

## Analysis The Influence of Instagram @Humas\_Bandung Social Media Content on Public Opinion

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### Abstract

Digital progress has positive and negative effects on society, with social media, especially Instagram, playing a key role in information dissemination. People form opinions based on the content they encounter online. One of them is the content on the @humas\_bandung Instagram account which provides content for the public every day. This research was conducted to find out how much influence Instagram @humas\_bandung social media content has on public opinion. There is one theory and one model used, namely the theory of The Circular Model of SoMe and the Model of the opinion formation process. The author uses quantitative research methods by distributing questionnaires via Instagram and Whatsapp addressed to 100 Instagram followers @humas\_bandung. The data analysis techniques used in testing variables are descriptive analysis, normality test, simple linear regression analysis, coefficient of determination, and hypothesis testing. The results showed that there was an influence of Instagram @humas\_bandung social media content on public opinion. Based on the coefficient of determination, the social media content variable (X) has an effect of 59.7% on public opinion (Y). Meanwhile, 40.3% is influenced by other factors that are not included in this study.

**Keywords:** Content, Instagram Account, Instagram, Public Opinion, Social Media, The Circular Model of SoMe.

### Abstrak

Kemajuan digital memiliki dampak positif dan negatif terhadap masyarakat, dengan media sosial, khususnya Instagram, memainkan peran penting dalam penyebaran informasi. Orang-orang membentuk pendapat berdasarkan konten yang mereka temui secara online. Salah satunya konten pada akun Instagram @humas\_bandung yang setiap harinya memberikan konten untuk masyarakat. Penelitian ini dilakukan untuk mengetahui seberapa besar pengaruh konten media sosial Instagram @humas\_bandung terhadap opini publik. Terdapat satu teori dan satu model yang digunakan ini yaitu teori *The Circular Model of SoMe* dan Model proses terbentuknya opini. Penulis menggunakan metode penelitian kuantitatif dengan menyebarkan kuesioner melalui Instagram dan *Whatsapp* yang ditujukan kepada 100 orang followers Instagram @humas\_bandung. Teknik analisis data yang digunakan dalam menguji variabel adalah menggunakan analisis deskriptif, uji normalitas, analisis regresi linier sederhana, koefisien determinasi, dan uji hipotesis. Hasil penelitian menunjukkan bahwa adanya pengaruh konten media sosial Instagram @humas\_bandung terhadap opini publik. Berdasarkan koefisien determinasi, variabel konten media sosial (X) berpengaruh sebesar 59,7% terhadap opini publik (Y). Sedangkan 40,3% dipengaruhi oleh faktor lain yang tidak diteliti.

**Kata Kunci:** Instagram, Instagram, Konten, Media Sosial, Opini Public, *The Circular Model of SoMe*

## INTRODUCTION

Nowadays, society has experienced various implications of digital progress, both positive and negative. One method for disseminating digital information is through various social media platforms. According to the definition quoted from Boy (2008), social media is defined as a group of software that allows individuals or groups to gather, share, communicate, and in some cases, collaborate or play together. Maharani et al. (2019), also emphasized that social media functions as a container or tool to facilitate interaction between users, with a two-way communication nature. In addition, social media is often used to build self-image or individual profiles, and companies can also use it as a marketing tool. The use of social media in a marketing context can be done by uploading photos to an Instagram account, so that they can be seen directly by the public who follow the account (Segarwati et al., 2023). According to Febriansyah & Muksin (2020), social media is used by its users to disseminate news and information. Although the dissemination of information is currently difficult to control, the government is still considered important to be a source of reliable information, in accordance with the view (Mudjiyanto & Dunan, 2020). Therefore, government agencies are expected to act as social media accounts that are used as references by the public. The use of social media by government agencies allows for reciprocal communication interactions between the public and the institution. The two-way communication process through social media platforms functions as a liaison to build closeness between the public and government agencies. Among the various types of social media that exist, this study will focus on examining the Instagram platform, stating that the number of Instagram users in Indonesia in 2023 will reach 116.16 million. This data shows that Instagram is a very popular platform for social media users.

