercium, 8*(2), 163–172.

Biocca, F. A. (1988). Opposing conceptions of the audience: The active and passive hemispheres of mass communication theory. *Communication Yearbook, 11*(1), 51–80. https://doi.org/10.1080/23808985.1988.11678679

Cazzamatta, R., & Sarısakaloğlu, A. (2025). AI-generated misinformation: A case study on emerging trends in fact-checking practices across Brazil, Germany, and the United Kingdom. *Journalism Practice*. Advance online publication. https://doi.org/10.1177/27523543251344971

Chesney, B., & Citron, D. (2019). Deep fakes: A looming challenge for privacy, democracy, and national security. *California Law Review, 107*(6), 1753–1819.

Cuéllar, M. V., et al. (2025). Mapping the impact of generative AI on disinformation: Insights from a scoping review. *Publications, 13*(3), Article 33. https://doi.org/10.3390/publications13030033

Guest, G., Bunce, A., & Johnson, L. (2006). How many interviews are enough? An experiment with data saturation and variability. *Field Methods, 18*(1), 59–82. https://doi.org/10.1177/1525822X05279903

Jafaruddin, Zahari, Masriadi, Kamaruddin, Harinawati, Asmaul Husna, & Arifin, A. (2026). Peningkatan literasi dan keamanan digital bagi kreator konten di Kota Lhokseumawe. *Kenduri: Jurnal Pengabdian dan Pemberdayaan Masyarakat, 6*(1), 243–258.

Kamaruddin Hasan, Asmaul Husna, Muchlis, Dwi Fitri, & Zulfadli. (2023). Transformasi komunikasi massa era digital antara peluang dan tantangan. *JPP Jurnal Politik dan Pemerintahan, 8*(1), 41–55.

Khansa, S. D., & Putri, K. Y. S. (2022). Pengaruh sosial media TikTok pada gaya hidup remaja. *Ekspresi dan Persepsi: Jurnal Ilmu Komunikasi, 5*(1), 133–141. http://ejournal.upnvj.ac.id/index.php/JEP/index

Lopezosa, C., et al. (2024). Exploring AI media: Definitions, conceptual model, research agenda. *Journalism Practice, 18*(2), 340–363. https://doi.org/10.1080/17512786.2024.2304426

Maknun, M. L., Muzayanah, U., & Santoso, A. G. (2025). Anomali Brain rot: Tafsir budaya atas tubuh, hasrat, dan kekerasan simbolik di era digital. *Simbolik di Era Digital, 14*.

Montag, C., Yang, H., & Elhai, J. D. (2021). On the psychology of TikTok use: A first glimpse from empirical findings. *Frontiers in Public Health, 9*, Article 641673. https://doi.org/10.3389/fpubh.2021.641673

Pengelolaan konten media sosial korporat. (2020). *Jurnal Komunikasi Nusantara, 2*(1), 1–9. https://jkn.unitri.ac.id/index.php/jkn/article/download/39/26/

Putri, P. A. H., & Dwihadiah, D. L. (2024). Penerimaan audiens pada penggunaan teknologi kecerdasan buatan sebagai pembaca berita di TV One Indonesia. *Jurnal Semiotika, 18*(1), 101–118.

Sari, R. A., Prasetyo, M. A., Syahrizal, A. R., Kaulika Bangun, A. P., & Heri, E. A. (2025). Kajian desain algoritma video pendek TikTok pada perilaku adiktif remaja. *Jurnal Manajemen Pendidikan dan Ilmu Sosial, 6*(5), 4271–4287. https://doi.org/10.38035/jmpis.v6i5.5888

Sirait, S. M., & Nasution, M. (2024). Efektivitas platform TikTok sebagai media pemasaran digital. *Jurnal Dirosat, 9*(1). https://ejournal.unia.ac.id/index.php/dirosat/article/download/1732/1029

Snyder, H. (2019). Literature review as a research methodology: An overview and guidelines. *Journal of Business Research, 104*, 333–339.

