



Received: October 12, 2024

Revised: October 28, 2024

Accepted: October 30, 2024

\*Corresponding author: Ferrari Lancia, Universitas Bina Sarana Informatika, Jakarta. Indonesia.

E-mail: [ferrari.flc@bsi.ac.id](mailto:ferrari.flc@bsi.ac.id)

## DESCRIPTIVE OF QUANTITATIVE DATA | RESEARCH ARTICLE

## The Role of Social Media in Building the Image of TransJakarta: A Content Analysis of News on the Instagram Account @pt\_transjakarta

Ferrari Lancia<sup>1</sup>, Deby Puspitaningrum<sup>2</sup>, Muhammad Reza Pahlevi<sup>3</sup>

<sup>1,2,3</sup> Universitas Bina Sarana Informatika, Jakarta. Indonesia. Email: [ferrari.flc@bsi.ac.id](mailto:ferrari.flc@bsi.ac.id), [debby.dby@bsi.ac.id](mailto:debby.dby@bsi.ac.id), [zapahlevi30@gmail.com](mailto:zapahlevi30@gmail.com)<sup>3</sup>

**Abstract:** Instagram is a social media platform that is highly popular among the public, and its use is not limited to individuals but also extends to organizations and companies. PT. Transportasi Jakarta (TransJakarta) uses Instagram as a tool to support its reputation and image in the eyes of the public. The purpose of this study is to understand the role of Instagram in building the image of TransJakarta and to analyze the news content on the Instagram account owned by TransJakarta. In this research, the theory and method used is media ecology theory with a qualitative research approach. The nature or type of this research is descriptive research. Data collection techniques were carried out in the form of primary and secondary data. In this study, the researcher used source triangulation as a data validation technique. From the research results, it was found that the role of public relations in enhancing the image of TransJakarta through Instagram has been effective. This is evident from the positive feedback, the growing number of followers, and the increased engagement with TransJakarta's Instagram account.

**Keywords:** Social Media, Instagram, Corporate Image, TransJakarta.

### 1. INTRODUCTION

Recently, the world has developed rapidly, as evidenced by the fast growth in both technology and information and communication sectors. The need for instant communication can also be met in various ways. A survey conducted by the Ministry of Communication and Information (Kominfo) revealed that by 2024, the level of internet users in Indonesia increased to 79.5%, with around 221,563,479 people using the internet out of a total population of 278.6 million (Association of Indonesian Internet Service Providers (APJII et al. 2014). The internet has started to be used by entrepreneurs and other business activities because it saves time in transactions through the internet, so sellers and buyers no longer need to meet directly, providing convenience to customers. A corporate image can be built through social media, where public relations can provide detailed information about product advantages and build brand awareness on social media. We Are Social recorded that approximately 1.64 billion people worldwide used Instagram as of October 2023. This number increased by 2.5% quarter-to-quarter and surged by 18.1% year-on-year. Indonesia ranks fourth globally with the largest number of Instagram users, totaling 104.8 million users. Instagram itself is the fourth most popular social media application with the most users, ranking below Facebook, YouTube, and WhatsApp globally.

According to Atmoko, Instagram is a social networking service based on photography, using images for communication. Instagram is more popular because of the addition of attractive effect features in the application, as well as its ease and speed in accessing and sharing images (Mahmudah and Rahayu 2020). Instagram also provides inspiration and enhances users' creativity by utilizing the

features offered, making photos more beautiful, interesting, and artistically valuable. This social network was launched by Kevin Systrom and Mike Krieger on October 6, 2010, and managed to gather 25,000 users on its first day. One company that actively uses Instagram to provide information about its products and services is PT Transportasi Jakarta (TransJakarta). This regional-owned enterprise (BUMD) of the DKI Jakarta provincial government operates public transportation in the Jakarta area. With good Instagram management, the @pt\_transjakarta account has garnered 273,000 followers and has received the verified blue checkmark. Furthermore, TransJakarta's public relations achievements through social media include winning 1st place in the BUMD Social Media category in 2023 at the Jakarta Public Relations Awards held at the Agung Room, DKI Jakarta City Hall, on Thursday, November 9, 2023. In addition, TransJakarta also uses its social media to invite customers and other users to contribute to the programs run by TransJakarta.