One of the important things is public opinion formed from users or target audiences who see and interact with the content, the most dangerous impact of negative opinion is the decline in the reputation of an institution or company. Public opinion is not a word that is only agreed upon by many people, but how the process of forming this opinion can have a strong effect on influencing the minds of many people (Clawson & Oxley, 2020). Public opinion is closely related to the content created on Instagram because in forming an opinion, the public understands very well how to build meaning in information that is based on facts and arranged according to journalistic principles that can shape public opinion. Public opinion is one of the main responsibilities of the public relations department of an agency or government institution to always maintain its direction, so that the image and reputation are always as expected. Public relations in government institutions have the responsibility as an intermediary between government institutions and the media, including the Bandung City Government Public Relations which functions as a liaison between government institutions and the public and the media. The duties of Government Public Relations involve collecting, processing, and disseminating information related to policies and activities within the institution (Reddi, 2019). With the intensive dissemination of information attempted by the Bandung City government public relations through the Instagram account @humas\_bandung, in this case, the Bandung City public relations has produced good achievements, as evidenced by several awards received starting from the chairman of the West Java information commission, the digital literacy festival by the West Java Provincial Communication and Information Office, and the Ministry of Communication and Information.

In this study, the author uses the theory of the circular model of some for social communication, this theory describes how steps to help social media practitioners plan

communication on social media platforms more effectively (Luttrell, 2018). With optimal efforts that have been made by government agencies on their Instagram social media accounts. The public certainly needs to know how good information is on Instagram social media and filter it first before giving an opinion on a content. Therefore, in this study, followers of the Instagram account @humas\_bandung are considered as audiences who use the platform to get information and a place to give their opinions regarding existing content. Followers of the Instagram account @humas\_bandung are the subjects of this study. Based on the basic explanation that has been presented, the author is interested in conducting a more in-depth study entitled "Analysis of the Influence of Instagram Social Media Content @Humas\_Bandung on Public Opinion", with the aim of finding out how much influence Instagram social media content @humas\_bandung has on public opinion.

## **LITERATURE REVIEW**

In Boyd's work (2008), social media is defined as a collection of software that allows individuals or groups to gather, share, communicate, and in some situations collaborate or play together with the public. Referring to King's research (2014), social media is defined as a form of online media that operates through web-based technology, changing the dynamics of communication from one-way to interactive or two-way dialogue. Social media can be explained as a series of activities, practices, and habits carried out by various human communities that are connected to each other online, with the intention of sharing information, knowledge, and opinions through digital communication platforms (Koç, 2022; Pranata, 2023). Therefore, with the development of social media which has become an integral part of people's daily routines, all types of information published through social media are unlimited. This is the cause of changes in people's mindsets and even behavior because of the various information spread through social media.

Several characteristics of social media can be identified as described by Gamble & Gamble (2020), in their work entitled "Communication Works", including: The message delivered has a reach not only for one individual, but can reach many people simultaneously. The message delivered tends to have a higher level of freedom. The message delivered tends to be faster than through other media. The interaction time is determined by the recipient of the message.

According to Lestari et al. (2024), content refers to information that can be accessed through social media platforms. This content includes various forms such as text, images, graphics, videos, sounds, documents, reports, and the like. Management experts define content as all information or data in a company, while from a communication perspective, content is interpreted as all forms of text, images, sounds, or videos used as a medium to convey messages to the audience (Riffe et al., 2023). In line with the views expressed by Oltarzhevskiy (2019).

Content can be conceptualized as a unit of various information contained in a digital platform, which means that content includes all elements that can be managed in electronic form (Sumarni et al., 2024; Nugroho & Astuti, 2024). Thus, basically, content is a variety of information presented through media, especially new media, such as writing, images, sound (audio), or video. The variety of content in social media can vary depending on the platform used. Dwivedi et al. (2021), said that some key aspects in social media content are such as In-depth audience research, selection of appropriate platforms, focus on quality visual content, consistency in posting and careful audience analysis

Basically, the function of Public Relations is needed by various entities, including commercial and non-commercial organizations such as foundations, universities, military services, government agencies, to Islamic boarding schools. Fazora et al. (2024), defines Public Relations as a social activity that involves two-way interaction with the public (companies/organizations) with the aim of promoting understanding, trust, and mutual cooperation. It is inevitable that the existence of bureaucracy in an organization is a necessity, regardless of whether we like it or not. This is because Public Relations plays a key role in determining the positive continuity of an organization. In the context of the era of globalization and the abundance of information like today, Public Relations has significance as a source of reliable information. The term Public Relations, which is equivalent to public relations or PR and can be used interchangeably, summarizes all forms of communication that are established between an organization and parties who have an interest in the organization (Reddi, 2019).

According to Bernays (2013), in his book entitled Public Relations, there are 3 main functions of PR/Public Relations, namely Providing explanations to the public, such as transparency of accurate information to the public or providing education to increase awareness and better understanding in the community. Making persuasive efforts to directly change the attitudes and actions of the community. namely by involving efforts to convince individuals or groups of people about a particular view, attitude, or action. Trying to integrate the attitudes and actions of an agency or institution so that they are in accordance with the attitudes and actions of the community, or vice versa. with the process of aligning the values, principles, and goals of the organization.

