

DAFTAR PUSTAKA

- Anderson, P. (1976). The antinomies of Antonio Gramsci. *New Left Review*, *I*(100), 5-78. Retrieved from <https://newleftreview.org/issues/i100/articles/perry-anderson-the-antinomies-of-antonio-gramsci>
- Badan Pusat Statistik. (2024). *Publikasi keadaan angkatan kerja di Indonesia Agustus 2024*. Jakarta: Badan Pusat Statistik. Retrieved from <https://www.bps.go.id/id/publication/2024/12/09/6f1fd1036968c8a28e4cfe26/keadaan-angkatan-kerja-di-indonesia-agustus-2024.html>
- Barefah, A. (2024). Assessing the alignment of university academic programs with the requirements of Saudi Arabia's data and business analytics job market. *Journal of Education for Business*, *99*(3), 175-186. doi:<https://doi.org/10.1080/08832323.2023.2294356>
- Barnes, J. A. (1969). Graph theory and social networks: A technical comment on connectedness and connectivity. *Sociology*, *3*(2), 215-232. doi:<https://doi.org/10.1177/003803856900300205>
- Barnes, J. A., & Harary, F. (1983). Graph theory in network analysis. *Social Network*, *5*, 235-244.
- Bates, T. R. (1975). Gramsci and the theory of hegemony. *Journal of the History of Ideas*, *36*(2), 351-366. doi:<https://doi.org/10.2307/2708933>
- Chaffey, D., & Ellis-Chadwick, F. (2022). *Digital marketing* (8th ed.). Hoboken, NJ: Pearson Education.
- Creswell, J. W. (2024). *Research design: Pendekatan metode kualitatif, kuantitatif, dan campuran* (4th ed.). (A. Fawaid, & R. K. Pancasari, Trans.) Yogyakarta: Pustaka Pelajar.
- Drieger, P. (2013). Semantic network analysis as a method for visual text analytics. *Procedia - Social and Behavioral Sciences*, *79*, 4-17. doi:[10.1016/j.sbspro.2013.05.053](https://doi.org/10.1016/j.sbspro.2013.05.053)
- Dziobczenski, P. R., Person, O., & Meriläinen, S. (2018). Designing career paths in graphic design: A document analysis of job advertisements for graphic design positions in Finland. *The Design Journal*, *21*(3), 349-370. doi:[10.1080/14606925.2018.1444874](https://doi.org/10.1080/14606925.2018.1444874)
- Eriyanto. (2021). *Analisis jaringan media sosial: Dasar-dasar dan aplikasi metode jaringan sosial untuk membedah percakapan di media sosial*. Jakarta: Kencana.
- Flórez, L. A., & Gómez, L. (2024). The impact of skill mismatch on unemployment, informality, and labour turnover. *The Economic and Labour Relations Review*, *35*(4), 1-20. doi:[10.1017/elr.2024.48](https://doi.org/10.1017/elr.2024.48)
- Gayatri, G., Jaya, I. G., & Rumata, V. M. (2023). The Indonesian digital workforce gaps in 2021–2025. *Sustainability*, *15*(1), 754. doi:[10.3390/su15010754](https://doi.org/10.3390/su15010754)
- Graham, C. M., & Lu, Y. (2022). Skills expectations in cybersecurity: Semantic network analysis of job advertisements. *Journal of Computer Information Systems*, 937-949. doi:[10.1080/08874417.2022.2115954](https://doi.org/10.1080/08874417.2022.2115954)
- Gurcan, F., & Cagiltay, N. E. (2019). Big data software engineering: Analysis of knowledge domains and skill sets using LDA-Based topic modeling. *IEEE Access*, *7*, 82541-82552. doi:[10.1109/ACCESS.2019.2924075](https://doi.org/10.1109/ACCESS.2019.2924075)