This research is important to conduct as an effort to raise awareness of how TransJakarta utilizes social media to convey information and educate its customers. Based on the above description, the author is interested in writing a thesis titled, "The Role of Social Media in Building the Image of TransJakarta: A Content Analysis of News on the Instagram Account @pt\_transjakarta."

## 2. LITERATURE REVIEW

### 2.1. Social Media

Andreas Kaplan and Michael Haenlein (2010) state that social media is a collection of online applications based on Web 2.0 concepts and technologies. They facilitate the creation and exchange of content generated by users. According to Quesenberry (2020), social media relies on internet and smartphone-based technologies to create interactive applications that allow interaction, provide information, facilitate discussion, and modify user-generated content, which can influence personal, community, and organizational communication, resulting in major and significant changes (Kencana et al. 2022). Harold D. Laswell (1948) dan (Mutiah et al. 2019) explains that the function of media can be divided into three important parts: As a provider of information to the public about things they might not directly know; Monitoring the information received for the public interest; Conveying values and socio-cultural heritage to the public as part of forming collective identity.

### 2.2. Instagram

According to Atmoko, Instagram is a social media application primarily focused on the art of photography. This application uses images as its main communication tool. According to Efendi (Efendi et al. 2022), Instagram plays an important role in the domain of visual communication, contributing to the formation of individual images. Image is the result of an internal evaluation based on an individual's assessment and understanding of an object that has been processed, arranged, and stored in their mind (Fadiyah and Simorangkir 2021).

### 2.3. Public Relations

According to Girsang (2020), Public Relations (PR) is a complex issue that has broad impacts on many parties. It involves a management function that supports the establishment and maintenance of communication, acceptance, understanding, and cooperation between institutions or businesses and their publics. The goal is to gain understanding and support, as well as influence public attitudes and opinions. According to Rosady (2013) in Muniroh et al. (2020), public relations has four main functions (1) Serving as a communication medium for the business organization through mutually

beneficial two-way communication (two-way traffic mutual communications); (2) Building and maintaining positive relationships with target groups, both internal and external audiences; (3) Acting as a representative of management integrated with the management function, which cannot be separated from management itself; (4) Creating a corporate image as the main goal of PR campaigns, which are used for publicity and brand awareness activities.

#### 2.4. Corporate Image

According to Krisyantono (2021), corporate image is a representation that exists in the minds of the public about an organization. This includes perceptions of services, product quality, culture, and the behavior of the organization as a whole, as well as individuals within it. Krisyantono adds that an organization or individual's image is considered credible when it meets two elements (1) Expertise, where the public perceives the company as capable of meeting their needs, interests, and expectations; (2) Trustworthiness, where the public perceives and trusts the company to maintain its commitment to the public's common interests.

#### 2.5. News

According to Romli (2005), news is the main offering of mass media, alongside opinions (Purba, Maulina, and Hutapea 2021). According to Hamzah Ya'qub (1973) in his book "Islamic Publicity", news is defined as general and actual statements made by journalists and published by newspapers to be presented to readers. The criteria for newsworthiness are as follows: (1) Accuracy: Journalists must be very careful in their work, considering the wide-ranging impact of the news they produce; (2) Balance: Complete, fair, and balanced reporting means that journalists must report what actually happened; (3) Objectivity: Journalists are expected to always be objective in writing news; (4) Conciseness and Clarity: News is created to serve the public; (5) Timeliness: News is the equivalent of the word "news" in English, which indicates an element of time and refers to something new. News is always fresh and up-to-date.

#### 2.6. Media Ecology Theory

According to West & Turner (2017), in *Communication: Analysis and Application*, the term "ecology" refers to the study of how the environment influences individuals. They define media ecology as the study of how media and communication processes affect human perception, feelings, understanding, and values. The ideas in media ecology theory are explored more deeply through the following three assumptions (1) The assumption that media influences nearly every aspect of society's behavior; (2) The assumption that media affects our perceptions and organizes our experiences; (3) The assumption that media unites the entire world (Guntar, Ardhiani, and Fitriani 2023).