According to Erikson & Tedin (2019), public opinion reflects the representation of shared beliefs among members of a group or society regarding controversial issues that impact the public interest. The process of forming public opinion begins with individual opinions expressed by group members, where their views are influenced by factors within the group. To create a positive public opinion towards a public entity, it is necessary to convey comprehensive and objective information regarding activities related to their interests, so that the public can understand it well.

The relationship between individual attitudes and behavior is very close, implying that a person's behavior is significantly influenced by their daily life. According to Alvarez & Brehm (2020), to clearly understand public opinion, it is important to present information about various other types of opinions related to public opinion. Public opinion includes individual opinion, personal opinion, group opinion, majority opinion, minority opinion, mass opinion and general opinion. Individual opinion is a person's point of view regarding events in society. This view can be in the form of agreement or rejection, and is only revealed after discussing with others, where similarities or differences in views can be found. Therefore, opinion is the result of a combination of various individual opinions. Personal opinion is a person's initial view on a particular social issue. An individual's view does not always reflect his or her personal opinion, it may be influenced by the viewpoints of others that he or she accepts with agreement. When discussing, the individual expresses his or her views to others as if they were his or her personal opinions, even though they are actually not in accordance with his or her own views. Group opinion is a viewpoint held by a group of people on a social issue that has an impact on the interests of many individuals, including members of the group.

Majority opinion is the viewpoint that is most widely held by people regarding a controversial issue, while other individuals may have different assessments (Yeomans et al., 2020). Generally, majority opinion emerges through open discussion in institutions such as

parliament, where the number of supporters, opponents, and those who are not on the side can be counted. Minority opinion is the opposite of the majority view. This view refers to the viewpoint of a relatively smaller number of people compared to the people involved in a social issue. Mass opinion is a further development of public opinion. This opinion has the characteristic of a "mass" that can transform itself into physical actions or destructive behavior. Public opinion is a uniform perspective among all members of society regarding issues that are general in nature or have an impact on common interests.

According to Luttrell (2018), the theory of the circular model of some for social communications is a theory that outlines steps to help social media practitioners plan communication on social media platforms more effectively. This model consists of four aspects, each of which has an important role, and by combining these four aspects, practitioners can develop a solid strategy. The circular design of this model reflects the nature of the conversation that continues to move on social media. When a company shares information, they can manage, engage, and even optimize the message they want to convey simultaneously. These steps start from sharing, optimizing, managing, and engaging.

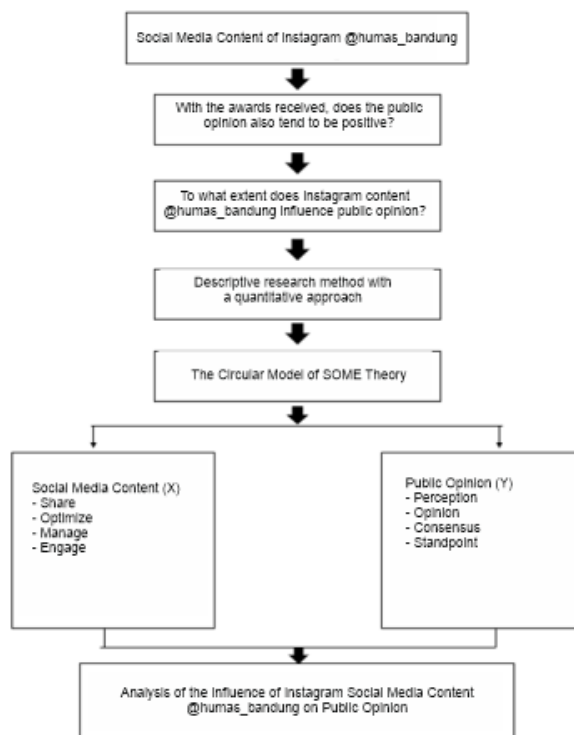
In this situation, communicators or message senders need to design a strategy for using social media and determine the most effective and efficient social media platform for communication (Khairifa, & Mardhiyah, 2023). It is important to note that, in an effort to convey a message, the communicator must actively participate in the social environment (Renn, 2020). Companies or institutions are expected to activate the social media of their choice. However, this does not mean that any social media can be activated; it is better if the chosen social media has an element of sharing in order to connect the public on the platform, either with or without the involvement of the subject itself. This is because if the public independently shares certain messages related to the subject, not only will the scope of information expand, but it will also build trust from the public.