- Habiyaremye, A., Habanabakize, T., & Nwosu, C. (2022). Bridging the labour market skills gap to tackle youth unemployment in South Africa. *The Economic and Labour Relations Review*, 33(4), 786-805. doi:10.1177/10353046221138400
- Harary, F., & Norman, R. Z. (1953). *Graph theory as a mathematical model in social science*. Research Center for Group Dynamics, University of Michigan. Retrieved from <https://www.idiosophy.com/wp-content/uploads/2017/07/harary-norman.pdf>
- Hisa, A., Naqshbandi, M. M., & Mohiddin, F. (2025). Meeting the skills demands of employers in Brunei Darussalam: Where do the youth stand? In A. M. Khalid, & B. Jetin (Eds.), *Brunei Darussalam's Economic Transition in a Shifting Global Asia* (pp. 183-197). Singapore: Springer. doi:10.1007/978-981-97-6926-1_8
- ILO. (2023). *Global skills gaps measurement and monitoring: Towards a collaborative framework*. Geneva: ILO. Retrieved from <https://www.ilo.org/publications/global-skills-gaps-measurement-and-monitoring-towards-collaborative-0>
- Indeed Editorial Team. (2025). *Career guide*. Retrieved from Indeed: <https://ca.indeed.com/career-advice/career-development/experience-levels>
- Intahchomphoo, C., Millar, J., Gundersen, O. E., Tschirhart, C., Meawasige, K., & Salemi, H. (2024). Effects of artificial intelligence and robotics on human labour: A systematic review. *Legal Information Management*, 24(2), 109-124. doi:10.1017/S1472669624000264
- International Monetary Fund. (2024). *World economic outlook (International Monetary Fund)*. Washington, DC: International Monetary Fund. Retrieved from <https://www.imf.org/en/Publications/WEO/Issues/2024/04/16/world-economic-outlook-april-2024>
- Jaques, C., Islar, M., & Lord, G. (2019). Post-truth: Hegemony on social media and implications for sustainability communication. *Sustainability*, 11(7), 2120. doi:10.3390/su11072120
- Jones Jr., R. G. (2019). *Our communication, our world: An introduction to communication studies*. University of Minnesota Libraries Publishing. Retrieved from <https://open.umn.edu/opentextbooks/textbooks/274>
- Kaushik, D., Wibowo, P., Chui, M., Agarwal, V., & Lath, V. (2019). *Automation and the future of work in Indonesia*. McKinsey & Company. Retrieved from <https://www.mckinsey.com/~media/mckinsey/featured%20insights/asia%20pacific/automation%20and%20the%20future%20of%20work%20in%20indonesia/automation-and-the-future-of-work-in-indonesia-vf.pdf>
- Kaushik, V., & Walsh, C. A. (2019). Pragmatism as a research paradigm and its implications for social work research. *Social Sciences*, 8(9), 255. doi:10.3390/socsci8090255
- Kovacs, I., & Zarandne, K. V. (2022). Digital marketing employability skills in job advertisements – must-have soft skills for entry level workers: A content analysis. *Economics and Sociology*, 15(1), 178-192. doi:10.14254/2071-789X.2022/15-1/11