Tatar, K., et al. (2024). A shift in artistic practices through artificial intelligence. *Leonardo, 57*(3), 293–297. https://doi.org/10.1162/leon_a_02523

Utami, A. H. (2021). Media baru dan anak muda: Perubahan bentuk media dalam

interaksi keluarga. *Jurnal Perpustakaan Universitas Airlangga, 11*(1), 8–18.

Waliaula, M. L., Ugangu, W., & Mutunga, I. (2025). The technological affordances of TikTok shaping usability and engagement among young adults: The case of University of Nairobi students. *International Journal of Research and Innovation in Social Science, 9*(9). https://doi.org/10.47772/IJRISS.2025.90900070

Westerlund, M. (2019). The emergence of deepfake technology: A review. *Technology Innovation Management Review, 9*(11), 39–52.

Yousef, A. H., et al. (2025). Demystifying the new dilemma of Brain rot in the digital era: A review. *Brain Sciences, 15*(3), Article 283. https://doi.org/10.3390/brainsci15030283

C. Preprint (arXiv)

Feher, K. (2025). *AI-driven media & synthetic knowledge: Rethinking society in generative futures*. arXiv. https://arxiv.org/abs/2507.19877

Jin, Y., Liu, X., & Liu, J. (2025). *Generative AI for multimedia communication: Recent advances, an information-theoretic framework, and future opportunities*. arXiv. https://arxiv.org/abs/2508.17163

Wu, J., Gan, W., Chen, Z., Wan, S., & Lin, H. (2023). *AI-generated content (AIGC): A survey* (arXiv:2304.06632). arXiv. https://arxiv.org/abs/2304.06632

D. Laporan dan Dokumen Organisasi

Kemp, S. (2025, November 5). *Digital 2026: Indonesia*. DataReportal – Global Digital Insights. https://datareportal.com/reports/digital-2026-indonesia

UNESCO. (2023). *Synthetic content and its implications for AI policy: A primer*. https://unesdoc.unesco.org/ark:/48223/pf0000392181

E. Artikel Berita dan Media Daring

Gilbert, C., Sima, R., Shapiro, L., Steckelberg, A., & Ence Morse, C. (2025, Oktober 7). How TikTok keeps its users scrolling for hours a day. *The Washington Post*. https://www.washingtonpost.com/wellness/interactive/2025/tiktok-addiction-algorithm-scrolling-mental-health/

GoodStats. (2026, April 30). *Anak muda Indonesia habiskan 4–6 jam per hari di media sosial*.

Indorelawan. (2025, Juni 9). *Brainrot dan konten anomali dalam dunia digital anak muda*.

National Geographic Indonesia. (2025). *Anomali Brain rot: Pedang bermata dua dari konten receh bagi otak*. Grid.id.

Oxford University Press. (2024, Desember 2). *'Brain rot' named Oxford Word of the Year 2024*. https://corp.oup.com/news/brain-rot-named-oxford-word-of-the-year-2024/

Universitas Muhammadiyah Surakarta. (2025). *Dosen UMS: Fenomena Brain rot ancam daya kritis anak muda khususnya Gen Z*. UMS News.

Washington Post. (2025, Desember 12). *TikTok algorithm favors mental health content, analysis finds*. https://www.washingtonpost.com/technology/interactive/2025/tiktok-algorithm-mental-health/

F. Blog dan Situs Web

Akool. (2025). *What is synthetic media? A guide to AI-generated content*. https://akool.com/blog-posts/what-is-synthetic-media

Moringa School. (2025, Desember 11). *Decoding the TikTok algorithm: A data science perspective on social media engagement*. https://moringaschool.com/blog/decoding-the-tiktok-algorithm-a-data-science-perspective-on-social-media-engagement/

Synthesia.(2023).*Thefutureof) media*. https://www.synthesia.io/post/the-futu