This involves the ability to maximize the message to be delivered through social media. This is due to the variation in unique characteristics that each social media platform has. In this principle, Luttrell (2018), states that at the optimization stage, organizations need to have the ability to understand public conversations related to published topics, listen and learn, and engage in authentic communication. Furthermore, when a message has been shared by the subject, followers will discuss the topic, either with or without the subject's involvement. This activity needs to be considered by the subject, because they also have to listen to followers' conversations about them.

In this management stage, it can be interpreted as the communicator's ability to manage social media efficiently. This is because conversations on social media often develop quickly. Organizations need to have the ability to respond quickly to situations that arise on social media, because the public expects a responsive response from the organization (2016). In the management stage, Luttrell (2018) establishes activities such as media monitoring, quick response, and real-time interaction.

Social media management and integration of target groups, especially influencers, are very important elements in a social media strategy. As explained in Luttrell's (2018) SoMe circular model, in his book *Social Media*, the following questions arise: Who do we include and how? Do we expect consumers to take action based on the information we share? If so, what actions do we expect them to take? Managing an engagement strategy can be a complex challenge, but when companies realize the benefits of true engagement, they can build positive relationships.

This circular model of the social communication concept (SoMe) is intended as the initial stage in planning a comprehensive social media campaign Luttrell (2018). By using this model and referring to the social media plan described in the text, social media strategy professionals, public relations practitioners, and social marketers will be able to build strong and sustainable relationships with consumers. The researcher used the variables Social media content (X) and Public Opinion (Y).



Source: Author's data processing (2024)

Figure 1. Conceptual Framework

## METHOD

This study uses a quantitative approach with a descriptive type (Sugiyono, 2018). The object of the study was the followers of the Instagram account @humas\_bandung, with a sample size of 100 respondents. The sampling technique used the direct sampling method, which is a type of non-probability sampling that allows researchers to select respondents directly based on certain criteria. This study aims to understand the patterns and relationships between the variables studied, with data analysis carried out using SPSS software version 17. Data analysis includes several stages. First, descriptive analysis is used to provide an overview of the data collected, such as respondent characteristics and data distribution. Second, a normality test is carried out to ensure that the data has a normal distribution, which is a requirement in parametric statistical testing. Furthermore, a simple linear regression analysis is used to identify the relationship between the independent and dependent variables. In addition, the coefficient of determination is calculated to determine the extent to which the independent variables contribute to the dependent variable. Hypothesis testing is the last stage in this analysis, with the aim of testing the research assumptions based on the data obtained. The results of these methods are expected to provide a comprehensive understanding of the relationship between the variables studied, as well as provide practical insights that can be used

to develop more effective digital communication strategies through social media. Thus, this study is expected to contribute to the understanding of user interaction patterns on social media, especially in the context of government agency Instagram accounts.

## RESULTS

The analysis used is a normality test using the Kolmogorov-Smirnov method using IBM SPSS software version 17. If the significance value is greater than 0.05, it can be concluded that this study meets the normality assumption. The following is the data analysis carried out:

**Table 1.** Normality Test Results

		Un.Std. Residual
N		100
Normal Parameters	Mean	0.00000
	Std. Dev.	2.81950912
Most Extreme Differences	Absolute	0.062
	Positive	0.057
	Negative	-0.062
Kolmogrov-Smirnov Z		0.621
Asymp. Sig. (2-tailed)		0.835

*Source: Author's data processing (2024)*

In Table 1, a significance number (Asymp. Sig) of 0.835 was found. Therefore, based on the results of the data processing obtained, the conclusion is that the data follows a normal distribution because the significance value of 0.835 is greater than 0.05.

The analysis used in this study uses the Simple Linear Regression Test by utilizing IBM SPSS software version 17. Below are the results of the simple linear regression analysis that has been carried out:

**Table 2.** Results of Simple Linear Regression and Linear Regression

Model	Un. Std. Coef. B	Un. Std. Coef. Std. Error	Std. Coef. Beta	t	Sig.
(Constant)	7.590	2.620		2.897	0.005
Social Media Content	0.789	0.065	0.773	12.049	0.000

