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Social and Behavior Change Communication (SBCC) Approach in Tuberculosis Management by Terjang Foundation

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Abstract. *The treatment of TB faces many obstacles, both from the patient's perspective and their environment. Therefore, the presence of TB survivors in the treatment process is expected to assist TB survivors during the recovery and post-recovery stages. Many approaches can be made to deal with TB, including the social and behavior change communication (SBCC) approach. This study aims to analyze the use of SBCC by TB survivors from the Terjang Foundation in treating TB in Bandung. This study adopts a qualitative research method with a case study approach. Data collection techniques include in-depth interviews, field observations, and literature reviews. The study results show that SBCC has been implemented as follows: 1) Advocacy is carried out through meetings to seek support from the government and other stakeholders; 2) Social mobilization is carried out by involving stakeholders, including the Health Office, community elements, and TB survivors. Social mobilization is conducted through TB Day activities, seminars, and patient visits; 3) Education is carried out by explaining TB treatment to survivors and accompanying TB patients during drug administration in hospitals.*

Keywords: *Tuberculosis; Terjang Foundation; SBCC, TB Survival*

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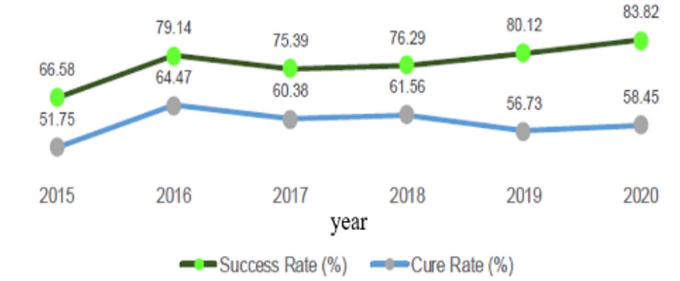
INTRODUCTION

The city of Bandung ranks second in the highest number of TB infection cases in West Java Province out of a total of 845,000 patients in the country. According to data from the Bandung Health Department, during the pandemic, 11 people died every hour due to TB infection in the city (Bandung Health Department 2021). In 2020, there were 8,504 cases of TB found in Bandung. The detection success rate in Bandung increased in 2020 compared to previous years. The comparison between success rate (SR) and Cure Rate (CR) can be seen in Graph 1.

Graph 1. Comparison of Success Rate (SR) and Cure Rate (CR) of Tuberculosis (TB) in Bandung City from 2015-2020.



Source: Bandung City Health Office, 2021.

The high number of TB cases in Bandung City is caused by various factors, including the fact that some people still need to adopt healthy lifestyle behaviors as recommended by the government. Additionally, a negative stigma surrounding TB makes some infected individuals reluctant to seek treatment. As a result, TB infections are often left untreated by those infected with TB (Arulchelvan & Elangovan, 2017). Another factor is related to the population density in Bandung City. Bandung City is the second-highest city in West Java regarding the number of TB cases. The prevention and control of pulmonary TB are essential due to the proximity of neighborhoods within Bandung City, which can influence each other. Factors that potentially contribute to an individual's onset of pulmonary TB include clean and healthy behavior, healthy housing, population density, and availability of safe drinking water (Zaina et al., 2021).

TB is an infectious disease caused by Mycobacterium tuberculosis, which attacks the lungs and can also affect other organs such as bones, lymph nodes, and the brain (Sandha & Sari, 2017); (Pangestika et al., 2019). In addition to media issues, TB is also vulnerable to the stigma given to its survivors. This stigma hurts delays in treatment, prevention, and policies related to the disease. Symptoms caused by TB infection include coughing for about two weeks. Cough is usually accompanied by other symptoms such as coughing up phlegm, shortness of breath, weakness, loss of appetite, weight loss, and night sweats without any physical activity, and some survivors even have a fever for up to one month (Herawati, 2020); (Khawar et al.).

According to WHO data in 2017, it was reported that the global tuberculosis report in 2018 showed that most tuberculosis cases were in the Southeast Asia region at 44%, Africa at 24%, and the West Pacific at 18%. In 2020, the WHO reported that Indonesia has the second-highest number of tuberculosis survivors after India. Some solutions and programs implemented include counseling and making approaches, especially from families, health workers, and the community around TB survivors. In addition, education and counseling are provided to the community environment, educational environment, and related health services.

TB is one of the global health priorities that can threaten the well-being of almost a quarter of the world's population. This causes 1.4 million deaths each year. Various efforts have been made by the government and health institutions to reduce the death rate due to TB infection and to cure patients who have been infected with TB. If current efforts have not succeeded, reducing the number of deaths from TB infection in 2035 cannot be achieved without expanding early detection and its implementation to the broader community. An example that has been quite successful is programs that have been carried out in human immunodeficiency regarding HIV (Brown et al., 2017).

Previous researchers have studied the obstacles in handling tuberculosis (TB). The research results suggest that the increasing cases of TB can be triggered by, among other things, insufficient knowledge and education levels, which can lead to anxiety about the negative stigma received by TB patients. This is consistent with the statement that the higher the level of education, the easier it is for someone to seek, obtain, and process information to prevent the transmission of tuberculosis so that the information obtained can also be spread wisely so that more people know and care about it, slowly reducing the negative stigmas towards TB patients (Gloria Demanora et al., 2022).

The following study states that TB patients face a negative stigma from their environment. The stigma can come from family, society, and the patients themselves. Stigma is a condition where TB patients receive negative labeling and often experience discrimination due to the infection they suffer from. Stigmas circulating in society usually start with issues that are allowed to develop without clarification or justification of the information being disseminated. Misunderstandings that arise both for TB patients and the community create fear in many people. This perception of misunderstanding becomes a stigma that tends to be hostile toward TB patients (Suryandari, 2022). Stigma is often attached to health issues, including tuberculosis. Reasons why stigma can emerge with TB include transmission, lack of accurate knowledge about its causes, treatment, or association with marginalized groups such as poverty, minority races, sex workers, prison inmates, and people infected with HIV/AIDS (Hidayati, 2015).

The complexity of the TB issue requires collaborative efforts among stakeholders in a region. Health communication offers a solution: communicable diseases can be addressed through the principles of behavior communication change (McKee et al., 2014); (Brown et al., 2017). This is in line with Schiavo's (2013) opinion that health communication operates in a highly complex environment, playing a role in supporting healthy lifestyles, urging governments to make policies that can respond to needs, and encouraging healthcare workers to provide the best possible health services. Furthermore, Schiavo stated that the main issue in health communication is influencing individuals and communities (Solihin et al., 2022).

Referring to previous research and the concept of health communication, this study aims to analyze how the Terjang Foundation implements SBCC health communication in managing TB in Bandung City. This research uses a qualitative approach with a case study method on the Terjang Foundation. Hopefully, this research provides benefits as an academic reference and serves as a basis for policymakers.

METHODS

The research method in this study is qualitative, using a case study approach. This study is the subject, namely TB management activities by survivors from the Terjang Foundation. The data collection technique was carried out using unstructured interviews, in which the researcher explored question ideas from the informants' answers; non-participant observation, in which the researcher visited the location where TB patients were assisted; and studying the literature. The data obtained in qualitative research is descriptive data such as speech, writing, and behavior of individuals observed in the research process (Creswell and Pot,h 2018).

In addition, data can also be generated through reviewing literature or literature reviews from several journals, articles, and previous research. The literature review is a systematic, explicit, and reproducible process for identifying, evaluating, and interpreting existing documents (Tashakkori & Teddlie, 2010). The research is from October to December 2022, located at the Terjang Foundation office, the Kopo Permai Bandung residence, and several locations for TB patient assistance by Terjang survivors.

RESULTS AND DISCUSSION

The research results were obtained through interviews, namely TB survivors at the Terjang Foundation, interviews with several TB survivors, and non-participant observation. The analysis focuses on how TB survivors from the Terjang Foundation communicate and assist patients based on the role of SBCC health communication. Before that, we will discuss the SBCC strategy, the role of the task force in handling TB, and the implementation of SBCC by the Terjang Foundation.

The Role of Survivors in Handling TB in Bandung City

The problem of TB continues to develop due to various factors. Apart from the long-standing stigma factor, other factors also arise from the patients and the lack of support from their families and the surrounding environment, as seen in Figure 1. The information that almost everyone can quickly obtain through internet connections is not yet fully utilized by some people, government institutions, or health organizations to disseminate information about health issues, especially regarding TB infection.

In this regard, the role of TB survivors is needed to assist in managing TB, including in Bandung City, as carried out by the Terjang Foundation. Survivors have previously experienced and gone through the process of treating TB infection and all things related to TB. These experiences gave birth to a sense of empathy for those struggling to recover from TB infection.

This experience is considered one of the vital motivating factors for survivors to continue to help and accompany TB survivors. Apart from having to assist, the survivors from the Terjang Foundation also participate in several other activities, such as conducting house-to-house outreach to holding events, one of which is every TB Day Care by inviting people into the local environment. The stigma received by TB survivors can be one of the obstacles in the recovery process. Shame, fear, low self-esteem, and even depression are often experienced by TB survivors (Sapar et al., 2020).

TB survivors who have received assistance during the recovery process tend to have good adherence to treatment compared to survivors who do not receive assistance. Like the research that has been conducted by (Basdiwo et al., 2021), the results of the research show that, based on the age of the survivors, there are many pulmonary TB cases, namely ages 0-5 years, namely as many as 34 people (43%) and male sex, namely as many as 46 people (58%), the number of patients who adhered to treatment was 59 people (73.75%). Those who recovered were 77 people (96.25%). Based on the frequency distribution, it was found that the highest number of the male sex was 57.5% (46 people) and aged 2 - 10 years,

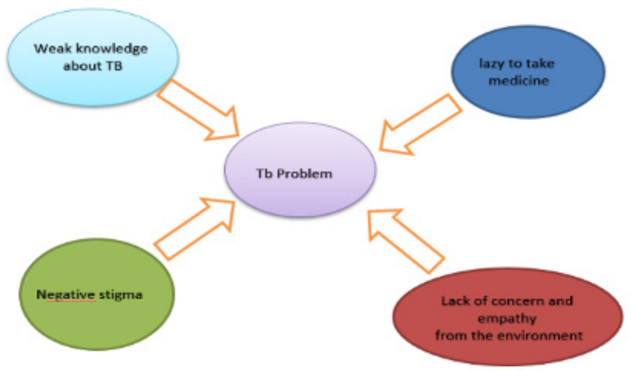


Figure 1. TB treatment problems
Source: resercher, 2022

namely 40 children (50%). The results of the analysis using the chi-square test also showed that there was a relationship between adherence to treatment and the success of treating tuberculosis patients. The more obedient TB survivors are in the recovery process, the higher the cure rate for TB survivors.

Therefore, a solution is needed to overcome the crisis regarding communication, especially health communication. According to Littlejohn, health communication is an essential element for prevention and treatment, in which symbolic messages are exchanged for personal, organizational, and community health. Personal health is related to communication with family, friends, and clinical providers such as doctors and nurses. The organizational aspect includes the relationship that care providers have with one another. Communication skills competence is the ability to communicate and understand opinions through interaction. This study refers to the ability of survivors to interact effectively with other people, either with TB survivors or with the surrounding community, by recognizing and utilizing appropriate means of communication in relationships. With others (Shin and You, 2021).

SBCC Implementation by Terjang Foundation

The Terjang Foundation adopts a social and behavior change communication (SBCC) approach, employing three main strategies: advocacy, social mobilization, and education. The SBCC approach is considered the most effective method for bringing about behavioral changes within communities. Through advocacy, the foundation influences policies and decision-making processes, raising awareness about the importance of addressing TB disease. Social mobilization efforts aim to engage and empower individuals and communities, encouraging them to act and actively participate in TB prevention and treatment programs. Additionally, education is crucial in providing accurate information and promoting understanding about TB, its symptoms, transmission, and treatment options. By implementing these SBCC strategies, the Terjang Foundation strives to create sustainable behavioural changes that contribute to the overall control and eradication of TB.

1. Advocacy implementation

Terjang Foundation, as a TB survivor organization, engages in advocacy activities in various forms. Based on interviews with informants, it was mentioned that they carry out activities involving stakeholders in Bandung City, such as the Bandung City Health Office, community leaders, academics, and companies operating in the area. Bringing together these stakeholders is an effort to observe and elicit political commitment in TB management in Bandung City.

Efforts to gather political commitment can also be carried out during TB Daya activities, which take place every March. During these events, stakeholders always attend to provide support and encourage behavioral change in the context of health. TB survivors lobby the government based on field findings, such as healthcare facilities, human resources, and other issues, as shown in Figure 2.

During the hybrid TB Days event in 2021, the Mayor of Bandung expressed his support for TB management in the city. The mayor also appreciated the involvement of non-governmental parties in TB management. According to the Mayor, TB is a collective problem and must be handled together.

At the TB Days 2021 activity on a hybrid basis, the Mayor of Bandung stated support for handling TB in Bandung City. The mayor also

Figure 2. Implementation of advocacy by TB survivors of Tejang
Source: Researcher, 2022

appreciated the involvement of parties outside the government in handling TB. According to the mayor, the TB problem is shared. Therefore, it must be handled collaboratively.

2. Social mobilization implementation

The social mobilization activities carried out by the Terjang Foundation include engaging and involving the local community to participate in TB care activities, as shown in Figure 3. TB survivors at Terjang Foundation carry out social mobilization activities in various forms, such as holding health exhibitions (as shown in Figure 3) during TB Care events, health seminars, training for patient families, patient pick-up services, visiting patient homes, visiting markets, schools, Islamic boarding schools, and prisons, as in Figure 4.

Figure 3. Terjang Foundation engages in social mobilization activities during TB Day events.
Source: Terjang foundation, 2022

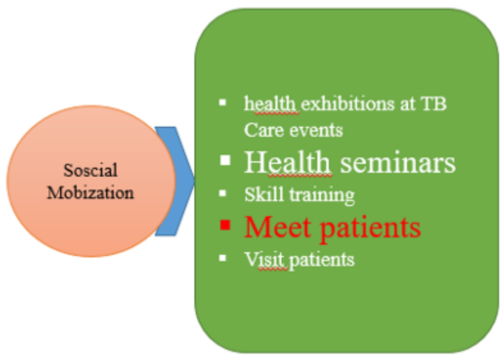


Figure 4. Social mobilization activities carried out by survivors at exhibition activities.
Source: Researcher, 2022

During the exhibition, TB survivors from the Terjang Foundation usually demonstrate how to treat TB in hospitals, clinics, and patient's homes. According to the Head of Terjang, Dewi Wulan, this demonstration activity is vital so that the community understands better how to help TB patients. This is also related to efforts to prevent TB transmission to people around where TB survivors live, work, or study.

As for supporting this social mobilizations' success, the Terjang Foundation survivors partnered with community leaders, religious leaders, and officials in their respective environments. According to Dewi Wulan, conveying the message would be easier if community leaders were present because the public already knew the leaders.The next effort is to socialize social mobilization activities through its various media channels. Currently, the Terjang Foundation is conducting socialization through posters, billboards, booklets, and social media. According to Dewi Wulan, her party is planning a collaboration with the mainstream media to spread more information about TB handling in Bandung City.

2. Communication/education implementation

The education carried out by the Terjang Foundation is to provide information and understanding of TB problems. This form of education can be done interpersonally, in groups, or the masses. Patient counseling educational activities are usually conducted interpersonally in hospitals and patient homes. There are even patients who ask for counseling via telephone and video calls. Group education is carried out through seminars, and mass education is carried out through social media channels and print media such as billboards, booklets, and TB treatment guidebooks distributed free of charge to those in need, as shown in figure 5 and 6.

According to Dewi Wulan, the education that survivors often do is in the process of accompanying patients. The medication assistance program (PMO), a government policy, will not work if there are no cadres like them. The education provided by the survivors of the Terjang Foundation indeed relies on the experience of those who have experienced the treatment process. According to Dewi Wulan, patients will be more comfortable getting health information from survivors because people with the same experience convey it.

One of the obstacles in handling TB is the weak understanding of the community or patients about TB. This lack of knowledge also creates a negative stigma from both the patient and the community towards the patient. Negative stigma discriminates against patients; for example, some are kicked out of the workplace with no guarantee of survival, ostracized from the environment, and some even get divorced because their partner has contracted TB. For this reason, TB survivors at the Terjang

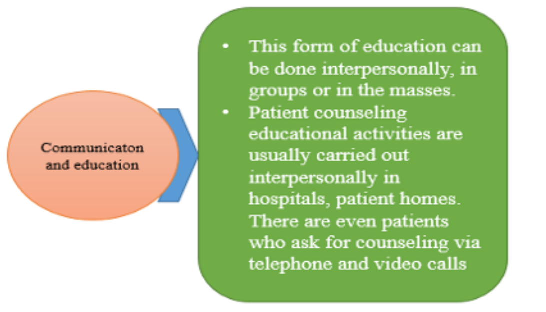


Figure 5. Implementation of education by TB survivors of Terjang Foundation

Figure 6. Educations activities carried out by survivors.
Source: Terjang foundation, 2022.

Foundation educate everyone, not just TB patients. TB is a common problem, and a solution must be found together. Only in this way can TB treatment in Bandung be successful.

SBCC's strategy in dealing with TB

Efforts to handle infectious diseases such as TB by implementing the SBBC health communication principles (McKee et al., 2014). The basic concept of SBCC communication is that perception can influence everyone's behavior, including health behavior, such as TB survivors and TB survivors. Behavioral theory in health communication seeks to describe, explain, and ultimately change human behavior in the health sector (Brewer et al., 2004).

The goal of the SBCC strategy is to change behavior. Any behavior change will give birth to new perceptions, which can change human behavior (Gaube et al., 2019). TB patients who were initially hesitant to seek treatment due to the perception of lengthy and time-consuming treatment processes experienced a shift in their mindset and behavior after receiving information from TB survivors. This information gradually transformed their perceptions, leading to a change in their behavior. These changes in behavior can be seen in the desire and enthusiasm of TB survivors to seek treatment and confidence in going through the treatment process.

An innovative approach is needed through social and behavioral change communication to address the increasingly complex threat of global TB. One possibility for a practical community-based approach in this communication process is through a care group such as that carried out by the Terjang Foundation. SBCC communication in this study refers to using communication strategies to demonstrate positive health outcomes, which are based on the strategies in SBCC theory.

The primary focus of the change designed by the SBCC theory centers on changing the behavior of individuals, groups, and communities to maintain practices related to improving health and nutrition. This communication refers to behavioral change to address the behavior and environment where the behavioral change occurs (McKee et al., 2014). This theory assumes that public health is closely related to social, political, environmental, and behavioral factors where people live. Therefore, behavior change communication emphasizes an ecological perspective which is the basis for creating multilevel communication strategies, such as customized messages at the individual level, targeted messages at the group level, social marketing at the community level, media advocacy at the policy level, and media campaigns at the population level. In addition, public health communication strategies are often combined with other intervention efforts, such as community organizing (Bernhardt, 2013).

Many behavior changes are temporary and do not last long. This phenomenon should be avoided in behavior change activities. The framework for the BCC communication program emphasizes the importance of practicing sustainable behavior change by identifying behaviors early on. It also involves three supporting factors: effective communication, a supportive environment, and user-friendly and accessible services and commodities (Maulana, 2021). The ecological approach requires BCC to work through three main strategies: advocacy for policy change and resource mobilization; social mobilization (including community mobilization) for broader coalition engagement and capacity strengthening of partners and allies from the international level to the community; and education or communication of the change itself, as can be seen in Figure 7. Education uses interpersonal, group, mass media, and new information technologies for specific behavior and social norm change. Defining these key strategies is very helpful for a complete understanding of behavior change. Often, projects only focus on behavior change, trying to change individual behavior without addressing, for example, the demand for more accessible and friendly service delivery through advocacy.

- Advocacy

Advocacy is defined as an approach (approaches) to other people who are considered to influence a program's success. Departing from this understanding, the targets or targets of advocacy are the leaders of an organization or work institution both in the government and private sectors as well as community organizations. Advocacy is personal, interpersonal, and mass communication aimed at policymakers at all levels and social orders (Hubinette et al., 2017); (Solihin et al., 2023). The main goal of advocacy is to encourage publications that support health. So, it can be concluded that advocacy is a combination of individual and social approaches or activities to obtain political commitment, policy support, social acceptance, and the existence of a system that supports a program or activity. Departing from the limitations of advocacy described above, the advocacy objectives are political commitment, policy support, social acceptance, and system support.

1) Political Commitment (Political Commitment) can be seen in

Figure 7. Three Key Strategies of SBCC
Source: adapted from McKee (2014)

the extent of the government's understanding, both the executive and the legislature, of public health problems. Likewise, how far they allocate development budgets, both national and local, for development in the health sector, and this also depends on the perspective and concern for health in the context of development.

2) Policy Support is concrete support provided by institutional leaders at all levels and sectors related to health development. Political support will be meaningless without concrete embodiment of policies. After political commitment, it needs to be followed up with advocacy again to issue concrete policies. Policy support can be in the form of laws, government or regional regulations, decrees from the heads of institutions, both government and private, and so on.

3) Community Support (Social Acceptance) is the activity of accepting a program by the community. If a health program has received commitment and policy support, the next step is to socialize the program to gain community support.

4) System Support (System Support) is a support system, mechanism, or clear work procedures for a health program so that it runs well.

- Social Mobilization

(Schiavo et al. 2020) Explains the concepts of community and social mobilization as important in health communication and the interrelationships of these two concepts. In the case of community mobilization, the importance of community dialogue, participation, and self-reliance is emphasized in the theoretical definitions and implementation practices. Community mobilization is a bottom-up and participatory process, using several communication channels to involve community leaders and the wider comradery in dealing with health problems, being part of essential steps for behavioral and social change or desired behavioral practices. The impact of community mobilization is more significant when different communities interact with each other and create social forces for change. This concept is incorporated into the idea of social mobilization. Social mobilization is bringing or bringing together communities as multi-sectoral partners to raise awareness, needs, and progress for initiatives, process goals, and outcomes.

- Communication/Education

Educational activities include disseminating accurate information and dispelling myths about stunting or educating and encouraging people about stunting and their family members to be more actively involved in treatment and to support a community approach to facilitating treatment completion. Organizing social mobilization and community participation activities can increase awareness of TB prevention, promote health-seeking behavior, inspire dialogue, and increase community awareness and action for TB management.

In line with that, the Terjang Foundation conducts tuberculosis health education for various groups. These educational activities aim to increase awareness among different segments of society about tuberculosis, its symptoms, transmission, and available treatment options. Through informative sessions, workshops, and awareness campaigns, the foundation aims to equip individuals from diverse backgrounds with the knowledge and understanding necessary to recognize tuberculosis symptoms, seek timely medical help, and support others within their communities. By reaching out to different groups and engaging them in health education initiatives, the Terjang Foundation strives to foster an informed and proactive society in combating tuberculosis.

CONCLUSION

Based on the description above, it can be concluded that the TB survivors who joined the Terjang Foundation have implemented the social and behavioral and change communication strategy in dealing with TB in Bandung City. Implementation of advocacy by inviting all stakeholders in Bandung City to collaborate in handling TB; implementation of social mobilization in TB Days activities every year; health fairs, skills training. Social mobilization also invites community leaders, religious leaders, and regional officials who are well known to the community, implementing education through providing counseling to patients, seminars, and outreach through media channels.

The advantage of this research is that it captures the implementation of SBCC from the view of parties outside the government, namely the Terjang Foundation. Information about the SBCC is not always consistent with theoretical concepts but is more natural according to their capacity. In contrast, the weakness of this research lies in the presentation of data in the form of quantification into more accurate numbers. Therefore, in the future, it can be studied with a quantitative approach.

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The Information of Government's Social Media and Websites to Citizen Engagement in Indonesia

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Abstract: *Social media and government websites can become communication tools to encourage participation and interaction between citizens and government institutions. Digital media may lead to citizens' trust and citizen engagement toward the government. The purpose of this study is to examine the model of attention to social media, attention to official government websites, perceptions of transparency, public trust, and civic engagement in the Indonesian context. This study used a quantitative survey approach (N = 263). Structural Equation Modeling – Partial Least Square (SEM) is used to assess four hypotheses. This study reveals that Attention to Social Media and Attention to Government Websites moderately explain the influence on Perceived Transparency. Moreover, perceived transparency significantly and strongly influences citizens' trust and Citizen Engagement is quite stronger explained by the Citizen Trust. This study reveals that the information exposure on the government website and social media leads to citizen engagement mediated by the perceived transparency and citizens' trust.*

Keywords: *social media, government websites, transparency, citizen trust, citizen engagement*

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INTRODUCTION

Social media have been empowered as a medium where citizens and government representatives interact, listen, and discuss (Kushin & Yamamoto, 2010). Moreover, social media may be perceived as determinant to citizens' trust on government transparency (Song & Lee, 2016), engagement, and public participatory (Al-Aufi et al., 2017). The level of trust of the Indonesian people in the government decreased by position in 2021 compared to 2020 (Edelman, 2021). Other research from Indonesian Survey Institute (LSI) showed a decline of 13.5 per cent in June 2021 compared to the previous year's results. The level of trust only reached 43 per cent, due to the government's role in handling COVID-19 which has been ongoing since 2020 (Lembaga Survei Indonesia, 2021). Another research related to the mobility restrictions policy due to COVID-19 outbreak in Indonesia showed negative sentiments, policy rejection, and public disappointments that occurred on Twitter (Akbar et al., 2022). The spread of negative sentiments on social media platform has illustrated public trust issue toward the government.

Moreover, a lack of trust in the government may cause the younger generation to become apathetic regarding participation in the community and withdraw from political activities (Loader et al., 2014). The decline in public trust in the government shows that there is an emerging issue of transparency and accountability (Leonard, 2020). At the same time, government transparency and accountability can be bridged by social media in this digital era (Al-Aufi et al.,

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2017). Al-Aufi et al. (2017) also reveals that social media can be a technology to encourage participation and interaction between the community and government institutions. However, some countries in the Arab peninsula fail to maximize social media to involve the community and have not fully encouraged efficient and collaborative services (Al-Aufi et al., 2017).

A study byKushin and Yamamoto (2010) showed that attention to social media and online information sources positively correlates with political engagement. The study conducted by Al-Aufi et al. (2017) also indicated that the use of social media by the government could shape public perceptions of the government's performance. Similar findings were also presented by Song and Lee (2016) that the use of social media by the government can increase the perception of transparency and the level of public trust. However, the three studies were conducted outside the Indonesian context. The studies from Kushin and Yamamoto (2010) and Song and Lee (2016) are in the context of the United States, which is based on democracy. Meanwhile, Al-Aufi et al. (2016) put more emphasis on the context of Oman, which is based on a kingdom state. Meanwhile, in the context of Indonesia, similar research still lacks research.

In this study, digital media refer to social media and official government websites. Social media have become a major source of information for millennials compared to conventional media. Moreover, social media can encourage political participation by reading news or reviews related to the activities of government institutions (Salman et al., 2018). Indonesian Twitter users, for example, follow accounts that specifically discuss political issues in Indonesia, both accounts belonging to politicians and celebrities. This phenomenon indicates that social media are alternative sources of political information (Wibowo & Mirawati, 2013). Social media has also been utilized by Indonesian government agencies as a communication tool to disseminate information (Idris, 2018). The characteristic of social media allows real-time interaction and two-way communication between the government and the public. The mental distance betweeninstitutions and citizens may be decreased with social media. Thus, this study proposes that attention to social media positively influences the perceived transparency of government institutions.

Meanwhile, the official government website is an Internet source that is still used to find additional information (Perangin-angin & Zainal, 2018), such as a detailed program, campaign, or regulation. One of the reasons the official website is still used is the issue of the credibility of sources and news. Official government websites have the authority to provide and convey valid, objective, and clear for the public. For local government, a website is a tool to deliver financial reporting to citizen and positively affecton the perceived transparency (Adiputra et al., 2018). Thus, this study suggests that attention to government websites could significantly influence the perceived transparency of government institutions.

In Indonesia, similar studies had been conducted in different context such as using social media to gain citizens' trust in the local government (Marpianta & Hendriyani, 2019) and electronic government participation (Hutahaean et al., 2023). Moreover, in the context of the pandemic, social media account from government representative is utilized to increase citizen trust and participation in COVID-19 vaccination (Baharuddin et al., 2022). Meanwhile, a study that focused on the general usage of social media and government is still lacks research. This study proposes a model that assesses the intercorrelation of variables: attention to social media, attention to official government websites, perception of transparency, public trust, and civic engagement (see Figure 1). The research was conducted to explain the relationship and influence between the use of communication technology by the government and public trust in the government and its implications for civic engagement in the Indonesian context. The purpose of this study is to examine the model of attention to social media, attention to official government websites, perceptions of transparency, public trust, and civic engagement in the Indonesian context.

METHOD

This study used a quantitative approach by conducting a cross-sectional survey. The respondents (N = 263) were selected based on two criteria: (1) following one of the official government social media accounts and (2) accessing the official government website for the last three months. Criterion sampling was employed as the population did not have a sampling frame and respondents were determined based on those criteria (Neuman, 2014). The survey was conducted online and self-reported. The questionnaire link was spread to students, posted on social media, and shared on WhatsApp groups to collect respondents. There was a small appreciation for respondents who filled the questionnaire completely and mobile phone numbers. After completing the questionnaire, the mobile top-up credit (Rp 5000) was directly sent to the respondents' phone numbers.

The online questionnaire consists of three parts: (1) a consent form, (2) demographic data (such as age and gender), and (3) variable data. This study measured five variables: (1) attention to social media (Kushin & Yamamoto, 2010; Song & Lee, 2016), attention to government website (Kushin & Yamamoto, 2010), perceived transparency (Al-Aufi et al., 2017; Song & Lee, 2016), citizen trust (Al-Aufi et al., 2017; Song & Lee, 2016), and citizen engagement (Al-Aufi et al., 2017). The connection of the variables is depicted in Figure 1.

Variable attention to social media was measured by five indicators adopted from Kushin and Yamatomo (2010) and Song and Lee (2016). The indicators are the respondents (1) follow or become a fan of a government agency or official through their page on a social networking

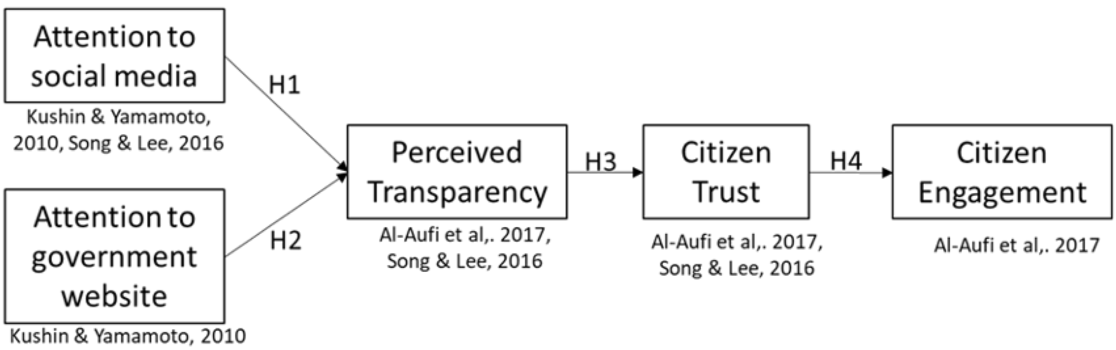

FIGURE 1. Research Model

This study proposed four hypotheses:
H1: Attention to social media positively influences perceived transparency
H2: Attention to government website positively influences perceived transparency
H3: Perceived transparency positively influences citizen trust
H4: Citizen trust positively influences citizen engagement

site Instagram, (2) read the blog of a government agency or official, (3) follow a government agency or official on Twitter, (4) follow a government agency or official on video sharing websites, and (5) read the online forum and discussion board of a government agency or official. Variable attention to government websites was measured by three indicators borrowed from Kushin and Yamatomo (2010). The indicators assess those respondents who (1) have been paying attention to government websites, (2) follow news available on the government website page, and (3) access the government website regularly, a minimum of once a week.

Perceived transparency consists of six indicators which are taken from Al-Aufi et al., (2017) and Song and Lee (2016). The indicators refer to respondents' perspectives related to (1) following government news on social media because of its clarity, (2) making sure to follow the government on social media because I believe it provides accurate information, (3) believing that government agencies provide a satisfactory level of transparency on social media, (4) believe that transparency between citizens and the government is obtainable in social media, (5) be certain of social media make government agencies and officials more accessible, and (6) well informed about what the government is doing.

Variable citizen trust is derived from Al-Aufi et al., (2017) and Song and Lee (2016). Citizen trust was measured by eight indicators associated with (1) consideration of social media to be reliable when communicating with the government, (2) the government seeks to gain public trust through social media, (3) the government is easy to earns the trust of citizens on social media, (4) consistency government presence on social media, (5) possibility to earn the trust of individuals if government presence on social media, (6) trust the federal government, (7) state government, and (8) local government.

Citizen engagement measurement is adapted from Al-Aufi et al, (2017) and consists of five indicators. The indicators are about the government's (1) seriousness in interacting with citizens on social media, (2) substantial steps on social media to stop rumours about its performance, (3) reaction to posts of citizen concern, (4) response to citizen complaints and concerns on social media, and (5) mechanism to deal with or respond to what is published on social media. All the items are measured by a Likert scale of 5 points (1= strongly disagree, 5= strongly agree).

Structural Equation Modeling – Partial Least Square (SEM) tests the hypotheses. SmartPLS is an application tool to calculate reliability, validity, path coefficients, and model fit. Meanwhile, demographic data are analyzed with univariate analysis.

RESULTS AND DISCUSSIONS

Demographic information is presented in Table 1, capturing respondents' survey characteristics. According to Table 1, mostrespondents were female (63.1%), while the remaining were male (36.9%). In addition, Generation Z took many respondents aged 17-26 years old (71.9%). Generation Millenials aged 27-36 years old had a small portion of the respondents (18.6%) while the remaining were Generation X. Based on educational background, more than half of respondents completed high school (50.6%). Partially respondents finished bachelor's degrees (46.8%). Moreover, only a minority of respondents received postgraduate degrees (2.7%). Respondents had various occupations many of them worked as a freelancer (46.8), private sector employees (17.9%) and entrepreneurs (13.3%).

TABLE 1. Demographic Information

Demographic Information		n	%
Gender	Male	97	36.9
	Female	166	63.1
Age	17-26	189	71.9
	27-36	49	18.6
	37-46	18	6.8
	47-56	7	2.7
Education	High School	133	50.6
	Bachelor Degree	123	46.8
	Postgraduate Degree	7	2.7
Occupation	Civil Servant	8	3
	Teacher/Lecturer	9	3.4
	Healthcare Worker	2	0.8
	Entrepreneur	35	13.3
	Private Sector Employee	47	17.9
	Freelancer	123	46.8
	University Student	14	5.3
	Housewife	17	6.5
	Unemployed	8	3

SEM-PLS was conducted to test validity, reliability, hypothesis and model fit. Table 2 shows outer loading items to assess the bivariate correlations between a construct and the indicators. Outer loading is an initial step to check the indicator reliability of each item. The preferred number for outer loading is equal to or more than 0.70 (Wong, 2013). Based on the first calculation on SmartPLS, one item from the variable Attention to Social Media (ASM 3 = I follow a government agency or official on Twitter) is lower than recommended outer loading value. Item ASM 3 was deleted from the construct due to a reliability issue and not being involved in the next assessment. In Table 2, the variable Attention to Social Media item was reduced from five to four items.

Table 3 reveals the validity and reliability measurement. Validity is seen by the Average Variance Extracted (AVE) value of more than 0.5. AVE is the degree to which a latent construct explains the variance of its indicators. All variables' value is more than 0.5 and are considered valid. Moreover, Cronbach's Alpha and Composite Reliability are used to assess the consistency of the variables with an acceptable value should be above 0.7. Both Cronbach's Alpha and Composite Reliability measure internal consistency reliability which Cronbach's Alpha assumes equal indicator loading, while Composite Reliability does not. All variables met the minimum reliability threshold and considered the construct is consistent.

TABLE 2. Outer Loading Items

Factor/items	Outer Loading	Mean
Attention to Social Media (ASM)*		
ASM1:	0.761	3.68
ASM2:	0.789	3.35
ASM4:	0.798	2.80
ASM5:	0.807	3.20
Attention to Government Website (AGW)		
AGW1:	0.920	3.49
AGW2:	0.950	3.52
AGW3:	0.914	3.19
Perceived Transparency (PT)		
PT1:	0.811	3.92
PT2:	0.838	3.84
PT3:	0.866	3.55
PT4	0.867	3.65
PT5:	0.870	4.00
PT6:	0.870	4.04
Citizen Trust (CT)		
CT1:	0.798	3.76
CT2:	0.738	4.02
CT3:	0.853	3.70
CT4:	0.847	3.57
CT5:	0.865	3.71
CT6:	0.841	3.35
CT7:	0.815	3.24
CT8	0.768	3.21
Citizen Engagement (CE)		
CE1:	0.857	3.54
CE2:	0.837	3.52
CE3:	0.898	3.52
CE4:	0.873	3.37
CE5:	0.892	3.40

After validity and reliability, the hypothesis test was conducted to obtain Path Coefficients, T-Value and P-Values. This study proposes four hypotheses in which all the T-Values result is above 1.96 (significance level 5% = 1.96) and P-Values' result is above 0.05. T-Values and P-Values determine whether the path coefficient is statistically significant. Table 4 shows that all hypotheses were supported and proved statistically. Meanwhile, path coefficients estimate

TABLE 3. Validity and Reliability Test

Variable	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
Attention to Social Media	0.799	0.868	0.622
Attention to Government Websites	0.919	0.949	0.861
Perceived Transparency	0.925	0.942	0.729
Citizen Trust	0.928	0.941	0.667
Citizen Engagement	0.921	0.941	0.760

the path relationships of the constructs in the structural model. Variable Attention to Social Media has a weak relationship with Perceived Transparency whose path coefficient value is only 0.279. On the other hand, the variable Attention to Government Websites has a moderate relationship with Perceived Transparency (0.485). It means the variable Perceived Transparency has a stronger relationship with Attention to Government Websitesthan Attention to Social Media. Moreover, the variable Perceived Transparency has a substantial relationship with Citizen Trust. Finally, the variable Citizen Trust has a strong relationship with Citizen Engagement.

Figure 2 shows the result of the PLS-SEM model. PLS-SEM model shows that R^2 for Perceived Transparency, Citizen Trust and Citizen Engagement are considered moderately predictive and explanatory power. The R^2 is a function to predict constructs and the higher R^2 value means fitter. According to Hair et al. (2019), R^2 value from 0.5 to 0.75 refers to moderate. Value R^2 for Perceived Transparency, Citizen Trust and Citizen Engagement are 0.519, 0.583 and 0.718 respectively. It means Attention to Social Media and Attention to Government Website moderately explain the influence of Perceived Transparency. Moreover, Citizen Trust is also moderately predicted by Perceived Transparency. On the other hand, Citizen Engagement is quite stronger explained by the Citizen Trust.

R^2 is a measure of the proportion of an endogenous construct's variance that is explained by its predictor constructs. It indicates a model's explanatory power concerning a specific endogenous construct.

Attention to social media was expected to be positively and strongly related to the perceived transparency of government. Social media enable citizens to access government programs, policies, and information and be well-informed about the current events. This study reveals that attention to social media positively influences moderation. It shows that social media significantly influences the government's transparency but is not as strong as expected. It may happen because the communication

TABLE 4. Path Coefficients

Hypothesis	Path Coefficients	T-Values	P-Values	Result
ASM → PT	0.279	7.251	0.000	Supported
AGW → PT	0.485	4.326	0.000	Supported
PT → CT	0.764	40.075	0.000	Supported
CT → CE	0.847	21.945	0.000	Supported

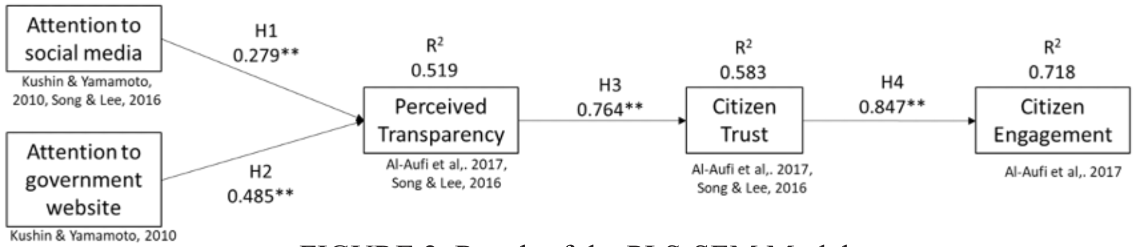

FIGURE 2. Result of the PLS-SEM Model

between government and citizens has been one way. The nature of social media or website 2.0, allows interactivity and two-way communication between users. Users comment, like, share, and respond immediately in real time. The government's social media account may not be as responsive as it should be. On the other side, users or citizens may expect realtime responses. The communication between the government's social media accounts is delayed and has become one way. Meanwhile, a study by Idris (2018) showed that the utilization of social media by the Indonesian government is only a channel to disseminate information. Lack of interaction happened on campaign communication as well as crisis and emergency information. Similar result also revealed that the local government agencies in Indonesia do not properly use the social media features.It is considered 'half-heartedly' as the communication between government and citizens is one-way although on social media (Santoso et al., 2020). On the contrary, in Indonesian political context, social media have significantly contributed to gaining early voters' participation during national presidential election (Handoko & Stellarosa, 2020). Social media features such as comments and hashtags increased interaction, discussion, and feedback from voters. Other research also showed that two-way communication on social media has a substantial role in attracting audiences and replacing face-to-face communication during the COVID-19 pandemic (Hernawati et al., 2022).

Attention to government websites also shows a positive influence and a moderate link to perceived transparency. This finding is consistent with Kushin and Yamamoto (2010) which showed that internet sources moderately influenced political self-efficacy and situational political involvement. Internet media, such as websites has become the main source of pieces of information, particularly related to government. Attention to government websites has a slightly stronger influence than social media. Government websites may be considered more detailed, reliable, and credible in conveying information than social media.

Perception of transparency is related to how citizens can access up-to-date information timely. Both social media and government website significantly give a contribution to perceived transparency. Social media and websites disseminate government information to the broader citizen. This study shows that perceived transparency is more influenced by the government website. Although previous research showed that social media has a positive and strong influence to boost transparency, the use of social media may be used more for information tools or self-promotion than increasing transparency. This result is consistent with Al Aufi et al. (2017) findings that social media and government transparency ismodest.

Perceptions of government transparency lead to trust in the government. This study shows that perceived transparency significantly and strongly influences citizens' trust. This finding also indicates that perceived transparency establishes a connection between citizens' attention to social media and government websites and their trust in the goverment This result is consistent with Song and Lee (2016), who showed perceived transparency as a strong mediator between citizens' use of government social media and their trust in the government. Additionally, using social media and government websites as communication platforms will foster trust in the government under thecondition that the government is perceived as transparent. Moreover, citizens' trust significantly and strongly influence citizen engagement in government programs and policies. This result contrasts from Al Aufi et al. (2017), which found citizen engagement to be modest. It also demonstates that trust in the government will positively affect citizen participation in the government context. Citizens are willing to join the government program or follow the government policy if they have obtained trust in the government. Furthermore, itindicates that the citizens' attention to social media and government websites will lead to citizen engagement if they perceive the government as transparent and trustworthy.

Several previous studies have shown that digital media has a significant relationship with public trust and engagement (Al-Aufi et al., 2017; Howard et al., 2016; Song & Lee, 2016; Warren et al., 2014). Public trust is the main foundation for civic engagement (Uslaner & Brown, 2005). One of the reasons for the growing public trust is the more transparent government (Leonard, 2020), especially in conveying information to the public through digital media such as social media and institutional websites. Public trust and engagement ultimately shape public participation in public policy-making as a form of democratic life. According to Christensen and Laegreid (2005), public trust is divided into two aspects: institutional and personal. Personal aspect refers to political leaders or actors in the government or public service sector. Meanwhile, the institution aspect relates to the system of government representatives. In this study, public trustfocuses on trust in government institutions. Trust in government institutions is people's ability to believe in an honest and trustworthy institution (Warren et al., 2014). The level of trust results from the public evaluation of the government public service performance, public experience, and public satisfaction. Christensen and Laegreid (2005) argued that public trust is varies based on demographic and cultural variables, but trust in a governmental system considered consistent compared to personal or political leaders. The public who trusts government institution also tends to trust other institutions (Christensen & Laegreid, 2005).

In government e-services, the level of trust in institutions is even more crucial than trust in technology (Lee et al., 2011). Users perceive the quality offline government service as an assurance of providing quality electronic and online applications. High-quality offline service enhancespublic trust in the abilityand reliability of government e-services. On the other hand, the quality of technology, particularly usability, design, and content of the websites or applications, also creates the institution's credibility (Irwansyah et al., 2016). The appearance and visual aesthetic of websites or applications can further contribute to the perceived government credibility (Rusfian et al., 2017a). High institutional credibility induces high public trust (Rusfian et al., 2017b). Additionally, Warren et al. (2014) suggest that the success of a government initiative and civic engagement, such as a program, service, or policy, depends on the type and level of public trust.

Civic engagement is defined as an

individual connection with a community in various political and non-political activities aimed at improving the quality of life of community members (Ye et al., 2017). Media has a role in civic engagement despite having two opposite sides. For example, the media can reduce civic engagement because the entertainment program on the media may divert public interest and attention to government issues. Nevertheless, on the other hand, social media encourages civic engagement by increasing volunteer and charitable activities. Social media have become a platform for individuals to engage in public discourse and political interests. However, this situation can happen if the public trusts the institution. Thus, media exposure and high trust can strengthen civic engagement (Ye et al., 2017). Media exposure must be considered transparent by the public (Song & Lee, 2016). Transparency isthe government's openness and honesty in delivering information on various media platforms (Al-Aufi et al., 2017). Transparency is often measured based on the ease of access to information, mainly using social media. In addition, this transparency is also based on the activity of government institutions in disclosing information related to activities, decisions, and policies that can be accessed, monitored, and evaluated by the public (Song & Lee, 2016). From a public perspective, government institutions are considered transparent if the information is available to the public and well-informed regarding activities, decisions, and policies. Thus, the public considers government institutions transparent if the public is informed about what the government is doing. Furthermore, digital media can help government institutions to be more transparent by providing the latest information regarding activities and policies to the public (Song & Lee, 2016). The perceived openness of government institution is a crucial interlinkage with public trust, particularly as a precondition to gaining trust in government institutions (Meijer et al., 2012). Besides, there are still debates among academia about the influence of perceived transparency to the trust in government institutions. In the context of judiciary institutions, the openness and transparency play a significant role to gain citizens' trust on judgers (Grimmelikhuijsen & Klijn, 2015). Meanwhile, in a crisis such as the COVID-19 outbreak, the transparency from the state government and health agencies provides a essentialinformation for citizens. Releasing information and explanation on digital media during a crisis, can positively build public trust (Lee & Li, 2021). In the COVID-19 crisis, perceived transparency of government could be supported by the civil society on social media that actively disseminates the current updates (Wiguna & Nuraeni, 2021).