- Łacka-Badura, J. (2017). Power relations between employers and potential employees reflected in the grammar of job advertising discourse. *Socjolingwistyka*, 31, 39-50. doi:10.17651/SOCJOLING.31.3
- Littlejohn, S. W. (2009). *Encyclopedia of communication theory*. (S. W. Littlejohn, & K. A. Foss, Eds.) California: SAGE Publication, Inc. doi:10.4135/9781412959384
- Lull, J. (1995). *Media, communication, culture: A global approach*. New York: Columbia University Press.
- Maghsoudi, M. (2024). Uncovering the skillsets required in computer science jobs using social network analysis. *Education and Information Technologies*, 29, 12759-12789. doi:10.1007/s10639-023-12304-4
- Malik, A., Shah, H. H., & Malik, A. (2025). Power and hegemony in the language of employment agreements of selected institutions: A transitivity analysis. *Academia International Journal for Social Sciences*, 4(2), 419-428. doi:10.63056/ACAD.004.02.0183
- Mantai, L., & Marrone, M. (2022). Identifying skills, qualifications, and attributes expected to do a PhD. *Studies in Higher Education*, 47(11), 2273-2286. doi:10.1080/03075079.2022.2061444
- McGowan, M. A., & Andrews, D. (2015, April 28). Skill mismatch and public policy in OECD countries. In *Economics Department Working Papers* (pp. 1-51). OECD Publishing. doi:10.1787/5js1pzw9lnwk-en
- Peter, M. K., & Vecchia, M. D. (2020). The digital marketing toolkit: A literature review for the identification of digital marketing channels and platforms. In R. Dornberger (Ed.), *New trends in business information systems and technology: Digital innovation and digital business transformation* (Vol. 294, pp. 251-265). Springer Cham. doi:10.1007/978-3-030-48332-6_17
- Phillipson, R. (2018). Linguistic Imperialism. In C. A. Chapelle, *The encyclopedia of applied linguistics* (pp. 1-7). Chichester: Blackwell Publishing Ltd. doi:10.1002/9781405198431.wbeal0718.pub2
- Pokorny, J. J., Norman, A., Zanesco, A. P., Bauer-Wu, S., Sahdra, B. K., & Sharon, C. D. (2017, June 1). Network analysis for the visualization and analysis of qualitative data. *Psychological Methods*, 23(1), 169-183. doi:10.1037/met0000129
- Populix & KitaLulus. (2024). *Bridging the gap: Understanding job mismatch in today's workforce*. Jakarta: Populix. Retrieved from <https://info.populix.co/reports/bridging-the-gap-understanding-job-mismatch-in-todays-workforce>
- Populix. (2023). *Unveiling the tech revolution: How technology reshapes the future of work*. Jakarta: Populix. Retrieved from <https://info.populix.co/reports/2023-06-the-future-of-work>
- Skerritt, L. (2019). Reconceptualizing hegemony in a global American century. *Journal of Global Faultlines*, 6(2), 150-165. doi:10.13169/jglobfaul.6.2.0150
- Suratnoaji, C., & Arianto, I. D. (2021). *Metode riset sosial berbasis big data*. Jakarta: Penerbit Erlangga.

- Timming, A. R., Borg, J., French, M. T., & Mortensen, K. (2025). Do job seekers really understand what managers want in an employee? A between-subjects analysis of perceived graduate attributes. *Tertiary Education and Management*, 1–19. doi:10.1007/s11233-024-09147-0
- Tran, L. T., Ngo, N. T., Nguyen, H. T., & Le, T. T. (2024). “Employability in context”: Graduate employability attributes expected by employers in regional Vietnam and implications for career guidance. *International Journal for Educational and Vocational Guidance*, 24, 375-395. doi:10.1007/s10775-022-09560-0
- van Atteveldt, W. H. (2008). *Semantic network analysis: Techniques for extracting, representing and querying media content*. Vrije Universiteit Amsterdam, Research and graduation internal. Charleston, S.C.: BookSurge.
- Weerasombat, T., & Pumipatyothin, P. (2024). Employers’ priority on work skills and the skill gaps: A case of Thailand. *Cogent Education*, 12(1), 1-14. doi:10.1080/2331186X.2024.2441656
- Wilson, R. J. (1996). *Introduction to graph theory* (4th ed.). Edinburgh: Longman Group Ltd.
- World Bank. (2021). *South Africa economic update: Building back better from COVID-19 with a special focus on jobs*. Washington DC: World Bank. Retrieved from <https://documents1.worldbank.org/curated/en/161431626102808095/pdf/Building-Back-Better-from-COVID-19-with-a-Special-Focus-on-Jobs.pdf>
- Zeng, J., Ponce, A. R., & Li, Y. (2023). English linguistic neo-imperialism in the era of globalization: A conceptual viewpoint. *Frontiers in Psychology*, 1-9. doi:10.3389/fpsyg.2023.1149471