*Source: Author's data processing (2024)*

In the table above, we can see the constant number (a) which has a value of 7.590 and the regression coefficient X (b) with a value of 0.789. These numbers are then used in a simple linear regression equation as follows:

$$Y = \alpha + bX$$

$$= 7.590 + (0.789)$$

From the equation above, it can be explained as follows, the constant value (a) 7.590 means that if the Instagram social media content variable @humas\_bandung (X) has a value of 0, then the public opinion variable (Y) means 7.590 units. The regression coefficient (b) with a value of 0.789 means that if each Instagram social media content variable @humas\_bandung (X) increases by one unit, then the public opinion variable (Y) increases by 0.789. Then, it is also seen in the table that the significance value of the regression coefficient is 0.000 < 0.05, so it is concluded that the Instagram social media content @humas\_bandung has a significant

effect on public opinion. This is in line with research by McGregor (2019) and Gorodnichenko et al. (2021), that social media content influences public opinion. It is known that in the number of samples (N) of 100 respondents through a significance figure of 0.05%, the t table value is 1.984. In this case, the calculated t has a value of 12.049 which is greater than the t table, which is  $12.049 > 1.984$ . Therefore, H<sub>0</sub> is rejected and H<sub>1</sub> is accepted, which means that the Instagram Social Media Content @humas\_bandung has an influence on the Public Opinion of followers. Therefore, the conclusion is that the Instagram Social Media Content @humas\_bandung has a significant impact on the Public Opinion of followers.

The following are the results of the determination coefficient analysis assisted by IBM SPSS Version 17 software:

**Table 3.** Determination Coefficient Test

Model	R	Square	Adjusted R Square	Std. Error of the Estimate
1	0.773	0.597	0.593	2.83386

*Source: Author's data processing (2024)*

In the table, there is an R<sup>2</sup> value of 0.597, which shows the extent to which the content of Instagram social media @humas\_bandung influences the public opinion of followers as shown by the following calculation results:

$$\begin{aligned} Kd &= R^2 \times 100\% \\ &= 0.597 \times 100\% \\ &= 59.7\% \end{aligned}$$

From the calculation above, the coefficient of determination is 59.7%. So, it can be concluded that the content of Instagram social media @humas\_bandung (X) has an influence of 59.7% on public opinion (Y). While 40.3% is influenced by other factors not examined in this study.

The results of the simultaneous test are shown as follows:

**Table 4.** F Test Results

Model	Sum of Square	df	Mean Square	F	Sig.
Regression	1165.896	1	1165.896	145.179	0.000
Residual	787.014	98			
Total	1952.910	99			

*Source: Author's data processing (2024)*

According to table 4, it is concluded that H<sub>0</sub> is rejected and H<sub>1</sub> is accepted according to the calculated F value of 145.179. The significance value obtained is 0.000, which is smaller than 0.05. Therefore, it can be concluded that the independent variable of Instagram Social Media Content @humas\_bandung has a simultaneous impact on the Public Opinion variable of followers.

## CONCLUSION

This study aims to measure the influence of Instagram social media content @humas\_bandung on public opinion. The results show that the social media content variable



(X) influences public opinion (Y). The dimensions of variable X, namely sharing (84.3%), optimize (84.1%), manage (82%), and engage (81%) are included in the strongly agree and agree categories. Meanwhile, in variable Y, the perception dimension (83.3%) is included in the strongly agree category, while the opinion dimension (81.16%), consensus (78.9%), and stance (81.3%) are in the agree category. Overall, variable X obtained a percentage of 82% (strongly agree) and variable Y was 81.18% (agree). The results of the determination coefficient test showed that social media content influenced public opinion by 59.7%, while 40.3% was influenced by other factors. The resulting regression equation is  $Y = 7.590 + 0.789$ , with a positive constant value of 7.590. The t-test shows  $t_{count} (12.049) > t_{table} (1.984)$  and a significance value of  $0.000 < 0.05$ , so  $H_0$  is rejected and  $H_1$  is accepted. In conclusion, the content of Instagram social media @humas\_bandung has a positive and significant influence on the public opinion of its followers.

### **Suggestions**

It is recommended to the public, especially social media followers, to be wiser in expressing opinions on social media content. Good opinions can inspire, provide new insights, and motivate positive actions. Based on this study, the Instagram account @humas\_bandung has a low engagement value (81%). It is recommended that the account be more open to public responses to improve relations with followers. In the public opinion variable, the consensus dimension is also quite low (78.9%), indicating a long time to reach an agreement in a segment of society. Theoretical suggestions for further research are to choose more interesting objects and subjects and use various other social media platforms such as YouTube, TikTok, or Twitter to reach a wider public opinion. Research can also compare the influence of social media content on other variables such as digital literacy or environmental awareness to expand research indicators and the relevance of findings.

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