CONCLUSION

This study reveals the intercorrelations of attention to social media, attention to official government websites, perceptions of transparency, citizen trust, and citizen engagement model in the Indonesian context. Social media and official websites are utilized by the government to convey news and information. On the other side, social media and websites are the primarysources for citizens regarding official and governmental information. Although the website and social media significantly influence perceived transparency, it has yet to have a strong influence. It means other variables may influence perceived transparency. This study shows that perceived goverment transparency can be obtained by utilizing social media and websites. Interestingly, the government website has a more decisive influence on perceived government transparency than social media. The perceived government transparency significantly and strongly influences citizen trust. Moreover, citizen engagement is relatively stronger explained by citizen trust. The research contributes to the explanation that government information exposure from website and social media leads to citizen engagement mediated by perceived transparency and citizen trust. The model confirms that social media and government websites affect citizen trust and citizen engagement. For further research, it needs to consider other variables that could predict the perceptions of government transparency, such as digital presence, responsiveness, and government performance.

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The Meaning of Tempo Magazine Cover in Semiotics by Charles Sanders Peirce

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Abstract: *In the September 16-22, 2019 edition of Tempo, the magazine cover was shown painting a picture of President Joko Widodo's face with his long nose like a Pinocchio wooden doll. One year later, Tempo republished the cover of the magazine by displaying a picture of the same figure, namely Pinocchio. But this time in the background of the DPR plenary session on the 11-25 October 2020 edition. This study aims to examine the meaning of the sign, the repetition factor in the sign, and the attractiveness of the Tempo magazine cover. The qualitative research method used in this research is the semiotic approach of Charles Sanders Peirce. This research produces a representation of meaning on the two covers, which is a form of people's disappointment in public officials for the discrepancy between their words and actions. The factor of repetition of the "Pinocchio" sign that occurs on both covers based on data and facts is found repeatedly. The attractiveness of the Tempo magazine cover includes characteristics, point of view, and target audience and this attraction results in a business strategy for Tempo magazine.*

Keywords: *tempo, magazine cover, pinocchio, attractiveness*

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INTRODUCTION

In the process of communication, a message that is conveyed is made in the form of several signs. A communicator (messenger) and communicant (message receiver) can communicate by using signs to convey themselves. According to Berger (2010), a symbol is something that can be used for another purpose. Material things, activities, or events that can be seen with the senses are signs. In communication, signs serve as indicators. The communicant (the recipient of the communication) is in charge of interpreting the message in light of his personal experiences. Every human being basically comes into the world with different information and experience. This serves as the foundation for reading a sign and assigning its significance. Print media, especially magazines, are peoples' choice media for information seeking despite the rapid advancement of media from offline to online that values technology. One of a magazine's strengths is the layout or appearance of the cover, which serves as an attraction to draw in potential readers and increase reading interest. The magazine cover serves as a leader to direct the initial information to the intended consumers, it is a crucial tool that must be planned and produced as beautifully as possible. Widyokusumo Lintang (2012) lists a number of factors that should be taken into account when creating magazine cover designs, including: Getting people's attention, telling stories, using attractive colors and letters, clearly identifying the product, providing readers with a variety of benefits, specific cover lines, storefront strong product, and identity.

TEMPO is one of the media organizations in Indonesia that has experienced the most transformation. An Indonesian news magazine called Tempo publishes weekly. The Tempo Media Group typically publishes political news in Tempo. It is also the first magazine that is not affiliated with the government. In 1982, Tempo was reportedly banned. Tempo's criticism of the New Order government and its political organizations, who were conducting election campaigns and processions, was at the time viewed as being excessively critical. However, Tempo was finally permitted to reprint when Ali Moertopo and I signed a kind of "agreement" in black and white. The Minister of Information at that time whose responsibility it was to oversee Indonesia's news media. The government, specifically Information Minister Harmoko, once again outlawed Tempo in 1994 for the second time. This time, Tempo's criticism of President Habibie and Suharto over their acquisition of pre-owned ships from East Germany was deemed to be over the top.

After 25 years, Tempo carried on with its brazen criticism of the Indonesian government, causing controversy. The 2019 edition of Tempo, which was published from September 16–22, was titled "Janji Tinggal Janji" (Promises Remain Promises). In Figure 1, this edition's cover has a painting of President Joko Widodo's face with a black shadow and a long nose resembling that of the Pinocchio cartoon figure. The common response is that the President is being harassed as a result of the cover. In fact, a good number of people believe that Tempo has harmed President Joko Widodo's reputation as the face of the Indonesian state. The public is now concerned about this issue, particularly some members of the public who support Jokowi Mania. Some members of Jokowi Mania, who also happen to be supporters of Jokowi,

FIGURE 1. Tempo Magazine 16th – 22nd September 2019 edition cover.

recently went to the Indonesian Press Council to report on Tempo magazine. The cover of Tempo magazine's edition from September 16–22 is criticized for no longer following accepted journalistic standards and instead frequently turning into a promotional tool. The magazine's cover was also criticized for failing to educate the Indonesian people.

One year later, in Figure 2 Pinocchio was portrayed on the cover of another Tempo magazine, which was published. but this time in the DPR plenary session room's background. In the "Siasat Pinokio Senayan" (Senayan Pinnochio Strategy) article from Tempo's October 11–25, 2020 edition, a picture of the council's members is shown with the leaders of the council standing in front of them, all of whom are wearing long noses and white masks. The head of the women's council, who is standing and holding a black hammer in readiness to be struck, may be seen to have a long nose as well. The words "Siasat Pinokio Senayan" and "Selama tujuh hari kerja usai rapat paripurna pengesahan Undang-Undang Cipta Kerja, anggota Dewan Perwakilan Rakyat masih mengotak-atik naskah omnibus law. Diduga ada pasal

FIGURE 2. Tempo Magazine 11th – 25th October 2020 edition cover.

selundupan" (During the seven working days after the plenary meeting for the ratification of the Job Creation Bill, members of the People's Representative Council were still tinkering with the language of the omnibus law" can be seen in the middle of the graphic. The presence of a smuggling-related article is rumored).

On both occasions, it was determined that neither the President nor the Chairperson of the Indonesian Council was insulted by the Tempo magazine cover. This is supposedly press freedom using its media to express itself. The democratic system is upheld in Indonesia. The democratic system is based on the freedom of the press to report news and the freedom of opinion. However, this freedom does not imply that the Indonesian press disseminates arbitrary information. Yet press freedom is focused on press freedom, intimately tied to social responsibility. The delight of press freedom has aided the success of the domestic magazine sector. It seems to make sense that the number of publications has rapidly expanded from hundreds to thousands. Publishers must use more innovation to gain a foothold in a market that is becoming more competitive to avoid this issue.

As a result, the author finds a picture that graces the covers of two issues of Tempo magazine to be beautiful. The Pinocchio symbol is repeated in both covers, which is an intriguing element. The Pinocchio fairy story is a legendary fable in society; nevertheless, not everyone is familiar with it. This is the foundation for the researcher's decision to use two research items on the two magazine covers. Although it is obvious that the cover features pictures of the President and Chair of the Council in addition to the figure Pinocchio, the author is interested in digging deeper into the significance of the two covers. If the group is situated in a different setting, their perceptions of an image will alter. Therefore, a sign analysis, or semiotics, is required to harmonize these various points of view.

Because magazine covers shape the cultural identity of the magazine itself, it is crucial to create magazine covers for currently popular trends. The characteristics of the magazine must be portrayed in both the cover design and the contents. To draw in advertisers and boost sales, bright text, magazine covers, and photographs are combined to generate culturally significant meanings (Baehr & Gray, 1996).

This is the problem that this study is trying to research. Using the data that has been collected, we will use a semiotic scalpel to analyze the meaning of the two Tempo magazine covers, the repetition of marks on the two covers, and the appeal of the two magazine covers. Peirce, Charles Sanders.

METHOD

In this study, a qualitative method of research was used. According to Noor (2011), qualitative research is used to comprehend symbiotic relationships, establish a theory, guarantee data accuracy, and look at the history of development when an issue has not been solved. Finding a hidden meaning is another use for it. A qualitative study is required since Tempo magazine's cover has a hidden significance. In this study, the researcher serves as the natural object and the main research instrument. Researchers are processing items used to gather data. Document analysis, an inductive technique that emphasizes meaning, is used for data collecting and processing.

Charles Sanders Peirce's semiotic methodology was applied in this research. The development of the human mind is crucial to semiotic theory. Semiotics is a branch of theory that focuses on how meaning is created and underlies how understanding is formed. Semiotics has developed into one of the significant fields of study and even a tradition in communication science. A set of theories concerning how signs reflect things, ideas, circumstances, emotions, and conditions that make up the semiotic tradition (Littlejohn et al., 2009) .

The constructivist paradigm is used in this research. A paradigm is a collection of ideas, assertions, and assumptions that are connected logically. The constructivist paradigm attempts to understand various meanings (Creswell, 2014) . Since the goal of this study is to analyze a sign that can be found on the cover of a magazine.

The researcher obtained files from online media to obtain the Tempo magazine covers for the September 16–22, 2019, and the October 11–25, 2020, issues. According to the study's qualitative methodology, the Tempo magazine cover serves as the main source of data for this analysis. At the same time, secondary data is obtained from interviews with informants and written materials like research-related publications or books. In this study, the methods of data collecting used were observation, interviews, and literature reviews. According to Suprayogo and Tobroni (2001) , defined data analysis as a set of procedures for studying, categorizing, organizing, interpreting, and validating data. In qualitative research, data analysis is ongoing and evolved during the course of the investigation. Data collection and analysis were done after problem identification and data gathering.

RESULTS AND DISCUSSIONS

The meaning of the covers of Tempo magazine, September 16–22, 2019 edition and October 11–25, 2020 edition.

The clear message on the Tempo magazine cover for September 16–22, 2019, is that Joko Widodo enjoys lying. This is comparable to most of Tempo's readers, who come from a wide range of backgrounds. Jokowi's illustration has a Pinocchio shadow behind it. Therefore, it can be said that Jokowi is a liar. The image of President Jokowi can be seen on the Tempo magazine cover in this research item. Jokowi may be accused of lying if some of his statements contradict reality, but it does not mean he always does.

The Pinocchio illustration on the cover of the October 11–25, 2020, edition is a reprint of the sign on the September 16–22, 2019, issue. However, the prominent nose is visible on the mask worn on the cover of Tempo magazine's October 17–25, 2020 issue. The DPR RI's decision to pass the Omnibus Law on Job Creation is the main topic of Tempo Magazine's October 11–25, 2020 issue. The omnibus statute, which was compelled to be passed, is thought to have resulted from conspiracy or cooperation between the executive and the legislature. The question that arises is: Whose order is this forced law? The populace believes that affluent business owners or investors prosper while laborers suffer and the environment is ignored. This demonstrates that cartoons or images in the media, particularly those with political topics, are a type of political communication. In visual communication, the portrayal of political people and the act of communicating messages are inextricably linked. Political cartoons are typically symbolic or figurative and focus on governmental, social, and political life. Political cartoon illustrations may include humor, puns, satire, and other elements, which add to their interest. (Darmawan, 2016) .

Bungin (2006) in Ilhami (2014) described the stages involved in creating social media, one of which is the confirmation stage. A media, particularly the mass media, as well as the audience that presents arguments opposing their decisions, must carry out the step of confirmation. The media uses construction as a means of deconstructing social construction. Confirmation is utilized to help the audience or viewers understand why they should participate in the social media creation process.

Whereas results of research conducted by Theodora Edra Pramaskara (2022) , with the title Analysis Peirce's Semiotics on Covers Tempo Magazine, Joko Widodo Edition Shadow Pinocchio concluded that :

> *"The public has strongly criticized President Jokowi's stance on the controversy surrounding the KPK Law modification, as shown on the cover of Tempo Magazine. The shadow of Pinocchio's nose in Jokowi's drawing refers to the idea of a president who is viewed as having betrayed commitments to the people. Because the editor of Tempo magazine weighs the advantages and disadvantages of the community groups themselves, his work is somewhat contentious. Despite this, Tempo magazine has adopted a critical position and developed into a platform that serves as the people's voice and expresses it through imaginative artwork on the monthly's cover."*

The research conducted by Ben Isa Muhammad and Agus Triyadi (2019) in Wacadesign with the title "Pinocchio and People's Representatives (Semiotics Analysis of the Cover of Tempo Magazine October 17 2019 Edition)" concluded that:

> *"The denotation in the illustration refers to a description of a trial by members of the People's Representative Council for the ratification of a law. The image's connotative interpretation is that there are detached ideals and unrepresented ambitions of the people, as if they have been deceived by the activities of the trial participants who are supposed to speak for the interests of the people. The myth's message is that trials are full of lies, just like Pinocchio, who was forced into telling a lie."*

According to the findings of the two scientific publications, the connotation of the pinocchio character depicted on the two covers of Tempo magazines is the same—namely, an attitude of breaking a promise or lying. People's displeasure with the president and the DPR, who have breached their promises, is represented by the Pinocchio sign.

The phrase "promises to remain promises" on the Tempo magazine cover for September 16–22, 2019, refers to Jokowi's failure to keep his campaign pledges. While running for president, Jokowi made a campaign pledge to enhance the Corruption Eradication Commission (KPK). Still, his actions in implementing policies that referenced the KPK Bill did not match this pledge. The Commission III of the DPR's proposal to alter the KPK Law seeks to enhance the KPK Institution and make it more effective in combating corruption. But in reality, by removing the prosecution's role and restricting the wiretapping area, the draft KPK Law is intended to weaken the KPK.

The words "Siasat Pinocchio Senayan" are written in black and are larger than the writing below them on the cover of Tempo magazine's October 11–25, 2020 issue, in contrast to the ambiance of the DPR conference room, a bold sans-serif typeface is utilized. The definition of "stratagem" in the Indonesian Dictionary is a "question" (meaning to investigate or so on). A homonym is a word that has the same spelling and sound as another word but a different meaning. However, the word "stratagem" has the same meaning as "trick," "tactic," "activity," "policy," or "reason" in the context of politics. The tactic is used to advance political objectives. People in Indonesia are known for their friendliness. The word Indonesian is so closely associated with the warmth of the Indonesian people. A good personality, politeness, constant friendliness, cooperation, and cooperation are all part of Indonesian culture. Another thing that Indonesians ought to do is speak politely. In Indonesian culture, choosing polite words when talking is very important. In Indonesian society, the word "siasat" is frowned upon because of its "negative" connotation.

Another important thing in graphic design is choosing the colors for magazine covers. Depending on how they are used, colors can have various meanings. Human psychology and physiology have a role in how people see color in real life. Color has significance as a feeling for something in psychology or human emotion. The complex process of feeling and perception involves objects, light, the brain, and the eyes. Since Tempo is an Indonesian news publication, the meaning of the colors used will be connected to politics.

Tempo's September 16–22, 2019, edition features a familiar face on its cover in the figure of Mr. Joko Widodo, a political party member of the PDI (Indonesian Democratic Party). The logo for PDI has a black background and a black bull. Black, red, and other monochromatic colors as symbols of the PDI political party by the artwork depicted on the cover of the 16–22 September 2019 edition. The Tempo magazine cover for October 11–25, 2020, features an image or artwork of a DPR session room. The figures in front of the DPR meeting room are dressed in black, and the chairs are red, as shown above. The current chairman of the DPR is Puan Maharani, a member of the political party PDI (Indonesian Democratic Party), as seen by the previous cover.

The perspective taken from the Tempo magazine cover for the September 16–22, 2019, edition can be interpreted in the context of the above explanation as a sign of the public's dissatisfaction with President Jokowi, who appears weary of resolving Indonesia's political issues. This dissatisfaction is not only directed at President Jokowi, in addition to those who worked with him on it. This is based on the contradiction between Jokowi's statements and his subsequent behavior when he ran for president and implemented measures that made reference to the RUU KPK while advocating for the strengthening of the Corruption Eradication Committee. Additionally, it was determined that the symbolic depiction on the Tempo magazine cover for the period of October 11–25, 2020, symbolized the dissatisfaction of the public with the DPR RI members, led by Puan Maharani, who is also a political party member of the PDI

Perjuangan. People's dissatisfaction with the Omnibus Job Creation Law, which is thought to be a legislative ruse that could hurt the majority of Indonesian workers.

Repetition of marks on Tempo magazine covers September 16–22, 2019 edition and the October 11–25, 2020 edition.

The sign "Pinocchio" appears repeatedly on the cover of the September 16–22, 2019, edition of Tempo magazine and the October 11–25, 2020 issue. The Pinocchio sign is visible on the black shadow beneath the image of President Joko Widodo on the cover of Tempo magazine's issue from September 16 to 22. A Pinocchio mark can be seen on the mask worn by members of the Indonesian Parliament on the Tempo magazine cover for October 11–25, 2020. The analysis of the sign repetition factor on the Tempo magazine covers for the issues published September 16–22 and October 11–25 of 2020 is shown in the chart Figure 3.

The Pinocchio character serves as a subtle parody or sarcastic sign of Tempo magazine expressing society to the government on the covers of the September 16–22, 2019 edition and the October 11–25, 2020 edition. Jokowi and others supporting him were criticized on the front cover of Tempo magazine's September 16–22, 2019, issue for making campaign statements to strengthen the KPK institution while he was already president and breaching such promises. On the front cover of Tempo magazine's October 11–25, 2020 issue, DPR RI members criticized the Omnibus Job Creation Law, which was thought to contain illegitimate materials. Additionally, Pinocchio serves as a metaphor for deception in the context of this study. People are aware of Pinocchio as a character that enjoys lying, as was previously said. Pinocchio is employed by society as a system of signs to give rise to ideas and sentiments that eventually materialize as deceitful behavior. Visual language is defined by Horn (2001) as a strong integration of words and visual elements. It has characteristics that distinguish it from natural language as a separate means of communication and a distinctive research subject.

In the meantime, depending on the manufacturing process, the repeating signs that appeared on the covers of the Tempo magazine issues from September 16–22,

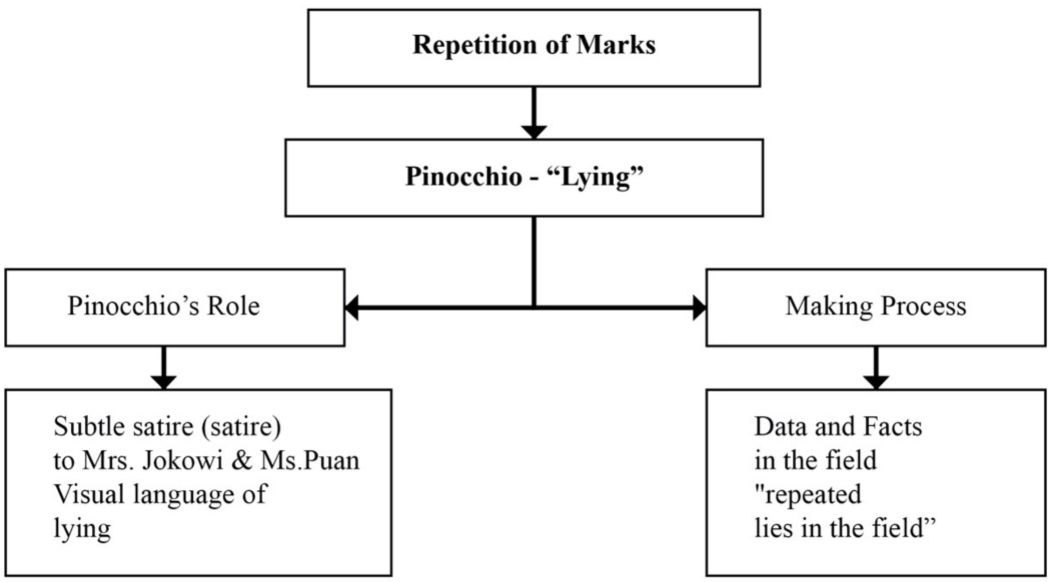

FIGURE 3. Repetition of Marks on the Cover of Tempo Magazine September 16 – 22, 2019 and October 11 – 25, 2020 editions

2019, and from October 11–25, 2020, began with data and facts that happened in the field. According to the study's findings, the Tempo reporting team's data and real-world facts were used to create the images on the magazine's cover. Data was discovered showing President Jokowi had broken commitments on bolstering the KPK institution both during his campaign and while he was already in office, according to the Tempo magazine cover from September 16 to 22 of this year. One might argue that Jokowi lied when speaking during a presidential candidate's campaign. Meanwhile, it was discovered that articles on the work copyright law that members of the DPR RI had failed to communicate to the public were smuggled into the magazine's cover between October 11 and October 25, 2020. This inspired the Pinocchio sign that appeared on the Tempo magazine's two covers.

This is in line with Tempo magazine's objectives, which were stated in Santana and Othman (2019) , Tempo Magazine aims to position itself as a media that describes various events supported by evidence and data. In addition, Tempo wants to be a media that dares to expose countless violations in society systematically. Through journalism, Tempo Magazine strengthens the formation of a civilized society to gain control over various events in society. The Investigation Column became a special feature of Tempo Magazine after the ban. This rubric is expected to be able to serve the public with extensive and comprehensive information.

The attractiveness of the cover of the September 16 – 22 2019 edition of Tempo magazine and the 11 – 25 October 2020 edition.

According to Ardianto and Erdinaya (2004) , the cover section is a special attraction based on its qualities, and in addition to images, magazine covers are also a special attraction. In humans, cover is similar to clothing and accessories. A good paper is typically used for magazine covers, eye-catching graphics, and colors. The sort of magazine, as well as how consistently or frequently it displays its qualities, genuinely determines whether a magazine cover is attractive. Since readers typically only give magazines a simple glance and do not read them in detail, the magazine cover is what attracts readers.

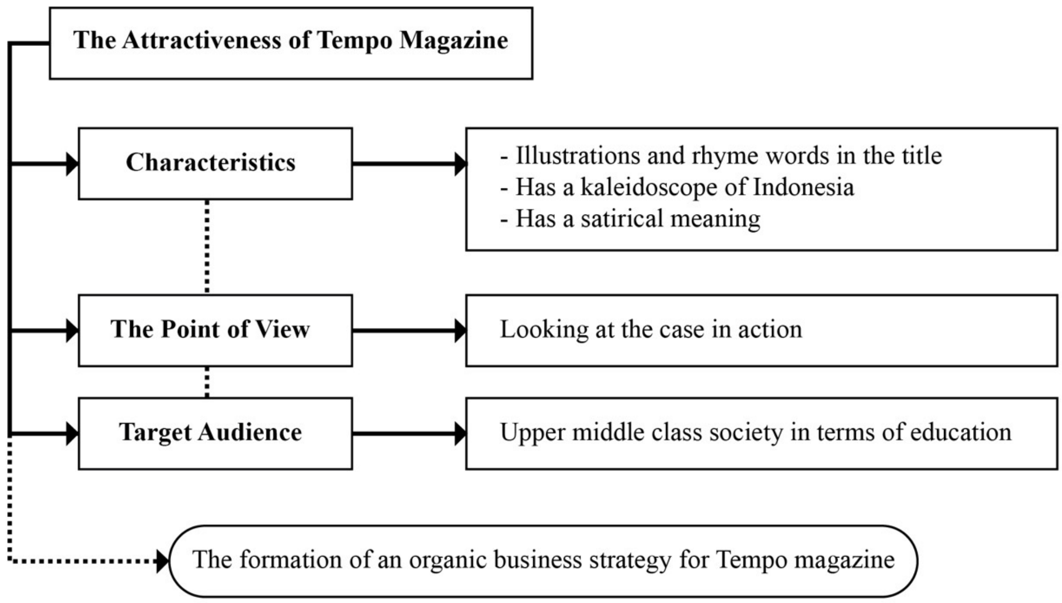

FIGURE 4. The Attractiveness of the Cover of Tempo Magazine September 16 – 22 2019 and October 11 – 25, 2020 editions

In Figure 4, 3 (three) elements contribute to a magazine cover's distinctive appeal.

A magazine's identity, or cover, conveys a sense of the nature of the publication. This magazine's identity possesses traits that other magazines cannot replicate. Therefore, the magazine cover presentation needs to be unique to draw in readers from a distance. On the cover of Tempo magazine and throughout its presentations, several characteristics serve as an identity.

Tempo magazine always uses illustrations and titles that use pantun (rhyme) on the cover of the magazine. The illustration used by Tempo magazine depicts the main reports or news in each issue of its publication. Information in the form of regular images can be tedious, but it will be more interesting if illustrations accompany it because it has more aesthetic value compared to stock photos. According to Soekarno & Basuki (2004), picture illustrations are simple, meaningful, and can create an exciting and alluring impression. There is no specific method for processing illustrations at Tempo. However, what is most important in the emergence of visual ideas at Tempo is the depth of the story and the point of view seen by the editorial team of Tempo magazine. This simple thing can become the hallmark of Tempo with very satisfying results.

Apart from illustrations, Tempo magazine always displays different titles with certain characteristics, namely rhymes. Every title that appears on the cover of Tempo magazine always has a rhyme. Rhyme is the repetition of words in a line of verse. According to the Big Indonesian Dictionary (KBBI), a rhyme is the sporadic repetition of sounds at the beginning and end of adjacent rhyme arrays. The lovely rhyme "Janji Tinggal Janji" is featured on the cover of Tempo magazine's issue from September 16 to 22, 2019. "Rumah Bambu Menjawab Lindu" is one of Tempo magazine's titles that demonstrates the rhyming aspect of the word. News about bamboo homes, which may provide an earthquake-resistant housing option, is presented in this title. However, Tempo did not write "Rumah Bambu Menjawab Lindu" on the cover. To make the word title rhyme, Tempo is willing to replace the word earthquake with the Javanese word lindu, an absorption word. Merandai Kata, Musik, dan Rupa is another article in the magazine Tempo that highlights the rhyme-related aspects of words. This title raises the performance of an art exhibition. It's possible that Tempo wrote "Merandai Kata, Rupa, dan Musik," but that arrangement lacks rhyme or melody. The reader will be more content and more likely to remember it if the words are presented in a rhymed order. In his book "berbahasa Indonesia dengan Logis dan Gembira" Daryono (2019) which supports this, states that:

> *"Speaking activities do not only deal with right and wrong, polite and impolite, or according to the atmosphere and not according to the atmosphere. In certain aspects, language also demands beauty."*

Many Tempo magazine covers have the distinguishing characteristic of always featuring stories or topics that were popular in Indonesia then. A kaleidoscope of Indonesia's journey in the new world will be created from the collection of Tempo magazine covers. This journey will be considered historical when viewed in the next 10 to 20 years. It is well known that the KBBI Kaleidoscope has two meanings, the first of which is "tool." The second, however, is a variety of recent events that can be briefly presented. As a result, the kaleidoscope in this context can be seen as a long series of different political news events that occurred in Indonesia.

The illustration with a satirical or symbolic meaning on Tempo magazine's cover is a very noticeable and intriguing feature. Tempo frequently uses images with multiple meanings or implied meanings. People constantly speculate and interpret the Tempo magazine cover's meaning differently based on the design presented. Satire's meaning is figurative or nonexistent, and it concerns the importance of taste. The values and standards that some communities uphold impact the meaning of satire, which also results in variations in the social functions of words with nearly identical meanings.

The next attraction of the Tempo magazine cover starts from the manufacturing process. Making the cover for Tempo magazine begins with a team of journalists digging up the news from the facts found. These facts are then processed, the essence is sought, and an idea or visual idea is focused on. The design team made several alternative design drafts to choose from before printing. The editorial team will choose a design draft that feels right with the news you want to highlight. After the design was determined, the design team finished the inside and cover of the Tempo magazine. This is in line with the research results of Santana and Othman (2019) that the editorial policy of the Tempo magazine was concluded from their vision as follows: to be a model in the process of freedom of thought and to appreciate differences of opinion and people's intelligence.

Like other news magazines, Tempo magazine uses a similar process to create its covers. What differentiates Tempo magazine, though, is how it sees an Indonesian political issue. The editorial team's and illustrators' points of view greatly influence how visual ideas develop. The editorial staff at Tempo believes that reporting should focus more on how news cases or stories are published than on the reporters themselves. Magazines and other news outlets regularly report on the offenders directly to bring them to justice. Tempo, however, took a different action. The behavior or actions of the case stories that will be raised are always raised by tempo. The target audience for Tempo, which is already established in society, is the cover's final selling point. According to the research findings, people in the upper middle class in terms of education make up Tempo's target market. People who enjoy reading will view things differently when interpreting them. Because of this, Tempo consistently creates magazine covers with an advanced aesthetic. Tempo has accomplished this as a communicator who has been communicating with its audience as a communicant. Thus, Tempo was able to establish effective communication.

Naturally, Tempo's business plan evolved from the attraction mentioned above. This constant demand for criticism from Tempo readers has become the publication's main selling point. In the communication process carried out by Tempo magazine as the news media in Indonesia, the meaning that appears on the magazine cover, the factors of repetition of signs in the process of making magazine covers, and the attractiveness of magazine covers are interrelated. When the media's goal is to foster effective communication to inform the public, this is in line with McQuail (2011) assertion that one of the roles of the mass media is to disseminate information. One can learn about events and other things thanks to the media. Information is a great tool for promoting both physical and intellectual self-development.

This is consistent with how business strategies are presented and how they relate to the company's traits. Business strategy is currently understood to mean

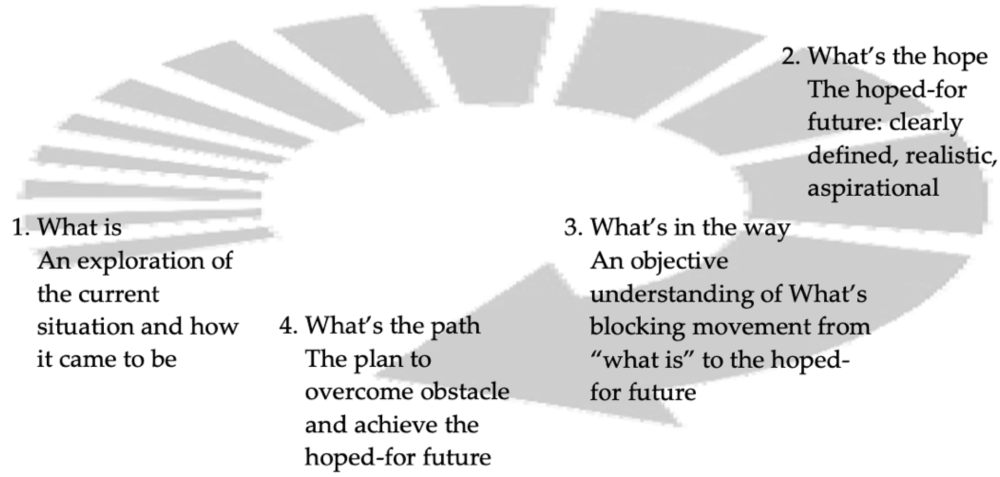

FIGURE 5. The analysis process of making a strategy (Andersen, 2010)

a variety of things. Some people view it as a set of tactics, while others associate it with long-term planning (Anderson & Ovaice, 2006).

Figure 5 shows how the strategy-making process is divided into a four-step analysis (Andersen, 2010) . The company's first step is to assess the current industrial climate and the potential outcomes that could result from it. The next step is establishing the company's future goals and expectations; this is crucial for the business's direction. The company can then plan actions and alternate strategies to achieve these goals after identifying the barriers in the third step.

CONCLUSION

Tempo magazine, which presents itself as a publication independent of the government, portrays the meaning on the cover of the September 16–22, 2019, and the October 11–25, 2020, issues as a form of the public's dissatisfaction with the government. People's disappointment with the discrepancy between public officials' words and actions of President Joko Widodo and the Puan Maharani-led House of Representatives of the Republic of Indonesia are the public figures involved in this. Pinocchio is a metaphor for an act of lying or breaking a promise, and the discrepancy between words and deeds is an act of lying, according to the legendary story of the wooden puppet Pinocchio whose nose grew when he lied.

The repetition of data and facts collected by the Tempo reporter team in the field can be seen in the "Pinocchio" sign on the cover of the September 16–22, 2019, and the October 11–25, 2020, issues of Tempo magazine. The imagery on the Tempo magazine cover repeats itself as a result. The information collected is about broken promises and lies and Pinocchio is the ideal representation of this action. In addition, Pinocchio's appearance on the Tempo magazine cover as a subtle satire or satire directed at public officials is another factor along with the Pinocchio role, which serves as a visual language of deceit or broken promises.

Tempo magazine's September 16–22, 2019 edition and its October 11–25, 2020 edition covers are both very attractive (illustrations and rhymes, Kaleidoscope of Indonesian historical stories, and a satirical meaning.) Tempo has an alternative viewpoint on case news during the production process. Tempo always focuses on the actions taken in a news case rather than the offenders. target market. In terms of education, Tempo is an upper-middle-class society, making an appearance on the cover of Tempo magazine a special and elegant event. Naturally, Tempo used the attractiveness of the Tempo magazine cover as a marketing strategy.

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Inequality and Preference: Leveraging Digital ICT Applications for Knowledge-Intensive Agriculture

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Abstract: *Digital ICT plays a strategic role in transforming input-intensive to knowledge-intensive agriculture. Its use hypothetically correlated to the farmers' characteristics. This study analyzes the farmers' features and the intensity of utilizing various digital ICT applications/platforms. It uses an explanatory sequential mixed methods design combining quantitative and qualitative approaches. The survey was conducted on 150 smartphone-using farmers from Boyolali District, Central Java Province, Indonesia, accompanied by interviews and online observations. This research identifies digital divides and inequalities in leveraging Android farming applications, Facebook groups of farmers, WAG of farmers' groups, Internet/Google information resources, and YouTube. The correlation test indicates a significant correlation between gender, age, education, farming size, farm income, Internet quota budget, the availability of PC/Laptops (besides smartphones), and participation in farmers' groups with the intensity of leveraging some digital ICT applications. These correlations are unique and reflect farmers' receptions and preferences for using digital ICT applications. This novelty is crucial for developing knowledge-intensive agriculture that emphasizes the strategic role of development communication to facilitate knowledge sharing, involvement, and capacity development among farmers. Without understanding farmers' characteristics and vulnerabilities, the digital divide and inequality among farmers will continue to be reproduced.*

Keywords: *agricultural applications, farmers' characteristics, farmers' community on the Facebook group, farmers' WhatsApp groups, Internet and YouTube information resources*

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INTRODUCTION

The sector of agriculture encounters many critical issues due to shrinkage in the quantity and quality of the land resource base (Gomiero, 2016) and climate change (FAO, 2017); this sector will remain a key pillar of rural people's livelihoods in developing countries (Giller, Delaune, Silva, Descheemaeker, & Ven, 2021). The emerging challenges require more innovative and knowledge-intensive agriculture (KIA) since the capacity of the agricultural workforce becomes decisive (Ra, Ahmed, & Teng, 2019). Because new technologies in agriculture are more knowledge-intensive, knowledge and information are essential for farmers to face these challenges. The demand for more accurate, relevant, and timely information is increasing (Deichmann, Goyal, & Mishra, 2016).

KIA involves applying advanced knowledge and information to increase productivity and profitability across agricultural food systems while managing and mitigating risks (ADB, 2018). Using digital and modern information and communication technology (ICT) in KIA can optimize the development and adoption of the latest varieties, agricultural production inputs and operations, and post-harvest management (ADB, 2018; Ra, Ahmed, & Teng, 2019). ICT use can minimize the risks associated with climate change, promote climate change adaptation to reduce the risk of agricultural failure, and offer essential avenues to increase food productivity and expand agribusiness (Zougmoré & Partey, 2022). ICT acts as a multiplier for connecting people and places, improving supply chains and collaboration (Verdier-Chouchane & Karagueuzian, 2016) so that agriculture becomes more networked and resource utilization more efficient (Basnet & Bang, 2018). Finally, digital ICT in agriculture and e-agriculture applications increases new research fields (Singh, Ahlawat, & Sanwal, 2017).

Using digital ICTs in the agribusiness value chain, particularly smartphones, has created a set of new solutions, changed agricultural processes, and benefitted both small and large-scale farms. Smartphones have features found in personal computers and combine mobile phone utilities and PDAs into a single device of minicomputers with telephone connectivity (Barbosa et al., 2020), therefore, facilitating users to perform voice communication, text messaging, data processing, and connection to Internet (Barh & Balakrishnan, 2018). Smartphones expand the boundaries of communication to reach farmers and previously marginalized rural communities (Dlodlo & Kalezhi, 2015) and act as catalysts for social mobilization through better communication, therefore, providing possibilities for rural farm households to address the digital divide (Barh & Balakrishnan, 2018) and the information gap when regular extension services do not reach them at the right time and place (Swaminathan & Swaminathan, 2018).

Mobile phones can, among other things, improve the circulation of information in interpersonal networks, improve farmers' access to "public" information, and improve the coordination of input and output supply chains (Aker, Ghosh, & Burrell, 2016). In India, mobile phone interventions influence the speed, quality, and quantity of distributing extension services, farmer knowledge, and credit access (Fu & Akter, 2016). Most farmers in Nagaur Rajasthan district include accessing information on pesticides and weed remedies, seeds and seeding, market conditions and prices, fertilization, harvesting, and storage via mobile phones (Kailash, Mishra, Singh, Verma, & Kumar, 2017). In Ghana, the ownership and use of mobile phones significantly increase the productivity of maize farmers by at least 261.2 kg/ha per production season (Issahaku, Abu, & Nkegbe, 2018). Among well-known fruit-producing farmers in Khyber Pakhtunkhwa, Pakistan, it shows that the introduction of smartphones technology and its availability to local farmers has empowered farmers to understand market and price information and helped increase farmers' incomes (Rabbi, Idrees, Ali, Zamin, & Bilal, 2020). In Indonesia, among others, members of the farming community of the coastal area Bugel Village, Panjatan District, Kulon Progo Regency, Yogyakarta (Subejo, Untari, Wati, & Mewasdinta, 2019) indicated that new media, such as the Internet and short message service through mobile phones and smartphones has become increasingly popular among coastal farmers who grew commercial horticultural crops, particularly to access market information and new innovative technologies.

Furthermore, digital ICT allows for building platforms (such as WhatsApp or Facebook Groups) that bring together farmers, extension workers, and researchers to share valuable information and respond quickly (Nyarko & Kozári, 2021). Digital ICT applications can play a role in helping farmers when engaging them directly with many opportunities so that they can choose that suit the situation and factual conditions in the field. By integrating digital ICT in sustainable agricultural development through capacity development, farmers have the potential to encourage them to think, communicate, and work on their businesses differently.

The researchers suggest the importance of contributing individual factors to the use of digital ICT among rural farmers. Socioeconomic factors are the main determinants of ICT use and adoption (Tata & McNamara, 2016). Among the factors related to mobile phone use by farmers are gender, age, education, family size, farming experience, farming land area (farms size), land tenure status, gadget ownership, farm income, and organizational membership (Anunobi & Anunobi, 2018; Chikaire et al., 2015; Lubis & Sulistiawati, 2021), but have not taken into account the Internet quota budget for connectivity and access to digital ICT applications.

Based on the background of the research problem, this study formulates the research questions: Firstly, what are the characteristics of farmers who use digital ICT? Secondly, to what extent are inequalities in the utilization intensity of digital ICT applications/platforms among farmers? Thirdly, is there a correlation between farmers' characteristics and preference for adopting digital ICT applications/platforms? Firstly, this study aims to analyze the individual characteristics of farmers who use digital ICT. Secondly, this study analyzes inequalities in leveraging digital ICT applications/platforms among farmers. Thirdly, it studies the correlation between farmers' characteristics and preferences towards utilizing digital ICT applications/platforms among farmers.

To date, however, scholarly discourse on ICT use in agriculture and rural communities in developing countries, including in Indonesia, has been, for the most part, limited to the conventional discussion regarding the gap that exists between the "haves" and the "have nots," often referred to as the digital divide (Onitsuka, Hidayat, & Huang, 2018). As state of the art, this study explores the extended use of smartphones among farmers to fulfill agricultural information and knowledge sharing, hence not only identifying digital divides in various ICT applications but also describing inequalities in leveraging various digital ICT applications and explaining the relationship between farmer's characteristics and their preferences toward various digital ICT applications.

When understanding the phenomenon of inequality in the use of digital ICT among farmers, this study considers the Resources and Appropriation Theory (RAT) of diffusion, acceptance, and adoption of new technologies. The core concepts of RAT are (1) Several inequalities of personal categories (individual characteristics) and positional categories in society; (2) The distribution of resources relevant to this type of inequality; (3) Several types of access to ICT, and; (4) Several areas of participation in society (van Dijk, 2017). As explained in the Uses and Gratification (U&G) theory, we can also understand digital inequality due to differences in the motives of digital ICT users. As users of digital ICT, farmers are assumed to be active and deliberately choose media to receive various types of information and share information and knowledge to meet their needs. U&G theory also provides an appropriate framework for investigating farmers' preferences towards ICT and enabling critical discussions about the suitability of ICT in extension systems (Narine, Harder, & Roberts, 2019).

METHOD

Referring to Creswell (2014), this research uses an explanatory sequential mixed methods design combining a quantitative approach with a survey method accompanied by interviews and online participatory observations to understand the behavior of digital ICT utilization among farmers in Boyolali Districts, Central Java Province, Indonesia. We used the sampling technique with multistage cluster random sampling. A total of 150 farmers participated in this study, consisting of those from Mojosongo Sub-District (50 respondents), Sawit Sub-District (50 respondents), and Selo Sub-District (50 respondents). Data collection using questionnaires, interviews, and observation instruments was mostly done from July 2021 to May 2022. Observations were made online on several Android-farming applications and WAG of farmers' groups.

Quantitative descriptive statistical analysis and Gamma correlation test using IBM SPPS Statistics 26. A positive Gamma value (i.e., above 0) indicates the direction of a positive relationship, which means that if the value of one variable rises, then the value of the other variable also surges, and vice versa. A negative Gamma value (i.e., below 0) indicates the direction of a negative relationship, which means that if one variable's value rises, the other variable's value goes down, and vice versa. Rea & Parker (2014) suggest association strength intervals based on Gamma values as follows: 0 (no association), 0.01-0.09 (very weak and negligible), 0.10-0.29 (soft), 0.30-0.59 (moderate), 0.60-0.74 (strong), 0.75-0.99 (very strong), and 1.00 (perfect).

RESULTS AND DISCUSSIONS

The Characteristics of Farmers Using Digital ICTs

As advised by many scholars (e.g., Anunobi & Anunobi, 2018; Lubis & Sulistiawati, 2021), the characteristics of farmers who use smartphones analyzed in this study include gender, age, education, family size, farming experience, farming size (farming land area), estimated farm income, Internet quota budget, PC/laptop ownership, support for digital ICT access, and participation in farmers' groups.

Figure 1 presents the characteristics of farmers who use digital ICTs in the Boyolali District. Of the 150 respondent farmers who participated in this study, the majority were men, namely 139 farmers (93 percent), and only 11 people (7 percent) were women because most of the heads of farmer households were men. Women were also part of the farmer households. This study identified some respondents' women actively organizing the farmer women's groups. The gender characteristics of the farmers using digital ICT are similar to the previous findings (Astuti & Hadiyanto, 2018; Beza et al., 2018).

The distribution pattern of farmers' age data on digital ICT users shows that most farmers are 30 to 60. These findings confirm previous studies (Ali, Man, & Muharam, 2019; Beza et al., 2018; Hasan, Rahman, Hoque, Kamruzzaman, & Azizur, 2019; Lubis & Sulistiawati, 2021; Nurrahmah & Sulistiawati, 2022). In the findings, young farmers under 30 years old were only 6 percent, while elderly farmers (over 60 years old) were 9 percent. Interviews with representatives of farmers' group administrators in the study area revealed that elderly farmers tend to find it challenging to adopt agricultural innovations, which has implications for the lack of digital ICT applications to meet agricultural information needs, share knowledge, and improve their farming practices. As he mentioned, the term "old-fashioned farmer" is attributed to the characteristics of farmers resistant to innovation and technological stuttering. It is unlikely to take on the potential benefits that digital ICT applications facilitate when individual farmers resist agricultural innovation. Within the age of 36 to 57 years old, older farmers were 2.9 percent less likely to use smartphones (Ma, Grafton, & Renwick, 2018); however, the age of 15-35 years old positively and significantly influences the use of smartphones regardless of geographical location (Adams, Omari, & Ransford Teng-Viel, 2020).

Most farmers who use digital ICT have a formal education in Senior High School (53 percent), and those with a secondary-level education amount to 18 percent. Other interesting findings were that 17 percent of the farmers pursue higher education, either a diploma, undergraduate (S1), or magister (S2). These findings prospectively give the optimal use of digital ICT for capacity

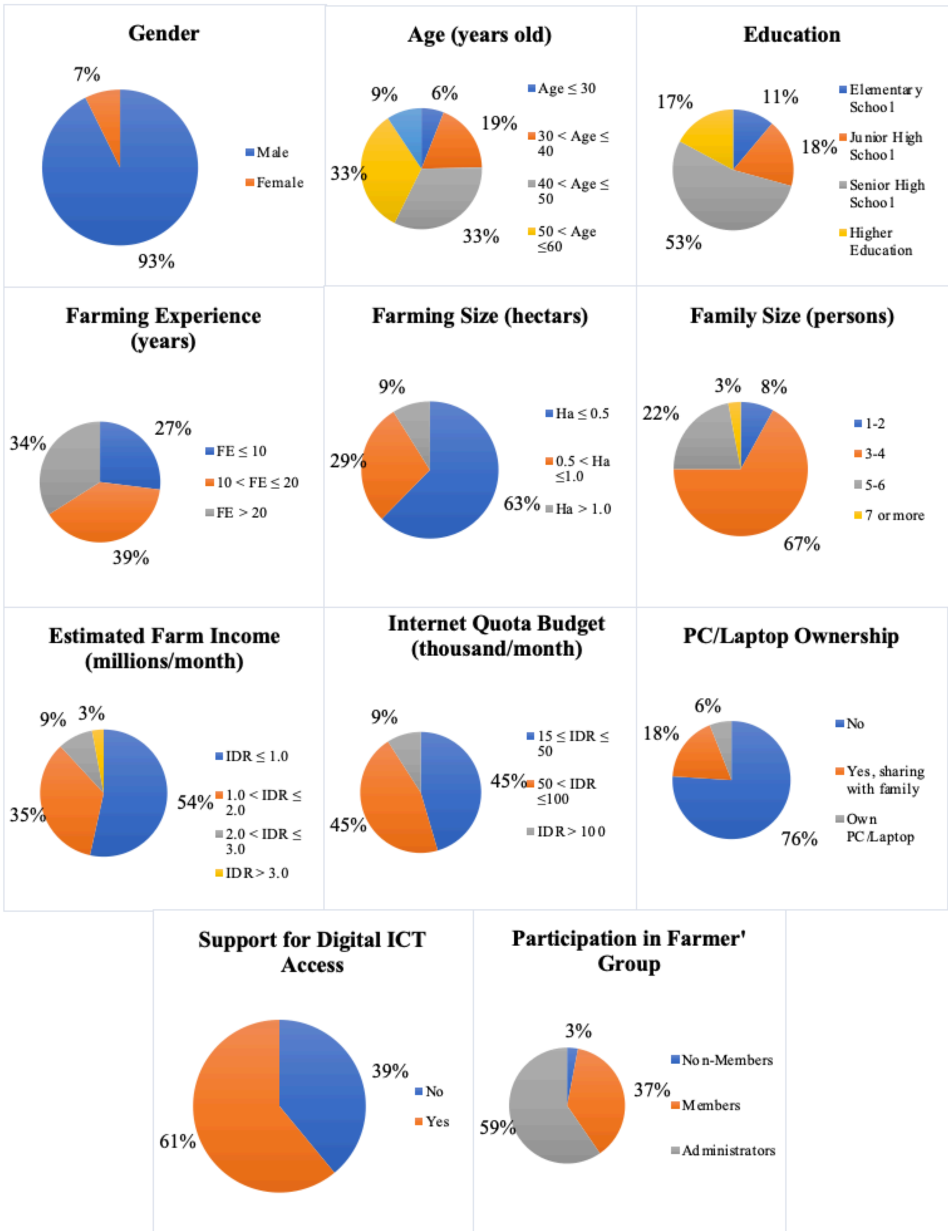


FIGURE 2. Characteristics of Farmers Using Digital ICTs in Boyolali District
Note: USD 1.00 approx. equals to IDR 15,139.92 (Buy) and 15,292.08 (Sell) (BI rate, 2/14/23)
Source: Based on IBM SPSS 26 output, primary data (2022), N = 150.

development among farmers. However, this study also found that as many as 11 percent of the farmers who use smartphones only study in elementary school. When the farmers have access to digital ICT applications, they should at least read and write as a prerequisite for digital literacy.