### 3. RESEARCH DESIGN AND METHOD

Habermas (1968) divided paradigms into three categories: Positivism Paradigm, Interpretative / Humanistic Paradigm, and Critical Paradigm (Irawati, Natsir, and Haryanti 2021). In this research, the Constructivism Paradigm is used because the researcher believes that this paradigm attempts to analyze existing social activities to describe how communication activities are carried out effectively within an organization. The design of this research is a qualitative approach, and the results are explained descriptively. According to Sukardi (2009), the descriptive method is a research method that tries to explain and interpret the research object as it is. Social media Instagram is part of the

communication ecosystem, playing an important role in spreading information about TransJakarta, which will be analyzed in this research. Through the media ecology theory approach, the researcher can explore data and provide a comprehensive overview of the elements found on TransJakarta's Instagram social media in building the company's image.

### *3.1. Selection of Informants and Data Collection Techniques*

In research, subjects are individuals who are competent and knowledgeable about the research object, enabling them to provide relevant data and information. The key informants and informants selected are those directly related to the object of this research, namely, the Head of Corporate Communications Department of PT Transportasi Jakarta as the key informant, while the informants are the public who use TransJakarta and the followers of TransJakarta's Instagram account. In this research, two types of data are collected, namely:

1. Primary Data, which is recorded and obtained directly in the field from the information source. The focus of data collection in this study is analyzing the news content on the Instagram social media account of PT Transportasi Jakarta (TransJakarta) under the account name @pt\_transjakarta in building the company's image.
2. Secondary Data, which complements the primary data that cannot be obtained directly by the data collector. This includes documents or information from third parties or other documents sourced from media, books, or scientific works. Secondary data is used to support the validity of the data being researched.

### *3.2. Data Processing Methods and Data Analysis*

According to Sugiyono (2016), data triangulation is a data collection technique that combines various data and information from different sources. Data triangulation is divided into three parts:

1. Source Triangulation, which tests and examines the accuracy of data obtained from sources like interviews, archives, and other documents.
2. Technique Triangulation, which tests and examines the accuracy of data by using different techniques on the same source.
3. Time Triangulation, where the timing of data collection can affect its accuracy. Interviews conducted in the morning, when the informant is still fresh, tend to yield more valid data.

In the media ecology theory, the social media environment forms a complex and interconnected system where media facilitates communication processes that impact changes in human perception, feelings, and image. From this theoretical perspective, the media itself shapes messages, affecting the human subconscious, rather than the messages directly influencing human awareness. Media ecology theory was chosen by the researcher as the approach used in this study to guide understanding of the influence and interaction of various factors, providing deeper insights into the effectiveness and implications of social media, based on the assumption that media actions, media perceptions, and media as a unifying global force work together to build the image of TransJakarta through its social media. In this research, the researcher chose to utilize field data analysis with the Miles and Huberman model, which consists of data reduction, data presentation, and data verification or conclusion.

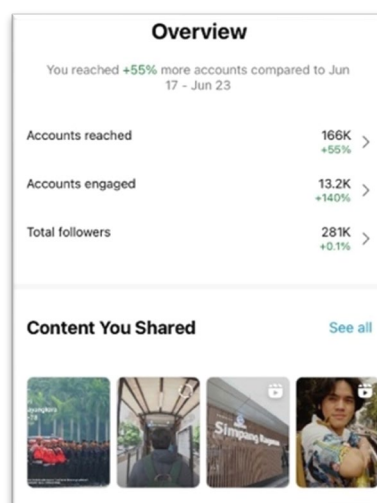
1. Data Reduction involves identifying themes and patterns, focusing on the key aspects important to the research.

2. Data Presentation helps facilitate the work plan in understanding what is happening in the research object.
3. Data Verification involves drawing conclusions descriptively, clarifying the research object and verifying the data collected (Cahya et al. 2021).

