

## DAFTAR PUSTAKA

- Ahmad, P.M, Hikami, I. Zufar, B.N.F, Syafrullah, A. (2021). *Digital Labour: Digital Capitalism and The Alienation of Youtube Content Creators*. Journal of Asian Social Science Research Vol. 3, No. 2 : 167-184. <https://cassr.net/jassr>.
- Arvidsson, A. (2008). 'The Ethical Economy of Customer Coproduction'. Journal of Macromarketing Vol. 28 (4) December 2008. SAGE Publication. DOI: 10.1177/0276146708326077 <http://jmmk.sagepub.com>
- Barbrook, R(1998) 'The Hi-Tech Gift Economy', Peer-Reviewed Journal On The Internet Vol.3 (12) December 1998. Diakses melalui; <https://firstmonday.org/ojs/index.php/fm/article/view/631/552>Levine
- Burke, B. (2014). Gamify : How Gamification Motivates People to Do Extraordinary Things. Gartner, Inc. Bibliomotion, Inc.
- Bukht, Rumana dan Richard Heeks (2017) 'Defining, Conceptualising and Measuring the Digital Economy', Development Informatics Working Paper Series Paper No.68. Economic & Social research Council. Diakses melalui: <https://pdfs.semanticscholar.org/2297/d561a2fea46907aa40c11570cd95dff-d3965.pdf>
- Casilli, Antonio (2017) 'How Venture Labor Sheds Light on the Digital Platform Economy. International Journal of Communication, USC Annenberg Press (Etats-Unis), 2017, 11 (Forum "Venture Labor"), pp.3934-3954. fihal-01625683
- Cavusoglou, H., Li, Z., Kim, S.H. (2021). How do Virtual Badges Incentivize Voluntary Contributions to Online Communities?. *Information & Management* 58.
- Chen, L., Baird, A., Straub, D. (2021). The impact of hierarchical privilege levels and non-hierarchical incentives on continued contribution in online Q&A communities: A motivational model of gamification goals. *Decision Support Systems*, 4 September 2021. <https://doi.org/10.1016/j.dss.2021.113667>
- Dale, S. (2014). Gamification: Making work fun, or making fun of work?. *Business Information Review* Vol. 31(2) 82-90. DOI: 10.1177/0266382114538350.

- Deterding, S. (2018). Gamification in Management: Between Choice Architecture and Humanistic Design. *Journal of Management Inquiry* 1–6.
- Deterding, S., Dixon, D., Khaled, R., Nacke, L. (2011). From Game Design Elements to Gamefulness: Defining Gamification. *MindTrek'11*, September 28-30, 2011, Tampere, Finland.
- Dillet, R. (2021). Foursquare founder Dennis Crowley steps back from the company. <https://techcrunch.com/2021/06/28/foursquare-founder-dennis-crowley-steps-back-from-the-company/>
- Endah P, Chatarina (2011) *Mix Methodology dalam Penelitian Komunikasi* (Memahami Studi Kasus Sebagai Metode Penelitian, Pp. 205-230). Yogyakarta: ASPIKOM.
- Faucher, K.X (2018). *Social Capital Online : Alienation and Accumulation*. University of Westminster Press.
- Fisher, E (2012). How Less Alienation Creates More Exploitation? Audience Labour on Social Networks Site. *tripleC* 10(2): 171-183, 2012
- Frith, J. (2013). Turning Life Into A Game: Foursquare, Gamification, And Personal Mobility. *Mobile, Media, And Communication 1 (2)*, 248-262. Sage Publications.
- Frith, J. (2014). Communicating Through Location: The Understood Meaning of the Foursquare Check-In. *Journal of Computer-Mediated Communication 19 (2014)*, 890–905, International Communication Association.
- Fuchs, C, and Sevignani, S. (2013). What is Digital Labour? What is Digital Work? What's their Difference? And why do these Questions Matter for Understanding Social Media?. *TripleC 11 (2): 237 – 29*.
- Fuchs, C. (2020). Towards a critical theory of communication as renewal and update of Marxist humanism in the age of digital capitalism. *Journal for The Theory of Social Behaviour*, P. 335-356. John Wiley & Sons.
- Kuehn, K., & Corrigan, T (2013) 'Hope Labor: The Role of Employment Prospects in Online Social Production' *The Political Economy of Communication*, 1(1). Retrieved from <https://www.polecom.org/index.php/polecom/article/view/9>
- Kenney, M, and John Z. (2016) "The Rise of the Platform Economy." *Issues in Science and Technology* 32, no. 3 (Spring 2016).