For education, these findings are similar to farmers who use ICT for agricultural information in Kediri and Ponorogo District, East Java Province (Nurrahmah & Sulistiawati, 2022) and those who use Android-based farming applications in Sleman District (Astuti & Hadiyanto, 2018). Digital skills and literacy are necessary for mobile-based alternative uses (Adams et al., 2020; Mokhtar, Izhar, Zaini, & Hussin, 2022). Educated individuals are more likely to use smartphones for many purposes, and farmers' education significantly affects smartphone use (Ma et al., 2018). Lack of education affects a lack of awareness of effectively utilizing agricultural ICT services (Mishra, Yadav, Yadav, & Singh, 2020).

As many as 27 percent of the farmers who use digital ICT have carried out farming activities for less than ten years, and 73 percent have more than ten years of farming experience, confirming a previous study (Ali et al., 2019). Farming experience is crucial for acquiring tacit knowledge and reducing farm risks. However, most farmers work on narrow farm sizes, with 63 percent working on less than 0.5 hectares, 29 percent working on 0.5 to 1.0 hectares, and only 9 percent working on more than 1.0 hectares of land. The interviews with farmers' representatives illustrate the choice of cultivated plants, referring to farming experience, the carrying capacity of natural resources, the certainty of crop yields, and the perception of farming business risks.

These findings amplify that farmers in Indonesia generally work on narrow farm sizes of fewer than 0.5 hectares (Lubis & Sulistiawati, 2021; Nurrahmah & Sulistiawati, 2022) and indicate smallholder farming is paramount for the rural population. Narrow land for farming results in low production and low farm income, which will limit smartphone use to access more benefits. Farm size was the main driver of smartphone usage by rural Chinese farmers (Ma et al., 2018) and in the dairy sector in India (Rathod, Chander, & Bardhan, 2016). Ma et al. (2018) argued that farmers with larger farms are more likely to explore new information sources that may be important to manage farm risks efficiently.

Most farmer households (67 percent) consist of 3-4 family members, including in a few size categories, as found in the respondents of farmers using ICT for agricultural practices in Ishwarganj Upazila, Mymensingh District, Bangladesh (Hasan, Rahman, Hoque, & Kamruzzaman, 2019). As for the results of rice farming, as many as 54 percent of farmers who use smartphones estimate their income to be less than IDR1 million per month, and 35 percent earn between IDR1 million to IDR2 million per month because they work on a narrow rice farming land. Most farmers grow rice on less than 0.5 hectares of rice farming land. Thus, when they are not in the field, some work in other business fields, such as opening agricultural kiosks, providing online motorcycle taxi services, building workers, working as village officials, and maintaining farmer households.

For comparison, in a study by Listiani, Setiadi, and Santoso (2019), the average income of farmers in the Mlonggo Sub-District, Jepara District, per the growing season, was IDR8,924,425 per 0.5 hectares. The average income of farmers per month was IDR1,487,404. Smallholders are often trapped in a vicious cycle of low-intensity, subsistence-oriented farming, low yields, and insufficient profits to make beneficial investments (Meemken & Bellemare, 2020), including benefits from various digital ICT applications.

In Zimbabwe, the adoption of mobile phone use for farming purposes was influenced by age, commercial farming activities, and total income (Masuka et al., 2016). Evidence from Hoa Binh province, Vietnam, also indicated that gender did not impact smartphone adoption for household agricultural production. In contrast, education and farm size positively affected smartphone adoption, and using smartphones for agricultural output helped increase the farm's financial performance (Do et al., 2023).

Although the estimated income from farming activities is relatively low, most farmers allocate a minimum Internet quota of IDR15,000 monthly. Internet quotas are essential for Internet connectivity and access and utilizing various other digital ICT applications/platforms to increase agricultural productivity. Resource and appropriation theory (RAT) hints at the importance of material (including Internet quotas) in digital ICT access. In addition to smartphone access, 24 percent of farmers have personal computers/PCs to support their agricultural activities. This ICT device's availability provides optimism for using digital ICT applications/platforms to support farmers' activities. However, on the other hand, as many as 51 percent of the farmers still need help accessing digital ICT applications. Van Dijk (2017) argues that having physical access becomes useless when people cannot use technology because skills and competencies are also required for digital ICTs access. Fortunately, most farmers (97 percent) become members or administrators of farmers' groups. Therefore, when farmers have difficulty accessing digital ICT applications, they may ask their fellow farmers and Field Extension Workers (PPL) for help, in addition to help from their children.

Inequality in Leveraging Digital ICT Applications/Platforms Among Farmers

The final stage of access relates to digital ICT uses (van Dijk, 2017), which can be measured by the intensity, number, and diversity of applications they use, among other things. There are many benefits of digital ICT uses in various applications/platforms which they can access through smartphones, including accessing agricultural information sourced from ICT-based extension information services (Anunobi & Anunobi, 2018; Astuti & Hadiyanto, 2018) and facilitating knowledge sharing, and consultation with experts in real-time (Burhan, Lubis, Kinseng, & Bakti, 2022; Syiem & Raj, 2015).

Many Android-based farming applications (farming apps) are available on Google Apps and can be downloaded and installed. Table 1 presents the number

TABLE 1. Number of Farmers in the Boyolali District Installing Android Farming Applications

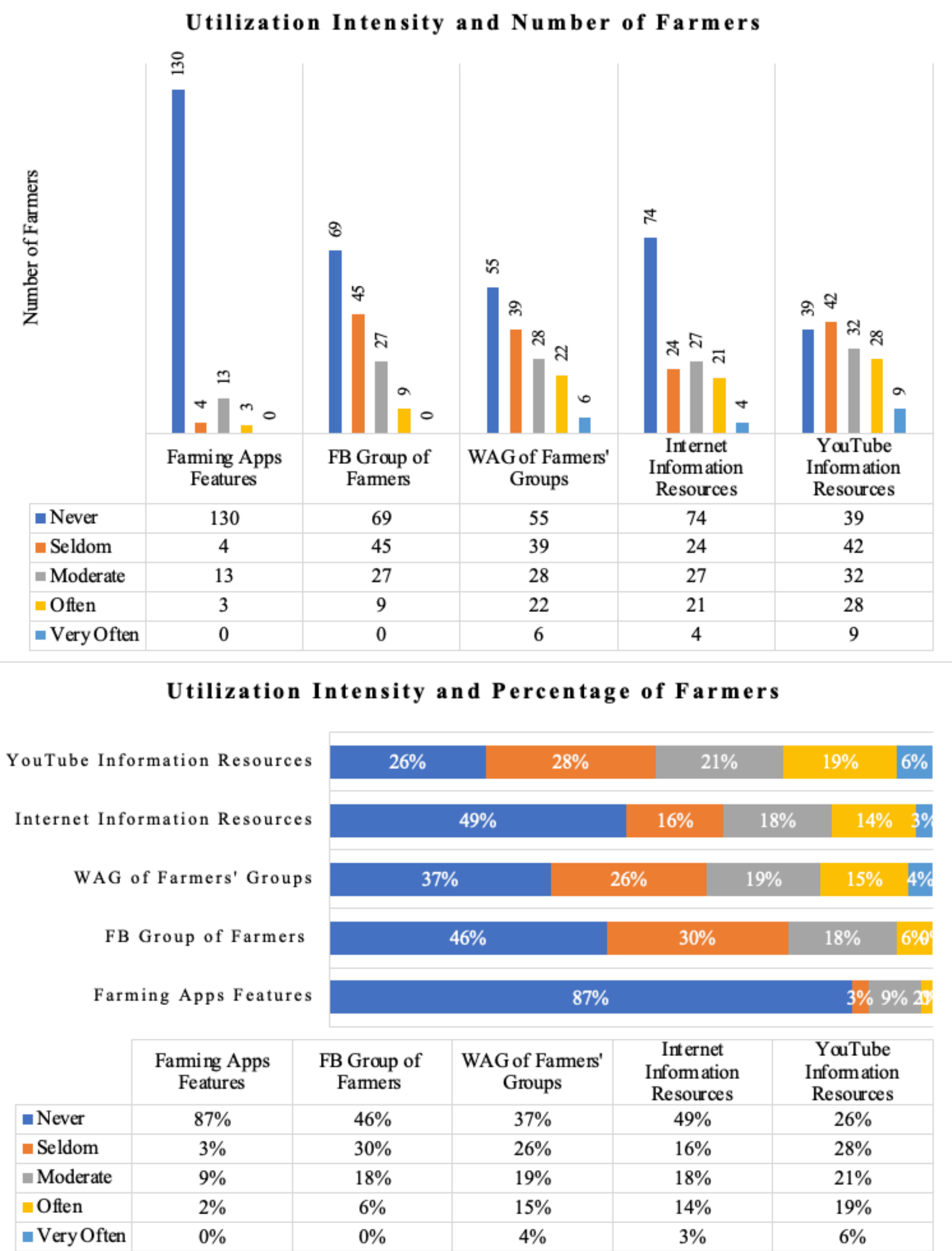
Number of Installed Farming Applications	Number of Farmers	
	Frequency	Percentage
0 (not installing)	127	85%
1-2 applications	21	14%
3 applications or more	2	1%

Source: IBM SPSS 26 output, primary data (2022), N = 150 of farmers who install farming apps. As many as 127 (85 percent) farmers have yet to install farming apps, and only 23 (15 percent) have installed them. It means the digital divide in access to farming apps is extreme. In addition, the study identified as many as three farmers needing to take advantage of the features available in farming apps even though they already had installed them. According to the farmer representatives in the interviews, the main reason for the unfrequented use of farming apps for agricultural decision-making is the need for more awareness and knowledge, along with the high cost of the Internet. Because of the high price of Internet access and the limited memory capacity of their cell phones, they uninstall the farming apps while maintaining others perceived as more urgent. In comparison, Thar, Ramilan, Farquharson, Pang, and Chen (2021) found that only 21 percent of smallholder farmers in Myanmar currently use agricultural mobile apps, and most (56 percent) only open them once a month. It also provides evidence of specific barriers among farmers who use smartphones for agricultural productivity (Landmann, Lagerkvist, & Otter, 2021).

The list of Android-based farming applications used by the farmers in Boyolali District includes Petani (8 villages), Agree (Telkom STO Kebayoran), MyAgri (Balista), Pak Tani Digital (Hagatekno Mediata), Sipindo (Ewindo), Agro Jowo (Distanbun, Central Java Province), IPB Digitani (IPB). Depending on the applications, the menus/features available on the farming apps include discussion or question-and-answer forums, cultivation articles, cultivation videos, shops or catalogs, fertilizer information, fertilization recommendations, fertilizer calculators, information on types of plant diseases and pests, pesticide information, disease, and pest control, information on agricultural tools and machinery, suppliers information, market information, information of agricultural commodity prices, market place, and weather information, financing, and partnership.

Figure 2 illustrates the utilization intensity of digital ICT applications among farmers in the Boyolali District. Firstly, related to the power of leveraging farming apps, only 13 (9 percent) farmers utilize the features of the apps in a moderate category and 3 (2 percent) farmers in an often one, 4 (3 percent) farmers in a seldom one, while 130 (87 percent) farmers have never accessed it. The access and utilization intensity of farming apps among farmers in this study is better compared to studies in other countries. For example, a study in Greece showed that most farmers (95 percent) have never used a mobile farming application for their farming activities (Costopoulou, Ntaliani, & Karetsos, 2016). It could be a lack of custom application development, applications with local content, poor quality of applications, lack of awareness of the application opportunities in target groups, and lack of adoption of such practices by agricultural stakeholders (Costopoulou et al., 2016). In addition, the utility of mobile apps depends on information, contents, and the mandate of application developers (Barh & Balakrishnan, 2018). Most applications are only helpful for specific details, while others are multi-informational. Therefore, Kenny and Regan (2021) suggest designing Android-based farming applications together with farmers to provide empathy for the values and the needs of end-users.

Secondly, this study identified 81 (54 percent) farmers had followed any of the Facebook (FB) groups of farmers while 69 (46 percent) farmers had never accessed it. The intensity of leveraging FB groups of farmers in the seldom category amounted to 45 (30 percent) farmers, moderate one at 27 (18 percent)



	Farming Apps Features	FB Group of Farmers	WAG of Farmers' Groups	Internet Information Resources	YouTube Information Resources
Never	130	69	55	74	39
Seldom	4	45	39	24	42
Moderate	13	27	28	27	32
Often	3	9	22	21	28
Very Often	0	0	6	4	9

	Farming Apps Features	FB Group of Farmers	WAG of Farmers' Groups	Internet Information Resources	YouTube Information Resources
Never	87%	46%	37%	49%	26%
Seldom	3%	30%	26%	16%	28%
Moderate	9%	18%	19%	18%	21%
Often	2%	6%	15%	14%	19%
Very Often	0%	0%	4%	3%	6%

FIGURE 2. Utilization Intensity of Digital ICT Applications among Farmers in Boyolali District
Source: Based on IBM SPSS 26 output, primary data (2022), N = 150

farmers, and often one at 9 (6 percent) farmers. Farmers use any FB groups of farmers to obtain information about pests and plant diseases and their handling, planting calendars, commodity prices, cultivation techniques, fertilizer and fertilization applications, and online sales on a limited scale. The representative of the farmer group administrator in the interviews admitted that he often makes videos with narratives related the cultivation and farming to share content on any FB groups of farmers and WAG of farmers' groups.

Thar et al. (2021) found the same level of Facebook access in Myanmar. In their study, most smallholder farmers surveyed (54 percent) were aware of information received through Facebook groups. They said that Facebook had built trust, and most smallholder farmers used the FB groups effectively. Moreover, they combined information and functionality from farming mobile apps on the FB groups and would have a more sustainable impact. Indeed, social networks such as Facebook have provided a vast space for individuals and social communities to communicate, exchange information, and engage in discussion forums (Firdausi, Prayogi, & Pebriane, 2022).

Thirdly, this study identified that as many as 95 (63 percent) farmers had joined WAG of farmers' groups, while 55 (37 percent) had not. Furthermore, farmers utilized WAG of farmers' groups in a seldom intensity of 39 farmers (26 percent), a moderate one of 28 farmers (19 percent), an often one of 22 farmers (15 percent), and a very often one of 6 farmers (4 percent). For some farmers, sharing information and knowledge through the WAG of farmers' groups is preferred because the members involved in the discussion forum are known from the same villages. In addition, they perceive that their daily communication through WAG groups is more convenient, practical, easier, and faster. These findings, consistent with the study among farmers in Himachal Pradesh, India, demonstrated that the utilization of WhatsApp in agriculture is well understood, accepted by farmers, and used successfully to generate substantial scientific user-generated information about agriculture in various formats (Thakur, Chander, & Katoch, 2018). Putra, Rachmawati, and Cholifah (2021) believed that WhatsApp benefits users for food messages. WhatsApp Network Tools through the Broadcast List send messages to several contacts at once, one message can be sent to one to hundreds of WhatsApp users, and in Indonesia, WhatsApp is widely used as private chats and group chats (Suryono, Rahayu, Astuti, & Widarwati, 2020) and most commonly used because it is the most accessible platform to carry out daily communication and allows a fast response (Sumaryanti & Yuniar, 2022).

Fourthly, this study identified 76 (51 percent) farmers who had accessed the Internet and used the Google search engine to meet their agricultural information needs. Otherwise, 74 (49 percent) farmers have yet to access it. The intensity of leveraging Internet information resources varies. As many as 24 (16 percent) farmers in the seldom power, about 27 (18 percent) farmers in the moderate one, 21 (14 percent) farmers in the often one, and only 4 (3 percent) farmers in the very often one. In comparison, the percentage of farmers who used smartphones to access Internet information sources in this study is much higher than those in Taulka Manjhand, Jamshoro District, Sindh Pakistan, amounting only to 5 percent (Chhachhar et al., 2014).

Fifthly, 111 (74 percent) farmers accessed Youtube information resources, while 39 (26 percent) farmers never accessed it. YouTube information resources are more accessible compared to other digital ICT applications/ platforms. Furthermore, as many as 42 (28%) farmers rarely access YouTube information sources, 32 (21%) farmers a moderate intensity, 28 (19%) farmers one, and 9 (6%) farmers very often. The representation of farmers' group administrators said that YouTube is a substantial information resource for agricultural innovations. In addition, the contents of YouTube are available in audio-visual and tutorial formats, making it easier to understand. At the same time, they are willing to share the links to the

WAG of farmers' groups. Tambade, Gonjari, and Singh (2019) inferred that YouTube channel helps to improve knowledge of farming and enhance the adoption of innovation and technologies, and improve technologies which leads to increased productivity and farm income.

Correlation between Farmers' Characteristics and the Preference for Digital ICT Applications

Table 2 describes the correlation between the individual characteristics of farmers and the utilization preferences of digital ICT applications/platforms among farmers. When obtaining information, sharing agricultural knowledge, asking questions, responding to other farmers' questions, and support farmers' activities: (1) Female farmers utilize the WAG of farmers' group more than male; (2) The older the age, the fewer farmers utilizing the FB groups of farmers (3) The higher the level of formal education, the more farmers make use of farming apps and YouTube information sources; (4) The more significant the farmers' farm size, the more farmers increase access to the FB groups of farmers; (5) The better the income level from farming activities, the more farmers make use of farming apps, Internet/Google, and YouTube information resources; (6) The higher the budget for Internet quota, the more

TABLE 2. Correlation between Farmers' Characteristics and the Utilization Intensity of Digital ICT Applications/Platforms

Farmers' Characteristics	Number of Installed Farming Apps		Utilization Intensity of Digital ICT Applications/Platforms									
			Farming Apps		FB Group of Farmers		WAG of Farmer Group		Internet Information Sources		YouTube Information Sources	
	Value[a]	Sig.[b]	Value[a]	Sig.[b]	Value[a]	Sig.[b]	Value[a]	Sig.[b]	Value[a]	Sig.[b]	Value[a]	Sig.[b]
Gender	-0.310	0.459	-0.162	0.732	-0.340	0.194	0.530	0.007	-0.282	0.344	0.092	0.717
Age	-0.225	0.129	-0.195	0.211	-0.365	0.000	-0.057	0.535	-0.196	0.055	-0.143	0.135
Family Size	-0.003	0.989	-0.049	0.813	0.056	0.670	-0.129	0.291	-0.020	0.879	0.084	0.501
Education	0.670	0.000	0.639	0.000	0.070	0.534	0.018	0.861	0.164	0.123	0.251	0.008
Farming Experiences	0.003	0.986	0.073	0.681	-0.111	0.288	0.141	0.170	-0.051	0.639	-0.049	0.636
Farming Size	0.096	0.640	0.239	0.251	0.320	0.008	0.087	0.418	0.168	0.164	0.120	0.299
Farm Income	0.370	0.046	0.510	0.006	0.219	0.054	0.025	0.821	0.262	0.012	0.328	0.000
Internet Quota Budget	0.561	0.004	0.578	0.005	0.386	0.001	0.250	0.017	0.173	0.138	0.308	0.003
PC/Laptop Ownership	0.447	0.050	0.376	0.122	0.392	0.004	0.213	0.096	0.291	0.040	0.515	0.000
Support for Digital ICT Access	-0.086	0.707	0.124	0.598	-0.090	0.514	0.075	0.558	-0.210	0.097	-0.026	0.836
Partic in Farmer Group	0.063	0.769	-0.068	0.757	0.026	0.839	0.376	0.002	-0.086	0.487	-0.011	0.920

[a] The Gamma coefficient r value represents the direction and strength of the association. Gamma values are as follows 0 (no association), 0.01-0.09 (very weak and can be ignored), 0.10-0.29 (soft), 0.30-0.59 (moderate), 0.60-0.74 (strong), 0.75-0.99 (very strong), and 1.00 (perfect).

[b] Estimated the significance of the correlation between the variables of farmers' characteristics and utilization intensity of digital ICT applications. If the value of Approx. Sig≤ 0.01, the correlation between variables is very significant, if Approx. Sig≤ 0.05, the correlation between variables is substantial, and if Approx. Sig> 0.05, the correlation between variables is not essential.

Source: IBM SPSS 26 output, primary data (2022), N = 150 farmers make use of all digital ICT applications, except Internet/Google information sources; (7) Farmers' access to PCs/Laptops further increases the number of Android-based farming apps installed, as well as increases the intensity of utilization of FB groups of farmers, Internet information sources, and YouTube information sources as well; (8) Involvement in farmers' groups, either as members or administrators increases the intensity of utilization of WAG of farmers' groups. When the Gamma value shows a significant correlation between farmers' characteristics and the intensity of using digital ICT applications, the association strength ranges from weak to vigorous. However, family size, farming experience, and the need for help accessing digital ICT applications did not correlate significantly with the intensity of utilization of all digital ICT applications/platforms.

The correlation between farmers' characteristics and the intensity of digital applications is unique and reflects farmers' preference for utilizing digital ICT applications. As shown in studies in Pakistan, farmers' choice or adoption of some information resources gets influenced due to various factors, including farmers' socioeconomic characteristics and the level of perception of certain ICT benefits (Rabbi et al., 2020). Farmers' preferences for leveraging digital ICT applications/platforms indicate their choice over several digital ICT applications/platforms. For example, from the perspective of Uses & Gratification (U&G) theory, a study conducted by Narine et al. (2019) in Trinidad showed that almost all farmers (200 respondents) used text messages and mostly used multimedia and WhatsApp messages. The authors suggest that two-way ICT is contextual for communicating with farmers and highlight the importance of understanding farmers' information needs and preferences to ensure the effective delivery of extension services. While many ICT media are available, communicators should seek to take advantage of such media that are widely accessible and adopted by the target audience. Farmers require adequate ICT to use and improve their knowledge of agricultural practices (Fu & Akter, 2016).

This study was characterized by the profiles of farmers using digital ICT, mostly over 40 years old. The older the farmers, they will tend to reduce the use of all digital ICT applications, especially FB groups of farmers and Internet information sources. Most farmers have completed senior high school (53 percent) and higher education (17 percent), which potentially increased the intensity of utilizing digital ICT applications, especially farming apps and YouTube information sources. However, they were smallholder farmers with narrow farming sizes and low incomes. The variables of farming size and farm income determined the intensity of utilizing digital ICT applications, especially farming apps, FB groups of farmers, Internet information sources, and YouTube information sources. Even though income was relatively low, some farmers also worked in other business sectors, which allowed them to allocate internet quota budgets for connectivity to various digital ICT applications. From the interviews with farmers' representatives, the farmers' choices of various alternative digital ICT applications were also subject to cultivated plants and their farming experiences, ease of use of digital ICT applications, the memory capacity of smartphones, and costs to access digital ICT applications. Some farmers uninstalled farming apps for these reasons.

The use of digital ICTs in the agriculture sector in Indonesia indicated several opportunities and challenges (Burhan, 2018). For instance, Harahap

(2016) found that only 12 respondents (12 percent) out of 100 farmer households in Halongonan Sub-District, North Padang Lawas District, North Sumatra Province had Internet access (via cell phones, tablets, PDAs/smartphones) and the Internet utilization to fulfill agricultural information remained very low, especially in hill areas. Seminar & Sarwoprasodjo (2019) reported that 256 smallholder farmers had joined the WhatsApp Group (WAG) of Serikat Petani Indonesia (SPI) to discuss organic farming and support their farming activities. Lack of knowledge about digital ICTs, skills to operationalize digital ICTs, high cost of Internet access, the scale of agriculture, and access to government e-agriculture have been perceived as challenges in using digital ICTs among smallholder farmers. A survey targeting respondents below 35 years of age in the Tumpukrenteng Village, the northern part of the Turen Sub-District in Malang, also identified substantial gaps in Internet use, even among digital natives in rural areas (Onitsuka et al., 2018).

As predicted by many researchers (e.g., Park, 2017; Hargittai, Piper, & Morris, 2019; Lubis & Sulistiawati, 2021), studies on the use of digital ICT have been linked to trends in digital divides and inequality. However, our study analyzed various digital ICT applications/platforms that farmers can utilize according to their characteristics of farmers and their specific needs. Each digital ICT platform as a medium for farmers to meet their agricultural information needs and share knowledge has typical technological characteristics, features, and potentially different content and communication contexts. Farmers tend to be more receptive to information that is more accessible and relevant to their particular context (Deichmann, Goyal, & Mishra, 2016). Therefore, digital ICT applications that are user-friendly and focus on specific and localized cultivation can empower farmers, particularly those with low income (i.e., according to the needs of smallholder farmers) (Karetsos, Costopoulou, Gourdomichali, & Ntaliani, 2022). This work requires close collaboration between application developers, governments, agricultural extension workers, farmers' communities, farmers' group administrators, farmers, and other agricultural stakeholders who can support digital transformation and the development of knowledge-intensive agriculture.

CONCLUSION

This study concludes at the same time as a novelty. Most farmers who used digital ICT in Boyolali Districts, Central Java Province, are small-holders with narrow farming sizes and low farming income and substantial for agriculture development in rural areas. However, they allocated a monthly Internet quota budget, allowing them connectivity. Hence access and utilize preferred digital ICT applications/platforms to meet their agriculture information and knowledge-sharing activities. While digital inequalities remain a concern of diffusion, acceptance, and adoption of new technologies for many scholars and policymakers, this study postulates to explore the preference of farmers, especially small-holders, in leveraging digital ICT applications/platforms which fit the specific context and engaging them more efficiently and effectively through information and communication networks and media.

It also postulates the strategic roles of digital ICT applications/platforms in knowledge-intensive agriculture that consider the characteristics and vulnerabilities of small-holder farmers. Therefore, to show empathy and value to them, all agricultural stakeholders, including Android-based farming application/platform developers, farmer communities and their administrators, agriculture extension works, agriculture experts, scholars, NGO development initiative sponsors, and government bodies should appreciate farmers' reception and preference when developing, adopting, generating contents, and engaging in digital ICT applications/platforms. We believe it makes individual farmers more active in leveraging existing and future digital ICT applications/platforms.

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The Influence of Motivation for Sharing Gen-Z Islamic Content on Social Media

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Abstract. *UIN Antasari students like and post Islamic websites through announcements of religious assemblies, videos of religious lectures, and motivational sentences, and are even active as volunteers for Islamic media such as Aswaja Net and Al Jami. The behavior of sharing Islamic content becomes interesting when it is associated with their motivational background in sharing content with others. The initial hypothesis is that there is a desire to invite others to do good, provide assistance, support each other, and prevent reprehensible actions. This study uses a mix method approach. The data collection technique is by distributing google form questionnaires and FGDs. Data analysis technique was performed by multiple linear regression analysis. The results of the study based on a sample of 566 students found that motivation and intensity simultaneously influence the behavior of sharing Islamic content. The effect value of the independent variable on the dependent variable is 58.5%. The motivation for sharing Islamic content includes self-actualization motivation in preaching as much as 75.6% and to get responses from other people as much as 72.4%. Meanwhile, the intensity of accessing Islamic content was 45.9% 2-5 times per day and 41.3% less than 10 minutes*

Keywords: *the influence**,** motivation, sharing, islamic content, gen-Z*

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INTRODUCTION

The Indonesian Internet Service Providers Association (APJII) survey in 2022 revealed that there were 210.03 million internet users in Indonesia, with the highest penetration rate in the 13-18 year age group of 99.16% and 19-34 year age group of 98.64 % (Dimas Bayu, 2022). This age group is known as generation Z which is discussed by academics in various studies. Generation Z studies focus on their daily activities spent on the internet (Kusumalestari et al., 2021). This is due to the habits of generation Z which are more flexible, intelligent, and very tolerant due to the openness of knowledge and the acquisition of wide-open insights in cyberspace. Teenagers who are known to be in the digital native era have a birth range from 1995 to 2010. They have the ability to carry out activities simultaneously (multi-tasking), such as operating social media using a mobile phone, accessing the internet using a PC, and listening to music with headphones. Most of their main activities are carried out online (Helsper & Eynon, 2010). Generation Z is categorized as early adolescents to late adolescents and their role is highly anticipated as a motivator for the people around them. Youth should always set an example in society and be willing to teach others. Young people must demonstrate their da'wah through verbal and nonverbal actions when sharing their spiritual experiences on social media.

Social media plays an important role in community interaction and communication (Mustafa & Hamzah, 2011; Szell et al., 2010). Research has found that students often interact with technology and produce content that they then share with the public (Jones & Healing, 2010). Research results show that Internet sites drive important changes to the way video content is delivered (Hanson & Haridakis, 2008). YouTube makes it easy for viewers to access videos and share them with others. The same pattern occurs in Indonesia. In an interesting study, Olivia L. Pramesti (Pramesti, 2022) stated that the content creation profession is of great interest to generation Z. They often share information with their community or reference media (Hidayat et al., 2017). For generation Z, social media is a suitable and convenient platform for many things. As stated in research by Steinfield, C., Ellison, N., Lampe, C., and Vitak, J. (Ha et al., 2013), social media is used to communicate, get to know and network with others through common interests.

This opinion is in accordance with the results of Zaini's research (Zaini, 2013) that da'wah can be done via the internet. As a means of information and knowledge, digital media can be used as a means of learning as well as propagation of Islam. Fadly's research strengthens this assumption. According to Fadly Usman (Usman, 2016), dissemination of Islamic da'wah messages via the internet is very effective. Motivation to access smartphones to update information, read Islamic da'wah sites, join da'wah communities, access Islamic content applications, such as the Digital Qur'an, Athan, Dzikr, and daily prayers are often carried out by students up to working age. The use of smartphones and the intensity of delivering da'wah material via the internet has led to a very significant success rate.

In this era, there are many communication media that convey Islamic information. These Islamic websites provide the public with the latest Islamic teachings, insights, and knowledge about the Islamic world. Islamic messages in online media are beneficial for people who are unfamiliar with Islamic principles. The appeal of this Islamic message is getting stronger through packaging and formats that are adapted for the younger generation. In addition, information about the Islamic world is designed to be more fair and valuable for Muslims to provide advocacy for opinions about the struggles of Muslims, build and strengthen Muslim unity, and provide information about the values of learning in Islam. In this study, researchers underline Generation Z at the student level as one of the entities that productively access and spread Islamic messages. One of them is a well-known Islamic university in South Kalimantan, namely UIN Antasari. The practice of disseminating Islamic information is beneficial for educational institutions. This effort will generate trust for stakeholders and create a positive image for the institution. UIN Antasari's policy targets quality graduates through innovation in disseminating more massive Islamic content. Moreover, social media in Banjarmasin has synergized with Islamic boarding schools, religious assemblies, prayer and study assemblies, as well as forming a da'wah community via the internet in which UIN Antasari scholars take part. It is hoped that, apart from studying religion, UIN students will also be able to manage digital media, especially producing and distributing Islamic content to the public.

In the pre-survey, researchers observed UIN Antasari students liking and posting assembly announcements, video lectures, or motivational sentences on their WhatsApp, Instagram, and Facebook accounts. There are also students who are members of the Aswaja and Al Jami networks. The behavior of sharing Islamic content becomes interesting when it is related to the interest factor behind it. Interest in sharing information with other people can be studied from intentions, emotional aspects (Ferrara & Yang, 2015), pleasure aspects (Dzar Nurul Halimah & Nawangsih, 2021; Sulthan & Istiyanto, 2019), business aspects (Kasdi et al., 2018; Kurnia, 2017), political aspects (Ardha, 2014; Wibowo, 2018), and social aspects (Nugroho & Irwansyah, 2021). Many studies examine the benefits of sharing. However, it remains unclear why individuals are willing to share knowledge with strangers.

Especially because there are different cultures. A study found a relationship between knowledge of Korean culture and the decision to buy a cell phone from Korea (Satriani & Rinawati, 2020). In addition, research shows that Instagram is not only used for fun but also as a source of political information (Handoko & Stellarosa, 2020). President Joko Widodo is one of those who uses Instagram content as a source of political information.

There is a study that questions the factors that influence sharing behavior through the paradox of the concept of social capital and individual motivation in virtual communities (Chang & Chuang, 2011). In line with that, Mohammad Salehan (Salehan et al., 2017) stated that social networking services are platforms for forming and managing personal connections for human relations. His team agrees that this research contributes to social network knowledge related to user motivation, participation, and performance. He found that there were four significant motivations, namely vertical social, horizontal social, hedonic, and utilitarian motivations. Meanwhile, two elements of participation (sharing and collaborating) are produced, while the end result of this sharing concept is personal and work performance.

Researchers estimate that one of the factors influencing the spread of Islamic content is the desire to be at the forefront of obtaining and disseminating information. The initial hypothesis is the desire to invite others to do good, help each other, support each other, and prevent reprehensible actions. The right motivation and intensity are expected to encourage students to choose, filter, sort, and decide to share content according to Islamic norms, not just for entertainment or to fill their free time. This research emphasizes the motivation of Generation Z to share Islamic content on social media. It is hoped that this research will provide an important contribution to the motivational factors underlying Generation Z.

The theoretical study in this study is the new version of uses and gratification of Palmgreen and Rayburn (Karman, 2013; Ruggiero, 2000). Palmgreen states that uses and gratification are very important for mass communication researchers both now and in the future. Palmgreen proposes an integrative gratification model which suggests a multivariate approach. Likewise, Thomas E. Ruggiero's research (Ruggiero, 2000) states that mass communication researchers must have broad insight into the concepts of uses and gratification. He argues that uses and gratification are not strict social science theories. In his article, Thomas E. Ruggiero (Ruggiero, 2000) states that the future of uses and gratification theory in this era stands out because of its ability to answer cutting-edge issues (interactivity, demassification, hypertextuality, and asynchronous). He argues that researchers must be willing to explore the interpersonal and qualitative aspects of mediated communication in a more holistic methodology. In this study, researchers strongly agree that the focus of the problem regarding the use of social media is studied through the uses and gratification theory. The application of uses and gratification on social media sites according to (Falgoust et al., 2022; Gallion, 2014; Makam, 2013) can be classified into four things, namely socializing, entertainment, self-status seeking, and information.

Meanwhile, according to (Browman, 2017; Stiveni Isadora, Shinta Pratiwi, 2012), motivation is a driving need that encourages a person to take action to meet these needs. Motivation, as defined by Jalaluddin Rakhmat (Millanyani & Pramiyanti, 2015), is referred to as gratifications sought (GS) in Palmgreen's expected value model (Ruggiero, 2000). Gratifications sought (GS) is the satisfaction sought or desired by users when using a particular type of media. The decision to use or not use a particular media is determined by several factors based on the desire to meet various needs. The activity of spreading da'wah content requires intrinsic motivation. In contrast, extrinsic motivation comes from external sources, such as family, neighborhood, and campus. Dennis McQuail (Falgoust et al., 2022) divides four categories of motivation for media use: information seeking, personal identity, integrity and social interaction, and entertainment.

As for intensity, the researcher uses the notion of The Graphic, Visualization, and Usability Center, Georgia University of Technology (in Surya: 2002), which classifies internet users into three categories based on the intensity of internet use, namely heavy users, medium users, and light users. According to Nuraini (Maria, 2017), intensity indicators include: 1) Motivation, 2) Frequency, 3) Duration, 4) Presentation, 5) Direction of attitude, and 6) Interest. From the previous definitions it can be concluded that intensity is a quantitative measure of a sensation that is used to quantify the size of physical energy or sensory data that tends to hate, avoid, and dislike certain objects.

The paradigm of thought in this study is that motivation (X1) and intensity (X2) are X variables that act as independent or free variables. Meanwhile, the behavior of sharing Islamic content is a Y variable that acts as a dependent or bound variable. The conclusion is that motivation and intensity factors will influence the behavior of sharing Islamic content.

METHODS

This study used a mixed methods approach, using questionnaires and focus group discussions as primary data collection techniques. The population in this study are students of UIN Antasari who engage with and are familiar with smartphones, have a frequency and intensity that is in accordance with technology, and are proficient in utilizing and accessing technology.

The entire study population was 11,324 people with random cluster sampling of five faculties who were then selected by purposive sampling by considering students who have Instagram accounts and actively access Islamic information. The research sample consisted of 566 participants.

The research variable is the variable (X1) motivation which is divided into personal relationship motivation, personal identity motivation, and entertainment motivation (Child & Haridakis, 2018). The researcher also added the motivation for preaching from Frendsen (Karman, 2013). Variable (X2) is the intensity of accessing social media which is divided into attention, appreciation, duration and frequency. Meanwhile, the Y variable is the behavior of sharing Islamic content which is divided into sharing intentions and individual factors. The X and Y variables were then lowered back to the points on the questionnaire.

Based on the uses and gratifications theory, it is then revealed to be an indicator of motivation and an indicator of intensity, namely the extent to which a person discloses information about Islam through the internet and indicators of sharing behavior.

The data analysis technique used is multiple linear regression analysis. This analysis technique is used to determine the effect of several independent variables on the dependent variable. This analysis is used because this research only analyzes two or more independent variables and one dependent variable. For the purposes of this analysis, the researcher collected and processed the data obtained from the questionnaire by giving each question a score based on a Likert scale with the favorable option.

RESULTS AND DISCUSSION

Respondents' Characteristics

Based on the results of the questionnaire distributed to UIN Antasari Banjarmasin students, researchers obtained 566 data from various faculties: FTK 285 students (50.4%), FEBI 88 (15.5%), FS 77 (13.6%), FUH 55 (9, 7%), and FDIK 61 (10.2%). There were 352 female respondents (62.2%) and 214 male respondents (37.8%). The age group with the highest proportion of respondents was 20 years with 161 people (28.4%), followed by respondents aged 19 with 154 people (27.2%). While the smallest age group is 17 years as many as one person (0.2%). Based on the class, the highest number of respondents was the class of 2020 with 220 people (38.9%) followed by the class of 2021 with 176 people (31.1%). The 2019 class is in third place with a total of 94 people (16.6%). In fourth place are students from class 2018, totaling 74 people (13.1%). The 2017 class has the smallest proportion of respondents, only 2 people (0.4%). Based on the membership status of the Campus Da'wah Institute (LDK), 84.5% (478 people) are not members of the LDK while the remaining 15.5% (88 people) are members. According to the social media platforms used by respondents, 26.4% use Instagram, 22.2% use YouTube, 19.4% use WhatsApp, 18.6% use TikTok, 6.5% use Facebook, and 3.9% use Twitter . The majority of respondents in this survey use multiple social media platforms. So that the total number of respondents based on social media users is more than 566 respondents.

Descriptive Analysis

In this research , descriptive statistical analysis will be carried out which includes the mean value and standard deviation. Following are the results of descriptive statistical data from the variables in this research (Table 1.)

From the results of descriptive statistics, it can be seen that the average value of the variable Motivation to Access Social Media is 39.1643, with a standard deviation of 4.63150. The Intensity of Accessing Social Media variable has an average value of 19.6608 with a standard deviation of 2.63095. Furthermore, the Islamic Content-Sharing Behavior variable has an average value of 24.9505 with a standard deviation of 3.69659.

TABLE 1. Descriptive Statistics

	Mean	Std. Deviation	N
Motivation to Access Social Media	39.1643	4.63150	566
The intensity of Accessing Social Media	19.6608	2.63095	566
Islamic Content-Sharing Behaviour	24.9505	3.69659	566

Source: Appendix

Source : results of data processing, 2021

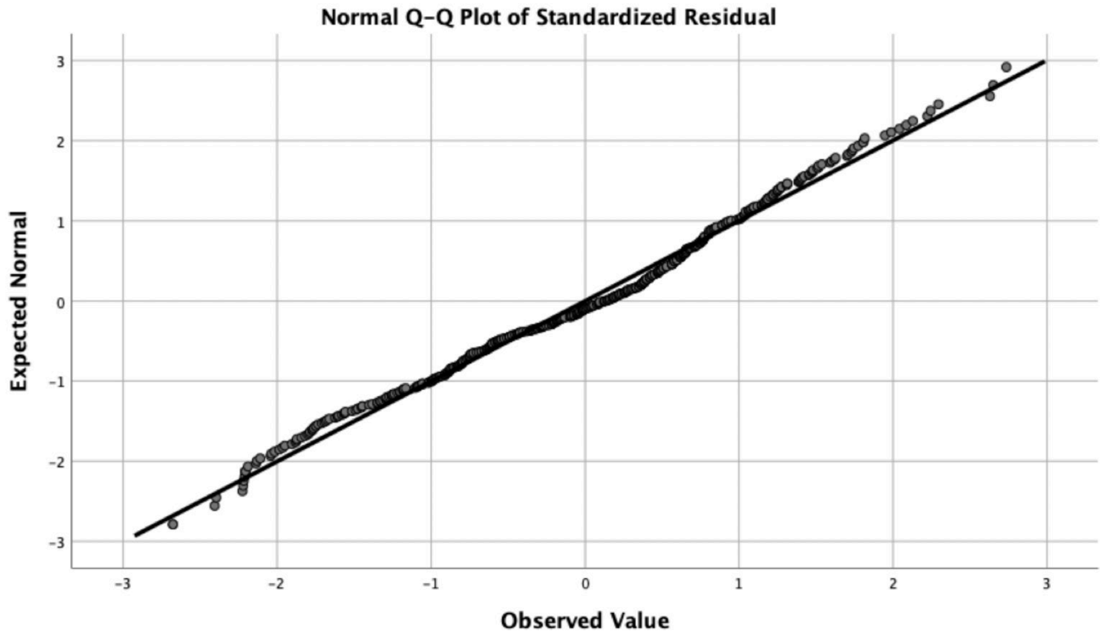

FIGURE 1. Normality Test

The Influence of Motivation to Access Social Media and Intensity of Accessing Social Media on Islamic Content-Sharing Behaviour

Figure 1 is the results of the normality assumption test through the Q-Q plot show that the data points are not far from the diagonal line so that it can be concluded that the normality assumption is almost fulfilled.

Figure 2 Assessing the assumption of homogeneity in the case of multiple regression via standardized residuals vs. predicted values. From the picture above, it can be seen that the data points are not scattered and patterned so it can be concluded that the assumption of homogeneity is not fulfilled.

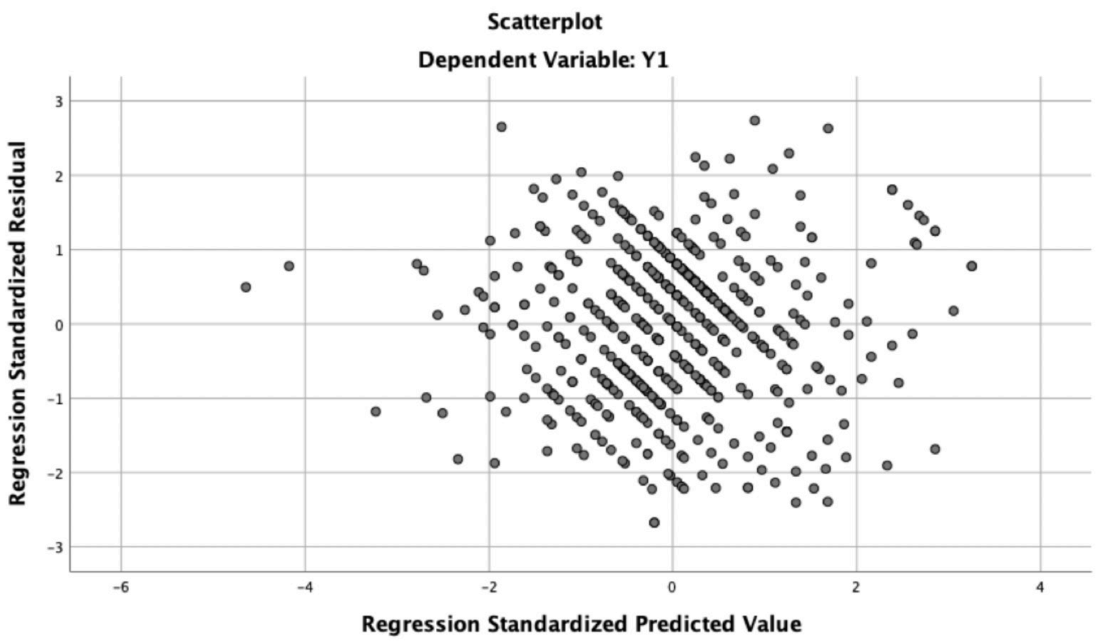

FIGURE 2. Homogeneity Assumption Test

TABLE 2. Autocorrelation Assumption Test

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.765	.585	.584	2.38544	1.812

a. Predictors: (Constant), X2, X1

b. Dependent Variable: Y1

Source: results of data processing, 2021

Table 2 is the diagnosis of autocorrelation was carried out using the Durbin-Watson test. If the Durbin-Watson test value (DW test) is in the range of 1.5-2.5, then it can be said that there is no autocorrelation in the data. Based on the output above, the Durbin-Watson score is 1.812. This value is in the range of 1.5-2.5. Therefore, it can be stated that there is no autocorrelation in this case.

Table 3 Suppose the VIF (Variance Inflation Factor) is more than 10. In this case, it means that there are symptoms of severe multicollinearity and further treatment is needed. However, if the VIF value is less than 10, it means that multicollinearity does not occur. Based on the picture above, there is no VIF of variable X that exceeds 10. So it can be concluded that there is no multicollinearity between variables X.

Multiple Regression

Table 4, The R. Square value of 0.585 means that 58.5% of the diversity of content sharing is influenced by motivation and intensity. The remaining 41.5% is influenced by other variables not included in the study.