## 4. RESULT AND DISCUSSION

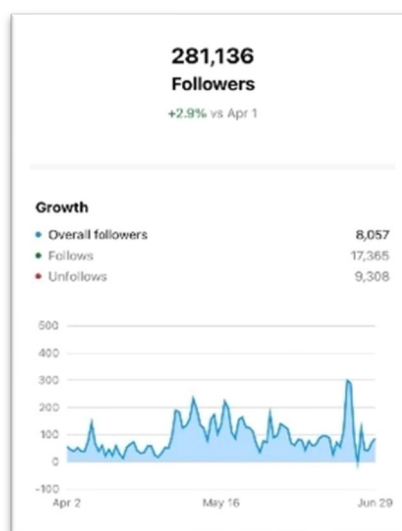
### 4.1. Observation Results

This research focuses on how Instagram, as a social media platform, plays a role in building TransJakarta's image. Therefore, the author needs to understand the strategies used by the company to manage the Instagram account @pt\_transjakarta, as well as the data insight reports used by the company as a reference for creating content and improving communication patterns on its social media. This research refers to Instagram as the primary social media platform and the most influential in the development of digital promotion processes. In managing the Instagram account @pt\_transjakarta, the main control is held by the social media analyst, but content releases must receive approval from the Head of the Corporate Secretary and Public Relations Division. This process is carried out to ensure that any mistakes are monitored before the content is published on TransJakarta's Instagram account. The role of a social media analyst in the digital promotion process covers a wide range of tasks, including managing all social media accounts, uploading posters and captions on social media pages, responding to all questions and feedback from followers, and managing social media insight data. A social media analyst also prepares a content plan schedule for the next three months based on an analysis of the overview of the @pt\_transjakarta Instagram account. Once approved, the creative content team, consisting of videography staff, photography staff, and video editing staff, will begin gathering material for the images and videos planned for the content.



**Figure 1. Overview Data of the Instagram Account @pt\_transjakarta, June 2024**

In the Instagram overview data for TransJakarta in June 2024, it can be observed that the account's reach increased by 55%. Additionally, the account's engagement saw a significant rise of 140%, while the number of followers increased by 0.1%. This improvement in the overview serves as an indicator of the company's successful image enhancement and the Key Performance Indicator (KPI) for TransJakarta's social media team.



**Figure 2. Followers Update, June 2024**

Based on the follower analysis for June 2024 obtained by the author, there was an increase of 2.9%. The average follower growth on the @pt\_transjakarta account reached 8,057 followers. This demonstrates that Instagram users have a strong demand for service-related information via TransJakarta's Instagram account.

#### 4.2. Urgency of Using Instagram for TransJakarta

Instagram, as the main social media platform for PT Transportasi Jakarta, is crucial for the company. Although the company also has an official website and other social media channels, Instagram is still considered the most effective branding platform due to the characteristics of its audience. This was expressed by Mrs. Frisca Indriyawati, Head of Corporate Communications and CSR at PT Transportasi Jakarta, as follows:

"It's extremely important because we upload all our latest service information on Instagram. Twitter also provides information, but customers are more interested in Instagram."

As a leading transportation company in Jakarta, TransJakarta has revealed one of its strategies to encourage the public to switch to using TransJakarta public transport and to follow the company's social media accounts by collaborating with various communities. Additionally, TransJakarta partners with influencers or public figures who meet certain criteria. Another strategy that has proven to be equally effective in increasing awareness of the company's Instagram account is collaborating with other brands to organize giveaways and events, where one of the conditions is to follow the Instagram account.

"As a leading transportation company in Jakarta, we always strategize to encourage the public to switch from private vehicles to public transportation, especially TransJakarta. One of the ways we've done this is by collaborating with communities, such as the Busway Fans Club. We also work with influencers or celebrities to encourage people to use public transport. Additionally, we collaborate with other brands and regularly hold giveaways and events to increase awareness on our social media accounts," explained Mrs. Frisca Indriyawati.

Mrs. Frisca Indriyawati's explanation proves that Instagram plays a crucial role for PT Transportasi Jakarta, and to introduce and build awareness of the company through Instagram, the company has implemented several strategies to make itself more well-known to the public.

Choosing Instagram as the main social media platform helps the company convey all its messages to the public or customers, contributing to shaping public perception of PT Transportasi Jakarta. This aligns with the statement from Mrs. Frisca Indriyawati, Head of Corporate Communications and CSR at PT Transportasi Jakarta, who believes that Instagram is essential in building the company's brand image:

"Instagram remains the main social media channel we use to disseminate service information, so it greatly helps in building the brand image we desire."