- Lessig, L. (2008) *Remix: Making Art and Commerce Thrive In The Hybrid Economy* (Hybrid Economies, P. 177-224). London: Bloomsbury.
- Lincoln, SY, Susan AL, dan Egon GG. (2011). *Paradigmatic Controversies, Contradictions, And Emerging Confluences Revisited* (The SAGE Handbook of Qualitative Research, p. 97-126). SAGE Publications.
- Ma, D., Li, S., Du, J.T., Bu, Z., Cao, J., Sun, J. (2021). Engaging voluntary contributions in online review platforms: The effects of a hierarchical badges system. *Computers in Human Behavior* 127 (2022), 1-9. Available online 7 October 2021. <https://doi.org/10.1016/j.chb.2021.107042>
- Miller, K. (2011) *Organizational Communication: Approaches and Processes (Sixth Edition)* (Maslow's Hierarchy of Needs Theory, P. 40-42). Boston: Wadsworth.
- Murwani, A. (2019). 'Ensuring A Fair Labor Practice In The Era Of Digital Economy', *Center for Digital Society Fisipol UGM*.
- Novianto, A., Wulansri, A.D. (2017). Kerja Tak Terbayarkan di Media Sosial: Alienasi dan Eksploitasi Pekerja yang Tersamarkan dalam Kapitalisme Digital. *Jurnal Studi Pemuda* Vol. 06 No.2 September 2017. P. 651-659.
- Pesoa, LM. (2018). The Super User Role: An Extended Concept. <https://www.bptrends.com/the-super-user-role-an-extended-concept/>
- Ranas, T., Sucahyo, G.Y., Gandhi, A. (2020). Evaluating the Gamification in TripAdvisor: Is it Effective for Crowdsourcing Platform?. *6th International Conference on Science in Information Technology (ICSITech)*. DOI: 10.1109/ICSITech49800.2020.9392066
- Reischauer, G. and Mair, J. (2018), "Platform Organizing in the New Digital Economy: Revisiting Online Communities and Strategic Responses", *Toward Permeable Boundaries of Organizations? (Research in the Sociology of Organizations, Vol. 57)*, Emerald Publishing Limited, Bingley, pp. 113-135. <https://doi.org.proxy.undip.ac.id/10.1108/S0733-558X20180000057005>
- Schacht, R. (2005), *Alienasi : Sebuah Pengantar Paling Komprehensif*. Yogyakarta: Jalasutra
- Sigala, M. (2015). Applying Gamification and Assessing its Effectiveness in a Tourism Context: Behavioural and Psychological Outcomes of The TripAdvisor's Gamification Users. *Asia Pacific Journal of Information Systems* Vol. 25 (1).

- Sunarto. (2011) *Mix Methodology dalam Penelitian Komunikasi* (Paradigma dan Metode Penelitian Komunikasi di Indonesia, Pp. 3-23). Yogyakarta: ASPIKOM
- Tiziana, T. (2000) *Free Labor: Producing Culture For Digital Economy*. *Social Text*, 63 (Volume 18, Number 2), Summer 2000, pp. 33-58 (Article)
- Yin, R K. (2004) *Studi Kasus: Desain & Metode*. Jakarta: Raja Grafindo Persada.
- Zichermann, G. & Cunningham, C. (2011). *Gamification By Design: Implementing Game Mechanics in Web and Mobile Apps*. O'Reilly.
- Zhou, L. & Liu, S.D. (2021). Becoming Precarious Playbour: Chinese Migrant Youth on the *Kuaishou* video- sharing platform. *The Economic and Labour Relations Review* 2021, Vol. 32(3) 322–340 .  
DOI :10.177/10353046211037090 [journals.sagepub.com/home/elra](https://journals.sagepub.com/home/elra)