TABLE 3. Multicollinearity Assumption Test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.155	.892		.174	.862		
	X1	.350	.029	.439	12.172	.000	.567	1.764
	X2	.563	.051	.401	11.117	.000	.567	1.764

a. Dependent Variable: Y1

Source: results of data processing, 2021

TABLE 4. Variables Tested

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.765	.585	.584	2.38544	1.812

a. Predictors: (Constant), X2, X1

b. Dependent Variable: Y1

Source: results of data processing, 2021

TABLE 5. Table Test F

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4516.955	2	2258.478	396.897	.000[b]
	Residual	3203.660	563	5.690		
	Total	7720.615	565			

a. Dependent Variable: Y1
b. Predictors: (Constant), X2,X1

Source: results of data processing, 2021

TABLE 6. Multiple Linear Regression Analysis Test Results

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.155	.892		.174	.862		
	X1	.350	.029	.439	12.172	.000	.567	1.764
	X2	.563	.051	.401	11.117	.000	.567	1.764

a. Dependent Variable: Y1

Source: results of data processing, 2021

Table 5, Sig spss results. = 0.000 < 5% (significance level) indicates that X1 motivation to use social media and X2 intensity of accessing social media simultaneously influence Y1's behavior in sharing Islamic content.

Table 6, Sig spss value 0.000 means that separately, X1 motivation to use social media influences Y1 behavior in sharing Islamic content, and X2 intensity of accessing social media influences Y1 behavior in sharing Islamic content.

DISCUSSION

The results of hypothesis testing show that the variables X1 and X2 have a significant favorable effect. The regression value of the influence of social media motivation and the intensity of accessing social media with the behavior of sharing Islamic content on students of UIN Antasari Banjarmasin is R. Square = 0.585. This figure of 58.5 percent indicates that there is a significant positive correlation between social media motivation and the intensity of accessing social media of UIN Antasari students and the behavior of sharing Islamic content. That is, the higher or greater the motivation to use social media and the intensity of accessing social media, the higher or greater the ability to share Islamic content.

The emergence of specific incentives behind the use of social media accounts by UIN Antasari students is an alternative form of fulfilling their need for Islamic information. Expectations of motivation and fulfillment of satisfaction with social media can be measured using the perspective of the Uses and Gratifications communication theory (Grellhesl & Punyanunt-Carter, 2012; Kaspar & Müller-Jensen, 2021). They see the development and widespread use of social networking sites at this time has attracted the attention of a number of communication experts by applying the Uses and Gratifications Theory to explain why users are attracted to the use of these new media. The social media platforms used by Generation Z display Islamic content containing interesting da'wah messages to meet their need for Islamic information both in terms of message content, packaging, and selected reference sources. While the frequency of its use varies, it is known that 26.5% of Generation Z use Instagram to access Islamic content on social media. The rest can be found on YouTube (22.2%), WhatsApp (19.3%), TikTok (18.6%) and Facebook (6%). This shows that the selection of social media is not dictated by the type of media but by the content. Based on these findings, researchers believe Instagram makes it easier for users to share information, including Islamic content. Instagram is able to become a media of da'wah in the digital era. Specifically for Islamic content, they tend to explore and understand the messages more intensely driven by their desire to explore existing Islamic issues as a whole.

The results of the data analysis show that the influence of the variable motivation on social media use and the intensity of accessing social media on the behavior of sharing Islamic content is 0.585. From multiple regression testing, a regression coefficient of 0.352 is obtained with a significant value ($0.007 < 0.05$), which means that the diversity of content sharing is influenced by motivation and intensity. The remaining 41.5% is influenced by other variables not included in the study. This shows that the higher the motivation to use social media and the intensity of accessing social media, the behavior of sharing Islamic content will increase. The results of this study indicate that the emergence of social media motivation and the intensity of accessing social media is caused by students' need to fulfill Islamic content. The high need for fulfilling religious knowledge, especially in Islamic content, has also increased the behavior of sharing Islamic content among genZ.

This is in line with Elizabeth B. Hurlock's grand theory regarding interest in religious learning which states that pleasure is related to interest (Kahar, 2018). If a person feels satisfied, intensity and motivation will appear to accompany their interest (Darmawan, 2020; Mahmudah, 2019). Another study from Maulidiyah Putri also supports the results of this study. Mauldiyah stated that there was a relationship between the intensity of accessing the Instagram Media Cordova account (@cordova.media) and the da'wah motivation of members of the Dakwah Institute of the Sunan Kalijaga Campus, with a low relationship category and a positive direction, namely the higher the intensity of accessing the Instagram Media Cordova account (@ cordova.media), the higher the da'wah motivation of members of the Dakwah Institute of the Sunan Kalijaga Campus.

An excerpt from the results of a student FGD at LDK UIN Antasari stated that: Sharing knowledge is jihad in the way of Allah SWT, and students have a strong desire to share Islamic content. Even though the content is created by other parties, a strong desire to share Islamic knowledge is an indicator to improve oneself and provide benefits to others. In other words, the behavior of sharing Islamic content shows an effort to improve self-quality.

When accessing da'wah media, they are reminded of what they have learned so that their hearts are moved. God willing, they will return to practice the contents of the religious knowledge they have learned (Hambali et al.)

Social Media Motivation Variables on Islamic Content Sharing Behaviour.

There are four indicators of social media motivation variables (X2): personal relationships, identity, entertainment, and the search and spread of Islamic messages. From the data obtained, most UIN students stated that their motivation for social media was internal, for themselves, and tended towards entertainment. Based on the four typologies of media interaction by Dennis McQuail, the authors argue that: 1) Entertainment that leads to mood diversion, in which students take advantage of social media with Islamic content as a form of diversion because they are bored with videos or material that they feel is not useful; 2) Personal relationships, where UIN Antasari students access social media to support themselves or colleagues through status posts in the form of da'wah videos or memes; 3) Self-actualization, messages uploaded to online media represent their identity in public spaces; and 4) They spread Islamic da'wah by first carrying out *tabayyun*, carefully verifying the viral problems, followed by thought solutions.

This result is in line with research result which states that doctors prefer online media to access religious studies rather than attending in person due to tight schedules at work locations (Mahmuddin & Halik, 2019). They agreed to increase religious knowledge using various online communication media, not only from conventional sources (mosques). The convenience of watching da'wah videos is very beneficial for social media users. The author argues that someone who has a high curiosity about da'wah will watch da'wah videos on social media more intensively.

In seeking information, motivation becomes a trigger factor for someone to carry out information search activities that are adapted to existing conditions and situations. The motivation is in the form of the need for information felt by students of UIN Antasari with little religious knowledge or wanting to expand their religious knowledge.

As religious people, generation Z seeks to fulfill their need for Islamic knowledge through social media. PH Saputra's research results (Saputra, 2017) show that increased awareness of spirituality is shown through efforts to deepen knowledge about Islam. Muallaf in Surabaya started seeking information driven by the need to be a good Muslim, which encouraged conversions to seek information through the right channels. Satisfaction and sharing of information found is the end result of the information search process that replaces anxiety and confusion at the beginning of the information search process.

Respondents were asked to choose their motivation for using social media. The results of the questionnaire based on social media motivation variables in this study are as follows Table 7.

Based on the average results of social media motivational variables in table 7, 428 students agree that preaching on social media is a form of self-actualization. There are two reasons behind the student's choice, namely their dependence on gadgets as part of their self-actualization expression through social media, and gadgets as part of religious reference sources. Gadgets as a medium for self-actualization of UIN students are not only related to lecture activities but also elements of personality as a central part of actualization. Their opinions and ideas should be presented in cyberspace. This statement is in accordance with the results of the FGD. Rizky agrees that people who have knowledge must pass it on to society. He views social media as a field to spread kindness. In line with that, Akmal, one of the LDK activists, said that any interesting content would be shared so that many people would know about

TABLE 7. Average social media motivation variable

Social Media Motivation	Strongly Agree	Agree	Disagree	Strongly Disagree
Make friends with other people	231	330	27	8
Share experiences with others	167	389	32	7
Da'wah on social media makes me recognized by others.	35	309	226	25
Da'wah on social media as a form of self-actualization.	56	428	100	11
Da'wah on social media elicits responses from other people.	36	410	132	17

Source: results of data processing, 2021

it. Social media as a means for studying religion with various reference sources motivates students in FGDs to carry out follow-up discussions in their study groups. They invite teachers or ustad who are able to provide a more comprehensive explanation.

The Variable Intensity Of Accessing Social Media On The Behaviour Of Sharing Islamic Content

The results of research on the variable intensity of accessing social media messages (X1) can be seen in the results of each indicator's score. Intensity indicators consist of attention, appreciation, duration, and frequency. Attention is the interest of followers in accessing da'wah messages that are relevant in everyday life. Appreciation is understanding and absorbing da'wah messages as knowledge by reading them repeatedly or by saving Islamic content posts. Duration is how long students access Islamic content, which is between 10 and 30 minutes. Meanwhile, frequency is the number of times students read or watch newly uploaded Islamic content in a day when they have free time and need new Islamic insights.

In Table 8, the average intensity of UIN students accessing social media that contains Islamic content is generally 2 to 5 times a day with a duration of 10 to 30 minutes each time. This shows that students of UIN Antasari tend to use social media as an alternative source of religious studies. In one day, students spend at least 30 minutes surfing social media

Ali also responded that preaching does not always mean preparing da'wah content every day and sharing it, but also includes asking for da'wah content from friends. Ali also responded that preaching does not mean having to access da'wah content every day and share it, having simple conversation with a friend is also a form of da'wah. In general, students like *tausiyah* from ustadz or scholars whom

TABLE 8. Average Social Media Intensity Variable Based on Number of Accesses Per Day

Social Media Intensity	1 time per day	2-5 times per day	6-9 times per day	>10 times per day	total
Times accessing Islamic content on social media	194	260	75	37	566

Source: result of data processing, 2022

TABLE 9. Average Social Media Intensity Variable
Based on Accessing Time Per Minute

Social Media Intensity	<10 minutes	10-30 minutes	31-59 minutes	>60 minutes	Total
The duration of accessing Islamic content on social media each time it is accessed	234	218	80	34	566

Source: result of data processing, 2021

they admire. The enthusiasm of students to learn religion from their chosen ustad on social media is sometimes also based on admiration which encourages them to share with those closest to them.

Respondents were asked to choose their duration on social media. The results of the questionnaire are based on the variable motivation for using social media in this study: Generally, students like *tausiyah* from ustadz or scholars they admire.

Slameto (Muyasaroh, 2020) explains that the intensity of the needs met by individuals significantly affects their level of interest. Therefore, someone who carries out religious activities with high enthusiasm will have a great interest in studying religion. Like most people, some youths (in this case UIN Antasari students) believe that religion plays an important role in their lives. This can be seen from their participation in various religious activities on campus and in the community.

Furthermore, at this time the surge in interest in studying Islamic sciences can be fulfilled in various ways. Students can explore Islamic knowledge through social media on various platforms. Dakwah activities on social media have proven to be effective in fulfilling religious needs, especially through browsing religious material, religious discussions, and personal uploads related to religion through statuses in the form of writing, pictures or videos.

Knowledge sharing is an integral component of knowledge management that must be owned by individuals. Sharing knowledge is one way for individuals to achieve success because it reflects their ability to share knowledge to increase their competitive value in the wider social environment. According to Lee (Wang & Wang, 2012), sharing knowledge is the act of transmitting or spreading knowledge from one person, organization, or group to another. Knowledge sharing can be defined as behavior that transmits knowledge from one organizational member to another. Islam strongly recommends sharing knowledge as stated in the words of Allah SWT "So ask people who have knowledge if you don't know it". An-Nahl: 43 (QS). The hadith of the Prophet SAW, also explained the importance of sharing knowledge "May Allah give beauty to someone who hears something from us and communicates it exactly as he heard it, because maybe the person who receives it understands it better than the person who heard it" (Ibn Maajah - At-Tirmidhi - Ahmad). Islam emphasizes the importance of sharing knowledge so that others can gain knowledge or understanding, and Allah SWT commends people who are willing to share knowledge with others.

CONCLUSION

The results of this study, based on a sample of 566 active undergraduate students from 5 faculties at UIN Antasari, reveal that motivation (X1) and intensity (X2) influence the behavior of sharing Islamic content (Y). The independent variable has a 58.5% influence on the dependent variable. Apart from the independent variables in this study, the remaining 41.5% is another variable that influences the behavior of sharing Islamic content. Therefore, this study hypothesizes that motivation and intensity of social media access influence the behavior of sharing Islamic content among students of UIN Antasari.

There are two motivations that encourage UIN Antasari students to share Islamic content after accessing social media. The first motivation is as a form of self-actualization in da'wah accounting for 75.6%. The second motivation is the desire to receive feedback from others which accounts for 72.4% of the total. Meanwhile, the intensity of accessing Islamic content was 45.9% 2-5 times per day and 41.3% accessed less than 10 minutes.

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Shielding Communication Privacy: Unveiling The Strategic Utilization Of Instagram's Second Account Feature By Millennial Generation

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Abstract: *Privacy management amid the development of social media seems to be in a dilemma. On the one hand, social media provides space for expression and self-expression, including all information that comes in a personal context. But on the otherhand this has the potential to violate privacy. Uniquely, the second account feature is often considered a safe zone to express oneself more openly. It is in such situations that management privacy is required. In the theory of communication privacy management (CPM) by Sandra Petronio, a person's boundaries in behavior must be determined by himself. This research uses a qualitative approach with a case study method. Data collection techniques by interviewing and documenting several uploads on the informant's second account. The results of this study indicate that the various violations that occurred on the second account were caused by a lack of knowledge to a wrong understanding that the data would be stored safely with the closest trusted person. Even though the person who is selected to enter the second account circle is also vulnerable to opening the data privacy of the account owner and even spreading it. After this research is expected to be input for social media users to be wiser in managing their privacy even in features that are considered safe.*

Keywords: *Privacy, Instagram, Second Account, and Millennials.*

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INTRODUCTION

Issues around privacy in the digital era seem to be faced with the phenomenon of freedom of expression without control, thus opening up opportunities for personal data to open. On the one hand, social media can be a means of communication. But on the other hand, the desire to share personal information makes privacy boundaries even more biased (Roessler, B., & Mokrosinska, 2013). Social media can encourage someone to share personal information intentionally without considering the impact. Even though every upload will be recorded as a digital footprint. By being more conscious of their online participation, consumers can take responsibility for fixing the aforementioned issues (Koidl et al., 2018). Therefore it is important that social media users need to be wise in treating their personal data.

The phenomenon of sharing whereabouts, personal stories, expressions of annoyance and even close relationships seems to be commonplace. Even though there is potential for criminal acts to set an inappropriate example to others. According to Hootsuite (We are Social), Indonesian Digital Report 2023 Active Social Media Users are 167 million or 60.4% of the total population The Indonesian Internet Service Providers Association (APJII) survey noted that internet penetration in Indonesia has reached 78.19 percent in 2023 or penetrated 215,626,156 people out of a total population of 275,773,901 people. In observing about privacy, there are two phenomena that emerge of particular interest: on the one hand, the technological architecture of social media

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pushes the boundaries of both voluntary and involuntary disclosure accompanied by privacy policies in the terms and conditions of use. (Sarikakis, K., & Winter, 2017). Social media is currently widely used as a forum for conveying information and aspirations to be used as entertainment. The process of sharing information includes not only public information but also private information. This makes many social media users share their daily lives through various available platforms such as Instagram, Twitter, Facebook, Youtube (Cahyino, 2016).

Instagram is a social media that is quite popular with its various photo and video sharing features. A few years ago, Instagram users started making second account Instagram (Sirait, 2021). This term is also known as a second account. As the name implies, the second account is an account outside the main account owned by someone. Uniquely, the second account often displays a different personality from the first account from the Instagram owner (Pramesthi, J. A., & Wulandari, 2020).

Social media users voluntarily provide personal information. When using social media, users can choose what information they want to find and be of interest to them. That is, a user can choose whether or not to be exposed to content according to what they believe and understand. This includes the attitude of users in choosing the content they want to enjoy and share (Stroud, 2014). There are various ways in which people can be selective in forming their own network and in how they choose the content they want to show and consume. CPM believes that people believe their personal information belongs to them. Because people believe they own their personal information, they also believe they have the right to control the flow of that information. Some of social media users think that personal social media with the main account is considered a safe space for self-disclosure, so using a second account is considered to be a solution. For example, sharing locations, photos, and private outpourings. In responding to this problem, there is a need for self-communication privacy management to be able to choose information. Considering this context, it is fascinating to explore the definition of privacy among millennials and the consequences that arise when their privacy is violated. So, this is where urgency and privacy management solutions will be found in the use of social media.

Previously, there had been several studies on privacy like Scott A Wright (2019) Perceived Privacy Violation: Exploring the Malleability of Privacy Expectations, Anitha and Akash (2015) Communication Privacy Management and Self-Disclosure on Social Media - A Case of Facebook, Nick Hajli, et all (2020) Towards an Understanding of Privacy Management Architecture in Big Data: An Experimental Research, Esy Andriyani et al (Andriyani, 2019) Privacy Management of Facebook users: A study on Adolescent living in west Jakarta Slums which shows that in general young people living in slums do not understand privacy, Claire Balleys and Sami Coll (Balleys, C., & Coll, 2017) Research examines the concept of privacy for adolescents and how to experience it on social networks. Sirajul Fuad Changes in Communication Behavior of Millennial Generation and Generation Z in the Digital Age Results of research on changes in interaction patterns and understanding of millennial generation and Z generation's privacy.

From various studies, the discussion focuses more on socialization and literacy efforts, but there is research that looks at the meaning and management in the era of social media development. Therefore, this research is important to do with consideration of privacy competition in the midst of the massive development of social media. Social media has a function and impact on people's lives, so it needs to be built in such a way that it can still fulfill these functions and goals and provide added value to everyone's life. (Fardiah et al., 2020). In addition, this research will also discuss the meaning of privacy and solutions to the problems of privacy violations that have occurred.

In addition to examining the issues at hand, researchers will utilize privacy management theory as a framework to understand and address the challenges associated with privacy violations among millennials. This theory provides a comprehensive approach to studying how individuals manage their privacy boundaries, make decisions about disclosing or concealing personal information, and cope with the consequences of privacy breaches. By applying privacy management theory, researchers can gain valuable insights into the underlying mechanisms and dynamics of privacy among millennials and develop effective strategies to mitigate the negative impacts of privacy violations. Communication privacy management theory explains that everyone has the right to their personal information. This means that someone has the ability to store or convey the information they have. Thus, personal information according to this theory is various types of information that will make a person vulnerable, therefore that person wants to control the dissemination of information that will occur in the future (Petronio, 2002, 2007, 2010, 2013). Petronio, as the originator of the theory, uses the term boundary as a metaphor which implies that there is a boundary between information that needs to be shared with others and information that is only known to oneself. (Littlejohn, 2017).

According to Petronio (2002, 2013) there are three main components in communication privacy management theory, namely privacy ownership, privacy control, and privacy turbulence. These three components relate to how a person manages access to and protects their personal information (Petronio, 2010, 2013). First, namely privacy ownership, namely the boundaries of a person's privacy, including information that is owned but not known by others. Second, privacy control, which includes a person's decision to share personal information with other people. Petronio considers that this system is the engine of privacy management. Someone basically decides to share or disclose their personal information through certain privacy rules (Petronio, 2002, 2013). Third, privacy turbulence, which is a situation where there is an invasion of our privacy by outsiders or when privacy management does not work as expected (Petronio, 2002). In the process of managing privacy rules, Petronio (2002) divides them into three parts, namely, boundary coordination, privacy rule foundations and boundary turbulence.

There are two categories of privacy rule foundations, namely Privacy rule development and privacy rule attributes. Privacy rule development, namely the criteria for a person's decision to open or close personal information. There are five criteria in it, namely culture, gender, motivational, contextual, and risk-reward ratio (Badan Pusat Statistik, 2018). Meanwhile, privacy rule attributes consist of two supporting components, namely rule acquisition or the way people get rules and rule properties or the properties of the rules themselves. Petronio (2002) explains, boundary coordination is the process from which a person's decision is made and from which individuals are both owners of information. It consists of four main features, namely (1) boundary linkages, relationships that form boundary alliances between individuals, (2) boundary permeability, namely the amount of information that can pass through boundaries that are made (3) boundary ownership, the process when rules determine a person's privacy boundaries and (4) boundary co-ownership, refers to the boundaries of someone who is trusted to store other people's personal information. The rules in boundary coordination do not always run smoothly, and there is a high possibility that the people involved may experience collisions or turbulence (Petronio, 2002).

Apart from using privacy management theory, this research will also use the concept of millennial generation and social media. The millennial generation is synonymous with familiarity with digital media and technology (Kaifi, B. A., Nafei, W. A., Khanfar, N. M., & Kaifi, 2012). This is one of the reasons why this study chose the millennial generation as research informants. In 2020, the year the demographic bonus starts, the millennial generation is in the age range of 20 to 40 years (Kemenpa, 2018), As already explained, if young people tend to be driven to expand their friendships, create the identity they want, and maybe even start a relationship with the opposite sex, then these circumstances can encourage someone to reveal their personal information more easily. (Petronio, 2002).

Andreas Kaplan and Michael Haenlein (Kaplan, 2010) defines social media as internet-based applications that are built and enable the exchange of user-generated content. Social media is an online platform that people use to build social networks with other people who share the same interests and activities. The background or life connection looks real. The network's impact on young people is significant. It is becoming increasingly clear that social networks have become a part of life (Akram, 2017) . Social media also has various types and characteristics, for example YouTube which allows for audio and visuals, Instagram which is famous for its photo upload feature, TikTok which is synonymous with short videos, and Facebook which has the main strength in images and words. Therefore, the character possessed by social media will help researchers to analyze the answers of sources related to privacy violations experienced (Agung, L., & Nugraha, 2019).

The development of social media causes the meaning of privacy for each user to differ according to the level of self-disclosure they have. Social media providers should be aware that users can be worried about other users misusing their data. As our model implies, social media use is not necessarily reduced when people are worried about social risks, but it is possible that less accurate information is transmitted on both public and private social media accounts (Gruzd & Hernández-García, 2018). However, privacy on social media still needs to be managed. Experience from several cases of privacy violations which will later be studied in depth will provide an illustration of the importance of maintaining privacy on social media. The characteristics of Instagram as a social media consisting of millions of users make the relationship very complex because Instagram users come from different social classes. Yet, out of millions of highly heterogeneous users, they share similarities in the mechanisms of aesthetic production, reproduction, and consumption. The production's aesthetic is based on the principles of the genre's preferred aesthetic and this can be explored from the circle of accounts it has in common with it. Departing from various problems and theories that can be used to analyze existing cases, this research is expected to be able to answer existing problems so that in the end they can find applicable and recommended solutions related to the urgency of privacy in the current social media era.

METHOD

This research is a qualitative descriptive research method with a constructivist paradigm. Constructivists argue that humans do not acquire or discover knowledge but construct and shape it (Denzin & Lincoln, 2009). While the research strategy used is a case study. The case study research strategy is an empirical method for investigating contemporary phenomena (cases) in depth and in real-world contexts, especially when the boundaries between phenomenon and context may not be clear (Yin, 2017). In this research, case studies are used to understand data sovereignty cases in actor networks. This stage was carried out to find out the experience of managing privacy on social media by social media users by conducting in-depth interviews with five social media users who had been victims of privacy violations using a purposive sampling technique. The informant criteria are as follows: active users of social media and aged 20-25 years. From various categorizations described by experts. In this research, the millennial generation category used is the opinion of the Ministry of Women's Empowerment and Child Protection. In 2020, the year the demographic bonus starts, the millennial generation is in the age range of 20 years to 40 years (Kemenpa,2018). The purpose of this research includes an understanding of privacy practices in second Instagram accounts and their impact on individuals. Therefore the use of pseudonyms or codes in research to replace the informant's real name. This helps protect informants' identities when referring to them in research reports. Be sure to explain why the use of pseudonyms is important to maintain the confidentiality of the informant's identity.

In addition to add data confirmation and perspectives, the researcher also conducted interviews with two experts, namely Dr. Ikbal Maulana, National Research and Innovation Agency Researcher and Valendra Granitha Shandika Puri, M.A as a psychology lecturer. While the analysis technique used uses thematic analysis by processing the findings in the field based on the appropriate theme. Thematic analysis techniques are carried out by coding information which can produce a list of themes so that these themes can describe phenomena and help interpret the phenomena (Patton, 2002). After the research results are found, research benefits will be obtained in the form of an overview of the meaning of privacy. In addition, some of the cases that will be analyzed will provide stories about the practice of privacy violations that have occurred so as to obtain a privacy management concept that is appropriate for the millennial generation.

RESULTS AND DISCUSSIONS

Privacy Management in Second Accounts

TABLE 1. Data Research Informant

No	Informant	Gender	Age
1	Informant 1	Female	20
2	Informant 2	Female	21
3	Informant 3	Male	22
4	Informant 4	Female	22
5	Informant 5	Male	24

Currently privacy is not just personal data, but also information in a status that is uploaded in a virtual comfort zone called social media. One of the goals is self-disclosure in the form of personal stories. In the theory of communication privacy management (CPM) it is discussed about the process of individual self-disclosure initiated by Sandra Petronio. An interesting case from this CPM theory is that there are many research results related to self-disclosure in the form of privacy, individuals when disclosing their privacy, they experience anxiety when disclosing privacy either personal or group disclosure. The latest phenomenon, privacy disclosure can occur not only in person or face to face. However, self-disclosure can occur through social media by making statuses or short stories related to what individuals feel when using social media. Remember that in recent years, the explosive growth of information technology and the use of the Internet to obtain information, goods and services has sparked debate and controversy about potential threats to privacy (Singh, 2019). Privacy protection must begin to be realized and start from self-awareness. This ignorance is a result of developers' and data controllers' limited awareness and understanding, as well as a lack of tools to implement privacy by design.(Danezis et al., 2015)

It is undeniable that openness is an important factor in maintaining relationships. However, excessive self-disclosure can compromise a person's privacy or identity security. Therefore, we need to set boundaries between private information and public information (Purmiasa, S. E., Yoanita, D., & Budiana, 2020). In privacy management theory, there are three influencing elements. The first is Privacy Ownership. In the element of privacy ownership which explains that each individual feels that they are the only owner of personal information, but when it has been disclosed to others, the information becomes shared property which has the same rights and responsibilities as well. In the context of social media, information owners have absolute control over their personal information and can independently regulate the access and diffusion of shared information. A further strong mechanism of social connection that contrasts with our fundamental demand for privacy is self-disclosure to others, which is crucial for both social engagement and psychological health. To connect with others, create lasting bonds, and obtain social support, we must be open about ourselves. Clinical signs like despair and loneliness are brought on by an inability to self-disclose (Trepte, 2011).

In using the second account, the owner has rules about who can make friends in the second account. In general, they will choose people who are considered close to be included in the second account. As stated by informant 2 who stated that he would choose someone who is open minded. The same thing was also stated by Informant 1 who considered the second account to be quite a secret room so that the selection of people who were in it was quite strict. Another reason is also related to the presence of family members on the main account, whereas according to the informant they have something that we must protect and will only share it with those they want and believe in.

Meanwhile, Informant 4 stated something different

> *"So the first account is for fun, the second account is for jokes. For example, on the second account you can upload any videos, yes, the term is hilarious. But for the first account, we tend to keep the "image". In the first, the followers are family, there are certain people*

who cannot be entered into the second account. Of course, it's different from the second account, whose followers are more limited because of privacy (Informant 4)."

Selection of friends who will be included in the second account is part of the privacy control. When individuals provide access to their personal information through disclosure or other means, that information enters into collective ownership, which is an extension of the boundaries of privacy. In such collective ownership, disclosure expects acceptance of responsibility for the information. As explained by Informant 4, if someone follows and doesn't meet the criteria, usually the follower request doesn't need to be accepted. Meanwhile, other informants stated that they were forced to accept but with consideration of protecting privacy by hiding stories through the hide feature. However, in terms of privacy settings, each information owner has different limits. In the strictest circumstances, the account owner may directly choose not to confirm the request. As stated by informant 5 who chose not to confirm or chose to lie if he lied if he did not have a second account.

Given that people do not consistently, effectively, or actively negotiate privacy rules to collectively retain personal information, there is a boundary turbulence. As a result, people are more likely to make someone else a co-owner of information when they have a strong connection to them. How closeness relates to rule management following a violation is less obvious. People must determine whether it is worthwhile to approach co-owners who violated private after a privacy turbulence incident. People may also decide that those ties are worth mending by confronting the co-owner about the improper handling of their personal information because they are more likely to wish to disclose to those who are dear to them (Steuber & McLaren, 2015). Limit turbulence occurs when unintended violations, interruptions or mistakes are made in such a way that co-owners control and regulate the flow of personal information to third parties. In using the seccond account itself, the owner has experienced a violation. As stated by informant 4 who had experienced a violation in the form of spreading photos that were uploaded to the second account and then given to the group without confirmation. Based on this statement, it is known that the second account is considered a safe zone and a place that is quite trusted but does not rule out the possibility of privacy violations. Many issues can arise from the sharing of private information, and as a result, this can cause consumers to get anxious as they consider whether to share this information or not, and, in the end, to experience delays in the process of expressing their opinions (Pelteret & Ophoff, 2016). Even the culprit was a well-known figure. The same thing was also experienced by informant 3

"There was a time when I was doing something, then in the second I also took lots of my photos which were scattered everywhere because they were captured. Finally,I tried to find the person, I found it and finally I deleted it. Turns out he caught the other meaning that's why he said it here and there. (Informant 3)"

This shows that the ownership of information cannot be addressed properly. It is undeniable that on social media someone feels they have information and there are no clear rules. Informant 2 had different experiences

"We have close friends. I was close

> *to him, at first he talked about going to college for a long time, uh, you have a girlfriend. Looks like we broke up with that. So it's like when everyone is dating, we are perfectly single together. Well, sometimes he forgets about me. He plays with other friends. So arrogant. When I entered college, he didn't look at the campus at all.. Really don't even look at it. Keep posting likes (Forgot friends). Until he unfollowed my second account. (Informant 2)"*

Based on these data, it can be seen that information rules that are considered privacy are faced with a dilemma. The concepts of secrecy and privacy have overlapping, muddled connotations. People can observe formal or informal organizational artifacts and actions that convey both visible and unseen attitudes and ideas regarding whether information should be disclosed or kept private (Bean, 2017). Everyone has a different definition of privacy, so what is meant as privacy for one person may not necessarily apply to another person. Information privacy is primarily concerned with the protection of personally identifiable information. Information privacy is an uphill task, particularly, in the adaptive context of complex and multi-stakeholder heterogeneous digital ecosystems (Anwar, M. J., Gill, A. Q., & Beydoun, 2018). Therefore, the meaning of each individual's privacy needs to be determined so that meaning bias does not occur and privacy can be managed more wisely.

Privacy Management and Second Account as a Place for Self-Disclosure

Privacy management is one of the key issues amid the development of social media. Security of data and trust related to information seems to be absolutely necessary. Second account is considered as a safe place to disclose stories that are considered private. People have the option to express themselves more freely or anonymously with a second account. Users may share personal information for purposes other than their primary account for a variety of reasons. The desire for privacy is underappreciated in part due to the fact that people's activities to defend their private are so common and natural that they are ignored or are not recognized as privacy behaviors. (Krishna, 2020). Setting limits for what is shared or kept private on the second account is part of privacy management. Users have the option to use aliases, use a new profile photo, or manage who gets access to their secondary account. They can modify privacy settings to restrict who sees their postings and personal data. Second account users basically choose to open their privacy even though they still have the option not to upload because social media has become a place for fun, as stated by informant 1

> *"Yes, young people want to capture moments, right? Capturing the moment like I have a boyfriend now. For example, something is funny. It's a shame if it's not told. What's it like? It's only in the gallery. It's like holding back from posting a story when the story person isn't strong either. (Informant 1)"*

But social media comes with a sense of satisfaction. Regardless of culture and gender, there is a mediated negative relationship between social media addiction and life satisfaction (Hawi, N. S., & Samaha, 2017). This is reflected in the user's desire to capture moments with social media, which often blurs privacy boundaries. As explained by informant 4 who used a second account to capture the moment and felt that he was well known by close friends. Meanwhile, informant 5 said that the second ccound is a container for sharing private information that you want to open

> *"Because there is privacy that can still be shared. Usually photos in feeds anyway The frequency at first is weird. (Informan 5)."*

Based on these various statements, the informants basically realized that there was a threat of privacy violations on social media. The way of conveying information generally starts from general things and then indents on special things. The ease of conveying information is increasingly felt if there are similarities between the two communicators, the delivery is interesting and touches one's emotional side (Hermawati, T., Setyaningsih, R., & Nugraha, 2021). One of the goals underlying this is the desire for self-disclosure. Self disclosure is also interpreted as relationship management. The theory of communication management or communication management is motivated by the tendency of social media users to visit each other's pages with other users (Cahyaning, A., & Cahyono, 2015).

The phrase "privacy management" describes people's efforts to regulate and keep track of the private information they disclose to others. Because users frequently utilize the second account as a location for self-disclosure that is more free-form or anonymous, privacy control on Instagram becomes crucial in this context.

> *"Because, the individual that shared by someone in the second account, feel belong to the group. This feeling of affiliated to such group correlated with Maslow's Theory of Needs. Besides, the personal ego such as appreciated by other or trusted by someone in second account also is the part of individual Esteem Needs based on Maslow's theory (Valendra Granitha Shandika Puri, M.A, Psychology lecturer)"*

Users of the secondary account could provide personal information for distinct reasons not present in their primary account. They could want to keep their identities partially hidden in the main account in order to safeguard their privacy. This may be related to the desire to integrate personal and professional lives, to retain privacy from those closest to them, or to explore other facets of oneself without disclosing one's genuine identity. Setting boundaries on what you wish to reveal or keep secret in a second account is an example of privacy management in this situation. Users have the option to use a false name, select a different profile picture, or manage who gets access to their second account. To restrict who can see their postings and personal information, they can also select privacy settings.

The process of dissemination of information through second accounts can be carried out accidentally or as the result of the desired search. A popular term that describes visits between social media account owners is known as a stalker (Arslan, N., & Kiper, 2018). Not infrequently through stalker activities someone will have an assessment of other users (Njotorharjo, 2014). It is from this variety of curiosity that can potentially lead to various perceptions regarding the information obtained. So it is not uncommon for this information to be disseminated again to third parties with various motives.

Through this phenomenon, it can be said that self-disclosure on social media is an unavoidable motive. Self-disclosure is the ability of individuals to provide responses, reactions and information about themselves that they usually hide from other people or the process of individuals in establishing relationships to become closer to others. (Aziizatun Nabillah, N., & Hanurawan, 2022). By using the close friend feature, users feel that their way of expressing themselves can be freer and safer, but in reality data breaches are still a threat and even lead to divisions in friendships. Relationships with others depend on openness and discretion. While telling another person what you're going through can be beneficial for your relationship and for yourself, crossing private lines can also be risky (though it might also be gratifying) (Kennedy-Lightsey et al., 2012). Even though nothing is safe in social media because there is still the potential for hacking

> *"The protection of user data from hacking attempts is a fundamental pillar of the social media business model, and social media platforms prioritize maintaining a reputation as providers of reliable security measures. Their utmost priority is to have exclusive access to user data. While they facilitate targeted advertising to reach the right customers, they ensure that advertisers do not have direct access to the data themselves. However, the security measures cannot provide foolproof protection for all users. Some novice users opt for easily guessable passwords, which can be exploited by unauthorized individuals, leaving them vulnerable to potential security breaches.. (Dr. Ikbal Maulana, National Research and Innovation Agency Researcher)"*

Users have different boundaries regarding the privacy they disclose on Instagram (Agung, P., & Arofah, 2012). In addition, they have different ways of disclosing their privacy. In addition, the audience analyzed takes into account the risks and benefits they will experience when making disclosures via Instagram (Sakinah, 2021). The dimensions of self-disclosure can be seen from size, valence, accuracy & honesty, intent & purpose, and depth. Each informant has a different statement. How much time is needed for individual self-disclosure on social media will influence other individuals to understand themselves in their uploads (Siregar, 2022). Therefore, in an effort to manage privacy on social media, especially in the use of the close friend feature on Instagram, it is important to be wiser in publishing information, especially those that are considered private or even curses of annoyance to vent that feel safe (Finaka, 2018). Even though in reality it still has the potential to be received by parties who should not get this personal information. It should be remembered that if information has been disseminated through social media, the ownership of information will become more biased and unpredictable. Organised disinformation operations may also be aided by technological developments which will increasingly facilitate large-scale automated generation and dissemination of disinformation content (Botero Arcila & Griffin, 2023)

The second account phenomenon signifies Instagram as an emotional vessel for owners to express various self-expressions. To upload content on Instagram, someone usually has several considerations (Natalia, 2018). Through their second account, a person usually expresses various expressions ranging from happiness, sadness, anger to disappointment in a deeper way. The second account usually functions differently from the first account where

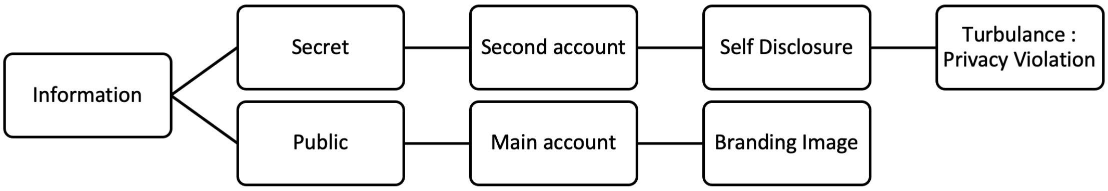

FIGURE 1. The Pattern of Privacy Main Account Vs Second Account

the second account can be used as a ‘safe space’ or a place for self-performance (Paramesti, A. R., & Nurdiarti, 2022). In general, the second account phenomenon in the context of privacy in the millennial generation can be described in the Figure 1.

Based on this pattern, it can be seen if the use of a second account is adjusted to the category of public or confidential information. From a usage standpoint, the second account will focus on freer self-disclosure, while the main account has some limitations set by the account owner himself so that it tends to lead to branding image. With this rule, the potential for tubulance is more on the second account because the people in it are those who are already trusted so that if information is leaked, there will be violations that lead to suspicion and disputes.

Freedom of expression on social media sometimes makes users not think twice about uploading content. This privacy management is getting worse in some teenagers who do not have mature self-control (Anggara, 2021). In the theory of communication privacy management, a person has the right to disseminate information about himself so that he will create boundaries in sharing it with others (Ardiyanti, 2018). This means that the management of privacy owned by one individual to another individual will certainly be different. Privacy is something that is limited so that other people may not necessarily know it (Bazarova, 2014). In the era of modernization, the speed of information delivery and the flexibility of social media must be balanced by maintaining ethics in social media. Utilization of the sharing feature is not only interpreted as spreading information but as protection of personal data (Ramirez, F. A., & Lane, 2019). After all, the development of healthy, safe and comfortable media activities depends on digital ethics. These contacts often trigger irresponsible comments on their social media (Pramesti, 2023).

CONCLUSION

Managing privacy on social media is absolutely necessary. Social media users are often faced with the choice of storing information in its entirety or partially opening it through a second account. However, the threat of privacy violations can also occur in the second account and even lead to splits in friendship. Conveying information generally starts from general matters and then indents to specific matters, both consciously and unconsciously. The various violations that occurred on the second account were caused by a lack of knowledge and a misguided understanding that data would be stored safely with the closest trusted person. Even though the person who is selected to enter the second account circle is also vulnerable to opening the account owner’s private data and even spreading it. In an effort to manage privacy on social media, especially in the use of the close friend feature on Instagram, it is important to be wiser in publishing information, especially those that are considered private or even curses of annoyance to statements that are felt to be safe. This is where the urgency of privacy management is needed. The ease of conveying information and the desire for various social media stories must be balanced by maintaining ethics in social media. Therefore, through this paper the researcher provides recommendations to various parties. First, social media users should have clear rules regarding the meaning of privacy by considering the urgency and potential for violations that may occur. Second, the government should consistently socialize regulations related to violations of personal data and the urgency regarding data protection. The next research is expected to be able to further examine prevention and therapy strategies for social media users who are already addicted so they cannot manage their privacy.

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Campaign Messages of Using Stainless-Steel Straws: A Theory of Planned Behavior Perspective

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Abstract. *Tackling climate change is the 13th goal in the Sustainable Development Goals (SDGs). One of the simple actions that can be taken to prevent the issue of climate change is the use of environmentally friendly straws, specifically the use of stainless-steel straws. For the public to know about the issue of climate change, social media has an important role. This study aims to see the effect of the exposure of messages on social media related to climate change issues on the behavior to use stainless-steel straws. In addition, this study uses predictors of the Theory of Planned Behavior, namely attitudes, subjective norms, and Perceived Behavioral Control (PBC). Using Structural Equation Modeling (SEM), the study results show that attitudes, subjective norms, and Perceived Behavioral Control (PBC) directly influence intentions and indirectly influence the behavior of using stainless-steel straws. Another finding is that exposure to persuasive messages on social media related to the use of environmentally friendly straws owned by family and close friends also has a direct positive effect on attitudes, subjective norms, Perceived Behavioral Control, and behavioral intentions, which in turn have a positive indirect effect on the behavior of using stainless-steel straws.*

Keywords: *climate, stainless-steel straws, social media, theory of planned behavior*

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INTRODUCTION

Climate change has an extensive impact on people's lives. One of the signs of climate change is the increasing temperature of the earth's surface. Based on data sourced from the katadata website, in 2021, there will be an increase in the earth's surface temperature reaching 0.85 degrees Celsius (Aeni, 2022). According to data released by the Meteorology, Climatology and Geophysics Board (BMKG), in 100 years, Jakarta has experienced a temperature increase of 1.5 degrees Celsius (Putri, 2022).

Without realising it, the simple things that most people do contribute to climate change. A straightforward example is using plastic straws (Sartika, 2018). Over time, the attention of environmentalists began to highlight how plastic straws also contribute to climate change. Based on data from Divers Clean Indonesia, the estimated use of plastic straws in Indonesia every day reaches 93,244,847 sticks (Edwin, 2017).

Tackling climate change is the 13th goal in the Sustainable Development Goals (SDGs), which is to take fast action to address climate change and its impacts (Bappenas, 2015). In delivering this goal, governments, organisations, and community groups must communicate climate change issues to the people in a country. The point of climate change in question can be in the form of impacts and phenomena related to climate change to simple actions to reduce the effects of climate change, for example choosing environmentally friendly bottle packaging or switching to environmentally friendly straws such as using stainless-steel straws (Inspirasiana, 2022).

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One strategy for conveying climate change issues that can reach the wider community is using campaigns through social media. In the context of communication-related to climate change issues, social media is a relevant tool for involving the public in discussions about the problem because it can encourage knowledge, mobilisation, and debate about this issue (Anderson, 2017). Social media can also assist in the process of spreading risk-based messages (Dalrymple et al., 2016), as well as encouraging various forms of action related to climate change issues (Anderson, 2017). In conveying climate change issues, it is also necessary to pay attention to the typology of communication strategies through social media, namely objective goals, approach strategies, and interaction strategies (León et al., 2021).

Campaigns related to the issue of climate change in Indonesia have been delivered by various parties, from the government to the environmental community. For example, the Ministry of Environment and Forestry (KLHK) launched the Clean Indonesia Movement Program (KLHK, 2019). The Clean Indonesia Movement has produced a guidebook for campaigning on climate change issues, starting from the 'no straw movement' campaign to the 'Recycle More, Waste Less' Movement (Gerakan Indonesia Bersih, 2020). In addition to the government's involvement in campaigning on climate change issues, this campaign is also carried out by various environmental-loving communities, such as the "Bye Bye Plastic Bags", "Diet Kantong Plastik", "Divers Clean Action", "EcoRanger", "Plastik Detox" (Gerakan Indonesia Bersih, 2020), "Jakarta Tanpa Sedotan" (Ellora, 2019), as well as the "Mulai Tanpa Sedotan" movement (Intan, 2018). Climate change campaigns are also carried out through the making of documentaries such as "Pulau Plastik", "Sexy Killer", and "Seaspiracy" (Nurul, 2022).

Even though campaigns related to climate change issues are increasingly widespread in Indonesia, these campaigns have not changed most of the behavior of the Indonesian people regarding the use of plastic straws as one of the triggers for climate change issues that have occurred to date in Indonesia. They referred to KLHK data from Kompas.com; the Indonesian people still use and produce 3 million tons of plastic straw waste yearly(Safitri, 2022). This shows that campaigns related to the issue of climate change in Indonesia have not been able to change the behavior of the Indonesian people regarding this issue.

Referring to the perspective of the Theory of Planned Behavior or TPB, some factors influence changes in a person's behavior, both direct and indirect influences. Attitudes, subjective norms, and perceived behavioral control (PBC) are interrelated factors and indirectly influence changes in one's behavior. These three factors directly affect the intention to change a person's behavior, where the intention will directly impact a person's behavior change. Attitude refers to the extent to which a person has a favorable or unfavorable evaluation or assessment of the behavior in question. Subjective norms refer to social pressures a person feels to perform or not perform an act or behavior (Ajzen, 1991), conceptualised as strict rules, general guidelines, or empirical regularities (Fishbein, 2011). Perceived behavioral control or PBC refers to the perceived ease or difficulty in carrying out an action or behavior that is assumed to reflect past experiences, including anticipated obstacles and obstacles. Behavioral intention indicates how hard a person is willing to try or how much effort a person plans to make or perform a particular action or behavior (Ajzen, 1991).

As a bridge between conveying messages or campaigns related to climate change issues in changing one's behavior to be aware of climate change issues by carrying out a simple action in the form of using stainless-steel straws, the factors in the SDG concept will be used in this study. Based on the description above, the research questions are:

RQ: Do the campaign messages on climate change issues and the factors in the Theory of Planned Behavior influence changes in intentions and behavior in using stainless-steel straws as an action to prevent climate change issues?

TPB is used in several studies related to environmental issues and climate change. There is a positive influence between attitude, perceived behavioral control, peer influence, and social media on a person's behavioral intention to carry out recycling actions, which in turn influences recycling behavior. Furthermore, there is a positive influence from peers which is part of the subjective norm on the intention to recycle plastic in America (De Fano et al., 2022a). A study shows that perceived behavioral control, or PBC, positively influences preferences to reduce food waste in Malaysia. Associated with social media, social media positively influences attitudes and subjective norms in food waste prevention behavior in Malaysia (Teoh et al., 2022). Concerning behavioral intentions in preventing climate change issues, a person's behavioral intention to carry out recycling activities also significantly influences plastic recycling behavior (De Fano et al., 2022).

This article is helpful both theoretically and practically because messages or campaigns related to climate change issues, specifically persuasive messages or campaigns not to use plastic straws and to switch to stainless-steel straws, as well as other factors in the SDG concept that affect people's intentions and changes in behavior, still need to be studied. Furthermore, theoretically, the results of this study can complement the TPB model by adding the use of social media as an influential medium in the digital era in conveying messages or campaigning on climate change issues as an additional predictor. Practically, the results of this study can be used as recommendations for the government, organisations, or groups concerned with climate change issues to understand better the proper communication strategy steps to change the behavior of Indonesian people to switch to using stainless-steel straws as a simple action step in reducing climate change issues.