In addition, TransJakarta's customers and Instagram followers agree that the Instagram account @pt\_transjakarta plays a significant role in building TransJakarta's image. Followers, who are also TransJakarta customers, agree that Instagram serves as a branding platform, making it essential to keep the content appealing, especially since many people now compare TransJakarta's services to private vehicles, realizing that using public transport is more economical. This has led many to decide to use TransJakarta for their mobility needs, as expressed by Mrs. Heriyanti Febiani, a TransJakarta customer:

"Instagram is important for enhancing a company's image. I always check route diversions on TJ's Instagram before going out, especially when there are protests on the roads. The information provided on Instagram usually offers solutions, such as alternative TransJakarta routes to reach my destination. It's very helpful for me as a TransJakarta customer."

From these statements, the researcher can conclude that both TransJakarta and its followers agree on the significant role Instagram plays in building the company's image. Furthermore, Mrs. Heriyanti Febiani stated that since following the @pt\_transjakarta Instagram account, she feels more educated through the content that discusses the importance of using public transportation. In her opinion, the content posted by TransJakarta is already quite good, and she suggests that more content be created to make it even more attractive and engaging.

#### 4.3. Content Pillars Used by TransJakarta to Support Image Building

The selection of appropriate content pillars on Instagram is one of the keys to increasing audience interaction. Delivering varied content for each pillar is also one of the strengths of the @pt\_transjakarta Instagram account. TransJakarta divides its content pillars into three categories:

1. Customer Experience, which includes content such as stories about TransJakarta—TJERITA, podcasts—BASTOP, and culinary features—TJARI MAKAN.
  - a) TJERITA contains testimonials, feedback, and impressions from TransJakarta customers and employees about the company's services. The talents from TransJakarta customers are randomly selected by the social media content team via Instagram Direct Message. This content also includes materials that can be used by journalists for news creation due to direct statements provided.



- b) Podcast (BASTOP) provides direct communication with listeners, featuring influencers, celebrities, customers, communities, or TransJakarta management as guests. These podcasts are presented through Instagram Reels or live broadcasts, covering specific topics discussed in an in-depth but easy-to-digest manner. Followers can ask questions during live broadcasts, which will be addressed if relevant to the topic. This podcast content is also integrated with TransJakarta's YouTube and Spotify accounts.
  - c) TJARI MAKAN features information about popular, viral, or legendary culinary spots along TransJakarta routes. This content is particularly popular among followers as it offers inspiration for food adventures based on video content from TJARI MAKAN.
2. Brand Personality, which covers collaboration with other brands or tenants that partner with TransJakarta.
3. TransJakarta Coverage and Service, focusing on service improvements such as station revitalizations, route expansions, additional fleets, and other TransJakarta facilities.

These pillars support the formation of TransJakarta's brand image. According to Mrs. Frisca Indriyawati, Head of Corporate Communications and CSR, these pillars are instrumental in increasing engagement and widely disseminating information, thus automatically supporting TransJakarta's brand image formation. Each Instagram pillar plays its own role in building the company's brand image. With varied content, it keeps followers or customers engaged and prevents them from becoming bored with the information TransJakarta provides.

#### 4.4. *Unique Aspects of TransJakarta's Instagram Compared to Other Companies*

As the longest Bus Rapid Transit (BRT) company in Southeast Asia, TransJakarta continues to campaign "Ayo Naik TransJakarta" (Let's Ride TransJakarta), making it a brand identity. With a large number of routes and stations, TransJakarta constantly provides new and important information for the public and its customers. Additionally, many legendary eateries are located near TransJakarta stations, which is one of the strengths of TransJakarta's Instagram content, attracting more customers. TransJakarta also encourages its customers to share interesting stories about their experiences using its services. From another perspective, the researcher found that both TransJakarta and its customers agree that Instagram content helps customers understand the many routes and stations. Both groups acknowledge that TransJakarta's Instagram account is beneficial and attractive to customers. For example, Mrs. Nirmala Alifah Nur, a TransJakarta customer, said:

"The content on TransJakarta's Instagram is never boring; there's always something interesting in every post. But for me, I always look forward to the TJARI MAKAN updates and the route or corridor updates when there's a diversion, which is very helpful in planning ahead and avoiding traffic."

Another follower, Mr. Muhamad Abdan Fauzan, also shared his view that TransJakarta's Instagram content is unique, particularly the content inviting followers to explore the culinary spots around TransJakarta stations. He noted that these posts introduce legendary eateries that many people were not aware of before:

"Honestly, I love the culinary content on TransJakarta's Instagram because I often visit those stations but never knew about these hidden gems or legendary food places. I think this is one reason people should use public



transportation while also enjoying local food," said Mr. Muhamad Abdan Fauzan.

#### 4.5. *TransJakarta's Instagram Strategy for Building Company Image*

TransJakarta employs various strategies to manage its Instagram presence, such as utilizing features that help build the company's brand image, as mentioned in previous interviews. Another strategy involves creating a color identity, consistently using the color blue in all branding materials. Mrs. Frisca emphasized that the company must adhere to a color guideline to ensure consistent brand image representation. The choice of language in social media copywriting is also carefully considered as part of the company's Instagram management strategy. Mrs. Frisca Indriyawati explained:

"Of course, we have a set color guideline. Even a slight change in tone can make the brand image appear inconsistent. That's why every Instagram post shows our color identity. We also pay great attention to the captions because they are part of our strategy in managing Instagram."

Customers also noted that TransJakarta's Instagram strategy is effective, as content is posted daily, both on feeds and stories. This frequent posting keeps customers updated and helps them easily access new information. According to Mrs. Tasmini, a follower of the @pt\_transjakarta Instagram account:

"TransJakarta's image is already good. I find the daily posts very helpful in staying informed about the latest services. The captions are also clear, making the information easy to understand."

#### 4.6. *The Image TransJakarta Wants to Build*

Lastly, in terms of the company's brand image, the researcher collected perspectives from both TransJakarta and its customers/followers. This comparison helps illustrate the desired brand image versus the image perceived by the public. TransJakarta aims to create a positive image by fostering a sense of comfort. The company believes in the value of continuously providing accurate and educational information through Instagram.

"Of course, we want to create a positive image and make our customers feel comfortable. We will continue to provide accurate and educational information through our Instagram channel," said Mrs. Frisca Indriyawati, Head of Corporate Communications and CSR at PT Transportasi Jakarta, in an interview on June 6, 2024.

From the customers' perspective, the researcher found a similar sentiment. Both parties agree that TransJakarta's image is now well-established and recognized both online and offline:

"So far, it's good. Instagram has helped make TransJakarta more well-known, and many customers feel supported by the information provided on Instagram," said one customer.

#### 4.7. Discussion

From the analysis of interviews and observations, the researcher found the role of Instagram in building TransJakarta's image aligns with the media ecology theory, based on three assumptions:

1. Media influences almost all aspects of societal behavior. This means that media is present in an active society, where numbers and money play significant roles. In this research, the large number of followers on the @pt\_transjakarta Instagram account demonstrates the improved image and quality of the social media platform, supported by numerous programs and collaborations that increase public interest in public transportation.
2. Media influences our perceptions and organizes our experiences. In this research, the @pt\_transjakarta Instagram account aims to shape public perception to switch to public transportation by providing engaging photo and video content in each post. This is evidenced by the achievement of 1.2 million daily passengers as of June 27, 2024.
3. Media unites the world. The @pt\_transjakarta Instagram account serves as an information bridge, delivering accurate and beneficial information to people both inside and outside the country. According to information from the website [www.transjakarta.co.id](http://www.transjakarta.co.id), TransJakarta is the first BRT service in Southeast Asia and South Asia, operating since 2004 in Jakarta, with the longest route in the world at 251.2 km.

Over time, brand image formation patterns have evolved, particularly due to technological advancements and the ease with which the public can access information via social media. Business players are optimizing the use of social media features to build brand image and company reputation among customers. In this case, TransJakarta seeks to build awareness and engagement with its customers through Instagram. TransJakarta utilizes various Instagram features, such as profiles, highlights, feeds, and interactions (comments, likes, shares), to aid branding activities. Instagram is highly suitable for shaping public perception of the brand due to its widespread use among the target market. These features are useful for increasing customer trust, facilitating easy access to company information, and building interactions between the company and its customers. According to Mrs. Frisca Indriyawati, Head of Corporate Communications and CSR at PT Transportasi Jakarta, the company optimizes Instagram by using features such as profiles, highlights, feeds, and interactive elements like comments, likes, and shares.