There are still some gaps that will be covered in this research. First, some research still focuses on a person's behavioral intentions, not yet focusing on a person's actual behavior in using reusable straws (Asmuni et al., 2021; Nu'man & Noviati, 2021). Previous research has also focused on the main predictors in the Theory of Planned Behavior: attitudes, subjective norms, and perceived behavioral control. This study added exposure of persuasive message on social media as a variable related to climate change issues to influence the three main predictors in the Theory of Planned Behavior. Previous research still generally defines "reusable straws", which the types of "reusable straws" are made of steel, bamboo, or other materials that allow the straws to be reused after cleaning (Asmuni et al., 2021). In this study, the specific types of straws discussed are stainless-steel straws. In previous research, indicators of a person's behavioral intention variable in using reusable straws were still limited to buying behavior, regardless of whether someone who purchased the straws would use or buy them later.

METHODS

This study uses a positivistic paradigm according to the perspective of the Theory of Planned Behavior through a quantitative approach (Neuman, 2014). The population in this study are people who have been or are being exposed to persuasive messages or campaigns on climate change issues related to using stainless-steel straws on social media. The population in this study was the public who had been or were being exposed to persuasive messages or campaigns of climate change issues related to using stainless-steel straws on social media. Meanwhile, the sample in this study was 189 community respondents who had been or were being exposed to messages or campaigns on climate change issues related to the use of stainless-steel straws. The sample selection in this study used non-probability sampling, where the type of non-probability sampling used was purposive sampling (Neuman, 2014).

The message or campaign on social media used in this study was the persuasive message or campaign of climate change issues related to using stainless-steel straws on social media. The data collection technique in this study used the survey method by distributing questionnaires online to each respondent (web survey) using the Google Form feature from the google.com site. The research instrument was prepared based on conceptualising and operationalising construct variables used in the research (Neuman, 2014).

The data analysis technique used to answer research questions and hypotheses is to use Structural Equation Modeling (SEM), which is a statistical analysis technique that allows a series of relationships, either direct or indirect, between one or more independent variables and one or more dependent variables to be analysed (Ullman & Bentler, 2012). SEM was used in this study to look at a series of relationships and influences between the exposure of persuasive messages on social media related to climate change issues, attitudes, subjective norms, and perceived behavioral control on the intention and

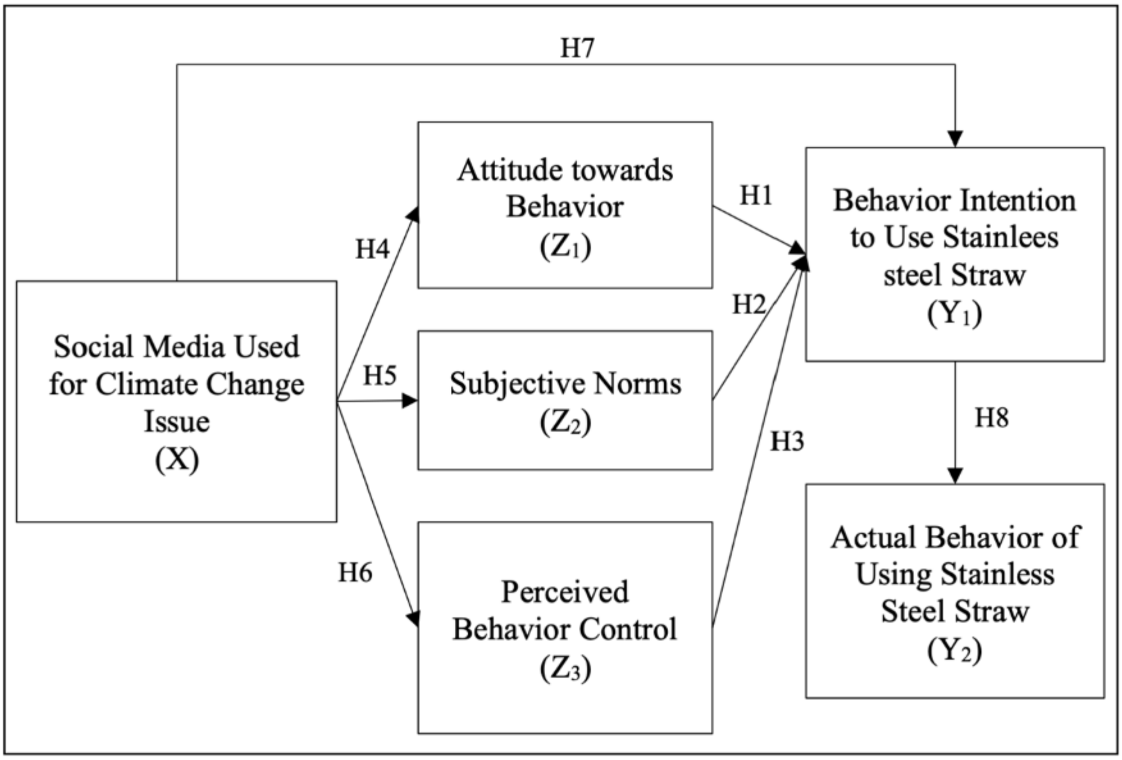

FIGURE 1. Research Model

behavior of using stainless-steel straws as an action in preventing climate change issues. Figure 1 is the research model in this study.

Based on the research model, the hypothesis prepared by the researcher is as follows:

H1: There is a positive influence between attitudes towards a person's intention to use stainless-steel straws as an action in preventing climate change issues.

H2: There is a positive influence between subjective norms on a person's intention to use stainless-steel straws as an action in preventing climate change issues.

H3: There is a positive influence between perceived behavior control (PBC) on a person's intention to use stainless-steel straws as an action in preventing climate change issues.

H4: There is a positive influence between exposure to persuasive messages on social media related to climate change issues on a person's attitude toward using stainless-steel straws as an action in preventing climate change issues.

H5: There is a positive influence between exposure to persuasive messages on social media about climate change issues and a person's subjective norm in using stainless-steel straws to prevent climate change issues.

H6: There is a positive influence between exposure to persuasive messages on social media related to climate change issues on Perceived Behavior Control (PBC) in using stainless-steel straws to prevent climate change issues.

H7: There is a positive influence between the exposure of persuasive messages on social media related to climate change issues on a person's behavioral intentions in using stainless-steel straws to prevent climate change issues.

H8: There is a positive influence between a person's behavioral intention in using stainless-steel straws and a person's actual behavior in using stainless-steel straws to prevent climate change issues.

Testing the research questionnaire to determine whether the indicators in the study were valid and reliable was carried out through validity and reliability tests. The validity test in this study used the Pearson correlation coefficient test and the reliability test used in Cronbach's Alpha formula. Based on the validity test results, all indicators used to measure exposure to climate change messages through social media, attitudes, subjective norms, perceived behavioral control, behavioral intentions, and actual behavior are declared valid. Meanwhile, the reliability test results in this study showed that all indicators for each variable demonstrated high reliability. The table of validity and reliability test results is shown in Tables 1 and 2.

RESULTS AND DISCUSSION

Based on the data collection results, a survey was conducted on 189 respondents to see how exposure to messages related to climate change issues and predictors in the Theory of Planned Behavior influenced intentions and behavior in using stainless-steel straws. Respondents consisted of 39.2 per cent male and 60.8 per cent female. Judging from the age of the respondents, 36.51 per cent of the respondents were in the age group of 25–29 years. According to educational attainment, 69.3 respondents were at the D4/S1 level. In terms of social media ownership, the three most used social media by respondents are WhatsApp (99.5 per cent), Instagram

TABLE 1. Results of the Research Instrument Validity Test

Indicator	Validity Test Value	Information
Variable: Exposure to Climate Change Messages on Social Media	0.666**	Valid
Indicator 1	0.792**	Valid
Indicator 2	0.663**	Valid
Indicator 3	0.779**	Valid
Indicator 4	0.716**	Valid
Indicator 5	0.730**	Valid
Indicator 6	0.714**	Valid
Indicator 7	0.655**	Valid
Indicator 8	0.681**	Valid
Indicator 9	0.740**	Valid
Indicator 10		
Variable: Attitude toward Behavior		
Indicator 1	0.831**	Valid
Indicator 2	0.795**	Valid
Indicator 3	0.509**	Valid
Indicator 4	0.761**	Valid
Indicator 5	0.842**	Valid
Variable: Perceived Behavior Control		
Indicator 1	0.756**	Valid
Indicator 2	0.656**	Valid
Indicator 3	0.332**	Valid
Indicator 4	0.695**	Valid
Indicator 5	0.747**	Valid
Indicator 6	0.646**	Valid
Indicator 7	0.617**	Valid
Indicator 8	0.769**	Valid
Indicator 9	0.739**	Valid
Variable: Subjective Norms		
Indicator 1	0.825**	Valid
Indicator 2	0.845**	Valid
Indicator 3	0.842**	Valid
Indicator 4	0.869**	Valid
Indicator 5	0.797**	Valid
Indicator 6	0.889**	Valid
Variable: Behavior Intention		
Indicator 1	0.722**	Valid
Indicator 2	0.795**	Valid
Indicator 3	0.872**	Valid
Indicator 4	0.784**	Valid
Indicator 5	0.753**	Valid
Indicator 6	0.793**	Valid

Indicator	Validity Test Value	Information
Variable: Actual Behavior		
Indicator 1	0.876**	Valid
Indicator 2	0.838**	Valid
Indicator 3	0.845**	Valid
Indicator 4	0.862**	Valid
Indicator 5	0.897**	Valid

**. The validity test value is significant at 0.01.

TABLE 2. Research Instrument Reliability Test Results

Variable	Number of Indicators	Cronbach's Alpha Value	Information
The Exposure of Climate Change Messages on Social Media	10	0.894	High Reliability
Attitude towards Behavior	5	0.803	High Reliability
Subjective Norms	9	0.920	Perfect Reliability
Perceived Behavior Control	6	0.841	High Reliability
Behavioral Intention	6	0.877	High Reliability
Actual Behavior	5	0.915	Perfect Reliability

TABLE 3. Demographic Characteristics of Research Respondents

Demographic Characteristics	Samples/Respondents	
	n	%
Sex		
Male	74	39.2
Female	115	60.8
Age Group (year)		
£ 24	21	11.11
25-29	69	36.51
30-34	59	31.22
35-39	32	16.93
³ 40	8	4.23

Demographic Characteristics	Samples/Respondents	
	n	%
Educational Attainment		
£ Senior High School	22	11.6
D3/D2/D3	24	12.7
D4/Bachelor	131	69.3
Postgraduate Masters	12	6.3
WhatsApp Media Ownershipa	188	99.5
Line Media Ownership[a]	119	63.0
Telegram Media Ownership[a]	93	49.2
Facebook Media Ownership[a]	161	85.2
Instagram Media Ownership[a]	182	96.3
Twitter Media Ownership[a]	124	65.6
TikTok Media Ownership[a]	111	58.7
Pinterest Media Ownership[a]	58	30.7
Discord Media Ownership[a]	42	22.2
Kaizala Media Ownership[a]	15	7.9
LinkedIn Media Ownership[a]	63	33.3
Snapchat Media Ownership[a]	23	12.2
Viber Media Ownership[a]	1	0.5
WeChat Media Ownership[a]	7	3.7
Skype Media Ownership[a]	27	14.3
Number of Social Media Ownership		
£ 4 Media	30	15.87
5 – 7 Media	115	60.85
8 – 10 Media	30	15.87
³ 11Media	14	7.41

(96.3 per cent), and Facebook (85.2 per cent). Judging from the amount of social media ownership, the average respondent owns five to seven media outlets with a percentage of 60.85 per cent (M=6.42; SD=2.131). The descriptive analysis table in this study will be shown in Table 3.

Note: [a)] reflects the number and percentage of respondents who answered "yes" to the questionnaire

Before proceeding with an in-depth analysis related to proving the hypothesis in this study, the first thing to do is to factorise the indicators and variables in the study through factor analysis. Based on the analysis results, attitude variables, subjective norms, perceived behavioral control, intention, and actual behavior are suitable for use in this research data. Meanwhile, the variable exposure to climate change messages through social media is divided into two factors: exposure to climate change messages through social media owned by the

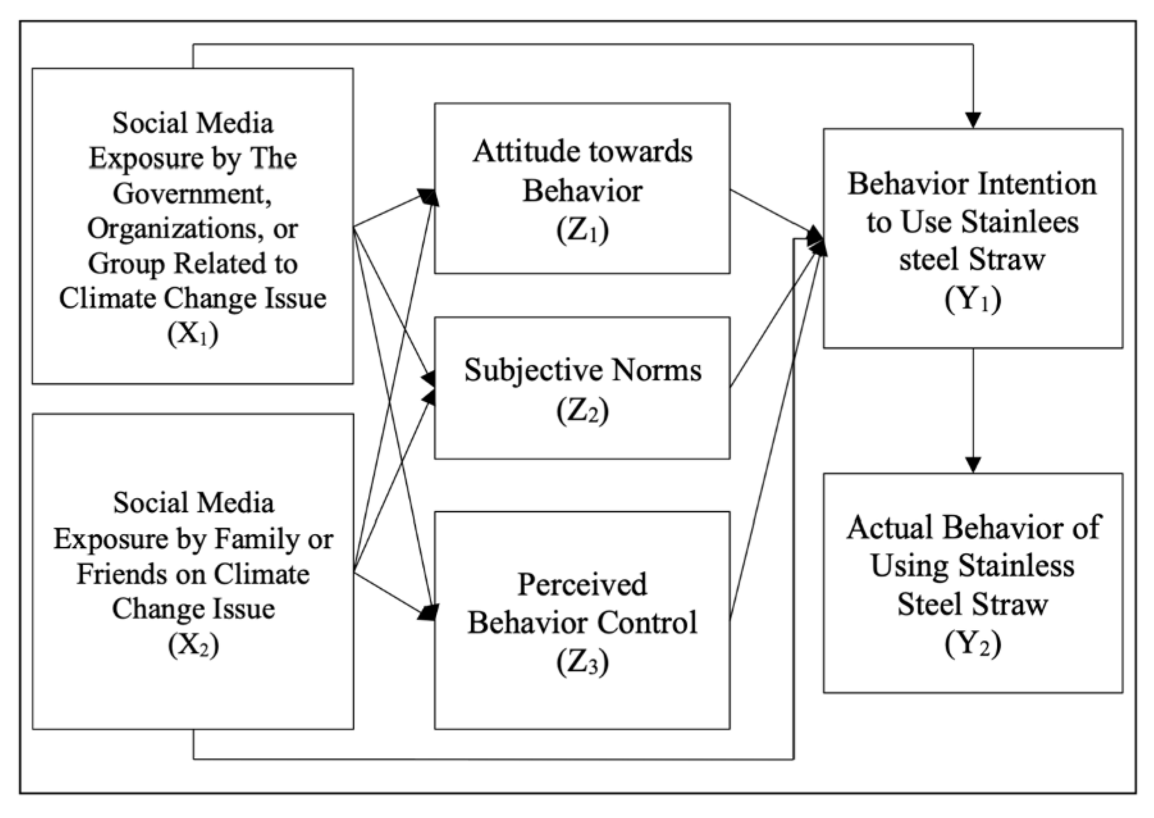

FIGURE 2. Results of The Research Model Based on Factor Analysis

government, organisations, or groups, and exposure to climate change messages through social media owned by family or friends. Based on the factor analysis results, the research model that will be examined and discussed in the study is shown below.

The statistical analysis method used is Structural Equation Modeling (SEM) to answer the research questions and hypotheses in this study. The table 4 and 5 show the influence of the exposure of climate change messages on social media and the three main predictors in the Theory of Planned Behavior on a person's intention and actual behavior in using stainless-steel straws as a preventive action against climate change issues.

Based on Tables 4 and 5, 71.7 per cent of attitudes, subjective norms, perceived behavioral control. Messages or campaigns conveyed by the government, organisations, or community groups regarding the issue of climate change contribute jointly to a person's intention to use a straw stainless steel as an action to prevent climate change issues (R2 = 0.717). In comparison, the other 28.3 per cent are influenced by other factors. Based on the findings in this study, there is a significant positive effect of 45.5 per cent between attitudes toward one's intention to use stainless-steel straws ($b_{\text{standardised coefficient}} = 0.455$; p-value <0.05). Furthermore, there is a significant positive effect of 27.1 per cent between subjective norms on one's intention to use stainless-steel straws ($b_{\text{standardised coefficient}} = 0.271$; p-value <0.05). There is a significant positive effect of 20.1 per cent between perceived behavior control on one's intention to use stainless-steel straws ($b_{\text{standardised coefficient}} = 0.201$; p-value <0.05). There is a significant positive effect of 12.6 per cent between exposure of climate change messages on social media exposure by governments, organisations, and community groups on

TABLE 4. The Influence of Predictor Factors on the Behavior of Using Stainless-steel Straws as Action in Preventing Climate Change Issues.

Result	Effect	Hypothesis statement
Model 1: Predictor ® BI (R^2 = 0.717)		
ATT ® BI	0.455**	H1 is proven
SN ® BI	0.271**	H2 is proven
PBC ® BI	0.201**	H3 is proven
MED1 ® BI	0.126*	H7a is proven
MED2 ® BI	–0.056	H7b is not proven
Model 2: Predictor ® ATT (R^2 = 0.284)		
MED1 ® ATT	0.284**	H4a is proven
MED2 ® ATT	0.295**	H4b is proven
Model 3: Predictor ® SN (R^2 = 0.401)		
MED1 ® SN	0.054	H5a is not proven
MED2 ® SN	0.594**	H5b is proven
Model 4: Predictor ® PBC (R^2 = 0.137)		
MED1 ® PBC	0.065	H6a is not proven
MED2 ® PBC	0.322**	H6b is proven
Model 5: Predictor ® B (R^2 = 0,248)		
BI ® B	0.498**	H8 is proven

Note: MED1 = Exposure to Climate Change Messages on Social Media by The Government, Organizations, or Group; MED2 = Exposure to Climate Change Messages on Social Media by Family or Friends; ATT = Attitude towards Behavior; SN = Subjective Norms; PBC = Perceived Behavior Control; BI = Behavior Intention; B = Actual Behavior; *) Significant effect at the 0.05 (2-tailed) level; **) Significant effect at the 0.01 (2-tailed) level.

TABLE 5. Direct and Indirect Effect Between Predictor Factors on the Behavior of Using Stainless-steel Straws as Action in preventing climate change issues.

Structural Model	Effect		
	Direct	Indirect	Total
MED1 ® ATT ® BI ® B	–0.205**	0.064**	–0.141**
MED1 ® SN ® BI ® B	–0.205**	0.007**	–0.198**
MED1 ® PBC ® BI ® B	–0.205**	0.007**	–0.198**
MED2 ® ATT ® BI ® B	0.222**	0.067**	0.289**
MED2 ® SN ® BI ® B	0.222**	0.080**	0.302**
MED2 ® PBC ® BI ® B	0.222**	0.032**	0.254**

Note: MED1 = Social Media Exposure by The Government, Organizations, or Group Related to Climate Change Issue; MED2 = Social Media Exposure by Family or Friends on Climate Change Issue; ATT = Attitude towards Behavior; SN = Subjective Norms; PBC = Perceived Behavior Control; BI = Behavior Intention; B = Actual Behavior; *) Significant effect at the 0.05 (2-tailed) level; **) Significant effect at the 0.01 (2-tailed) level.

a person's intention to use stainless-steel straws ($b_{standardised\ coefficient}$ = 0.126; p-value <0.05). However, there is no significant influence between exposure to climate change messages on social media by families and communities on a person's intention to use stainless-steel straws (p-value > 0.05).

Concerning exposure to messages or campaigns through social media, the results of the study show that there is a significant positive effect of 28.4 per cent between exposure to climate change messages on social media by governments, organisations, and community groups on a person's attitude in terms of using stainless-steel straws ($b_{standardised\ coefficient}$ = 0.284; p-value < 0.05). There is also a significant positive effect of 29.5 per cent between family and community exposure to messages on social media related to climate change on a person's attitude regarding using stainless-steel straws ($b_{standardised\ coefficient}$ = 0.295; p-value <0.05). There is a significant positive effect of 59.4 per cent between exposure to climate change messages on social media by family and friends on a person's subjective norm in terms of using stainless-steel straws ($b_{standardised\ coefficient}$ = 0.594; p-value <0.05), but not there is a significant influence between exposure of climate change issues on social media by governments, organisations, and community groups on a person's subjective norm in terms of using stainless-steel straws (p-value > 0.05). Another finding is that there is a significant positive effect of 32.2 per cent between exposure to climate change messages on social media by family and friends on a person's Perceived Behavior Control in terms of using stainless-steel straws ($b_{standardised\ coefficient}$ = 0.322; p-value < 0.05), but there is no significant influence between exposure to climate change messages on social media by the government, organisations, and community groups on the behavioral control that a person feels in terms of using stainless-steel straws (p-value > 0.05). Concerning the behavior of using stainless-steel straws, the results showed a significant positive effect of 49.8 per cent between one's intention on one's behavior to use stainless-steel straws ($b_{standardised\ coefficient}$ = 0.498; p-value <0.05).

Based on the findings in this study, there is a significant positive effect on attitude towards one's intention to use stainless-steel straws. This study's results align with several previous studies (Asmuni et al., 2021; Chetioui et al., 2020; Nu'man & Noviati, 2021; Q. Yang & Wu, 2021). To encourage the use of stainless-steel straws by cultivating attitudes, information about the environmental benefits of using stainless-steel straws needs to be disseminated to the public (Asmuni et al., 2021). For this reason, it is essential to carry out ongoing campaigns to form a more positive attitude toward environmental concern by reducing the use of items that have the potential to become plastic waste (Nu'man & Noviati, 2021) and starting to move towards using reusable straws (Asmuni et al., 2021). Messages, to form a positive attitude, can contain messages that can make people prefer the use of stainless-steel straws and messages that can convince people that using stainless-steel straws is a fun thing.

Furthermore, the study's results also show a significant positive effect between subjective norms on one's intention to use stainless-steel straws. This study's results align with several previous studies, which showed a positive influence between subjective norms on one's behavioural purposes (Asmuni et al., 2021; Dhir et al., 2019; Teoh et al., 2022). The presence of pressure to conform to social expectations of climate change issues has a positive effect on one's intention to take precautions against the issue (Teoh et al., 2022). The government should promote the practice of using reusable straws as a new norm in society (Asmuni et al., 2021). The existence of subjective norms and support from the family in shaping one's intention to use stainless-steel straws is the primary key to carrying out simple actions related to preventing the issue of climate change. Indonesia, where the majority of its culture adheres to a patriarchal cultural system, makes it possible for a father's role to become an opinion leader in the family in conveying messages of persuasion and providing support to prevent climate change issues through the use of stainless-steel straws.

Another finding in this study is that there is a significant positive effect between Perceived Behavior Control on one's intention to use stainless-steel straws. This study's results alignith several previous studies (Konstantoulaki et al., 2022; Nu'man & Noviati, 2021; Pourmand et al., 2020; Y. Yang et al., 2022). The role of perceived behavioural control towards pro-environmental intentions is possible because individuals have strong beliefs and controls to reduce the use of plastic waste, such as plastic straws (Nu'man & Noviati, 2021). This form of strong belief and control can be in the form of independent decision-making in purchasing stainless-steel straws and the presence of awareness to buy these straws. In this case, it is recommended that the Government of Indonesia, together with organisations and groups concerned with climate change issues, expand messages or campaigns on the issue of the dangers of using plastic straws, which in turn makes people aware of and decide to buy and use stainless-steel straws.

Next, there is a significant positive effect between exposure to climate change messages on social media by governments, organisations, and community groups on a person's intention to use stainless-steel straws, where the findings of this study are in line with several previous studies (De Fano et al., 2022; Gil de Zúñiga, 2012; Priliantini et al., 2020; Q. Yang & Wu, 2021). One of the organisations in Indonesia that promote and continuously address the issue of climate change is Greenpeace Indonesia. Based on a campaign conducted by Greenpeace Indonesia using the hashtag #PantangPlastik, Indonesian people are motivated to carry out environmentally friendly activities, such as the emergence of an intention to reduce the use of plastic straws (Priliantini et al., 2020). To form the intention of the Indonesian people to use stainless-steel straws, the Government must make the issue of climate change a top agenda, where the messages or campaigns delivered are prioritised on climate change issues that occur in the environment around the community.

Social media is currently being used to convey information that is fast and effective enough to be accepted by the public (Teoh et al., 2022). Concerning the exposure to messages or campaigns through social media, the study results show a significant positive influence between exposure to climate change messages on social media by governments, organisations, and community groups on a person's attitude regarding using stainless-steel straws. This study's results align with several previous studies (Belinga et al., 2021; Gil de Zúñiga, 2012; Syafrikurniasari & Widiani, 2020; Q. Yang & Wu, 2021). The campaign carried out by KFC Indonesia with the hashtag #NoStrawMovement, in the context of creating awareness so that plastic straws do not pollute Indonesia's marine environment, was able to change people's attitudes not to using plastic straws (Syafrikurniasari & Widiani, 2020). In the smallest of environments, efforts to shape attitudes towards using stainless-steel straws should also be made. The process of socialisation within the family and friendly environment is critical in determining the attitude of the Indonesian people toward using stainless-steel straws.

Furthermore, there is a significant positive influence between exposure to climate change messages on social media by family and friends on a person's subjective norm regarding using stainless-steel straws. This study's results align with several previous studies (De Fano et al., 2022; Teoh et al., 2022; Q. Yang & Wu, 2021). Through social media, messages, including climate change issues, can be disseminated to a broader audience more effectively than dissemination through conventional media (Teoh et al., 2022). The government must ensure that messages or campaigns related to the use of stainless-steel straws can be disseminated to the family level, bearing in mind that messages via social media conveyed by families positively affect subjective norms that apply in the family environment.

Another finding shown in this study is that there is a significant positive influence between exposure to climate change messages on social media by family and friends on the perceived behavioral control of a person in terms of using stainless-steel straws. This study's results align with several previous studies (De Fano et al., 2022; Gil de Zúñiga, 2012; Q. Yang & Wu, 2021). To make decisions independently and increase awareness of buying and to use stainless-steel straws, it is necessary to convey messages regarding using these straws families through social media. Understanding of using stainless-steel straws can be raised when someone sees uploaded posts by family or friends who have used these straws. When the closest people use stainless-steel straws and tell their closest colleagues through social media (submitting messages or simply uploading photos with exciting captions), awareness will automatically arise for those closest to them who see them to help prevent climate change issues through the use of these straws.

Concerning the behavior of using stainless-steel straws, it was found in this study that there was a significant positive effect between a person's intention on a person's behavior to use stainless-steel straws, where the results of this study were also in line with several previous studies (Ajzen, 1991; Huang et al., 2021; Pourmand et al., 2020; Q. Yang & Wu, 2021). A person's intention to perform an action or behavior certainly influences how the person's actual action or behavior is (Ajzen, 1991). The intention of someone to use stainless-steel straws regularly can positively affect someone's actions to start buying and using these straws. In fact, within a certain period, it can be predicted that someone who has purchased and used a stainless-steel straw will become a messenger or campaign regarding using stainless-steel straws as a simple action to prevent climate change issues through their social media.

In addition to the influences that directly influence a person's behavior to use stainless-steel straws, several indirect impacts influence the behavior of using stainless-steel straws as an action to prevent climate change issues in Indonesia. The exposure of climate change messages on social media by the government, organisations, community groups, families, and friends has an indirect influence on the behavior of using stainless-steel straws which are moderated by attitudes, subjective norms, perceived behavioral control, and one's behavioral intentions. Exposure to climate change messages on social media with family and friends will substantially influence the behavior of using stainless-steel straws if this effect is moderated by the three predictors in the Theory of Planned Behavior. The results of this study are in line with several previous studies which showed an indirect effect between exposure to messages or campaigns via social media on a person's behavior (Chan, 1998; De Fano et al., 2022; Huang et al., 2021; Mohammed & Ferraris, 2021; Pourmand et al., 2020; Teoh et al., 2022; Q. Yang & Wu, 2021).

CONCLUSION

The issue of climate change is one of the contexts in communication science. In general, the Theory of Planned Behavior is appropriate to see the effect of the predictors in theory on a person's intention and actual behavior to use stainless-steel straws as a simple action in preventing climate change issues. Attitudes, subjective norms, and perceived control or Perceived Behavior Control positively influence a person's intention to use stainless-steel straws. In contrast to previous studies, in this study, it was found that a person's intention to use stainless-steel straws had a direct, positive effect on his actual usage behavior. This study also found that attitudes, subjective norms, and perceived control also indirectly positively influence the behavior of using stainless-steel straws. In addition, persuasive message on social media by the government, organisations, community groups, families, and friends related to the issue of climate change has an indirect influence on the behavior of using stainless-steel straws which are moderated by attitudes, subjective norms, perceived behavioral control, and one's behavioral intentions. Exposure to messages on social media with family and friends related to climate change will substantially influence the behavior of using stainless-steel straws if this effect is moderated by the three predictors in the Theory of Planned Behavior.

In addition to using predictors in the Theory of Planned Behavior, this study adds a new predictor: exposure to climate change messages on social media. In summary, information in the form of messages or campaigns related to climate change issues and the use of stainless-steel straws positively affects attitudes, subjective norms, perceived control, and intention to use stainless-steel straws. Indirectly, exposure to climate change messages through social media also positively affects a person's behavior in using stainless-steel straws.

Persuasive messages or campaigns on social media, as a medium that can quickly provide information to the public regarding climate change issues, must be used as optimally as possible to increase awareness, generate intentions, and change people's behavior to be more aware of climate change issues. Governments, organisations, and community groups that pay attention to climate change issues can use social media to convey messages regarding climate change issues and make it the main agenda so that people are increasingly exposed to and take actions or behaviours that can prevent climate change issues, one of which is by using stainless-steel straws. The primary key that information related to climate change issues can be appropriately conveyed is through information dissemination by family or close friends. In line with the research results, the tendency of Indonesians to follow what their closest relatives are doing is proven to be able to change attitudes and shape one's intentions and behaviour to be more aware of climate change. Uploading posts related to the use of stainless-steel straws through social media as a message belonging to a family or close friends turns out to be able to foster intention and change the behavior of those closest to them to also use stainless-steel straws as a simple action in preventing climate change.

The limitations of this study are the number of samples which is still relatively small. Further research needs to use a larger sample to get more representative results. In addition, future research should determine one theme of the message or campaign on climate change issues to see the effectiveness of the message or campaign and how it influences the behavior of using stainless-steel straws by the Indonesian people.

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Environmental Communication Media Exposure and Behavioral Change

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Abstract. *A high amount of plastic waste and its threats to the environment and living things have become a major concern for many countries. One of the causes is the widespread use of single-use plastic bags in our everyday lives. Various studies have examined the negative impacts of plastic waste, and many environmental activists have responded to this global concern. Seasoldier is a community that has been conducting a digital campaign by utilizing the hashtag #Seasoldier to encourage followers to reduce their use of plastic bags. This study aims to determine the correlation between media exposure of #SeaSoldier on Instagram and behavioral change in their followers, and to examine the Media Ecology theory in an environmental communication context. A purposive sampling technique was applied to obtain respondents who met the following criteria: having an Instagram account and being an active follower of Seasoldier. The result of this study indicates a positive and strong correlation between the use of the hashtag feature and behavioral change, with a correlation coefficient value of r=.776 and a coefficient determination value of r^2=.598, which defines 59.8% of the hashtag campaign exposure as leading to changes in followers' behavior. Future research can develop broader research on the factors influencing follower behavior using qualitative methods.*

Keywords: *digital campaign, hashtag, instagram, followers' behaviour*

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INTRODUCTION

The high amount of plastic waste and the various threats it poses to the environment and living beings have become one of the major issues faced by various countries around the world, such as Malaysia (Chenh et al., 2021), Vietnam (Chau et al., 2020), and Africa (Jambeck et al., 2018). The International Union for Conservation of Nature (IUCN) released data stating that global plastic waste production exceeds 300 million tons per year, with at least 8 million tons ending up in the ocean annually (IUCN.org, 2018). In 2019, Indonesia had produced around 68 million tons of waste, with 14% of it being plastic waste, making Indonesia the second largest contributor of plastic waste in the world after China (Sarana Multi Infrastructure, 2018). Based on research conducted by the Indonesian Institute of Sciences (LIPI) in April-May 2020, there has been an increase in plastic waste due to the rise of online shopping and food delivery services, with 96% of them using plastic products for packaging and wrapping (Gideon, 2021). Plastic waste is considered the most pervasive environmental pollutant, as it takes at least 100 to 500 years for a piece of plastic to decompose completely (Karuniastuti, 2013). However, in reality, it is challenging to avoid plastic use in everyday life, both on individual and industrial scale (IUCN.org, 2018). Hence, all parties are responsible to strive for appropriate strategies to help reduce and manage plastic waste.

The Indonesian government has made various efforts to address the impacts of plastic waste, including through the "Plastic-Free Indonesia" program, which

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targets a 70% reduction in plastic waste usage by 2020 (Wijayanto, 2018). The community has also undertaken other efforts, such as burning or burying plastic waste. However, these efforts often result in environmental pollution that can harm respiratory health, soil and groundwater quality (Arinta, 2016). Therefore, education is essential to raise public awareness about reducing plastic use and managing plastic waste from various communities. Communities use various media to amplify environmental education messages to reach a wider audience, including social media utilization.

Instagram, which ranks third in Indonesia's social media landscape, has 91.77 million users as of mid-2021, 36.4 percent of them is 18-24 years old (Rizaty, 2021). With most active users in the productive age, Instagram is often used to share messages ranging from political campaigns like Supriadi (2017), and humanitarian campaigns (Putri et al, 2020), to environmental campaigns. Instagram is used as one of the platforms by the SeaSoldier community to promote efforts to reduce plastic usage through a digital campaign utilizing the hashtag #Seasoldier. Dinni Septianingrum and Putri Indonesia 2005, Nadine Chandrawinata initiated the #Seasoldier campaign. The #Seasoldier campaign aims to (1) raise public awareness about the various impacts and risks of environmental damage caused by the high usage of plastic bags and (2) encourage followers to change their decisions and behaviors in reducing the use of plastic bags in their daily lives as an effort to reduce plastic waste. Various research findings reveal that individual behavior change is predicted as an effect of media exposure and has a strong connection to the intensity of content presented. The intensity of content uploaded is expected to be an exposure that ultimately influences followers' decisions.

Media exposure is defined as the level of intensity of receiving messages through one or multiple media that can indicate to what extent someone has received information (Vreese & Neijens, 2016). The #Seasoldier campaign is conducted through various approaches, ranging from content uploads on feeds, stories, reels, and utilization of other features owned by Instagram. A low level of media exposure may not significantly impact change. However, the more people are exposed to the campaign messages, the more significant the impact on behavior change within a population (Hornik, 2002). This research will test the Media Ecology Theory. Through his study, McLuhan explains how media and the communication process influence an individual in terms of feelings, perceptions, understanding, and judgments towards something within the framework of Media Ecology Theory. The term "ecology" in this context means the study of how an environment can influence an individual. Meanwhile, media is considered as the main factor influencing such changes (West & Turner, 2014). However, in contrast to these opinions and theories, Baran and Davis in "Introducing Communication Theory: An Analysis and Application" (2010), argue that Media Ecology Theory is too optimistic in stating that the role of media and technology can greatly influence society. Agreeing with Baran and Davis, Cain (2019), who evaluates activist behavior through the digital campaign #BlackLivesMatter, reveals that #BlackLivesMatter users only experience minimal effects that encourage them to take action. This is in line with Goswami's research (2018), which shows that some hashtag users who are involved feel satisfied with just being part of a movement without having to take actual actions. There are discrepancies in the various research findings on the impact of media exposure using hashtags on the effectiveness of changing follower behaviors.

Based on the background of this phenomenon and the research gaps, this study is expected to measure the extent of the relationship between content exposure with the hashtag #Seasoldier and changes in follower behaviors in reducing the use of plastic bags. This study hypothesizes that there is a positive correlation between media exposure using #Seasoldier and followers' decision to reduce the use of plastic bags.

METHODS

This research uses a quantitative approach to measure social issues in the form of numbers, based on theories that consist of variables, and analyze them statistically to determine the general validity of the theories. The quantitative method is defined by Cresswell (1994) as a collection of numerical data that can explain, predict, and/or control an interesting phenomenon, as agreed upon by Gay and Airasian (2000).

The research design used is non-experimentals. There is no intervention by the researcher in collecting data in the form of survey results from respondents, aiming to describe a problem or explain the relationship between variables (Brink et al., 2009; Heryana, 2020). The non-experimental design in this research aims to describe and explain the relationship between the two variables, which consist of media exposure and changes in followers' behavior. This research will use an exploratory research type, which aims to predict the principles of an elaborated theory to enrich a theory from new issues or topics that can support or reject an explanation or prediction (Neuman, 2000). Specifically, this research is expected to predict the basic principles of Media Ecology theory through the issue of hashtag utilization in Instagram digital campaigns.

The research subjects are defined as the limitations of the research determined by the researcher on objects, things, or people associated with the research variables (Arikunto, 2013). The research subjects in this study are the followers of the Instagram account @Seasoldier, which amounted to 39,600 as of November 15, 2021.

The sampling technique used is non-probability sampling with a purposive sampling approach. Non-probability sampling is a sampling technique that does not provide equal chances for all participants or units in the population to be included (Etikan et al., 2015), with a purposive sampling approach, which is the determination of samples based on certain considerations (Sugiyono, 2013). Sample selection criteria includes:

(i) having an Instagram account;

(ii) being an active follower of the Instagram account @Seasoldier who has seen, liked, commented, or uploaded content with the hashtag #Seasoldier.

The method for calculating the sample size using Slovin's formula with a precision level of 5% resulted in a total of 100 respondents. The data collection technique used in this study is a survey method. The survey method is a procedure in quantitative research involving a sample or population to describe that population's attitudes, behaviors, opinions, or characteristics (Creswell, 2005). The survey method was chosen because it can describe the attitudes, behaviors, and opinions of the population, which is helpful to answer the research problem statement.

The research instrument was adopted from previous studies titled "Measuring Media Exposure in Changing Communications Environment" by Vreese and Neijens (2016) and "Consumer Branded #Hashtag Engagement: Can Creativity in TV Advertising Influence

Hashtag Engagement?" by Hollebeek, Brodie, & Glynn (2014), based on five derived dimensions of media exposure as independent variables (X) and three items of behavioral change concept as dependent variables (Y). The measuring instrument, which includes dimensions of media exposure and behavioral change, could capture elements of the Media Ecology theory by assessing the effects of media exposure on individuals' behavior, particularly concerning environmental issues. Arikunto (1996) stated that each indicator of a variable should have at least one question. However, if possible, it is better to develop more than one question to achieve compatibility and reduce measurement errors. Therefore, the core survey constructed by the researcher based on five dimensions of media exposure variables, which consist of unaided recall, aided recall, proven recall, recognition, and attention, resulted in 13 questions, and from three dimensions of behavioral change variables, namely cognitive, emotional, and behavioral, resulted in 9 questions. The questions in the research questionnaire are closed-ended to reduce respondent answer variability by selecting answer choices based on user preferences. The answer choices for closed-ended questions can be in the form of dichotomous choices. Therefore, regarding this matter, as well as the motivation of respondents to complete all the questions in the given questionnaire, the researcher used a Likert scale for measurement with five levels of scale: 1 (Strongly Disagree), 2 (Disagree), 3 (Neutral), 4 (Agree), and 5 (Strongly Agree). Thus, the core questionnaire in this study consists of 22 closed-ended questions with respondent answer choices available in the form of a Likert scale.

Validity and reliability testing were conducted to measure the accuracy of the research instrument in a quantitative study by examining how consistently a research instrument produces the same results when used in the same situation on repeated occasions (Heale & Twycross, 2015). Therefore, to ensure the validity of the research instrument as a valid measurement tool, the researcher conducted validity testing by distributing the core questionnaire to 30 respondents. In this study, validity was measured using Pearson product-moment correlation formula as defined by Arikunto (2013), a statistical tool used to compare results between two variables to determine their relationship. A question item is considered valid if the Pearson correlation coefficient exceeds the critical value of Pearson's rho (Sudarno, 2016). This study considers question items valid if the calculated r-value > the tabled r-value of 1.77093. Based on the validity testing table for the media exposure variable (X) and the behavior change variable (Y), out of the 22 questionnaire items filled out by 30 respondents, deemed valid. Later, it can be distributed to the research respondents.

Reliability testing was also conducted to measure the consistency of a measurement. The consistency of respondent answers should be relatively the same in completing a research instrument. Although it is difficult to provide an exact calculation for determining reliability, reliability can be obtained through various measures (Heale & Twycross, 2015). The method used to conduct reliability testing in this study is internal consistency. Cronbach's Alpha is the most used measurement to determine the internal consistency of a research instrument (Heale & Twycross, 2015). Cronbach's Alpha ranges from 0 to 1, where a research instrument is considered reliable if the Cronbach's Alpha coefficient is greater than 0.70 (Shuttleworth, 2009). The reliability testing conducted in this study resulted in a value of 0.91, which indicates excellent reliability.

Data was collected by creating the research instrument in an online document, Google form, and sharing it through the Direct Message feature on Instagram with some followers of the Seasoldier account in the form of a link. The questionnaire link was distributed from November 4, 2021, to November 25, 2021.

Descriptive and inferential data analysis was conducted to answer the research questions. A normality test was used to determine whether the distribution of the dependent variable for each independent variable's specific value is normally distributed. If the data for each variable is not normally distributed, hypothesis testing cannot be conducted using statistical measurements (Sugiyono, 2013). Normality testing of data was conducted using the Kolmogorov-Smirnov test using SPSS software. Data is considered normally distributed if the significance value is greater than 0.05. Furthermore, Pearson Correlation Coefficient analysis was conducted to test the strength of the relationship between the independent and dependent variables. Sugiyono (2013) stated that Pearson correlation is used to search for and prove the hypothesis of the relationship between variables in interval form. The Interpretation Table of Pearson Correlation Coefficient (Product Moment) can be used to interpret the correlation's strength between variables.

The significance level (α) used in this research is 0.05. If the obtained significance value (p-value) is ≤ 0.05, it can be considered significant because the probability of error is within the tolerance set by the researcher. On the other hand, if the (p-value) is > 0.05, it can be considered insignificant. This means that the error probability is beyond the tolerance limit set by the researcher.

Linearity analysis and Simple Linear Regression Test are conducted to determine whether the data shows a linear pattern. The data must show a linear (straight) pattern in the diagram to analyze the type of linear regression. If the Sig. deviation from linearity value is greater than 0.05, it indicates a linear relationship between the independent and dependent variables. Furthermore, regression analysis measures the relationship between two or more variables in the form of a relationship or function (Kadir, 2015). The regression model has an adjusted R2 or coefficient of determination as a test to determine the extent to which the independent variables in the regression model can explain the dependent variable. The value of R2 ranges from 0 to 1. According to Sugiyono (2013), the criteria for interpreting the coefficient of determination are that if it approaches a value of 1, it can be interpreted that the independent variable strongly influences the dependent variable. Conversely, if the value of the coefficient of determination approaches 0, it can be interpreted that the influence of the independent variable on the dependent variable is weak. In this research, the coefficient of determination is used to determine how exposure to hashtag campaign variables can explain changes in followers' behavior in reducing the use of plastic bags. The simple regression equation is formulated as follows:

$$Y = a + \beta X$$

Explanation:

Y = Predicted value for the dependent variable (change in followers' behavior).

a = Constant value.

β = Regression coefficient.

X = Value of the independent variable (exposure to hashtag campaign).

In conducting linear regression analysis, this research will test the following hypotheses:

H_0: Exposure to hashtag campaigns

TABLE 1. Interpretation of Pearson Correlation Coefficient (Product-Moment)

Interval of Correlation Coefficient	Intepretation Value
0,0-0,199	Negligible correlation
0,20-0,399	Low correlation
0,40-0,599	Moderate correlation
0,60-0,799	High correlation
0,80-1,00	Very high correlation

does not affect changes in followers' behavior in reducing the use of plastic bags.

H_a: Exposure to hashtag campaigns affects changes in followers' behavior in reducing the use of plastic bags.

The interpretation of linear regression describes the linear relationship between the independent and dependent variables. If the p-value < 0.05, the null hypothesis (H_0) can be rejected. Conversely, if the p-value > 0.05, the null hypothesis (H_0) cannot be rejected.

RESULTS AND DISCUSSION

The focus of this research is to measure and analyze the relationship between media exposure using the hashtag #seasoldier and individual behavior changes in plastic bag usage in daily life. Some of the findings from the statistical analysis in this research include descriptive analysis that calculates the maximum, minimum, and mean values of each variable. In this research, two variables will be calculated: the exposure to hashtag campaign as the independent variable (X) and the behavior change of followers as the dependent variable (Y). Respondents' answers were measured using Likert scale and converted using Microsoft Excel. Subsequently, data processing and analysis were conducted using SPSS software.

Based on the data, the calculated values for the exposure to hashtag campaign variable (X) range between a minimum value of 37 and a maximum value of 65, with a mean value of 54.64. For the behavior change of followers' variable (Y), the values range between a minimum of 18 and a maximum of 45, with a mean value of 38.03.

The normality test aims to determine whether the residual values of the distribution of the dependent variable at each independent variable value are normally distributed. A good regression model should have normally distributed residuals. In this research, a non-parametric statistical test, the one-

TABLE 2. Descriptive Analysis Results.

Variable	N	Minimum	Maximum	Mean
Terpaan Kampanye *Hashtag* (Media Exposure of Hashtag Campaign)	*100*	37	65	54.64
Perubahan Perilaku Followers Dalam Mengurangi Penggunaan Tas Plastik (Behavioural Change among the Followers)	100	18	45	38.03

TABLE 3. Results of Normality Test with One-Sample Kolmogorov Smirnov (K-S)

		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	0E-7
	Std. Deviation	4.03967271
Most Extreme Differences	Absolute	.128
	Positive	.128
	Negative	-104
Kolmogorv-Smirnov Z		1.284
Asymp. Sig. (2-tailed)		.074

sample Kolmogorov-Smirnov (K-S) test, will be used. If the result of the p-value is greater than α = 0.05, it can be concluded that the data is normally distributed and considered suitable for statistical testing.

a. *Test distribution is* Normal

b. *Calculated* from data

From the table of Kolmogorov-Smirnov (K-S) test results, a p-value of 0.074 > 0.05 was obtained, indicating that the residual values are normally distributed.

The correlation test aims to determine the strength of the relationship between variables, expressed by the correlation coefficient (r). The relationship between variables can be positive or negative.

In this study, α = 0.05 will be used as the significance level. If the p-value < 0.05, it can be stated that the variables are correlated, and vice versa. Based on the test results table above, the significance (p-value) is 0.000 < 0.05, indicating that the two variables are correlated and statistically significant. The correlation coefficient value obtained is 0.776, indicating a positive value within the correlation interval of 0.60-0.799. According to the interpretation of the Product-Moment correlation coefficient, the two variables have a strong degree of relationship.

The linearity test is a prerequisite analysis to determine the pattern of data, whether the data shows a linear pattern or not. The data must exhibit a linear (straight) pattern in the diagram to analyze linear regression.

TABLE 4. Results of Correlation Coefficient Test

		Media Exposure of Hashtag Campaigns	Behavioral Change among the Followers
Media Exposure of Hashtag Campaigns	*Pearson Correlation*	1	.776 **
	Sig. (2- tailed)		.000
	N	100	100
Behavioral Change among the Followers	*Pearson Correlation*	.776**	1
	N	100	100

TABLE 5. Results of Linearity Test

			Sum of Square	df	Mean Square	F	Sig.
SumY * SumX	Between Groups	(Combined)	2866.476	26	110.249	6.749	.000
		Linearity	2443.333	1	2443.333	149.579	.000
		Deviation from linearity	423.142	25	16.926	1.036	.436
	Within Groups		1192.434	73	16.335		
	Total		4058.910	99			

Based on the table above, the Sig. Deviation from linearity value is 0.436, which is greater than 0.05, indicating a linear relationship between the independent variable of hashtag campaign exposure and the dependent variable of changes in followers' behavior.

Regression analysis is needed to measure the relationship between two or more variables in the form of a relationship or function:

Dependent Variable: Changes in Followers' Behavior

From the table of data analysis results, the simple linear regression equation can be written as follows:

SumY = 1.871 + 0.662 SumX.

The constant value of 1.871 indicates the consistent value of the dependent variable, changes in followers' behavior, in reducing the use of plastic bags without any exposure to hashtag campaigns. The regression coefficient of the hashtag campaign exposure, SumX, of 0.662 indicates that for every increase in the value of hashtag campaign exposure, the changes in followers' behavior in reducing the use of plastic bags will increase by 0.662.

In the table of the simple linear regression test results, the obtained significance value (p-value) is 0.000,

TABLE 6. Results of Simple Linear Regression Test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.871	2.998		.624	.534
SumX Media Exposure of Hashtag Campaign	.662	.054	.776	12.174	.000

TABLE 7. Results of Coefficient of Determination Test.

Model	R	Rsquare	Adjusted R square	Std. Error of the Estimate
1	.776[a]	.602	.598	4.06023

Predictors: (Constant), SumX

which is less than 0.05. When the p-value is less than 0.05, the initial hypothesis (H0) can be rejected. Therefore, it can be concluded that the variable SumX has an effect on the variable SumY, or the hashtag campaign exposure has an effect on the changes in followers' behavior in reducing the use of plastic bags.

From the results of the coefficient of determination test table, the adjusted R2 value obtained is 0.598. This value indicates that the independent variable, exposure to hashtag campaign, can explain 59.8% of the dependent variable, which is the change in followers' behavior in reducing the use of plastic bags.

Based on the data analysis results, exposure to Instagram media utilizing hashtag features is predicted to have a strong positive correlation with the change in followers' behavior in reducing the use of plastic bags (R=0.776, N=100). Furthermore, the data analysis results also predict a significant influence, where an increase in exposure to the hashtag campaign #Seasoldier is expected to increase the influence on the change in behavior of active followers (R2=0.602, N=100). These results can complement and serve as a comparison to disconfirm the findings of previous studies, which stated that media exposure might not necessarily result in behavior change in society, as hashtag users may only be influenced by related information. However, little effect encourages them to take action (Cain, 2019). Moreover, some involved users may feel satisfied with just being part of a movement without the need to take actual action (Goswami, 2018). The comparison of these influence results is likely due to differences in the exposure of hashtag campaigns in practice.

With the content of the campaign uploaded by the Seasoldier, accompanied by the use of the hashtag #Seasoldier as a media campaign strategy, the use of hashtag features can be utilized to enhance the clarity of information that encourages audience participation in the form of discussion, sharing, or action (Saxton et al., 2015). Hashtag features have been utilized in Heidbreder et al.'s study (2020) in the "Plastic Free July" program, a worldwide campaign encouraging consumers to reduce their single-use plastic consumption, as well as in Gancezewski et al.'s study (2022) with the hashtag #zerowaste.

The Seasoldier account uses hashtags in every content to increase followers' participation in the form of discussion, sharing, or action regarding the environmental damage risks caused by the high use of plastic bags in daily life. This act creates different patterns of media exposure that can result in different needs fulfillment and other consequences (Nurudin, 2017). Different patterns of the #Seasoldier hashtag campaign exposure lead to different experiences within each Seasoldier follower. In addition, hashtags' various conveniences and benefits help the Seasoldier campaign become more global, where followers can share their experiences and participation creatively. Cognitive, emotional, and behavioral changes can arise from interactive and creative experiences (Brodie et al., 2011). The differences in experiences that occur within active followers due to the #Seasoldier hashtag campaign content further create observable and unobservable behavior changes. Another factor predicted to differentiate this study's findings from previous research significantly is the utilization of hashtag features in the digital campaign conducted by Seasoldier.

Behavioral changes of Seasoldier followers that cannot be directly observed are believed to be initiated by the formation of thought processes and the presence of beliefs and emotions that are successfully instilled through the hashtag campaign #Seasoldier. On the other hand, behavioral changes of followers can be directly observed, such as uploading activities that reduce the use of plastic bags accompanied by the hashtag #Seasoldier. *Behavior* can be defined as the implementation of actions based on knowledge in someone's way of thinking that results in beliefs, emotions, and intentions to act, ultimately leading to observable behavior (Mosler & Contzen, 2016). Concerning this, the variable of behavioral change of Seasoldier followers is measured based on the influence on cognitive, emotional, and behavioral aspects. The behavioral aspect is defined as the users' willingness in terms of time, effort, and energy when interacting with a brand (Hollebeek et al., 2014). With research results showing that exposure to the media campaign with the hashtag #Seasoldier influences the occurrence of behavioral changes among followers, it can be inferred that users are willing to give their time, effort, and energy when interacting with the hashtag #Seasoldier campaign in reducing plastic use. This behavioral change can significantly contribute to reducing plastic waste, which has become a global issue.

This research confirms the Media Ecology theory's statement that media and communication influence an individual's feelings, perceptions, understanding, and evaluations of something (Scolari, 2012). The hashtag campaign #Seasoldier emphasizes the strategy of using media campaigns with hashtag features in the communication process. It aims to influence and create a homogenous population among followers to promote widespread changes in various community activities. The assumptions of the Media Ecology theory also consider that media can directly influence humans in how they evaluate (cognitive), feel (emotional), and react to something (behavioral). The results of this research state that exposure to hashtag campaigns can explain significant behavioral changes among followers, amounting to 59.8%. These research findings support previous studies regarding individuals want to build their opinions about things they like or dislike without being influenced by opinions from their environment, but gradually change their behavior based on social signals around them (Cialdini, 2007). Exposure to the hashtag campaign #Seasoldier provides social signals related to the environmental condition resulting from plastic waste's problem. These signals can gradually change the behavior of Seasoldier followers.

Thus, the results of this research support the explanation and assumptions of the Media Ecology theory that the role of media and technology can greatly influence society. Moreover, the roles acknowledge the argument that this theory is too optimistic in stating that the role of media has a significant impact on society. This is because although the results of this research show a significant influence of media exposure to the hashtag campaign #Seasoldier on the occurrence of behavioral changes among followers, the effect size is not large enough to be categorized as highly influential.

CONCLUSION

In conclusion, this research provides valuable insights into the relationship between media exposure using the hashtag

#Seasoldier and individual behavior changes in plastic bag usage. The findings demonstrate that exposure to the hashtag campaign has a strong positive correlation with changes in followers' behavior, indicating its potential effectiveness in promoting environmentally conscious actions. The results contribute to the field of communication science by highlighting the significance of utilizing hashtag features in digital campaigns to enhance audience participation and encourage behavioral changes. The research emphasizes the importance of media and communication processes in shaping individuals' perceptions, feelings, and evaluations. The Media Ecology theory is supported, affirming that media and technology are crucial in influencing society. However, it also acknowledges the need for further exploration and refinement of existing theories to understand the complexities of media's impact on behavior better.

The novelty value of these conclusions lies in their practical implications. The hashtag campaign #Seasoldier effectively utilizes media exposure to instill cognitive, emotional, and behavioral changes among followers, leading to noticeable reductions in plastic bag usage. This research can serve as a reference for future studies, inspiring the development of innovative approaches and strategies in communication science to address various social and environmental issues. By leveraging the power of media campaigns and incorporating novel elements, researchers can further explore and refine theories, postulates, and models to drive positive behavioral changes on a larger scale.

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The Use of Instagram Social Media for Promoting a Private University in Jakarta Indonesia

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Abstract: *Social media is used by various organizations, including private universities, for various promotional activities. Muhammadiyah University Prof. Dr. HAMKA (UHAMKA) as one of the largest universities in Jakarta Indonesia uses social media to share various kinds of information. This paper analyzes the use of Instagram in promoting private universities. This study uses a qualitative approach, supplemented by content analysis based on big data, accompanied by in-depth interviews with members of the UHAMKA Bureau of Promotion and New Student Admissions who are responsible for managing promotional content on the @uhamkatv Instagram account. The findings reveal that there are several factors that have a significant influence on the performance of Instagram content, namely (1) post type: according to Virol's application analysis, images tend to perform better than videos in terms of engagement and reach. ; (2) format: albums tend to perform better than other formats, such as stories or reels; (3) the theme has a significant impact on engagement; (4) emotion: content that makes people feel happy, inspired, or entertained is usually better than other types of content; and (5) consistency: consistent posting frequency and timing are critical to maintaining audience interest and expanding its reach*

Keywords*: social media, instagram, promotion, private university, uhamkatv*

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INTRODUCTION

The way people search for educational information is an important aspect of higher education management that must be mastered in today's digital era. Studying in post-secondary higher education means acquiring expertise, certifications, and skills (Monteiro & Leite, 2021). According to the Higher Education Data Base (PDDikti) 2023, there are 4,537 higher institutions in Indonesia, and more than 90% are private institutions. The development of education, especially higher education, is increasingly diverse. Competition between institutions in introducing and marketing their services to prospective new students is unavoidable. The phenomenon of marketing communication as a process of delivering messages and the basis for higher education promotion is a challenge that universities in every country must face (Langan et al., 2019). Universities must synchronize marketing communications with the media used so that they are effective and do not generate misleading expectations regarding service quality (Smedescu et al., 2017).

The evolution of communications technology has substantially influenced the marketing communications processes of individuals, businesses, and even universities. The transition from traditional marketing communications media to digital media is a challenge for business owners, especially in the education sector. The presence of the internet as a new medium affects how quickly people receive information (Lovari & Valentini, 2020). Teachers and students use the

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digital technology as the most effective Learning Management System (LMS) in the learning process (Bond et al., 2018). The main reason people use the internet is to find information (57.8%), followed by connecting with friends and family (53.7%), and getting the latest information (50.9%). %). (We are social, 2023) New media such as social media that is integrated with the internet network provides various advantages for consumers. Moreover, when the COVID-19 outbreak hit the world two years ago, social media served as a means of online communication to access information and interact with others (Wong et al., 2021). In the digital era, people are starting to leave traditional media such as television, newspapers and magazines. Digital marketing is marketing products, services, information and ideas using digital technology, such as websites and social media, which can be analyzed using statistical data to develop marketing strategies (Yoga et al., 2019). Many private higher institutions in Indonesia, especially in the capital city of Jakarta, are competing with each other to market their services. The high number of young people using social media encourages higher institutions to utilize social media for digital marketing. Social media marketing activity is an important aspect that influences users' continuation, participation and purchase intentions (Chen & Lin, 2019). Private universities in India use a higher education institution marketing (HEI) approach to recruit new students; in particular, students should be viewed as clients in higher education and as customers who receive services (Sharma, 2022). In marketing educational services and facilities, universities must examine marketing communication channels.

Social media is an effective tool to assist business strategies in reaching more specific target market (Arrigo, 2018). Various media such as Instagram, YouTube, Facebook and Twitter are social media platforms with specific functions and message formats, including photos, videos and simple text. As a collection of commercial and technological platforms, social media has a certain allure (Appel et al., 2020). Therefore, it cannot be denied that social media has now become part of any organization's marketing plan (Kennedy, 2016). The use of social media as a college marketing communication channel is nothing new. Marketing communication in universities involves communicating with prospective students on social media networks to share information about the university and their potential students during the admission period (Schüller & Raicová, 2011). Promotion is one of the communication instruments in the offline and online marketing mix, especially the 4Ps (product, place, price and promotion). This dimension plays an important role in introducing the product and convincing customers to buy it (Egan, 2020). Solid promotions provide a thorough understanding of the product and strong motivation to get it. Planning and coordinating the elements of the promotional mix is the essence of promotion. It requires setting goals for what features must be achieved, allocating sufficient budget to support the goals, designing campaigns that will achieve the plan, and finally monitoring campaign results regularly to ensure the fulfillment of communication goals marketing (evaluation and control)) (Rosalind Masterson, 2021). Promotional activities for sales consist of content marketing, incentives, rewards, online loyalty programs, and competitions (Smith, P. & Zook, 2016). Social media is used for content marketing in an online advertising. Public and private universities are increasingly sharing content through photos on Facebook.

Moreover, some universities rely more on external relations to promote their institutions (Perutal & Shields, 2017). Marketing professionals in higher institutions must develop more comprehensive and consistent communication methods to strengthen the stakeholder's relationships. Administrators of social networks for universities can identify patterns in the publication of information and increase the participation of social media users (Rocío Bonilla et al., 2020)

Content marketing has become a buzzword in recent years. Considering the future of advertising in the digital economy, one way for marketers to attract audience attention on social media is through content marketing interaction (Kotler, 2017). The Content Marketing Institute defines content marketing as a strategic marketing approach focused on creating and distributing valuable, relevant and consistent content to attract and retain a targeted audience and ultimately motivate customers to take profitable actions (Quesenberry, 2019). A social media communication strategy must combine both visual and written materials (Freberg, 2020). Dissemination of material through social media is one of the digital marketing communication tactics implemented by universities to present their services to the general public. For example, Higher Education Institutions (HLI) in Tanzania use social media for promotional purposes. HLI leverages social media to share information about campus life, upcoming and past events, and new programs. Besides being effective, social media has a wider reach including receiving questions, feedback, increasing visibility, individual presence during events, and reactions to various posts (Masele & Rwehikiza, 2021).

According to We Are Social's (Hootsuite) global digital overview report for 2023 (FIGURE 1), WhatsApp is the most popular social media network (15.8%), followed by Instagram (14.3%), Facebook (14.2%), WeChat (12.2%), and TikTok (6.1%). Instagram has 2 billion monthly active users. Based on age and gender (FIGURE 2), Instagram is the preferred social networking platform for both men and women. Among female internet users aged 16-24 (23.1%) and 25-34 (17.6%) and male users aged 16-24 (21.3%). Thus, social media platforms such as Instagram can serve as digital marketing communication channels for higher institutions. In general, the target market for senior secondary education consists of high school graduates, both boys and girls, aged 18 to 24 years, with Instagram as their preferred social media platform. The opportunities provided by the existing Instagram algorithm can increase the audience, thereby increasing the number of potential customers and detecting market conditions so that online marketers can immediately respond to plans and reach a larger audience using the Instagram algorithm that is not covered in the marketing process (Agung, 2019). Universities should pursue more aggressive recruitment initiatives for Generation Z. Generation Z consists of people aged 3 to 24 years born between 1995 and 2015 (Rusle et al., 2021).

Instagram is one of the most popular internet-based visual social media platforms where users connect with each other through pictures, videos, stories, IGTV and other features. It serves as a popular means of communication. Higher institutions that use Instagram as a commercial communication channel need the ability to analyze it. The number of likes, comments and shares can be used to determine which aspects of the content are likely to lead to high engagement, reach and conversions on a given platform. Reach and conversions can be measured by clicks, sales and leads.

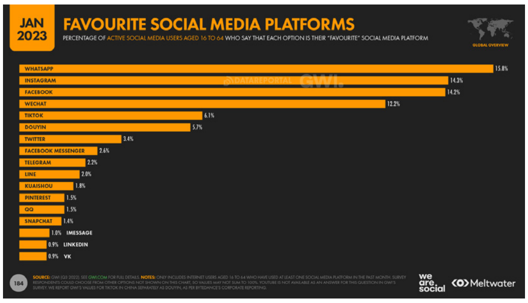
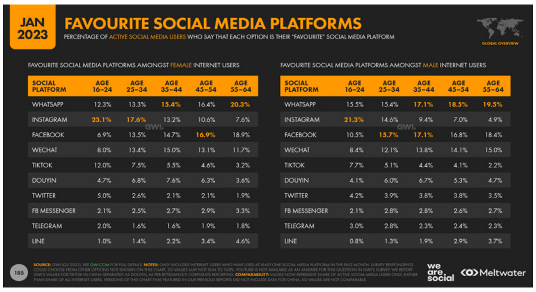


FIGURE 1. Graph of 2023 most popular social media platform rankings



FAVOURITE SOCIAL MEDIA PLATFORMS AMONGST FEMALE INTERNET USERS

SOCIAL PLATFORM	AGE 16–24	AGE 25–34	AGE 35–44	AGE 45–54	AGE 55–64
WHATSAPP	12.3%	13.3%	15.4%	16.4%	20.3%
INSTAGRAM	23.1%	17.6%	13.2%	10.6%	7.6%
FACEBOOK	6.9%	13.5%	14.7%	16.9%	18.9%
WECHAT	8.0%	13.4%	15.0%	13.1%	11.7%
TIKTOK	12.0%	7.5%	5.5%	4.6%	3.2%
DOUYIN	4.7%	6.8%	7.6%	6.3%	3.6%
TWITTER	5.0%	2.6%	2.1%	2.1%	1.9%
FB MESSENGER	2.1%	2.5%	2.7%	2.9%	3.3%
TELEGRAM	2.0%	1.6%	1.6%	1.9%	1.8%
LINE	1.0%	1.4%	2.2%	3.4%	4.6%

FAVOURITE SOCIAL MEDIA PLATFORMS AMONGST MALE INTERNET USERS

SOCIAL PLATFORM	AGE 16–24	AGE 25–34	AGE 35–44	AGE 45–54	AGE 55–64
WHATSAPP	15.5%	15.4%	17.1%	18.5%	19.5%
INSTAGRAM	21.3%	14.6%	9.4%	7.0%	4.9%
FACEBOOK	10.5%	15.7%	17.1%	16.8%	18.4%
WECHAT	8.4%	12.1%	13.8%	14.1%	15.0%
TIKTOK	7.7%	5.1%	4.4%	4.1%	2.2%
DOUYIN	4.1%	6.0%	6.7%	5.3%	4.7%
TWITTER	4.2%	3.9%	3.8%	3.8%	3.5%
FB MESSENGER	2.1%	2.8%	2.8%	2.6%	2.7%
TELEGRAM	3.0%	2.8%	2.3%	2.4%	2.3%
LINE	0.8%	1.3%	1.9%	2.9%	3.7%

FIGURE 2. Graph of 2023's favourite social media platform ranking according to age range
Source:https://wearesocial.com/

According to the Central Statistics Agency (BPS) 2022, Jakarta is the third province with the largest data on the distribution of higher institutions, both state higher institutions (PTN) and private higher institutions (PTS). One of the private higher institutions in Jakarta that utilizes social media as a means of promotion is Muhammadiyah University Prof. Dr. HAMKA (UHAMKA). The Research and Technology Public Relations Award 2022 declared UHAMKA as one of the 10 higher institutions with the best social media performance by higher education service institutions region III (LLDIKTI) in publishing and strengthening the most important higher education performance indicators. UHAMKA has also succeeded in obtaining certification as a private higher institutions in Indonesia with the best social media performance competing with other higher institutions (Humas LLDIKTI Region III, 2022). This research examines how private higher institutions use Instagram to promote various information related to new student admissions, complemented by content analysis based on big data, focusing on the performance of the Instagram @uhamkatv algorithm (hashtag, caption, time of posting, and type of content). Promotional activities at UHAMKA are under the Promotion and Acceptance Bureau (BPA) which manages plans, strategies and tools in disseminating and sharing various information to the public. This study can help understand how to develop successful promotions by managing creative and informative content on Instagram that can increase engagement, reach and sales. Research findings can drive the development of content strategies and methods targeted at unique audiences and goals for individuals, businesses and organizations, particularly higher education institutions. Additionally, this paper contributes to how the Instagram algorithm influences the visibility and reach of content, as well as how to modify the algorithm to improve future messages or content.

METHOD

This study uses a qualitative methodology and descriptive research design. This research contains interviews with members of the BPA and is strengthened by big data-based content analysis to investigate the use of Instagram for secondary promotion. The purpose of qualitative content analysis is to identify significant themes or categories in a text and to provide a detailed picture of the social reality that those themes/categories shape in a given situation. With thorough data preparation, coding, and interpretation, qualitative content analysis can promote the creation of new theories and models, validate existing ideas, and provide vivid descriptions of particular settings or phenomena.

This study also incorporates big data analytics, an innovative strategy that extracts valuable insights from large and diverse data sets that are difficult to manage and process using conventional methods (Corea, 2019; Bahga & Vijay, 2019). Educational institutions are increasingly using this approach to penetrate new market sectors and guide their growth (Camilleri, 2020). Big data is characterized by four Vs, namely volume, variety, speed, and value (Tanwar et al., 2020).

Big data analytics is an innovative strategy consisting of various technologies and processes to extract valuable insights from low-value data that is incompatible with standard database systems for various reasons (Corea, 2019). Universities are increasingly embracing big data and analytics to penetrate new market sectors in various contexts, as well as integrated marketing communications plans to guide the growth of universities in the right direction (Camilleri, 2020). Big data is defined by the International Data Corporation (IDC) as technological advances and new architectures designed to extract economic value from large amounts of resources with various data types. In addition, big data is characterized by four Vs: volume, variety, speed, and value (Tanwar et al., 2020). It uses premium software, called Virol, to collect and analyze data from Instagram per research requirements. The data is then presented graphically for analysis. Content analysis involves manually coding and categorizing collected data to identify content trends and topics. Analytics tools examine various aspects of messages, including media type, format, hashtags, language, emotion elicited, and consistency.

The primary data source is the Instagram account @uhamkaTv, the official account that promotes UHAMKA college. In terms of data collection, a sampling approach was used based on the selection of informants who met certain criteria and the needs of the researcher. In-depth interviews were conducted with the Head of the UHAMKA Promotion and Admissions Bureau (BPA).

RESULTS AND DISCUSSION

UHAMKA (FIGURE 3) is a private higher institution based in Jakarta which is under the auspices of the Muhammadiyah Islamic organization which is based on Islam and Muhammadiyah according to the Al-Quran and As-Sunnah. As a charity for the association of Muhammadiyah Islamic organizations within the scope of education in implementing good university governance, which is reflected in the development of sustainable governance professionalism, UHAMKA is certainly still based on Pancasila and the 1945 Constitution. The Teacher Education College (PTPG) was established on 25 Rabiul Awal 1377 H/18 November 1957 M. In 1958, PTPG changed its name to the Teaching and Education Faculty (FKIP) of the Muhammadiyah University of Jakarta (UMJ). In 1965, FKIP UMJ separated itself under the name IKIP Muhammadiyah Jakarta (IKIP-MJ). From 1979 to 1990, the government entrusted IKIP-MJ to manage the Diploma Program for the Education Personnel Project. In 1997, IKIP-MJ changed its name to Universitas Muhammadiyah Prof. Dr HAMKA to improve the quality of its education. UHAMKA has obtained Excellent accreditation based on SK 290/SK/BAN-PT/AK-ISK/PT/VI/2022 BAN PT in mid-2022 as a result of its relatively rapid development and various achievements. Currently, UHAMKA students are dispersed throughout Indonesia.

UHAMKA has a special unit in charge of higher education marketing, namely the Promotion and Admissions Bureau (BPA) (FIGURE 4). One of

FIGURE 3. Logos of UHAMKA
Source: https://bpti.uhamka.ac.id/logouhamka/

FIGURE 4. Logo of BPA
Source:www.uhamka.ac.id

the main responsibilities of the BPA is managing and overseeing the admissions process for new students.

In promotional activities, BPA uses various communication media, including social media such as Instagram, YouTube and TikTok. BPA maintains an Instagram account named @uhamkatv which has 55,000 followers. Until February 2022, @uhamkatv has produced 991 posts with various types of content (FIGURE 5).

In promoting its university, BPA UHAMKA uses its social media such as Instagram, YouTube and TikTok which have the same account name, 'uhamkatv'. Previously, BPA had a PMBUhamka account which stands for New Student Admissions. But, in early 2022, it changed its name to @uhamkatv and became the official marketing communications channel managed by BPA. UHAMKA has another Instagram account, namely @uhamkaid which is managed by the public relations division to disseminate broader information about UHAMKA as a whole, such as announcements, news, achievements and events.

Globally, the success criteria for

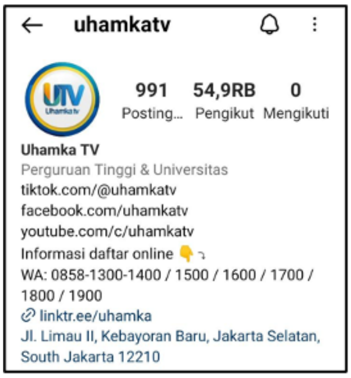


FIGURE 5. Instagram account @ uhamkatv

content strategy are identifying strategy and vision, business unit collaboration, localization, recruiting and empowering talent, risk tolerance, religious content, education and training, and technology adoption. In the book Marketing Communications by Egan (2020), there are marketing communication instruments, or what is generally called a marketing communication mix or promotional mix, that can be used to communicate with audiences. Advertising, sales promotion, personal selling, and public relations are the four marketing communication tools. Various strategies are needed for digital marketing to be effective and to reach audiences. Real-Time Marketing (RTM) are marketing approaches and techniques that enable instant response and action through digital channels (Rebecca lieb, 2017). First, the planning approach, which includes listening and learning, identifying RTM business goals, integrating with content strategy, integrating with media strategy, determining timing, elements, and expectations, building guardrails and trust and anticipating negative RTM. Second, implementation of a plan consisting of a team and tools, establishing triage, training and testing of all parties (strategic and executive training), analytical identification, and periodic evaluations. Since 2017, according to the information received by the BPA, they have used Instagram to promote higher education. Based on conversations with the head of promotion, BPA UHAMKA has identified the following reasons for separating Uhamka college marketing communication media from other official social media:

> *"Because the target market for each unit is different, so is the content being disseminated. When Uhamka Public Relations manages an Instagram account, the target market is the general public and the content delivered is internal/generic content that describes Uhamka. Meanwhile, the target audience for Instagram accounts managed by (BPA) are high school students or prospective new students, so the content shared is institutional promotional content" (Novendar, 2023)*

According to interviews, the main reason for the Instagram account managed by Uhamka Public Relations that is different from @uhamkatv is to promote Uhamka. As the intended audience is different, so is the material. In addition, the Instagram account for the promotion of higher education has been rebranded in early 2021. The change from @pmbuhamka to @uhamkatvas is a media campaign for Uhamka College; this is due to two factors: First, the name @pmbuhamka was chosen because it is easy to remember. Second, the change to @uhamkatv seeks to diversify the topics of the content provided. In addition, the Promotion and Admissions Bureau (CPA) is divided into two teams, each with different responsibilities: the promotions team and the admissions team. Unlike the admissions team, the promotion team is responsible for soft selling.

UHAMKA Private Higher Education reaches out to new students through social media, especially Instagram. According to the results of discussions with the head of the UHAMKA BPA promotion unit, other private universities need to do the same thing. Moreover, UHAMKA continues to publish content containing student achievements and other student-related activities. The goal is to maximize the circulation of posts or content as the main communication medium and use unique techniques to attract the attention of the target audience and increase the number of @uhakamkatv followers.

BPA UHAMKA divides the social media team into several teams or PICs (person in charge) who are directly responsible and work together to disseminate information through Instagram content. In addition, as a form of caution by preparing content that does not offend ethnicity, religion, race, and inter-group relations. To further strengthen the synergy, to achieve the registration quota for prospective students, the university management requires each faculty at UHAMKA to carry out admissions and promotions independently. BPA UHAMKA is in charge of coordinating. This was done as a collaborative effort by UHAMKA. Due to funding constraints, promotional activities on the @uhamkatv Instagram account involving third parties were brief. Thus, they concentrated more on developing packaging content for internal consumption.

Conveying information through content must be done with care and caution so that the content and material techniques do not insult other people or negatively affect public opinion Once the posts are spread to the general public, universities can be affected by the impressions and implications of the material being communicated.

During the Covid-19 pandemic, the digital media played an important role in sharing information and supporting higher education. According to the information compiled, BPA UHAMKA maximizes the dissemination of information on new student admissions on the @uhamkatv account as a dominant part of promotions using Instagram content in the form of photos, videos and pamphlet designs which are distributed via Instagram feeds, reels and stories. In addition, as an effort to make it easier for prospective students to get complete information and to optimize the use of Instagram as a means of promotion. The biographies of the Instagram account @uhamkatv include the usernames of other promotional social media accounts with the same name, notably @uhamkatv, including TikTok, Facebook and YouTube. Contact information consists of the WhatsApp number, the location of the UHAMKA Promotion and Admission Bureau (BPA), Instagram highlights (FIGURE 6) containing information needed by prospective students, and external links that direct Instagram users to other media (FIGURE 7), such as video tutorials for registration (YouTube), e-brochures (Google Drive), enrollment website and 10 special information links containing academic services, financial services, e-brochures, potential test a, etc.

Instagram data collected by researchers from the initial use of Instagram @uhamkatv in 2017 until February, 20 2023 reached 991 posts. The @uhamkatv account posts use various Instagram elements such as the use of hashtags, posting time, and content formats ranging from images, videos, albums, and IGTv. Qualitative content analysis enables the integration of visual data into categorizations that can discover themes, discuss findings, and develop new concepts that demonstrate a deep sense of consequence (Serafinelli, 2018).

FIGURE 6. .Instagram account highlights @uhamkatv

FIGURE 7. External website on the Instagram account @uhamkatv

Instagram Posting Times

Content analysis research on the timing of Instagram posts might involve analyzing the engagement and reach of posts published at various times and days of the week. This may include collecting data on engagement indicators such as likes, comments, shares, views and impressions and then analyzing it to uncover patterns and trends from @ uhamkatv posts.

The Instagram account @uhamkatv posted the most at 18.00 WIB with 125 posts, followed by 19.00 WIB with 101 posts, and at 10.00 WIB with 70 posts, according to the analysis of the data obtained (FIGURE 8).

Usually, the distribution of weekly posts on the @uhamkatv account is separated into two post-publication

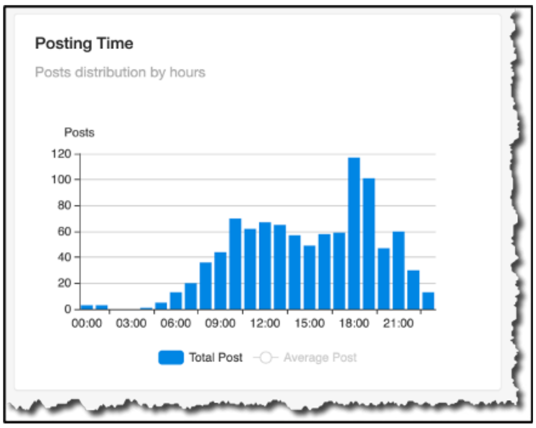


FIGURE 8. Post Time Graph
Source: instagram.com/uhamkatv

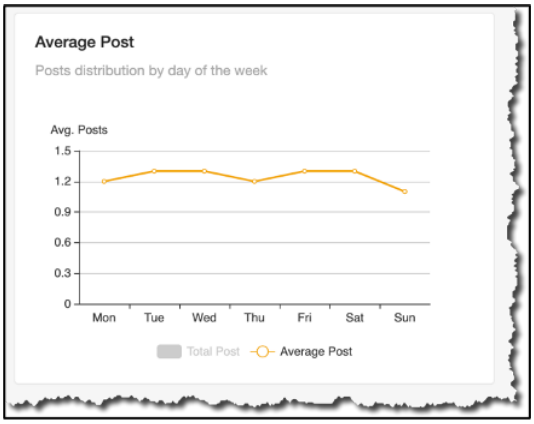


FIGURE 9.Graph of average posts
Source: instagram.com/uhamkatv

sessions, namely Tuesday-Wednesday and Friday-Saturday, according to the time each post was made. This is intended to maintain weekly traffic growth (FIGURE 9).

Hashtags

Hashtags are one of the components or tools of the Instagram social networking platform. Hashtags consist of a # symbol followed by a word that describes the post or target audience (Walsh Phillips, 2020). Hashtags are an integral aspect of Instagram social media marketing; Using hashtags that are trending and relevant to posts is a social media strategy to expand brand reach and gain new followers. In marketing communications, hashtags can be used as a way to find the latest information by typing in the appropriate hashtag that is needed. In addition,

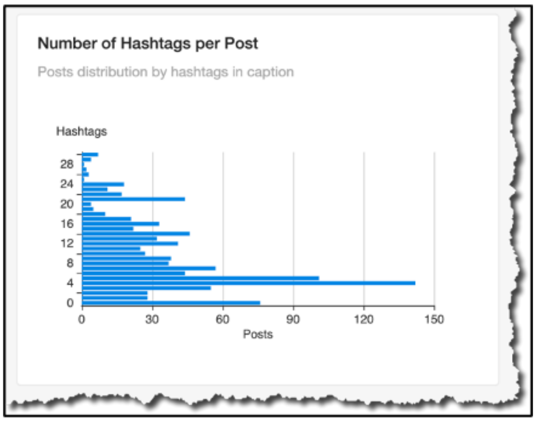


FIGURE 10. Graph of the number of hashtags per post

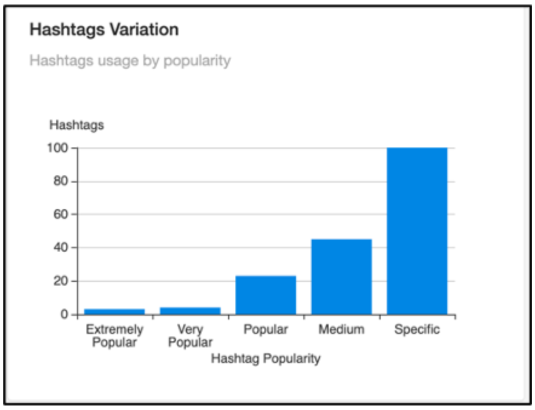


FIGURE 11. Hashtag variation graph
Source: instagram.com/uhamkatv

hashtags can also be used for branding and promotion purposes (Yani Tri Wijayanti et al., 2022).

According FIGURE 10, the number of hashtags used for each content submitted by @uhamkatv varies. The most were 142 (one hundred and forty two) posts with 4 (four) hashtags, followed by 101 (one hundred and one) posts with 5 (five) hashtags and 76 (seventy six) posts without hashtags.

FIGURE 11 is the hashtag variation data used by @uhamkatv is divided into 5 (five) categories; based on the data obtained, @uhamkatv is more dominant in using certain types of hashtags, with 100 (one hundred) special hashtags, 45 (forty five) medium hashtags, 25 (twenty five) popular Instagram hashtags, 4 (four) viral category hashtags , and 3 (three) very, very popular hashtags. Within each area, the researchers identified three prominent hashtag applications. In the first category, #free lectures appears in 221 posts (22%), #free lectures appears in 178 posts (18%), and #kampusjakarta appears in 142 posts (14%). Second, in the medium category, #uhamka is in 575 (five hundred and seventy five) posts (58%), #study scholarships can be found in 258 (two hundred and fifty eight) posts (27%), and #college while working is in 168 (one hundred and sixty eight) posts (17%). Third, in the popular category, #scholarships was found in 329 (three hundred twenty nine) posts (33%). There are 174 (seventy four) #college posts (18%). #infobeasiswa appears in 119 (one hundred and nineteen) posts (12%) and ranks fourth in the viral category after #jakarta with 46 (forty six) posts (5%), #dirumahaja with 17 (seventeen) posts (2%) and #quotesoftheday as many as 11 (eleven) posts (1%). #Indonesia was mentioned in 71 posts (7%), #weekend in 9 posts (1%), and #quotes in 8 posts (1%).

Format and content type

Based on content fluctuations in FIGURE 12 released by @uhamkatv, the most dominant are images with 677 (six hundred and seventy seven) posts. The second type of content is albums with a total of 270 (two hundred and seventy) posts, and the third type of content is Vidio with a total of 37 (thirty seven) posts.

It can be observed from the data at FIGURE 13 that the average reach varies depending on the type of material published. Photo content in this category has an average of 267 (two hundred and sixty seven) impressions and six (six) comments. Both forms of album material get an average of 205 impressions and 8 (eight) comments. The average reach for the three types of video content is 164 (one hundred and sixty four) with 4 (four) comments, while the average reach for the four types of IGtv content is 115 (one hundred and fifteen) with 4 comments.

According to the research, this type of photo material performs better than

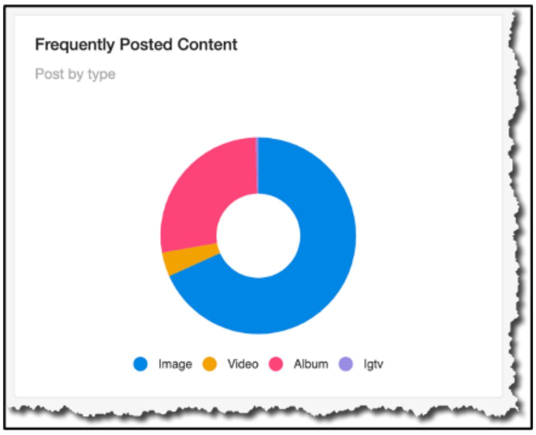


FIGURE 12. The type of content that is often published

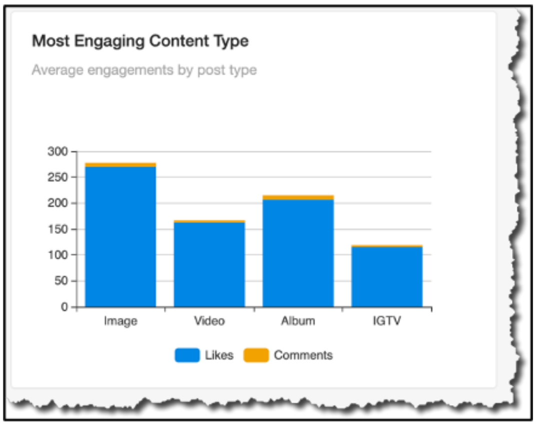


FIGURE 13. Graph of average reach by content type
Source: instagram.com/uhamkatv

FIGURE 14. Post the photo category with the most number of likes

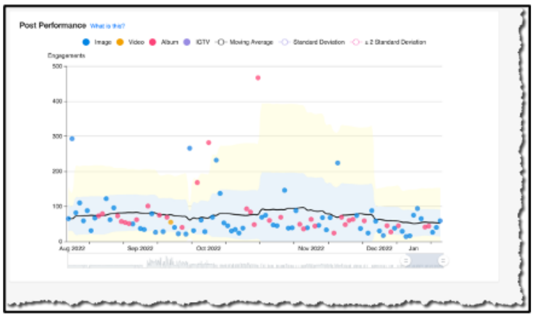


FIGURE 15. Post Performance
Source: instagram.com/uhamkatv

FIGURE 16. @uhamkatv best post-performance

video, album and IG TV content. As of August 2022 - 2023, content with this type of photo gets the most likes, 270 (two hundred and seventy) likes to be precise. (FIGURE 14).

Based on the post-performance data collected in FIGURE 15 between August 2022 and January 2023, it was determined that one album had the highest post-performance. The album is the 932nd publication with a total reach of 468 (four hundred sixty eight) accounts posted on October 20, 2022. The post with the second best performance in the form of an album, which is the 919th (nine hundred) post with a total of 282 (two hundred and eighty two) accounts posted on October 1, 2022, and the third is in the form of an album-shaped post with a photo type that reaches 267 (two hundred sixty seven) accounts posted on September 28, 2022.

CONCLUSION

This study shows that private universities that promote higher education on Instagram prioritize content as an important technique of their communication. UHAMKA's use of Instagram as a platform to promote private higher institution has a positive impact on promoting higher education. The use of social media such as Instagram as a marketing communication channel, especially in the promotion of higher education, is considered important by all private higher institutions, especially in the digital era, because now everything can be accessed easily via the internet. In the 2022 new student admissions session, the UHAMKA BPA found that 4,272 (37.96%) of the 7,606 (seven thousand six hundred and six) prospective UHAMKA new students knew their university via the internet. Thus, the use of social media as a means of promotion facilitates the dissemination of information about higher education to prospective new students.

Based on the results of an analysis of the content posted by UHAMKA, the college promotion team must generate content ideas and evaluate account development, starting from the graph of the increase in the number of followers, the type and variety of content needed by the target market, and an understanding of the Instagram algorithm regarding the following general findings: first, posts created on certain days of the week tend to perform better than regular days; second, posts made at certain times of the day tend to perform better than random times; third, the times of posts that generate the most engagement and reach can vary based on content type, target audience, and account goals; and fourth, the timing of posts that generate the most engagement and reach can also vary based on trends, events, and holidays

There are five elements that contribute to improving the performance of Instagram posts: first, through analysis of the @uhamkatv Instagram account, it can be indicated that photos or images have better performance than videos in terms of engagement and reach. Second, the promotional ambassador album format worked better than alternative format such as story or scrolling. Third, themes related to the faculty generate greater participation because they involve parties other than BPA. Fourth, emotional content, such as what makes people happy, inspired, or entertained, is usually the favourite content of the other categories; and fifth, posting consistency is very important so that users want to visit the site again for the latest information, which in turn increases the reach of the site.

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The Propaganda of Intolerance Act on Instagram: Multimodal Discourse Analysis on #patungbundamaria

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Abstract. *The case of covering the Virgin Mary statue using a tarpaulin is one of the viral cases related to religious issues on March 22, 2023. The case involved an Islamic mass organization in Kulon Progo Yogyakarta and the owner of the Sasana Adhi Rasa prayer house, ST Yacobus. Some of the posts about the case use the hashtag #patungbundamaria. Hashtags, intended initially to promote sculpture products, were suddenly used to increase the reach of spreading issues. This study aims to determine the form of multimodal discourse from the case of the closing of the Bunda Maria statue in Kulon Progo and the propaganda formed. This research method uses a qualitative approach with a constructivist paradigm. The analysis technique is through multimodal discourse analysis. The results of this study indicate that the emergence of the issue of the Virgin Mary statue by using hashtags begins in the form of grey propaganda. The data to raise this issue still needs to be validated due to pursuing posting speed. However, from problems developing on social media, the message shifted to white propaganda. In addition, netizens on Instagram have concern about rejecting intolerance. They seek to suppress the emergence of intolerant discourse by providing comments encouraging tolerance between religious communities.*

Keywords: *the virgin mary, multimodal, statues, propaganda, discourse*

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INTRODUCTION

Social phenomena that relate to religious issues often appear in the life of society. One of them is associated with the covering of the statue of the Virgin Mary in Yogyakarta. Precisely at the Sasana Adhi Rasa Prayer House, ST Yacobus, Kulon Progo, Yogyakarta. Various narratives have emerged about this phenomenon, ranging from the issue of mass organizations' pressure to cover the figure with a tarpaulin to the statements that the closure was due to the owner's initiative (news.detik.com, March 25, 2023). Apart from the issue of closure, which the national media have widely reported, this phenomenon has also attracted public attention until it finally became viral information on social media. It went wildly viral on Instagram.

A piece of viral information has considerable power in influencing the public's understanding of an issue. Tellis, Macinnis, Tirunillai, and Zhang (2019) define virality as achieving numerous published views quickly. Virality can maximize the reach of content distributed for consumption by consumers. For Berger (2011; Borges-Tiago, Tiago, & Cosme, 2019), content that tends to go viral can evoke positive and negative emotions. When the content that is accepted by the public triggers emotions, they will feel the passion to produce a variety of attitudes. Attitudes can be related to their responses and behavior to the information they receive.

When observed from a cultural phenomenon, virality does not only occur at the individual level but also at the online subculture level. The dissemination of content targeted at the subcultural level

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online can be packaged as jokes (such as memes) and provocations to produce a viral effect (Venturini, 2019). As in the phenomenon of closing the statue of the Virgin Mary, the viral impact occurred because the content produced attracted public emotion. Be it positive emotions (tolerance) or negative emotions (intolerance). These emotions encourage interest from the public to actively participate in this information, both in the form of re-uploading, comments, and even just liking. Furthermore, viral effects can arise due to attempts of provocation. This effort often appears in Indonesia when the issues that arise are sensitive, as is currently the case regarding religion.

One of the effects that arise due to the virality of information is the amount of data that is disseminated by the public privately. This can be observed from the large amount of information spread from one case, but various sources of messages can be found. The news comes from more than online media as a source of credible statements. However, it also comes from the personal account of each social media user. This phenomenon ultimately makes a message that was initially a piece of ordinary information into a new media propaganda form. This can happen when information that initially only provides knowledge to society, in the end, has political interests that can discredit one group.

Propaganda is a form of unlimited communication to spread certain beliefs and expectations (Baran & Davis, 2015). Also, Bernays (1928; Wijayanti, 2020) illustrates propaganda as a consistent effort made by message producers in creating and shaping an event so that it can damage relations in society through specific ideas. This can be done effectively through a mass communication strategy using mass media. However, with the internet and social media, propaganda efforts are carried out through more than just the mass media. Social media has also become an effective tool for propaganda.

Propaganda practices by propagandists can be divided into three categories. Baran and Davis (2015) mention that the three categories are white propaganda, grey propaganda, and black propaganda. White propaganda is concerned with seeking information combined with positive ideas. In this case, tracking information is done intentionally to divert public attention from an event. Grey propaganda is seen as a transmission of ideas that may be true or false. In this case, no attempt is made to determine the validity of the information. Meanwhile, black propaganda is seen as a form of transmission of evil and strategy. This is usually done to build hatred towards a group through knowledge that cannot be justified.

These three propaganda practices aim to build a reality in people's lives. This makes propaganda always constructed differently, producing diverse and varied facts according to the frame used (Kusumalestari, 2020). Propagandists can exploit the constructed reality to build a conflict, especially on social media. All conflicts can be formed through manipulating public opinion and propaganda, so with the internet, these manipulation techniques have become more modern (Gregor & Mlejnkova, 2021).

As has happened, information about the closure of the Statue of the Virgin Mary is not only known to the public through the mass media or online media. However, people also know about it through disseminating information on social media. Of the many dissemination of data, some accounts thought of a strategy for sharing it. One of them is by using the hashtag (#). In this information, one of the hashtags used is #patungbundamaria.

Hashtags were initially used for social media Twitter to group topic groups on Twitter (Bernard, 2019). From this, hashtags search for topics on social networks with a common theme (Ta'amneh & Al-Ghazo, 2021). In the end, the development of the use of hashtags is not only utilized through Twitter but mainly to build trending topics. Other social media, including Instagram, also use hashtags. Not only to group discussion topics or issues in one group but also to identify common themes discussed.

The use of hashtags has a long history, especially in the use of symbols in online communication. Hashtags are more often used to build a classification system in microblogging-based media such as Twitter since 2007 (Bernard, 2019). Research related to using new media using hashtags tends to focus on Twitter. As in research conducted by Little (2011) regarding the use of hashtags in political content in Canada, Sedhai and Sun (2014) regarding recommendations for using hashtags to hyperlink messages on Twitter, Clarke (2016) related the use of hashtags to strengthen the issue of gender equality, and Sinpeng (2021) related to the protests carried out in Thailand which resulted in the emergence of anti-government problems. The use of hashtags on Twitter tends to be used for building issues so that they become trending topics in conversation on social media, especially in the political sphere. However hashtags can be utilized on various social media, but this is rarely considered because the function and purpose are different when used on Twitter.