## 5. CONCLUSION

PT Transportasi Jakarta has implemented various strategic efforts to build its image, one of which is the active dissemination of information through Instagram. By focusing on high-quality content, interaction with followers, the dynamic use of Instagram features, and continuous media monitoring analysis, the Instagram account @pt\_transjakarta has successfully built and strengthened the company's positive image. The results are evident in the increased brand awareness and follower count, audience engagement with each content post, and greater interest in switching to public transportation for daily mobility, especially in the DKI Jakarta area. This is further supported by the achievement of more than one million daily customers. From the interviews, it can be concluded that PT Transportasi Jakarta has successfully reached the majority of TransJakarta service customers. The messages conveyed have been well-received by other Instagram users, and there has been an increase in the analysis of TransJakarta's Instagram social media data. Challenges in managing the Instagram account have been overcome through innovative strategies.

## REFERENCES

- APJII, P., Dewan Pengawas, Badan Pengurus Pusat, Badan Pelaksana Harian, Daftar Anggota Baru, Anggota Penyelenggara APJII, Indonesia Top Level Domain, & Gudang Data. (2014). Asosiasi Penyelenggara Jasa Internet Indonesia. Jakarta: APJII.
- Cahya, A. D., Rahmadani, D. A., Wijiningrum, A., & Swasti, F. F. (2021). Analisis pelatihan dan pengembangan sumber daya manusia. *YUME: Journal of Management*, 4(2).
- Efendi, E., Arief, A. S., Dewantara, R., Cakranegara, P. A., & Sari, A. R. (2022). Pemanfaatan Instagram Insight dalam peningkatan segmentasi pelanggan pada UMKM tenun batik. *Jurnal Pengabdian Masyarakat Indonesia*, 1(3), 47–52.
- Fadiyah, D., & Simorangkir, J. (2021). Penggunaan media sosial Instagram dalam membangun citra positif Presiden Joko Widodo pada Pilpres 2019. *Journal of Political Issues*, 3(1), 13–27.
- Girsang, C. N. (2020). Pemanfaatan micro-influencer pada media sosial sebagai strategi public relations di era digital. *Ultimacomm: Jurnal Ilmu Komunikasi*, 12(2), 206–225.
- Guntar, A., Ardiani, O., & Fitriani, R. (2023). Media edukasi: Komunikasi literasi digital pada akun Instagram @siberkreasi. *Mediakom: Jurnal Ilmu Komunikasi*, 7(1), 1–13.
- Irawati, D., Natsir, N. F., & Haryanti, E. (2021). Positivisme, pospositivisme, teori kritis, dan konstruktivisme dalam perspektif 'epistemologi Islam.' *JiIP-Jurnal Ilmiah Ilmu Pendidikan*, 4(8), 870–880.
- Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of social media. *Business Horizons*, 53(1), 59–68.
- Kencana, W. H., Situmeang, I. V. O., Meisyanti, M., Rahmawati, K. J., & Nugroho, H. (2022). Penggunaan media sosial dalam portal berita online. *IKRA-ITH Humaniora: Jurnal Sosial dan Humaniora*, 6(2), 136–145.
- Kriyantono, R. (2021). Baest practice humas (public relations) bisnis dan pemerintah: Manajemen humas, teknik produksi media publisitas dan public relations writing. Prenada Media.
- Lasswell, H. D. (1948). The structure and function of communication in society. In *The communication of ideas*.
- Mahmudah, S. M., & Rahayu, M. (2020). Pengelolaan konten media sosial korporat pada Instagram sebuah pusat perbelanjaan. *Jurnal Komunikasi Nusantara*, 2(1), 1–9.
- Mutiah, T., Albar, I., Fitriyanto, A. R., & Rafiq, A. (2019). Etika komunikasi dalam menggunakan media sosial. *Jurnal Global Komunika*, 1(1), 14–24.
- Purba, H. M., Maulina, I., & Hutapea, B. (2021). Teknik 3M (Meniru-Mengolah-Mengembangkan) dalam menulis teks berita. *JBSI: Jurnal Bahasa dan Sastra Indonesia*, 1(1), 24–38.
- Quesenberry, K. A. (2020). *Social media strategy: Marketing, advertising, and public relations in the consumer revolution*. Rowman & Littlefield.
- Sugiyono. (2016). *Memahami penelitian kualitatif*. Bandung: Alfabeta.
- Ya'qub, H. H. (1973). *Publisistik Islam: Seni dan teknik da'wah*. Diponegoro.