The hashtag #jagabundamaria was initially used to group content related to statues or photos of the figure of the Virgin Mary. Of course, without any political and religious issues in society. However, because of the issue of closing the statue of the Virgin Mary in Kulon Progo, the content grouping shifted. It is not only limited to group sculpture content without developing problems. However, politically charged content began to appear using the hashtag.

Hashtags tend to be used to publicize products, as was the case with the previous #patungbundamaria. However, it also invites discussion, label opinions, and mobilize action. Even Bruns and Burgeess argue that hashtags allow communities to emerge and form quickly in response to certain social events or topical issues (Kostygina et al., 2021). This is like what happened to the hashtag #jagabundamaria. Hashtags are not only used to invite discussion or mobilize action. Instead, it was formed to bring up a particular community or group as a response to a lively issue in social life. Especially those that are produced in visual form through the Instagram feed.

Grouping discussion topics can strengthen the dissemination of information carried out by users. This ultimately leads to big issues related to radicalism. The roots of the emergence of the issue of radicalism today are not only found in the real world. The virtual world is also a place to spread this issue (Bastian, Rahmat, Basri, Rajab, & Nurjannah, 2021). The point of radicalism in Indonesia is also related to radical Islam, which emphasizes the understanding and experience of Islam that is unique and different from others (Askar Nur, 2021). One thing that can be identified regarding the emergence of this issue on social media is the extreme attitude of certain groups that seems to be carried out harshly (Widodo & Karnawati, 2019). The issue of closing the statue seems to have led public opinion to have negative thoughts about mass organizations in Kulon Progo. This has become a separate problem for the people there. It even triggers hate speech on social media. This phenomenon cannot be separated from efforts to convey messages massively using the hashtag #patungbundamaria. As a result, propaganda messages appear at the expense of minority religious groups in Indonesia.

The propaganda on Instagram regarding the issue of closing the statue of the Virgin Mary can be seen as a form of gray propaganda. Such propaganda views the emergence of the transmission of information or ideas that can be true or false, and no attempt is made to determine the validity of the information (Baran & Davis, 2015). When the issue of closing this statue appeared on Instagram, netizens simultaneously commented on the distributed information. They are not only commenting on posts from one account but also commenting on posts from many accounts that uploaded this information. This has helped to make the information being disseminated not only wider but also viral.

The spread of this issue is also inseparable from the current momentum, namely, the Muslims entering the month of Ramadan. This strengthens the spread of religious issues, especially on social media. Propaganda messages built on Instagram play visual forms as published material. Visual propaganda can play an important role in disseminating extremist ideology online, as well as in visualizing the core elements of the ideology that appeal to the recipient in the symbolic world (Frischlich, 2021). The usage of Instagram to conduct that action cannot be separated from its ability to develop two-way interactive communication. Instagram allows users to comment on content while using hashtags to expand the spread of their messages (Pineda, Bellido-Pérez, & Barragán-Romero, 2020).

The strengths and facilities of this online media have ultimately made Instagram a new medium that is considered effective for provoking the public, especially for building hatred towards minority groups. This is done because of the sense of intolerance among religious communities. This study aims to determine the form of multimodal discourse from the case of the closing of the statue of the Virgin Mary in Kulon Progo, as well as the propaganda that was formed. The discourse is formed by social media users, either through feed posts on their accounts or through the comments section.

METHODS

This study uses a qualitative approach with a constructivist paradigm. This paradigm sees reality in social life being formed and constructed. This reality is considered a symbolic formation through social interaction, so the existence of language and symbols becomes important (Butsi, 2019).

Data retrieval was carried out by researchers using the hashtag #patungbundamaria on Instagram. As of April 1st, 2023, 36 posts about this issue used the hashtag #patungbundamaria. Researchers then screened related posts that led to the issue of closing the statue of the Virgin Mary in Kulon Progo. Thus, the researcher only focuses on Instagram content that utilizes these hashtags to build propaganda messages. The instruments used in this study are posted on the Instagram feed. Researchers conducted a multimodal analysis using the three categorizations offered by Reiss (Kress, 2003); therefore, in multimodal text, information can be conveyed using one method and combining other modes (Kress, 2003). Multimodality observes freely by combining in many different ways, such as typography, design, document, text, color, and more (Kress & Leeuwen, 2006).

The instruments used in this study are posted on the Instagram feed. Researchers conducted a multimodal analysis using the three categorizations offered by Reiss (1977/1898; Dicerto, 2018). The three categorizations include expressive, informative, and operative means. All three are seen as an attempt to deliver a message in which the content has been arranged artistically. It is to the characteristics of Instagram, which emphasizes the visual aspect of a post.

In addition to looking at Reiss's categorization, the researcher also carried out the analysis stage through analysis of the semantic representation of the individual mode of multimodal text, the dimensions of the semantic model of multimodal text, and the inferential meaning of the text (Dicerto, 2018; Hoon, Syihabuddin, Sudana, & Gunawan, 2023: 307). In this case, all the modes used in posts related to the Statue of the Virgin Mary become material for analysis to understand the propaganda happening, especially regarding the message of radicalism.

RESULTS AND DISCUSSION

The issue of the closure of the statue of the Virgin Mary that occurred in Kulon Progo is known locally. Instead, it spread so widely that it became a national issue. This happens because of the use of the internet to disseminate information that is happening in Kulon Progo. The spread of this issue must be balanced with efforts to use hashtags to expand audience reach. Based on the researchers' findings, until April 1, 2023, a graph of the development of the number of issues with the hashtag #patungatbundamaria in the context of closing the statue can be seen in Figure 1.

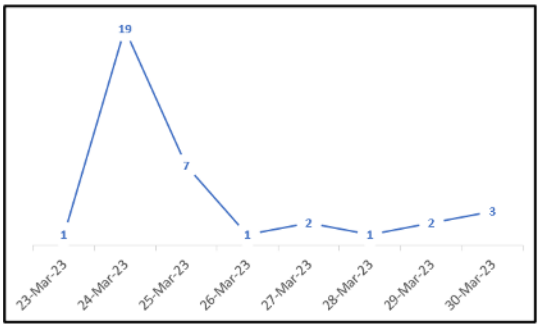

Figure 1. Graph of #bundamaria statue

The image represents that the highest issue increase occurred on March 24, 2023. Where that date is still at the beginning of the month of Ramadan. The initial appearance of this issue was associated with Muslim fasting. There is an initial narrative where the statue's existence is considered to disturb the fasting of Muslims. This can be seen in Figure 2. What was built was not only in the form of news. Nevertheless, it is also packaged in visual form through posts on Instagram. The initial issue raises the impression that a radical group was trying to corner minority groups, especially at the statue's location. The aftermath of this issue continues to grow to build various public opinions and provoke their emotions.

The dissemination of this information on Instagram eventually became a form of spreading propaganda messages, which started from gray propaganda to transform into white propaganda. This is inseparable from the initial process of the emergence of a discourse on the issue to the validation efforts carried out by various parties to straighten out previously viral information. On the other hand, the content production carried out by each Instagram account by including the hashtag #patungbundamaria is not a neutral effort

Figure 2. The post of the statue closing

and has no purpose. Although basically, this content dissemination activity is to provide information to the public. However, without accurate validation and efforts to prioritize speed, this becomes an activity to plunge public thinking. Finally, it provokes the appearance of several discourses, such as radical groups which try to intimidate minorities into intolerant acts in Kulon Progo.

Efforts to Break Tolerances

Information about the closure of the Statue of the Virgin Mary is a sensitive issue in Indonesia. This is not only because this issue appears in Ramadan 2023. However, issues regarding religion are often the root of the emergence of intolerance, especially on social media. The emergence of this issue creates a negative perception of the existence of Islamic organizations in Kulon Progo.

The research findings from using the hashtag #patungbundamaria on Instagram to raise this issue were initiated by posts from the account @independen.ekspos. The account informs about the emergence of various condemnations for the action there. In his post, the report also wrote down the results of an interview with the Chairperson of *Yayasan Lembaga Bantuan Hukum Indonesia* (YLBHI) or the Indonesian Legal Aid Foundation. The content of the discussion was more directed towards messages criticizing that the police should guarantee and protect citizens' rights, not become perpetrators of discrimination that deprive non-Muslims of their rights and freedoms. The post can be seen in Figure 3.

Judging from the definitive text, the visual represents the existence of a statue of the Virgin Mary against a dark tarpaulin background. In the circulating video and closing photos, the tarpaulin used is blue. However, in this post, it is illustrated with a dark canvas. As if describing the state of the statue in the tarp. The star symbol surrounding the statue's head also conveys that one seeks enlightenment (Habibie & Saksono, 2022). The star symbol is also seen as a form of eternity and Christ, the universe for Catholics (Laksmi Kusuma Wardani, 2006).

The multimodal text found on Instagram does not only show expressive text forms. Instead, there are informative and operative texts. This informative text is seen as an effort to simplify words so that it can provide information about

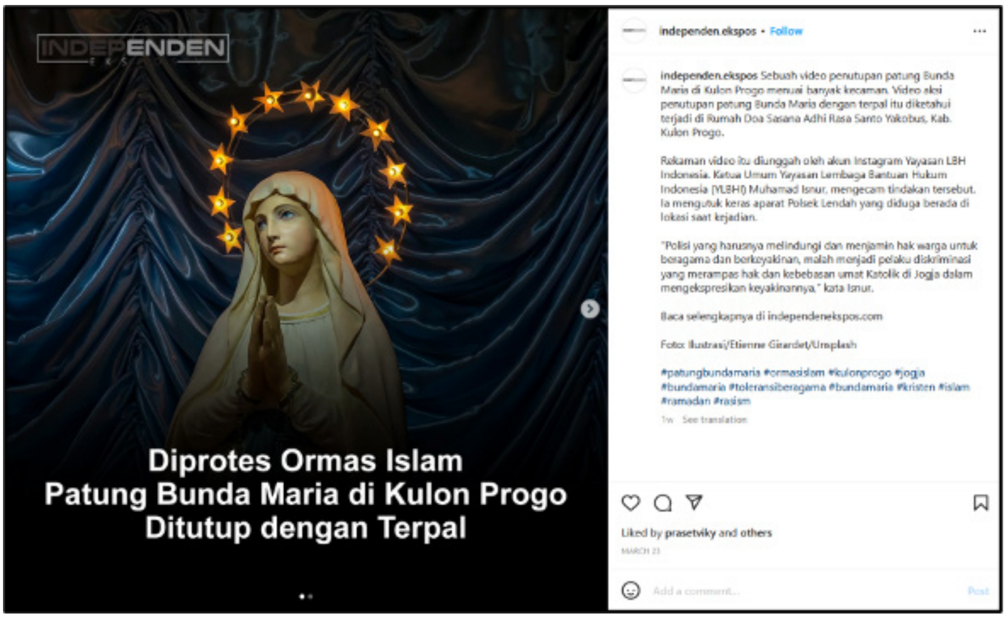

Figure 3. @independen.ekspos posts

the topics published. At the same time, the operative text seeks to encourage a behavioral response from the public (Dicerto, 2018). The three texts form a single unit in the multimodal discourse built by @independen.ekspos, especially using the hashtag #patungbundamaria.

If seen from the informative text attached to the visual design, the text producer of the post in Figure 3 wants to show that the closing of the statue started from a protest by an Islamic organization. The message is shown in the written caption **"***Sebuah video penutupan patung Bunda Maria di Kulon Progo menuai banyak kecaman***.**" At the beginning of the closing Statue of the Virgin Mary issue, there was no clear validation effort to understand the reason for the closure. This raises the message built into gray propaganda (Baran & Davis, 2015: 44) because there is no valid information on the occurring phenomena. Information disseminated through Instagram content is a form of gray propaganda. Because in the narrative built in Figure 3, especially in the visuals, immediately emphasizes a message where Islamic organizations are protesting. Whereas in the written caption, there is no description of information that explicitly shows the protests that took place. However, the caption description is more indicative of an assessment of the performance of Lendah Polsek. This gray propaganda becomes dangerous because when the public builds a negative interpretation, it can trigger chaos, especially on social media. There may even be a public split because what is raised is the issue of religion.

Combining expressive text with visual and informative text simultaneously builds an operative text. The post provoked the public to respond to the closure of the statue that occurred. This is clarified by the narrative built through the post's caption. One of them in direct speech:

> *"The police, who are supposed to protect and guarantee citizens' rights to religion and belief, instead become perpetrators of discrimination that deprive Catholics in Jogja of their rights and freedom to express their beliefs."*

Direct speech in journalistic writing is done to rewrite the words spoken by the source. It can trigger an action to induce a behavioral response (operative text). The behavior that emerges from this statement is like increasing hatred toward the police. However, suppose you look at the words Diprotes Ormas Islam or "Protested by Islamic Mass Organizations" in Figure 3. In that case, this creates a stimulus in the form of hatred towards an Islamic mass organization, especially for the non-Muslim public with a spirit of tolerance between religious communities.

The emergence of various modes of this multimodal text gave rise to a discourse about efforts to break a sense of tolerance. The statue, considered sacred by Catholics, is very visible even though it is covered with a tarpaulin with a dark background. This shows the sanctity of the Catholic religion, as one of the recognized religions in Indonesia, is discriminated against by other religious groups. The message that emerges from the interpretation of this multimodal text has the potential to raise the view that there are radical mass organization groups in Kulon Progo.

This view arises when it is narrated that Islamic mass organizations protest against people who adhere to other religions. Especially when this information does not yet have valid data due to the speed of information dissemination. The speed of information is known to provide benefits in increasing public knowledge. On the other hand, the speed of information also has the potential to generate disinformation quickly and massively (González-Padilla & Tortolero-Blanco, 2020). This disinformation poses a threat to the speed that the internet offers, especially through multimodal messages that are spread using hashtags.

The perspectives about the existence of radicalism at the scene of the incident are inseparable from conditions in Indonesia itself. The understanding and actions of radicalism in Indonesia have developed greatly (Menungsa, 2021). Characteristics to recognize radicalism can be intolerant, fanatical, exclusive, and revolutionary attitudes (Hafid, 2020). From the four characteristics to recognize those attitudes in this post, it could be from the messages that lead to intolerant actions carried out by Islamic organizations there. When this is raised without any valid data on the cases that occurred, the mass organization group also becomes the party that is cornered. This creates divisions, not only by looking at minority groups who are victims of discrimination. However, without valid data, mass organizations also become victims of negative sentiment in posts.

This situation also shows that the intensification of radical discourse can mobilize society to strengthen the emergence of certain identity issues (Kitanics & Hegedus, 2021). This condition is also inseparable from the community's efforts to publish their opinions to build various perspectives through public spaces on social media (Pang, Liu, & Lu, 2022). However, with this freedom of opinion, some propaganda practices show the negative impact of social media because it can be used to influence public opinion (Aminulloh et al., 2022). Especially when radicalism has been narrated as a threat to individuals and the integrity of the nation (Bafadhal, Meilinda, Murti, & Santoso, 2020: 188), this means when the issue of religious identity arises, it has the potential to be associated with the issue of radicalism.

Hashtag on the Issue of the Statue of the Virgin Mary

From the findings obtained by the researchers, the hashtag #patungbundamaria was initially not used to raise religious issues. However, it tends to be used to group content related to the statue product for the needs of collections or houses of worship. The emergence of the issue of closing the statue in the

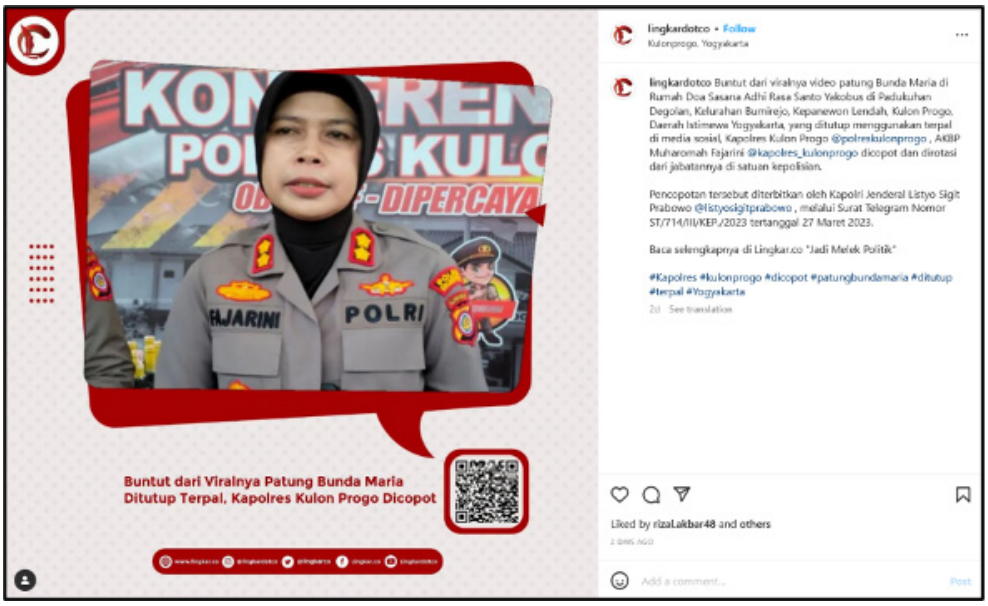

Figure 4. Kulon Progo Police Chief Removed

Kulon Progo House of Worship prompted the hashtag to be used to increase the dissemination of information on the closure of the statue. However, from the findings obtained, the hashtag is not only used to create the impression of intolerance. However, it is also used for clarification from the police because the police are considered unable to protect and guarantee residents' rights there.

One of them can be seen in Figure 4 regarding the dismissal of the Kulon Progo Police Chief. This post is a sample of the researchers' findings on posts uploaded using the hashtag #patungbudamaria. Several other posts also inform about the removal and clarification of the case of closing the statue of the Virgin Mary.

As in the previous analysis and explanation related to Figure 3, the hashtag #patungbundamaria started with information that the statue was closing due to a protest from a local Islamic organization. However, from the development of information and validation efforts, the information is known to be invalid. It makes messages that were originally gray propaganda seen as black propaganda because the information does not yet contain clear data validity.Developing information that occurs makes valid data available, making the reasons for closing the sculpture increasingly clear. Based on the recent validity of the information obtained, the closure was not due to protests from local Islamic organizations. Instead, there was an incomplete administrative process, so the owner of the house of worship decided to cover the statue using a tarpaulin. It was followed by news from the police chief that there was a misinterpretation of the information obtained. Hence, the police made clarifications and removed and transferred the police chief.

The new information obtained was disseminated massively through online and social media, including Instagram. Using the hashtag #patungbundamaria ultimately leads to efforts to build white propaganda messages. This propaganda uses valid and reliable data to fight evil propaganda (black propaganda) for good purposes (Baran & Davis, 2015). The good aim is to avoid attempts to construct an intolerant attitude due to the case of closing the statute. In addition, white propaganda was carried out massively to counter the interpretation of the emergence of radical groups from Islamic organizations in Kulon Progo.

Efforts to massify white propaganda are utilizing hashtags to build the topics' popularity. In this regard, it is known that the hashtag used is not only #patungbundamaria. However, there are combinations of other hashtags such as #ramadans, #racism, #kristen (picture 3), and #Kapolres, #kulonprogo, #disposable (figure 4). Combining these hashtags builds hashtag popularity, although choosing a hashtag can be tricky because there are also popular hashtags that are growing rapidly (Purba, Asirvatham, & Murugesan, 2021).

Judging from the power of hashtags that can be used to build discussions based on trends and build relationships in conversations (Rauschnabel, Sheldon, & Herzfeldt, 2019), the use of hashtags here also influences the effectiveness of the communication that occurs in a message (Fedushko & Kolos, 2019), thus making the message spread faster and immediately known by the public.

The use of hashtags for white propaganda purposes is inseparable from the role of online media in informing news. The presence of online media integrated with social media also requires a gatekeeper. In this case, hashtags are a form of gatekeeper practice in new media. Technological developments create new opportunities to build public involvement in the gatekeeping process through multi-directional information flows

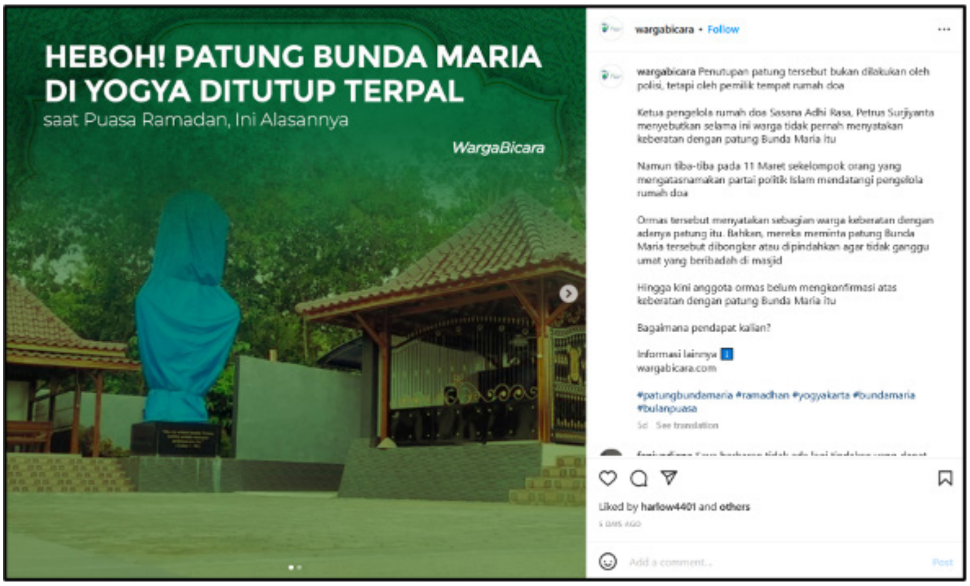

Figure 5. Account post @wargatalk

(Potnis & Tahamtan, 2021). The public carries out this gatekeeping practice based on their respective preferences. For example, when using the hashtag #patungabudamaria, the users are not only online media. Nevertheless, media from the grassroots to personal accounts amass this information. It becomes a content-filtering action that the user performs with his awareness.

Public participation through this hashtag helps build contributions to social movements (Sheldon, Herzfeldt, & Rauschnabel, 2020). In this case, a shift in social movements is created. The hashtag #patungbundamaria was originally intended to provide information related to the commodity of the statue itself. Then it shifted briefly to a message in gray propaganda to corner Islamic organizations there. Furthermore, when valid information appears, hashtags are used to carry out social movements to clarify cases that have occurred so that they can be used to fight discourse containing hate speech against one group of people.

Netizens Against New Media Propaganda

The discourse that emerged from the case of closing the statue did not only appear from two perspectives. Various perspectives emerge because of a phenomenon not accompanied by valid data at the beginning of its appearance, like the post from the @wargabicara account, which linked the closing of the statue to Ramadan fasting.

In the post in Figure 5, there is a narrative that a group of Islamic organizations that visited the house of worship stated that some residents objected to the statue of the Virgin Mary and even asked to be dismantled or moved so as not to disturb Muslims worshiping at the mosque. This narrative seems to position Islamic organizations as local community representatives to represent the circulating opinions.

The many perspectives that emerge and can undermine the sense of tolerance between people are not only passively responded to by netizens. Netizens also actively build public opinion through comments they can write as part of their response to this issue. The response in the form of comments is important because the efforts made simultaneously show the public's concern for issues that can lead to intolerance. This is shown in Figure 6, where most posts try to make

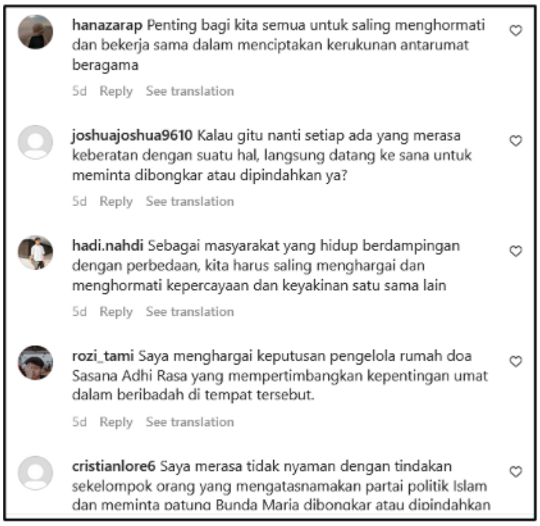

Figure 6. The sample of netizen's comments

each religious group respect each other to avoid divisions between people.

The involvement of netizens through the comments section shows the concern for everyone to maintain a sense of tolerance in the form of participation. Their participation shows a typology in social media related to user involvement in social communication processes, including consuming, contributing, and creating (Men, O'Neil, & Ewing, 2020). Social media users who actively comment continue beyond the first typology, namely consumption. They also contributed to expressing their ideas and thoughts until they wrote comments that can be seen as a text product of their creation.

When they have reached the third limit of typology, namely creating, netizens are seen as active subjects participating in a topic (Frischlich, Boberg, & Quandt, 2019). In this case, they actively respond to the issue of closing the statue by building a discourse of tolerance. It is essential to counter the potential for dark participation in intolerant messages.

With the participation of users collectively responding to these issues, efforts emerge in the digital environment to create shared value. This shared value creation is a significant trend in the media industry (Khajeheian & Ebrahimi, 2021). In spreading this issue, the way to suppress provocative messages with radicalism is to strengthen messages that build a discourse of tolerance among people. Public activeness in building this discourse suppressed the popularity of posts uploaded by the account in question. It is a form of resistance that Instagram users can carry out collectively so that messages with intolerant content do not dominate the world of discourse.

CONCLUSION

Instagram is an effective medium for building discourse with multimodal text. It is inseparable from the visual and written facilities that complement each other in the uploaded posts. The combination of these various text modes mutually reinforces the value of the message spread in one post. Even by utilizing the hashtag mode, posts about the closing of the statue of the Virgin Mary can be spread more widely by focusing on discussion groups related to that topic.

The initial discourse on this issue departed from efforts to construct gray propaganda messages. It is due to the speed of social media, which can cause disinformation. This condition can occur due to the absence of valid data regarding this issue, so it has the potential to be used as a tool to build intolerance. However, when the required data began to be valid, white propaganda emerged as an effort to suppress black propaganda. Efforts to suppress the massive messages that contain radicals and have the potential to divide the public, especially on social media, are not only carried out through posts. However, the participation of netizens in building public opinion in the comments section has also strengthened the discourse of inter-religious tolerance.

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A Content Analysis of Polemics in a Regulation Regarding Sexual Violence on Campus

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Abstract. *The government hopes that the release of the Minister of Education and Culture Regulation concerning the Prevention and Handling of Sexual Violence (Permendikbudristek PPKS) No. 30 of 2021 can address the problem of sexual violence on campus. However, this regulation sparked debate among various parties who disagreed with the phrase "without the victim's consent" contained in several articles. Various public opinions on social media and news, both pros and cons, have emerged in various online media. Media coverage of crisis issues can exacerbate the crisis in an organization. This study aims to assess the use of news frames in online news media. A total of 35 articles from Republika.co.id and Kompas.com were analyzed. Using quantitative content analysis, this research was conducted by exploring 5 media frames that commonly appear in crisis-related news: attribution of responsibility, conflict, economic consequences, morality, and human interests. The result is that the conflict frame is the most dominant frame followed by the responsibility frame. Meanwhile, morality and human interests are the least used frames. Studying crisis news frames is important for PR practitioners to understand media coverage during a crisis and provide appropriate responses to mitigate its impact.*

Keyword: *regulation, sexual violence, crisis, news, framing.*

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INTRODUCTION

The media and journalists have their own point of view when they are reporting on an event. This viewpoint will decide which facts and sections of the story are published by the media (Fardiah, 2007). Therefore, the neutrality aspect of a media remain unclear as this viewpoint leads to bias perceptions of the event (Purworini et al., 2016). This media perspective is known as framing. The media uses framing to present, interpret, and evaluate information. As stated by (Neuman et al., 1992), framing is at the heart of the process of constructing meaning in order for individuals to create an understanding of the information they recieve from the news media. Problems might sometimes occur as a result of media framing. News articles can even affect the movements of particular groups in order to influence policy (Wijayanto & Purworini, 2018). In particular, when an organization is suffering a crisis, news about the problem can affect the continuity of the organization. In addition, as stated by (Samniar, 2016), crises always occur within an organization, which might be a turning point for an organization. If there is no good relationship between an organization and the media, then media might directly collect information from the field which may result in unverified information (Kurniasari, 2017). As a result, PR practitioners need to understand the news frames used by the media when they report on crises.

Many studies have been conducted on media framing. The concept of framing proposed by Robert Entman is likely to be the most often used in framing research. According to Entman, the media framing

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is not the only factor which may impact the audience. The public, on the other hand, can also affect framing behavior (Entman, 2010). There are several studies using media framing to describe organizational crises. For example, (Mahendra Prastya, 2018) examines the framing of the response of the Indonesian Ministry of Youth and Sport and PSSI regarding FIFA sanctions using the Entman model framing analysis. The findings indicate that both organizations blame each other. In addition to this model, in crisis framing research, researchers will usually focus on how the organization's response strategy is portrayed by the media. Research then focused on crisis communication theory. Image Restoration theory is used in research (Nadila & Purworini, 2021) to analyze organizational strategy in internal crises caused by placing pressure on female workers using Pan and Kosicki's framing analysis. As a result, companies deploy denial reaction methods, decreasing the offensiveness of events (bolstering), and corrective action strategies to improve their image through news reporting.

Meanwhile, (Holli Semetko & Valkenburg, 2000) identified a type of framing which frequently appears in crisis news, which is a combination of the framing form (Neuman et al., 1992) and the framing effects (Iyengar & Simon, 1993). Conflict frames, economic frames, human interest frames, morality frames, and attribution of responsibility frames are the most common types of framing in crisis news coverage. These five frames are frequently seen in news coverage of policy concerns and crisis. In covering the conclusion of monetary union accords, the Dutch news media frequently uses attribution of responsibility framing rather than other approaches. The adoption of this style of news framing is mainly depends on the type of news outlet and the type of news issue (Holli Semetko & Valkenburg, 2000). Reputable newspapers and television news shows use the framing of responsibility and conflict in their news, whereas sensational media uses human interest frames. Attributions of responsibility frames and conflict frames are also the most used in media news about the Commonwealth Games crisis in Delhi in 2010 (Carey & Mason, 2016).

There are many types of crises. One of them is the crisis caused by public opinion. This may be seen in policy debates which affect multi-stakeholders. Issues concerning the pros and cons of policies have always taken special concern of the news media, despite the fact that the roots of policy debates frequently arise on social media. According to (Pang et al., 2014), mainstream media will generally raise topics discussed on social media if they fit the following criteria: novelty, celebrity aspects, influence on the wider society, human interests, public significance, and policy issues. In terms of policy issues, the media plays a variety of roles. On the one hand, the media can influence the policy process by drawing policymakers' attention to specific issues (Thistlethwaite et al., 2019). On the other hand, the media's duty is to make the public understand the policies issued or implemented and then influence public opinion and attitudes through framing (Purworini, 2017; Thistlethwaite et al., 2019).

The Ministerial Regulation on the Prevention and Handling of Sexual Violence (PPKS) on Campus No. 30 Year 2021 was widely discussed on social media and subsequently became a topic of media coverage. The enactment of the PPKS Permendikbudristek also had generated numbers of complaints to the Ministry of Education. Twitter and Instagram are popular platforms for reporting cases of sexual abuse on campus. Supporting hashtags such as #kampusMerdekaKS and #dukungpermendikbud30 for this Ministerial Regulation came from a variety of stakeholders, including political officials, women activists, academics, mainstream media, and popular influencers who contributed to enliven the debate.

However, since this Ministerial Regulation has been debated and exposed to the public, it has not been free of critics. According to certain concerned groups, the phrase “without the victim’s consent” leads to the idea of legalizing adultery (Astungkoro et al., 2021). The social media discussion over this term continues, with the major hashtags #CabutPermendikbudristekno30 and #DukungPermendikbud30 representing the benefits and drawbacks of adopting the legislation. The hashtag #DukungPermendikbud30 first appeared on November 5 2021 as a support for PPKS Permendikbud according to data analysis by Media Vice using the word clouds approach. On November 8, 2021, the hashtag #CabutPermendikbudristekno30 arose from those who considered Permendikbudristek No. 30 as an effort to legalize adultery and is contrary to the Indonesian State’s fundamental values. There are far more hashtags against the Ministerial Regulation than hashtags supporting the implementation of the regulation. According to Vice, the major driving force behind the hashtag #CabutPermendikbudristekno30 came from the Twitter accounts of political parties, politicians, and popular figures (Lisan & Hardiah, 2021).

Apart from functioning as mass media, online media is also a public space in this digital era, acting as an intermediary between the public and the government or even the state. Public opinion will be developed in public spaces, particularly in the area of social life, such as government policy (Ratmanto, 2008). The news media will generate a public appeal for further information about the issues. As a result, when a crisis happens, the news media will cover the organizational challenges to cope with the situation extensively (Ulmer et al., 2019). Apart from capturing the hashtag war (support and rejection) from the wider public which is trending on social media, the media coverage is actually more focused on figures supporting the publication of sexual violence rule (Oktaviani, 2021) rather than rejection or pressure from other parties to repeal the legislation products (Saputra, 2021). Furthermore, the responses of the Minister of Education and Culture and his staff regarding the pros and cons of this regulation were also highlighted in the media (Astungkoro et al., 2021). According to several studies, the crisis frame will be a critical concern for organizations since stakeholders will understand about crises through the media. In reality, the crisis manager’s role may be to manage and change the crisis framing (Coombs, 2007).

There are many studies on framing in crisis communication studies in Indonesia, but only a few use identification of news media framing in crisis-related coverage (Holli Semetko & Valkenburg, 2000). This identification will assist researchers in achieving the primary goal of this study, which is to observe the news media’s inclination to use framing while covering organizational crises. The study aimed to assess the use of news frames in the news media. The problem statement in this study is how the news media frames news coverage on the pros and cons of the PPKS Permendikbudristek No.30 Year 2021 using the framing categorization from (Holli Semetko & Valkenburg, 2000).

METHODS

This research examines the content of messages in the news using quantitative methods and content analysis tools. The approach was chosen because content analysis may identify the relevance of certain social concerns of an organization (Lock & Seele, 2015). For studying how politics and other topics are framed in the news, a reliable set of content analytic indicators is required (Holli Semetko & Valkenburg, 2000). The sampling and operational or measuring processes used in quantitative content analysis are reductionist in nature, reducing communication phenomena to controllable quantities such as numbers. From this number, conclusions can be drawn about the phenomenon itself (Riffe et al., 2014). This study uses a form of framing categorization from (Holli Semetko & Valkenburg, 2000) to examine how the news media framed crisis information related to Permendikbudristek PPKS No. 30 of 2021.

The purpose of this research is to news articles about pros and cons of Ministry of Education and Culture Regulation No. 30 Year 2021 on the Prevention and Handling of Sexual Violence on Campus. The subject of this study is news that was published on the websites Republika.co.id and Kompas.com between November 2021 and April 2022. There were 52 news reports from Republika.co.id and 93 news reports from Kompas.com which included the keywords Permendikbudristek No.30 Year 2021. Researchers utilized just 12 articles from Republika.co.id and 28 articles from Kompas.com. The news articles were chosen based on coverage that discussed the Ministry of Education and Culture regulations, their implementation on campus, the Ministry of Education and Culture's response, and articles that included quotes from relevant key figures in response to negative news media coverage. Opinions expressed outside the organization that do not include phrases or comments from organization personnel are not considered as the objects of study. Furthermore, there is no editorial opinion in the research objects. The organization's crisis management may be seen through news media coverage. The tendency of one form of media framing related to crises can also be an indicator of how successful an organization is in managing a crisis (Carey & Mason, 2016).

The data analysis is divided into two stages. First, the researcher highlighted key problems raised by the news media in relation to the crisis. Then, in the second stage, the researcher began to use five media frames that are commonly utilized in crisis reporting (Holli Semetko & Valkenburg, 2000). This classification is used to assess how an organization, in this case the Ministry of Education and Culture, responds to a crisis. Conflict frames, powerlessness frames, human interest frames, and morality frames, as well as attribution responsibility frame will be used to categorize crisis reporting from the two online news outlets.

The type of data validity used in this study is content validity. Meanwhile, an interrater test was used in the reliability test. To assess data reliability, researchers chose just 10% of the entire news as a sample which consist of five news articles. In the reliability test, the data was processed using coding sheets and compared to the Holsti formula. Two coders analyzed the content of two online news media. The coder uses coding sheets to handle data based on the crisis frame's classification. The Holsti formula utilized in the study is as follows:

$$CR = \frac{2M}{(N1+N2)} \quad (1)$$

CR = Coefficient Reliability
M = Number of the same coding
N1 = Number of coding made by coder 1
N2 = Number of coding made by coder 2

RESULTS AND DISCUSSION

Permendikbudristek No. 30 Year 2021 of crisis-related news from Indonesia's two top online news outlets will be categorized into five crisis frames: attribution of responsibility, conflict, economic, human interest, and morality. To help researchers comprehend the findings of the data, the articles that have been evaluated are then arranged in a frequency table. The framing used by the news media when discussing organizational crisis information is examined using crisis frames categorization. Many researchs (Bowen & Zheng, 2015) have linked crisis frames with organizational crisis response strategies. However, in this study, researchers focused more on the frames created by the media because framing itself is considered a powerful mechanism which can define and solve problems and shape public opinion (An & Gower, 2009). The following is a categorization of crisis frames, a combination of framing categorizations from (Holli Semetko & Valkenburg, 2000).

In quantitative research, a validity test is conducted to determine the reliability of the measuring device. The metrics utilized in this study are based on a combination of framing effects developed by Iyengar & Simon and Neuman's framing classification. In media coverage of crises, the frame (Holli Semetko & Valkenburg, 2000) is frequently used. This type of media framing is often used by crisis-related research to describe how the news media presents crisis information, whether the situation is framed by the media in terms of conflict, human interest, economics, morality, or more often in terms of responsibility.

A Previous study using a combination of Neuman's framing classification and Iyengar and Simon's

TABLE 1. Crisis Framework Categories

Categories	Crisis Frames	Description
1	*Conflict Frames*	The news reports disagreements about Permendikbudristek No. 30 between Ministry of Education and Culture personnel and other groups or individuals.
2	*Human interest Frames*	Emotional motives in the news of Permendikbudristek No. 30 Year 2021. For instance, stories concerning sexual violence, which provide the context for the creation of Permendikbudristek, or emotional stories, which provide the context for the rejection of Permendikbud regulation.
3	*Economic Frames*	The news explains the economic impact of pros and cons of Permendikbudristek No 30 Year 2021
4	*Morality Frames*	The news conveys the pros and cons of the Ministry of Education and Culture regulation in terms of the context of religious teachings or moral contexts
5	*Attribution of Responsibility Frames*	News conveys individuals, groups, or organizations (representatives of the Ministry of Education and Culture) as the party responsible for the crisis that occurred

framing effects was also conducted by (Holli Semetko & Valkenburg, 2000) to assess news in newspapers and television related to European politics in 1997. In line with the findings of this study, the responsibility frame is a frame that is more commonly utilized in journalism. The usage of frames is typically determined by the type of media outlet and the topic being addressed. Major newspapers and television shows frequently use responsibility and conflict frameworks. Meanwhile, sensationalist media outlets frequently use a human interest frame. (An & Gower, 2009) applied a similar frame in content analysis study correlated to the framing of crisis reporting in 2006, such as 10 crisis-prone enterprises and 25 organizations that suffered crises that year. According to their research, the attribution of responsibility frame is the most prevalent frame utilized in crisis news coverage. The usage of frames, according to (An & Gower, 2009), is largely dependent on the sort of crisis being reported.

The inter-coding test was used to determine reliability. Only 10% of the sample population is used in the reliability test. Only 5 news stories from Republika.co.id and Kompas.com were utilized for the reliability test out of a total of 40 news piece. Two coders then tested the construct. Table 2 shows the results of the reliability test.

The higher the value generated by the reliability test using the Holsti formula, the greater the reliability between coders. Based on the findings of the Holsti formula-based reliability test, a

TABLE 2. Reliability Test

News title	Crisis frame category		Agree/ disagree
	Coder 1	Coder 2	
Denies Legalizing Free Sex on Campus, Director General of Higher Education: Don’t Interpret Permendikbud 30/2021 Outside of What Is Regulated	*Attribution of Responsibility Frame*	*Attribution of Responsibility Frame*	Agree
Ministry of Education and Culture: Permendikbud 30 Prevent Sexual Violence, Not Legalize Adultery	*Attribution of Responsibility Frame*	*Attribution of Responsibility Frame*	Agree
Ministry of Education and Culture Denies Permendikbud 30 Legalizes Adultery	*Conflict Frame*	*Morality Frame*	Disagree
Ministry of Education and Culture: Supreme Court Rejects Judicial Review Lawsuit on Sexual Violence Regulation	*Conflict Frame*	*Conflict Frame*	Agree
Nadiem Stands Firm, Permendikbud PPKS Still Implements on Campus	*Conflict Frame*	*Conflict Frame*	Agree
Total		Agree=4, Disagree=1	
CR Crisis Frame		= 0,8 (80%)	

value of 0.8 or 80% is achieved. The test is considered to be reliable if it reaches the minimum criteria of 70% in the Holsti formula. As a result of exceeding the minimum limit, the test in this study has been declared reliable.

After testing the validity and reliability, the researcher summarized the findings of all the articles utilized as study samples. The data will be described using descriptive statistics. In this situation, the data will be organized into frequency distribution tables by the researcher. The table below shows the frequency distribution of 35 news articles from the online media Republika.co.id and Kompas.com which discuss the pros and cons of the release of Permendikbudristek No. 30 of 2021 for the period November 2021 to April 2022, based on the crisis frame category from (Holli Semetko & Valkenburg, 2000).

The ten crisis articles sampled in this research contain responses from the Ministry of Education and Culture Republic of Indonesia. Articles that did not include reactions from organizations are not sampled since crisis framing research are frequently related with responses from organizations. According to Table 3, the conflict frame is used 60% more frequently in news articles on crisis information about Permendikbudristek No.30 Year 2021. Followed by a morality frame of 20%, and finally, the human interest and responsibility frames have far lower values than the conflict frame, each with a value of 10%. The content analysis of crisis news framing on Kompas.com is shown in Table 4. The results also show that conflict frames are used more frequently than other frames. This finding is also similar to the frequency distribution of the online news media Republika.co.id. Conflict framing is used in over half of the sample crisis news articles on Kompas.com (52%). Meanwhile, crisis news articles use attribution of responsibility frames with a value of 44%, which is practically identical to the conflict frame. Finally, the human interest frame is used, although just 4% of the time.

TABLE 3. Distribution Frequency of Republika.co.id

Crisis Frame Categorises	Frequency	Percentage (%)
Conflict Frames	6	60%
Human interest	1	10%
Economic Frames	0	0%
Morality Frames	2	20%
Attribution of Responsibility Frames	1	10%
Total	10	100%

TABLE 4. Distribution Frequency of Kompas.com

Crisis Frame Categorises	Frequency	Percentage (%)
Conflict Frames	13	52%
Human interest	1	4%
Economic Frames	0	0%
Morality Frames	0	0%
Attribution of Responsibility Frames	11	44%
Total	25	100%

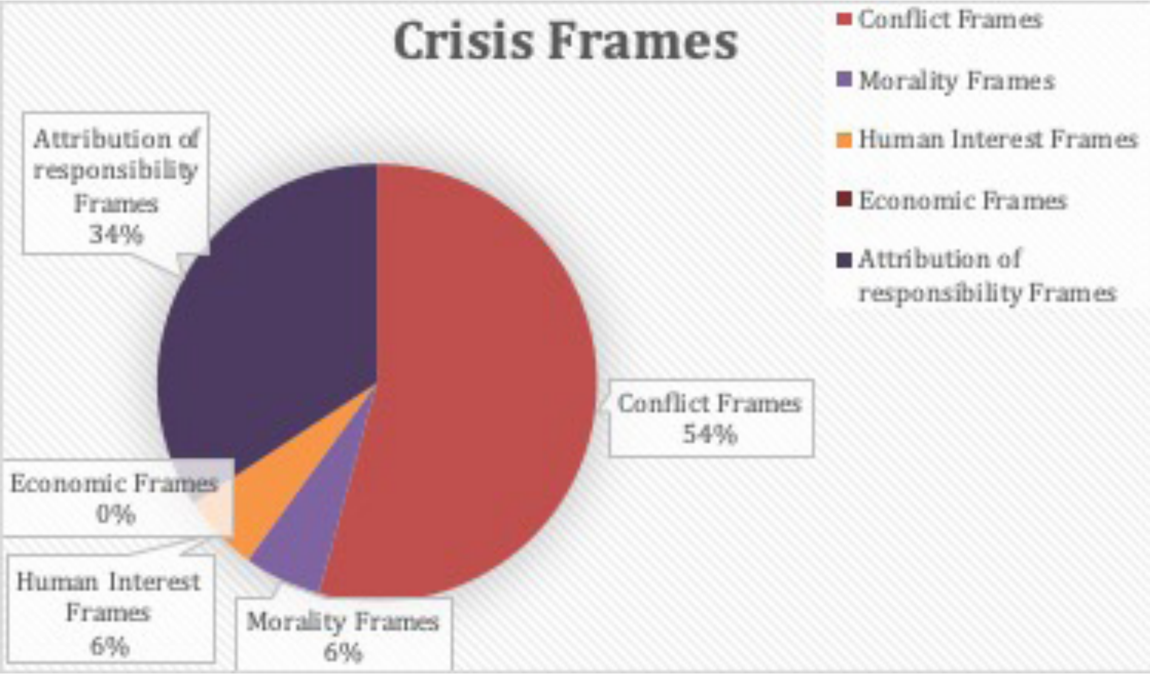

FIGURE 1. Republika.co.id and Kompas.com Media Frequency Distribution Diagram

Overall, conflict frames are accounted for 54% of the frequency distribution of crisis news frames from online media Republika.co.id and Kompas.com, followed by 34% of attribution of responsibility frames and 6% of human interest frames. The graphic in Figure 1 depicts the distribution of crisis frame frequencies throughout the media.

The purpose of this research is to identify the utilization of crisis news frames in news coverage of Permendikbudristek PPKS No. 30 Year 2021. Conflict frames, attribution of responsibility frames, morality frames, and human interest frames are found in this research. Conflict frames become the dominant news frames in this study. This outcome differs significantly from (Holli Semetko & Valkenburg, 2000) and (An & Gower, 2009) research findings that found attribution of responsibility frames as the dominant news frames. However, the same results is illustrated in morality and human interest frames are applied as crisis frames that rarely used in news coverage.

The facts above are not surprising, considering the crisis in the PPKS Permendikbudristek No. 30 Year 2021 occured due to differences of opinion among multiple stakeholders regarding the provisions in the regulation's articles. These various interpretations resulted in the formation of the support and rejection of the Ministerial Regulation of Prevention and Handling of Sexual Violence on Campus. This might lead to the media focusing more on debate or conflict that arise in crisis situations than in other situations. The focus of Republika.co.id and Kompas.com online media is mainly on how parties outside the organization, such as political figures and other groups, express their opposition to the term in the regulation of prevention and handling of sexual violence on campus.

This circumstance is identical to (Holli Semetko & Valkenburg, 2000) research which discovers political news framing in Europe. This is due to the fact that the sort of crisis in this research is a crisis caused by the pros and cons aspects of regulation that are also closely affiliated with political interests. According to (Holli

Semetko & Valkenburg, 2000) research, conflict frames have risen to second place in European news coverage. According to them, conflict frames are more frequently used by the news media since the topics are more political in nature. Based on their analysis, the media coverage concentrates more on the confrontation between the government and the opposition. Meanwhile, (An & Gower, 2009) research observed conflict frames as a third frame that was commonly used by the news media while focused on internal crises of organizations with members or unions, such as labor strike situations. According to both (Holli Semetko & Valkenburg, 2000) and (An & Gower, 2009), conflict framing is commonly utilized by major and significant news organizations, . Their findings are in line with this research, which examined a sample of news coverage from Indonesia's major and serious media outlets.

In this research, attribution of responsibility frames are the second most often utilized frame in crisis news coverage. Many research on the crisis frame identify the attribution of responsibility as a frame that is frequently utilized by the news media. According to (An & Gower, 2009), this is due to the news media's tendency to blame and hold the organization accountable when a crisis happens. Furthermore, if the media coverage is linked to a problem caused by an organizational error or misconduct. As a result, in crisis situations when organizations or individual have strong and deliberate control, the news media will likely to focus more on attribution of responsibility than other frames. Thus, it is only natural that the second frame that is frequently used in news coverage on the pros and cons of the PPKS Regulation of the Ministry of Education and Culture No. 30 Year 2021 is the attribution of responsibility. During this time of crisis, the media has reported many differences of opinion among individuals questioning the terminology in Permendikbudristek. When presenting crisis news and leaning to the opposing side, the news media prefers to focus on the responsibility of the Indonesian Ministry of Education and Culture as the initiator of these regulations. Likewise, while reporting on the reaction from the Indonesian Ministry of Education and Culture, the news media emphasized the responsibilities of campus in resolving incidents of sexual violence suffered by their academic community, as well as the necessity of implementing this regulation.

Morality frames and human interest frames are also mentioned in this crisis news coverage. According to (Neuman et al., 1992), ethical principles are more frequently seen in the media through interview snippets. Rather than directly using morality frame, the news media frequently discusses norms or morality through respondent comments or conclusions. According to his research on media framing, cultural norms and values are deeply integrated into contemporary journalism. Almost in line with the human interest frame, the news media will normally display indirect signs of empathy, but the media will look to other individuals to comment about the issues. Morality and human interest frames are rarely used in news media coverage according to the (Neuman et al., 1992) findings. When the media conducts in-depth interviews, these two frames are more likely to be used.

In this Ministerial Regulation No. 30 Year 2021 crisis framing research, morality and human interest frames are more visible when news sources articulate their views on the phrase "without the victim's consent" and its relationship to moral or religious values. According to an article on Republika.co.id, the Ministry of Religion stated that "protection of academics in the context of sexual violence is part of the implementation of religious moderation." Apart from that, Permendikbudristek 30/2021, in his opinion, is part of the actualization of the core of religious teachings, namely the protection of human dignity. Furthermore, human interest frame in this subject may be seen in news articles that tends to narrate about victims of sexual violence and their need for legal representation in dealing with their cases. Victim-centered news coverage may be able to elicit empathy from readers. According to (Cho & Gower, 2006), the human interest frame tends to changed readers' emotional responses and make them feel more empathic.

Finally, the economic framework is completely absent from this crisis news coverage. This frame is commonly used in business-related organizational problems. Nevertheless, crisis in this research is more focused on regulation decisions also pros and cons of that regulations. Thus the potential of adopting an economic frame will be very limited, if not non-existent because this crisis is not associated with economic losses.

CONCLUSION

Pros and cons related to policies that affect the wider community are included in the type of public opinion crisis. Many crisis studies in Indonesia tend to focus on how the media portrays the responses from organizations in order to mitigate the impact of the crisis. Another common studies is analyzing how the news media explains crisis, origins of crisis, evaluates, and recommends solutions. However, few researcher have identified the media framing categories that dominantly used for crisis news coverage. Practitioners and crisis managers may used this category of crisis frames to develop more effective crisis response techniques. When a crisis happened, the media becomes an extremely crucial element for Public Relations. Public relations professionals must be aware of how the media perceives and reports on their organization. PR must also aware of what is published in the media which will certainly have an impact on the image or even the reputation of the organization.

These findings may serve as a reminder to the organization. When they face a crisis and receive multiple viewpoints on their activities, it is possible that the news media will adopt conflict frames. Meanwhile, when multiple stakeholders claim that an organization has done something wrong, the media will almost certainly use the attribution of responsibility framework. In such crisis situations, organizations can use the media framing described in this study to deal with crises with specific response plans to reduce the severity of the crisis.

This study was able to determine the type of framing categorization used by the media when reporting crisis information. However, further research will be more interesting if the varimax test is used to determine if the media uses more than one frame in its news. The varimax test can improve crisis frame research by including question points for the intercoder. Especially, if the sample for the research include newspapers or television news. This is because news coverage in newspapers and television news is more detailed than news article in online media. In addition, future research can integrate crisis frames with crisis communication theories such Situational Crisis Communication Theory, Image Restoration Theory, and others. Researchers can link the use of frames by the media with the response strategies used by organizations when facing a crisis. Finally, different crises can broaden the scope of crisis research investigations including media framing. Future research can also use crisis frame research with many forms of crises.

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Anxiety by COVID-19 Death Reports: Explanatory Study among Jakarta's Muslim Young Adults

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Abstract: *The convergence of technology has led to a mass appearance in digital users worldwide. News media must also distribute their news broadcasts using the new advanced technology. In addition, the initial lethality of COVID-19 has led Indonesians astray with the chaos at the beginning of the pandemic. The research aims to identify how COVID-19 news exposure by Republika.co.id can affect the increased anxiety levels of Jakarta's young adults aged 15-24 years old. Quantitative research uses a positivistic paradigm and a survey method to collect the primary data, whereas secondary data is collected through past surveys related to the study. The collected data will then be tested for validity and reliability before both data variables are tested with the Correlation Test and Coefficient Determination Test. The research results with 100 respondents implicate that the COVID-19 Pandemic news exposure by Republika.co.id is highly correlated to the increase of anxiety levels of Jakarta's young adults. The effect of this exposure is based at 23,6%, which is a moderate level. The other 76,4% causing the increase in anxiety levels were external factors that were excluded from this research topic.*

Keywords: *News Exposure, COVID-19, Anxiety Levels, Young Adults, Online Media*

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INTRODUCTION

People in the current times have adapted themselves to modernity, especially technology. Adaptation requires online media to distribute more information to the general public in response to the convergence of technology (Chinmi et al., 2021; Kurniawati et al., 2021). Lembaga Statistik Indonesia (LSI), or Indonesia's Central Bureau of Statistics (CBS), confirms in their data that productive citizens aged between 15-64 year-old use technology with the most efficiency. This is due to their adaptability to technological changes. Technology will continue to expand as civilization progresses, creating a massive change to humans' quality of life and lifestyle (Chinmi & Marta, 2020).

One of the biggest technological advancements was the birth of the internet. Its ease of access to every piece of information possible has made the internet the most prevalent technology. Internet and its digital universe have allowed the entire civilization to remain connected despite being separated by time and space. Therefore, trends are constantly circulating and creating a new culture that adapts to all up-to-date trends across the world (Gandakusumah & Marta, 2021). Online news facilitates those trends to audiences thanks to their accessibility. This makes online media a bridge between updated trends to a wide variety of audiences (Chinmi et

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al., 2020). Online media creates a new interaction environment to people due to these reasons.

Since the rise of online media, audiences are easier to receive information and news regarding various phenomena worldwide . All information is viewed, read, and compared to different online media that distributed them. Some even showed different perspectives while narrating similar topics (Harry et al., 2021; Samiaji et al., 2022). Audiences can also filter out information that is considered necessary for them. The ease of online information access through digital gadgets, such as smartphones, can determine how the audience filters their information gathering (Fernando et al., 2020). As technology advances, instances of news media are required to adapt to all the possible changes to remain competitive in the news distribution industry (Lumampauw et al., 2020). Of all online information sources in Indonesia, Republika.co.id marks itself as one of the most active information providers according to Indonesia Indicator (I2). In fact, in 2020, the online news website in Indonesia delivered and disseminated 100,748 news.

Indonesia gained its infamy due to the huge population of Muslims in the country. Such high numbers create a different identity for different Muslim communities in one region (Marta, Riyanti, et al., 2022; Rodríguez-García & Rodríguez-Reche, 2022). This plays a major part for Indonesian young adults Muslim as the future representation of Indonesia's religious community. Fauzi & Fasta (2020) noted that this identity would affect other's perspectives towards Indonesian Muslims through the younger generations. Online media will deliver such perspective to audiences across the nation or globe; Republika is no exception to this as one of Indonesia's online news sites. Thanks to their narrative news strategy, Republika has the most Muslim readers to date, which circulates the Muslim readership phenomenon in Indonesia (Tabroni et al., 2023). Muslims in young generations, such as young adults, are especially affected because young adults generally use more online media and are more proficient at using them.

News narration strategy aims to persuade their readers to access their information. All the content narratives allow the audience to process specific information from news media (Kristanti & Marta, 2021). This persuasive strategy is even more encouraged in digital media due to its tight competition not only from domestic news website, but also through international news sites. Circulating readership through narrated information allows news media to keep their readers as well as a chance to attract new readers. It will create a readership environment that builds not only the news site's credibility , but also the reader's loyalty to keep reading their contents (Sari et al., 2021).

Online media presents itself by providing various information such as daily issues, politics, sports, et cetera. The COVID-19 Pandemic era has also forced online media to distribute information regarding the pandemic's spread (Lumampauw et al., 2021). The virus' lethality and its capability to spread quickly have led the Indonesian government to release a regulation limiting their citizen's activities for three months, from 29th February to 29th May 2020. In addition, the government has another policy that requires Indonesians to limit themselves from direct physical contact and avoid all joint meetings while this regulation is active (Lestari et al., 2021; Marta, Syarnubi, et al., 2021). Limitations of social mobility have been one way to reduce the transmission of the virus.The survey by (Satgas COVID-19, 2022) also denotes that the Capital City of Jakarta has the most COVID-19 spread in December 2020.

Despite all of the government's attempts to limit the spread of the virus, the government's countermeasures seem ineffective in the country from 2020 to 2021. Several factors created the drawbacks of the COVID-19 countermeasure, such as Indonesia's ignorance of the virus during the early phase. Those factors cause a surge of infections during early 2020, causing a massive collapse of the economy (Purba, 2020). Selviani (2022) proves that online media has become a top-of-the-mind choice for Indonesians during the pandemic. This has made online news media a top priority choice for Indonesia citizens when it comes to exploring the internet. Looking for information through digital media on the internet is a behavior that is often done by people today because of the availability of easy and fast access (Salim et al., 2021; Yenni et.al.,2017).

COVID-19 news broadcasting is always present during pandemic times. Indonesian citizens are no exception to this exposure. The pandemic news continued to remind the audience that the virus is not a drill (Setiawan et al., 2021). Some of the news was found disturbing to the audience due to the communicator's negative perspective,such as infection and death statistics. This disturbance has led to an increase in anxiety levels within the community. IBC conducted a survey regarding this issue and the results implicate that the respondents were extremely anxious regarding the COVID-19 pandemic. Someturned paranoid about the virus (Nasrullah & Sulaiman, 2021). This phenomenon shows that COVID-19 news broadcasts have their own correlation topeople's anxiety levels. One example is directed to young adults, who responded to most of the surveys. This condition has led to young adults being isolated for most of the 2020 and 2021 periods , which causes psychological damage due to the lack of direct human interactions. This psychological condition could lead to more serious health complications if they are left without treatment (Mandal et al., 2021).

Anxiety creates impulsiveness in affected individuals. Agung (2021) denotes a significant healthcare product scarcity during the pandemic due to impulsive purchases caused by anxiety during the COVID-19 Pandemic. The mental health condition has become a trending phenomenon in the pandemic due to the abundance of digital information and the hardwares supporting itsdistribution. Gecaite-Stonciene (2021) posits that anxiety is more prominent among citizens at a younger age who are more likely to be distressed during COVID-19 Pandemic. Nowadays, citizens of younger age have a different set of culture and impressions. It will reflect their behavior based on their access to information (Marta, Miletresia, et al., 2022). COVID-19 Pandemic is no exception to this behavioral change, as the virus' lethality can also affect the young generation's quality of life. A lack of digital literacy potentially builds their anxiety which causes impulsive actions toward recent trends (Noviadi Nugroho et al., 2018). Digital literacy is to be socialized to youngsters to mitigate anxiety buildups from information that tend to have negative trends, such as COVID-19 Pandemic.

According to the Association of Indonesian Internet Service Providers (AIISP), reading online news is the second most reason people use th e the Internet, with the first being visiting social media (Suryono et al., 2020). Furthermore, smartphone dominates the hardware used to access the internet which is labeled at 99,51% according to a survey that consists of 8510 respondents (Asosiasi Penyelenggara Jasa Internet Indonesia, 2023). UC Browser also confirmed that 75.6% of smartphone users in Indonesia read more than three news articles daily. Internet has become the new media with the most usage throughout the ages, education and gender. The variety of internet users has led to a surge of differing perspectives towards the digital world (Marta, Fernando, et al., 2021). Education level can correlate to many things in technology, such as how individuals can perceive different things around them. Differentiation in education level can also affect the person regarding information filtering distributed through conventional and digital means, as well as how they respond to such information (Angreani et al., 2021). Education levels can be monitored through four phases: Elementary, Middle School, High School, and College level. Media Literacy would be important to all sections of the community. It allows them to understand how pieces of information are spread on the internet and how they should be selective to different sources (Santi Indra Astuti, 2017).

Based on the abovementioned issue, the researchers aim to identify how COVID-19 news broadcasting in Republika.co.id affects Jakarta young adults in terms of anxiety levels. The research is directed to review how far could COVID-19 news distributed in Republika, as an online media, poses a threat to the increase of anxiety levels amon g young adults in the Capital City of Jakarta. This is becauseonline media can affect young adults' psychological state through receiving news statements (Jester & Kang, 2021).

The study uses two theories to identify the effect of COVID-19 news broadcasts to increase anxiety levels of Jakarta's young adults. The theories are the Cultivation Theory for the independent variable and the Individual Differences Theory of Mass Communication Effect as a foundation of the dependent variable. We elaborate more on those in the following paragraphs.

Cultivation Theory explains how communications in media, whether conventional or digital, can implant a perspective to the audience. This theory provides four phases which are message (1), survey audience (2), and comparing the perspective between heavy viewers (3) and normal viewers (4) (Marta & Monica William, 2016).The Cultivation Theory predicts and/or explains how perspectives, ideologies, and perceptions towards different phenomena are distributed to the audience through media communication. This theory does not define the creation of perspective in a specific media communication but rather elaborates on the entirety of cultural media (Akbar et al., 2018).

Individual Differences Theory is defined as a different response by different individuals when presented with specific information. The effects of media communication pl ay a factor in perceiving these responses and create a different ideology toward differing audiences (Xu & Cheng, 2021). This theory also explains how psychology and stimulation also affect individual responses regarding one information. All messages will provide the same stimulus for each audience, but it is up to the audience how they react to them. This theory explicitly assumes that there are psychological factors regarding media communication responses (Wirawan et al., 2021).

Based on the theoretical framework presented above, the author presents the research question and objective in the following sentences. The research question is based on how Indonesian muslim young adults' psychological state were affected by Republika.co.id's news broadcasting as an online media source. The research objective is to identify how significant the online news broadcasting by Republika.co.id affects Indonesian muslim young adults' anxiety levels.

The author has reviewed several studies done in the past related to anxiety levels by online media to identify the research gap. One study conducted by Nicomedes & Avila (2020) identified that COVID-19 pandemic consequences were the primary trigger of the surge of anxiety levels of the audience that read an online form related to it. This argument is supported by Bendau (2021), who mentioned that participants with past psychological fears will be more affected when they are exposed to COVID-19 pandemic news broadcasts.

Marzouki (2021) past research denotes that social media also affects psychological effects during the COVID-19 pandemic. Marzouki mentioned that the importance of social media use will assist in mitigating the anxiety level surge caused by online media. This discovery is supported by Ahmad's (2021) past research where most social media users in Malaysia were anxious about the COVID-19 pandemic. Had there been no counseling support by phone, this anxiety level could cause more serious damage to society.

A study by Cauberghe (2021) notes that some adolescentsused online mediato cope with the psychical contact restrictions caused by the COVID-19 pandemic. That phenomenon is influenced by loneliness which can cause anxiety levels to increase. Online media can also be used to recover from such anxiety levels during the COVID-19 pandemic. Social media is the primary source of information regarding the COVID-19 pandemic. There are several interventions to social media usage since anxiety levels may increase due to overexposure to COVID-19 news by social media (Hou et al., 2020).

Based on the past research reviewed above, the research gap lies that social media mostly sourced the majority of the COVID-19 pandemic news exposure . This research contributes to non social media sources in the COVID-19 pandemic, particularly the news web pages

METHOD

The study is quantitative research and uses a positivistic paradigm. This paradigm proves how reality is objectively identifiedthrough data (Hidayat et al., 2019). The research is directed to young adults who live in Jakarta and are between the age of 15-24 years old as the population, whereas the sample is identified by using simple random sampling (Stratton, 2021). The questionnaire is distributed as the research instrument to gather the research data among the samples. The research data collection consists of primary and secondary data. The primary data is collected through a direct survey of young Muslim adults in Jakarta who are 15-24 years old. A questionnaire was used to collect the responses from 100 respondents. The secondary data consisted of internal and external data. Internal data were collected by other internal research data, whereas external data is collected from collective statistic organizations (Marta & Suryani, 2016). The data validation and reliability were tested in SPSS 25.0 using Bivariate Data Analysis and the Likert Scale. Data validity was checked through the r count>t table, and the reliability of data was checked with Cronbach Alpha (α) formula where α>0.60. The data then be analyzed using and Correlation Test and Coefficient Determination Test.

RESULTS AND DISCUSSIONS

Through 100 respondents who filled out the questionnaires of the study, the researchers identified that most of

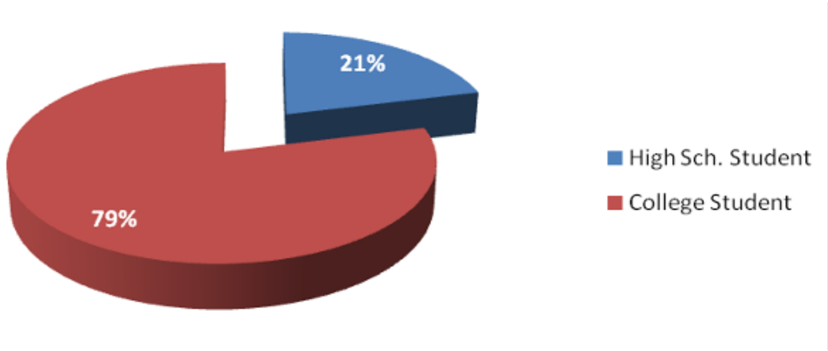

FIGURE 1. Respondents' Education Background (Source: Researcher's Data, 2021)

the respondents were at High School education level within a range of 79%, while the other 21% consisted of College or University students, as explained in the figure 1.

Those two types of research subjects (high school students and college students) also refer to research conducted by Ahmad & Amrin (2018), which shows that the use of online newspaper media has a positive contribution to motivation to study economics among Grade X IPA students at SMAN 1 Ende in Flores, as well as responding to research by Poluan et al., (2015) which emphasizes the effectiveness of using digital newspapers or online news among students, especially the communication science in Manado City, North Sulawesi Province.

In order to ensure the use of the instrument in the form of a research questionnaire to be declared valid before being used on 100 respondents as research subjects, it is necessary to test the validity and reliability. The validity of the data is tested through r count where r count>t table. Table 1 explains how to identify the validity of the research data.

Based on the table, it is identified that the independent variable, which is the COVID-19 news exposure by Republika.co.id, is confirmed to be valid using corrected total item correlation with the lowest score being 0.394>0.361 and the highest score being 0.588>0.361. Table 2 will test the validity of the dependent variable of the data.

Based on Table 2, it is identified that the dependent variable of the research data is valid, with the lowest score of 0.409>0.361 and the highest value of 0.818>0.361. Therefore, both research variables are confirmed valid, which opens an opportunity for reliability

TABLE 1. Validity Test of Independent Variable

Question	Pearson Correlation	R table	Validity
X_1X_1.1	0,503	0,361	Valid
X_1X_1.2	0,588	0,361	Valid
X_1X_1.3	0,571	0,361	Valid
X_1X_1.4	0,469	0,361	Valid
X_1X_1.5	0,496	0,361	Valid
X_1X_1.6	0,526	0,361	Valid
X_1X_1.7	0,394	0,361	Valid
X_1X_1.8	0,432	0,361	Valid
X_1X_1.9	0,487	0,361	Valid

TABLE 2. Validity Test of Dependent Variable

Question	PearsonCorrelation	R table	Validity
Y.1	0,693	0,361	Valid
Y.2	0,454	0,361	Valid
Y.3	0,484	0,361	Valid
Y.4	0,477	0,361	Valid
Y.5	0,812	0,361	Valid
Y.6	0,721	0,361	Valid
Y.7	0,743	0,361	Valid
Y.8	0,818	0,361	Valid
Y.9	0,702	0,361	Valid
Y.10	0,601	0,361	Valid
Y.11	0,718	0,361	Valid
Y.12	0,614	0,361	Valid
Y.13	0,743	0,361	Valid
Y.14	0,670	0,361	Valid
Y.15	0,584	0,361	Valid
Y.16	0,738	0,361	Valid
Y.17	0,409	0,361	Valid
Y.18	0,658	0,361	Valid

tests, explained in the following table. The reliability of data is tested through Cronbach Alpha where $\alpha>0.6$.

Based on Table 3, it is confirmed that the independent variable's data is reliable, with a score of 0.62>0.6. The dependent variable data is also reliable, with a score of 0.667>0.6. Therefore, the independent variable, the COVID-19 news exposure by Republika.co.id, can be tested towards the dependent variable, the anxiety level of Jakarta's young adults. These two variables deepen research conducted by Susanto (2021), which saw a correlation between the length of time receiving online media exposure of less than one hour or 60 minutes by 77.3% and the level of public knowledge about COVID-19. The first test will be conducted using the Partial Correlation Test, which the result is displayed in the following table 4.

Based on Table 4, it is discovered that there was a significant effect of COVID-19 news exposure on Anxiety levels. It is due to the Sig score (2-tailed) being positioned at 0.000 where Sig<0.05. There is also a positive correlation between news exposure towards anxiety levels, which means COVID-19 news exposure by Republika.co.id will affect the increase of anxiety levels of Jakarta's

TABLE 3. Reliability Test

Reliability Statistics	
Cronbach's Alpha (X)	N of Items
0,620	9
Cronbach's Alpha (Y)	N of Items
0,667	18

TABLE 4. Partial Correlation Test

Correlations			
		Media Exposure	Anxiety Level
Media Exposure	Pearson Correlation	1	,486**
	Sig. (2-tailed)		,000
	N	100	100
Anxiety Level	Pearson Correlation	,486**	1
	Sig. (2-tailed)	,000	
	N	100	100
**. Correlation is significant at the 0.01 level (2-tailed).			

young adults. The correlation test scored 0.486 indicating at a moderate level with a correlation score of around 0.4 to 0.599.

Research on exposure from Republika.co.id news is in line with previous research which looked at the media's framing of an issue during the COVID-19 Pandemic, such as research conducted by Angreani (2021), Aladdin et al., (2020), Arifin et al., (2020) and Marta et al., (2020). The use of Republika as a news source under study is very different from research conducted on a similar issue in the form of COVID-19 in other media, such as Kompas.com conducted by Pangestu and Isnaini (2022) to student audiences as respondents.

Table 5 tests the effect of the independent variable on the dependent variable with the Coefficient Determination Test.

Table 5 shows that the coefficient determination score is positioned at 0.236 with a formula of KD = R2 x 100%. It means that the COVID-19 news exposure affects increased anxiety levels by 23,6%, whereas the other 76,4% is caused by other factors that were not t relevant to the topic.

Many studies have been conducted to see that anxiety among young adults is caused by social media use but not specifically caused by news about death. As observed by Hidayati et al., (2022), research mapping in various main media indexing scientific journal article publications at the global leve specifically looks at the psychosocial impact in the form of adolescent anxiety during the COVID-19 pandemic. In the early days of the pandemic, Fitria & Ifdil (2020) also found that 54% of teenagers experienced anxiety.

The study results indicate significant changes in anxiety when young adults receive information online, especially when they are proficient enough to explore many online media providers (Fauzi & Fasta, 2020). The past study further supports this statement by noting that young Muslim adults, who are the future portrait of the Indonesian Muslim community, must have digital literacy to prevent overthinking about issues that

TABLE 5. Coefficient Determination Test

Model Summary[b]				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,486a	,236	,228	8,435
a. Predictors: (Constant), TOTAL_X1				
b. Dependent Variable: TOTAL_Y				

are not present yet. The phenomenon of anxiety build-ups is correlated with the Cultivation Theory that predicts a behavioral change in young generations thanks to exposure to COVID-19 Pandemic news on the internet. The narrative contents of online information create a new perspective for adolescents that COVID-19 is to be avoided at all costs, and they are more nervous whenever they are exposed to information that leads to a negative environment (Fadilla & Sukmono, 2021). One such case is the COVID-19 pandemic, where young adults are extremely anxious whenever COVID-19 articles are shared on online media. (Nicomedes & Avila, 2020) noted that anxiety can cause the immune system to be unstable and increases the individual's chances of being infected by a coronavirus . It portrays how urgent digital literacy in Indonesia is for the people.

Anxiety buildups through online information supports the theory of Individual Differences of Mass Communication Effect as different teenagers would respond similarly to COVID-19 Pandemic, even though they are reading different types of content spread in online news or social media. Their initial anxiety will cause impulsive actions, which would cause partial damage to the country's infrastructure (Ran et al., 2022). Therefore, online news websites are to consider what type of narratives they are going to publish in the digital world, as its contents can increase the reader's anxiety levels. As for the readers, they are to maintain their composure for online news exposure, as overthinking about the pandemic would increase their nervousness through social mobility (Yelin et al., 2020).

CONCLUSION

Based on the research background, data, and analysis, it is implied that there are correlations between COVID-19 news exposure by Republika.co.id towards the increase in anxiety levels of Jakarta's young adultsaged 15-24 years. News exposure affects anxiety levels by 23.6%, which is a significant factor. The other 76,4% were caused by other factorsexcluded from this research's topic. The research notes that website pages can also inflict anxiety levels on Muslim young adults regarding the COVID-19 pandemic.

There are limitations to this study. One of them is the narrow scope of the study which is limited to Republika.co.id website pages only. Future research should consider studying other website pages regarding COVID-19 and its correlation to anxiety levels in young adults. Another limitation is the strict sample group of one religion, which the author recommends broadening the scope by other religion groups as a sample or using other grouping measures in future studies .

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The Attractiveness of TikTok Live Shopping to User Emotional Satisfaction

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Abstract *The aftermath of the Covid-19 Pandemic had an impact on the physical and mental health. Even for workers, it causes anxiety due to job loss. The background of this research is the phenomenon of a pandemic that causes excessive public pressure. The emergence of Tik Tok Live Shopping in 2022 provides an alternative to building people's mental health during the Covid-19 pandemic. TikTok Live Shopping is one of the social media that offers real-time entertainment functions. This study aims to determine the effect of the attractiveness of TikTok Live Shopping on User Emotional Satisfaction. The theory used is emotional gratification as a derivative of the gut and gratification theory. Attractiveness is measured on three dimensions: source credibility, content creator, and message content. This study used an explanatory method, purposive sampling technique, and multiple regression analysis as data analysis. The results of the study show that there is an influence between the attractiveness of TikTok Live Shopping on User Emotional Satisfaction. User satisfaction is indicated by emotional involvement. Through TikTok Live Shopping, users can feel the sensation and have a direct experience. This, the research hypothesis is accepted, the use of TikTok Live Shopping contributes to providing emotional satisfaction to its users.*

Keywords: *content creator, emotional gratification, tiktok live shopping*

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INTRODUCTION

The Covid-19 pandemic has had a long-term negative impact on various sectors of human life worldwide. It starts from the economic, social, cultural, physical, and mental health sectors. Even though the Covid-19 Pandemic has ended, these problems continue, especially in countries with many vulnerable populations (Bughin et al., 2017). Indonesia, a developing country with a vulnerable population of 26.16 million people, is still struggling with various problems that have continued after the Covid-19 Pandemic (BPS, 2021). A significant problem impacting the country's development is the rate of mental health problems, which continues to increase due to the impact of the Covid-19 Pandemic. The number of Indonesian people suffering from depression, anxiety, and other mental illnesses is still high. This phenomenon aligns with the number of people living with mental illness worldwide (Krisdianto & Mulyanti, 2015), reaching 970 million people in 2022 (Santoso et al., 2020)anxious, frustrated, confused and do not know how to overcome their conditions. Depression occurs because of negative thinking about oneself and others, so special management is needed in the midst of a COVID-19 pandemic. The aim of this study was to provide an overview of the depression levels of students in the pandemic.Methods: The method in this study was a quantitative research with cross sectional approach. Descriptive analysis is used to provide a description of the level of depression that occurs in students. Data collection used the Beck Deperession Inventory II (BDI

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II. Therefore, adapting to the new average era forms various individual and social cultures daily. The interaction will go well if there is effective communication because the communicant has attention to the messages being exchanged (Triwidyati & Pangastuti, 2021).

One of the cultures that are formed is the way people try to overcome their psychological (Sulistyorini & Sabarisman, 2017) and emotional problems (Santoso et al., 2020)anxious, frustrated, confused and do not know how to overcome their conditions. Depression occurs because of negative thinking about oneself and others, so special management is needed in the midst of a COVID-19 pandemic. The aim of this study was to provide an overview of the depression levels of students in the pandemic.Methods: The method in this study was a quantitative research with cross sectional approach. Descriptive analysis is used to provide a description of the level of depression that occurs in students. Data collection used the Beck Deperession Inventory II (BDI II (Simanjuntak & Fitriana, 2020). The culture of using the internet as a medium for interaction and distraction has become popular due to the Covid-19 Pandemic, which requires people to interact socially online (Prasetya et al., 2021). The use of the internet globally has increased dramatically compared to before the Covid-19 Pandemic (Ratulangi et al., 2021), (Sutisna, 2020). Social media dominate this use as the only type of social interaction allowed when facing the Covid-19 Pandemic (Nadeak et al., 2020)adapt in order to attend lectures with the new system, students are required to be skilled in using social media, familiar with the online system so that they can keep up with all learning. This study aims to determine the correlation of critical thinking skills and the use of social media on learning outcomes in the online learning process during the Covid-19 pandemic. The policy of learning from home with online learning using social media such as Facebook, Instagram, and Youtube has become a policy set by the Universitas Kristen Indonesia for the implementation of lectures. This research uses a quantitative approach, with a correlation design conducted online to 254 students who are then analyzed using correlation analysis and multiple correlation analysis. The results showed that there was a positive correlation between (1, (Winarti, 2021). According to Bold, social media is a collection of software that allows individuals and communities to gather, communicate, and collaborate or play with each other (Nasrullah, 2015).

Various types of social media have emerged and are experiencing rapid development due to the need for people to continue interacting even online (Depoux et al., 2020), (Hausmann et al., 2020). Some of the most popular social media used during the pandemic are Zoom, Instagram, YouTube, Twitter, and TikTok. Based on the results of Basilisco & Kyung Jin’s research, there are several reasons why people would utilize social media: social connection, entertainment, information seeking, and convenience (Basilisco & Cha, 2015). At the same time, Joo & Teng concluded that social media is utilized to form and improve connections with family members among teenagers (Joo & Teng, 2017).

TikTok is one of the social media that has rapidly increased the number of users during the Covid-19 Pandemic. As a social media platform, TikTok has several features that revolve around short and vertical audiovisual content. TikTok has gained much popularity among young adults and teenagers amid the Covid-19 Pandemic. *TikTok* is a social media that was popular when it first appeared in 2017. The TikTok application has become popular because TikTok media allows everyone to become a content creator most easily and simply so that it can encourage people's creativity. The TikTok Live service will enable creators to create live shows without duration limitations. The TikTok application allows anyone to record and present shows according to their creativity. TikTok was designed to demonstrate creativity and precious moments worldwide via mobile (Kumparan.com, 2020). *Emotions* are feelings or affections that involve physiological stimulation, conscious experience, and behavioral expression (King, 2016).

In August 2021, TikTok was the most popular app worldwide, followed by Facebook in second place, then YouTube, Twitter, and Instagram (BBC News, 2021). The COVID-19 pandemic has increased the latest TikTok content creators and consumers, making it one of the most used apps during the Pandemic. Google Play collected 1.5 billion downloads, which is 75%, while the App Store generated 495.2 million downloads, or 24.5% (Aninsi, 2021).

In response to the massive growth, TikTok constantly increases its software features. In 2021, TikTok released a feature called TikTok Live Shopping. TikTok Live Shopping is a real-time interactive video and audio display that creates an e-commerce experience that gives sellers and buyers a unique experience to make business interactions. TikTok Live Shopping provides an opportunity for content creators to display their creativity, thereby attracting the attention of its users while making it practical for the creator to sell their products and for the consumer to purchase them. Psychologically, the emotions awakened through TikTok Live Shopping will provide entertainment and a positive emotional boost for those watching. Even TikTok Live Shopping is not only used as a business platform but also to get emotional satisfaction for its users during the COVID-19 period. One of the things this is done is to fill the boredom due to the conditions of COVID-19. One of the ways that people do this is by watching TikTok Live Shopping shows. The high use of TikTok provides opportunities for users to take advantage of TikTok Live Shopping to encourage positive energy from users. So that users continue to refrain from dissolving in negative thoughts. This will motivate the user to minimize the negative influence on them. In its future development, TikTok Live Shopping can be used as a medium to form positive motives for everyone, not only during the COVID-19 pandemic.

Meanwhile, emotions are based on what a person feels and a person's attitude in responding to certain situations. According to Goleman, emotions refer to familiar feelings and thoughts. Emotional feelings can be in the form of biological and psychological problems, which lead to a person's tendency to act (Goleman, 2015). Humans more often act according to emotion than logic, which is a truth in establishing effective human relationships with oneself and others (Sarasati & Nurvia, 2021). Emotions can motivate someone, so they can manage life to maximize positive and negative emotions (Brewer & Hewstone, 2004). In comparison, satisfaction is a comparison between what is desired and what is true in the experience that occurs in a person. Based on the results of Bartsch and Viehoff's research (Bartsch & Viehoff, 2010), the dimensions of emotional gratification in the use of entertainment media are (1) feelings of pleasure, (2) sensation, (3) emotional experience, (4) emotional involvement, (5) express feelings.

The Uses and Gratification theory provides an overview of humans who have an active role and try to fulfill their needs. According to Katz, Blumer, and Gurevith (West & Turner, 2010), the Uses and Gratification theory has five assumptions; (1) Active audiences and goal-oriented media users take the initiative in connecting needs and decisions; (2) Media competes to meet audience needs; (3) Audiences know how to use media; and (4) Only the audience can judge the contents of the media.

Based on the results of Katz's research (Mc Quail, 2010), there are five categories of needs in media use: (1) cognitive needs, (2) affective needs, (3) personal integrative needs, (4) social integrative needs, (5) release needs tension. Pressure from an unstable situation causes a person's mood to be disturbed. The air is a feeling that arises temporarily and occurs because of a problem experienced. These feelings include sadness, happiness, emotion, and others (Sulistyana & Lestari, 2022). Managing one's mood properly will provide a stable situation for someone. Mood management was initially referred to as a theory of stimulus regulation that influences user dependence (Bengtsson & Johansson, 2022). According to Zillman, media users choose content to elevate their mood (Sundar, 2015). Media users will look for content that will help increase positive moods and divert users from negative attitudes (Braghieri et al., 2022). Individuals who are in stressful situations will prefer messages that have a positive influence on them. Stimulus regulation is guided by goals to minimize negative stimuli and maximize positive moods (Fernandes et al., 2020). The user chooses a method from various existing forms to translate the message he receives precisely according to the needs of the user's mood optimally (Reinecke, 2016)1988a, 1988b. The influence of mood management theory on the effects of media use focuses on four dimensions: (1) the presence of stimulus potential, (2) absorption potential, (3) semantic affiliation, and (4) hedonic valence.

METHODS

This study used a survey method with explanatory research. Survey research is used to obtain accurate, reliable, and valid data, so effort and thought are required (Bryman, 2012). The population in this study was 834.3 million TikTok active users as of January 2023. This study used nonrandom sampling techniques using purposive sampling methods because the population is specific, and the situation is exceptional. Purposive sampling can be used in various cases based on particular criteria (Neuman, 2014). This research's sampling criteria were: (1) using TikTok Live Shopping at least three times, (2) over 13 years old.

This study consists of variables: Source Credibility (X1), Content Creator (X2), Message Content (X3), and User

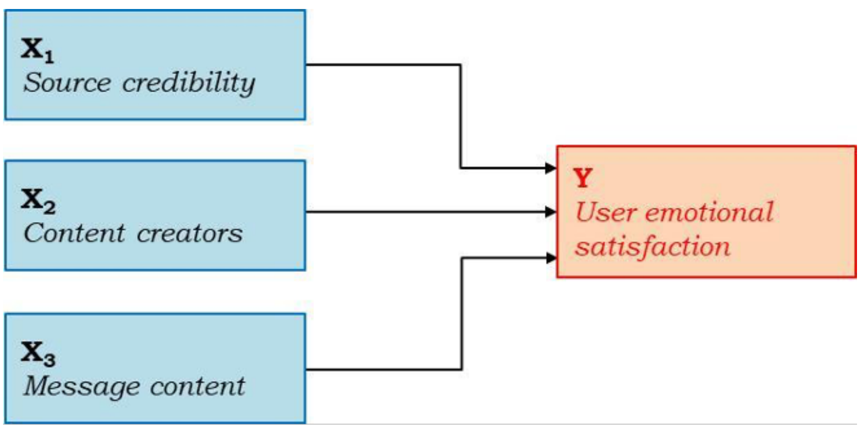

FIGURE 1. Research Model

Emotional Satisfaction (Y). The research model used in this study is described in Figure 1.

To obtain data as information about the problem under study, data collection techniques were used: questionnaires, literature studies, and documentation. The research instrument used a questionnaire in the form of a Likert scale. The scale consists of several items, each providing four alternative answers: strongly agree, agree, disagree, and strongly disagree. To find out the consistency and accuracy of the data collected from instrument users, a validity test was carried out using the product-moment correlation. The data is valid if the correlation coefficient (r) is less than 0.50. *Reliability* is an index that shows a reliable measuring instrument. The stages of calculating the reliability test using the Alpha Cronbach technique, namely: (1) determine the variance value of each question item; (b) determine the value of the total variable; and (c) determine the reliability of the instrument.

This study uses univariate and bivariate data analysis techniques because there are two main variables, the independent and dependent variables, where the independent variable influences other dependent variables. The hypothesis in this study is that there is an influence between the attractiveness of TikTok Live Shopping on the emotional satisfaction of users, namely:

H_0: There is no influence between the attractiveness of TikTok Live Shopping and the emotional satisfaction of users.

H_1: There is an influence between the attractiveness of TikTok Live Shopping on the emotional satisfaction of users.

While the statistical hypothesis in this study:

If $p > 0.05$, H0 is rejected, and Ha is accepted.

If $R > 0.05$, then the statement items are declared valid.

RESULTS AND DISCUSSION

Based on the results of statistical data processing with SPSS 25, the results can be described in Table 1. Based on this table, it can be concluded that the relationship between variable Y and variable X_1, Y variable and X_2 variable, Y variable with X_3 variable, and Y variable with X_1, X_2, and X_3 variables are:

The Relationship Between the Variable User Emotional Satisfaction (Y) and The Variable Source Credibility (X_1)

Based on Table 1, the statistical test results show a robust correlation between

Table 1. Table's Description

RELATION		Model Summary			Anova		Coefficient				
	R	R^2	Adjusted R	F_{test}	Sig.	Constant	cX	t test/1	t test/2	Sig.	
Y	X_1 (Source Credibility)	0.879	0.774	0.772	413.252	0.00	16.754	0.784	12.117	20.329	0.00
Y	X_2 (Content Creator)	0.844	0.712	0.709	298.491	0.00	18.842	1.114	12.512	17.277	0.00
Y	X_3 (Message Content)	0.755	0.571	0.567	160.758	0.00	22.065	1.150	12.288	12.679	0.00
Y	X_1 X_2 X_3 (Simultan)	0.920	0.845	0.842	217.052	0.00	13.479	0.398	10.903	6.381	0.00
								0.420		4.876	0.00
								0.372		4.836	0.00

Y and X1, indicated by the R-value of 0.879. When viewed from the coefficient of determination value, the variable Source Credibility on User Emotional Satisfaction is 77.4%. This is reflected in the R-Square value of 0.774. That is, Source Credibility has a proportion of influence on Emotional Satisfaction using TikTok media. While the results of the data using ANOVA (Ftest) obtained an F value of 413,252 with a significance value of 0,000, with a confidence level of 95%, then 0,000 <0,050, which means that Ho is rejected, and Ha is accepted. Thus, Source Credibility affects User Emotional Satisfaction.

The Source Credibility with User Satisfaction regression equation shows Y = 16.754 + 0.784 X1. This explains that the value of the regression coefficient for Source Credibility is positive, meaning that when Source Credibility increases, User Emotional Satisfaction also increases. Likewise, when the source's credibility has decreased, the emotional satisfaction of users from TikTok media has also reduced. An increase in Source Credibility by 1 point will increase User Emotional Satisfaction by 0.784 points and vice versa; if there is a decrease in Source Credibility by one end, it will have a decreased impact of 0.784 points on TikTok media users' Emotional Satisfaction. If an influencer is considered trustworthy by their followers, that person can influence other people, such as followers or connoisseurs of the TikTok media. This is because the influencer represents the audience or the public. For this reason, an influencer must have the ability and mastery to make clear, accurate, communicative, rational, informative, and argumentative statements regarding the characteristics, performance, and quality of a product they offer.

The Relationship Between the Variable User Emotional Satisfaction (Y) and The Content Creator Variable (X2)

Based on the test of the relationship between Y and X2, it can be concluded that the two variables have a robust correlation with a value of R = 0.844. The coefficient of determination R2 is 0.712, which means that the content creator variable contributes 71.2% to the User Satisfaction variable. From the Anova data (Ftest), the F value is 298,491 with a significance of 0,000. With a confidence level of 95%, then 0.000 <0.050. This means that Ho is rejected, and Ha is accepted. Based on the Coefficient data, the value = 18,842 and β = 1,114; thus, the Content Creator Variable influences the User Satisfaction Variable.

Y = 18.842 + 1.114 X2 can show the Content Creator and User Satisfaction regression equation. The existing meaning of this equation model shows that the regression coefficient value of the Content Creator variable is positive, where each increase in the number of Content Creators will have an increasing impact related to the Emotional Satisfaction of TikTok media users. Likewise, when the number of Content Creators decreases, it will affect the level of User Emotional Satisfaction. This can be interpreted every time a Content Creator appears will have an effect of 1,114 points on the level of Emotional Satisfaction of TikTok media users and vice versa; if there is a decrease in the number of content creators by one person, there will be a decrease in the level of User Emotional Satisfaction by 1,114 points. This condition indicates that the more content creators emerge, the more emotional satisfaction their users will have because users can make choices on the various kinds of content they will enjoy. In addition, users can also make comparisons between content creators regarding the work they produce. Content creators who are responsive to feedback given by users, whether criticism, suggestions, or praise, give users emotional satisfaction. When the user feels satisfied, this feeling will directly increase user trust. A positive response is seen when live broadcasts involve active interaction between users and content creators. A trusted source will encourage users to continue interacting during live shopping. Intense interaction creates feelings of value, and users feel involved during the broadcast as stated (Wan et al., 2017) in their research that the intention to donate on social media platforms is determined by emotional attraction to content creators and functional dependency on social media. Social factors, identification, interaction, and information value positively affect users' emotions. These results show that social media with high interactivity can better meet user needs.

The Relationship Between the Variable User Emotional Satisfaction (Y) and The Message Content variable (X3)

As seen from Table 1, the R-value of the Message Content variable on the User's Emotional Satisfaction variable is 0.755; it can be said that there is a strong positive correlation between the Message Content Variable and the User's Emotional Satisfaction. Based on the coefficient of determination (R2) results, the number is 0.751, which means that the Message Content Variable contributes 75.1% to the User's Emotional Satisfaction Variable. From the data obtained through ANOVA (Ftest), an F value of 251,052 was obtained with a significance of 0,000. With a confidence level of 95%, then $0.000 < 0.050$. Meanwhile, from the Coefficient data, the value = 22,065, $\beta = 1.15$, it can be concluded that Ho is rejected and H1 is accepted.

Based on the regression equation test on the Message Content variable with the User Emotional Satisfaction variable, the equation $Y = 22.065 + 1.15\ X3$ is obtained. The meaning derived from this equation is the value of the regression coefficient of the Message Content variable on the User's Emotional Decisions, which is positive. Where every time there is an increase in the value of the message content, it will have an impact on the Emotional Satisfaction of TikTok Live Shopping Users; conversely, if there is a decrease in the value of the Message Content, it will have an impact on the level of User Emotional Satisfaction. This means that if the message content value increases by 1 point, it will affect expanding the level of User Emotional Satisfaction by 1.15 points and vice versa; if there is a decrease in Message Content by one end, it will have an impact of 1.15 points on the level of User Emotional Satisfaction. TikTok Live Shopping. The better and more interesting a packaged message is, the more attention it will receive from other users. The better the content of the message conveyed, the greater the level of emotional satisfaction of its users, and vice versa. For this reason, every content creator needs to pay attention to how the contents of the message are packaged and presented so that the level of emotional satisfaction of users will also be affected.

The Relationship Between Variable Y and Variables X1, X2, and X3 Simultaneously

Based on the relationship test conducted simultaneously between the Source Credibility (X1), Content Creator (X2), and Message Content (X3) variables on the User Satisfaction variable (Y), the R result is 0.920, which means that there is a robust positive correlation between variable Y and variables X1, X2, X3 simultaneously. The calculation of the Coefficient of Determination Adjusted R2 shows a result of 0.842, which means that the variables Source Credibility, Content

Creator, and Message Content contribute 84.2% to User Satisfaction. Meanwhile, from the Anova data (Ftest), the F value is 217,052 with a significance of 0,000, with a confidence level of 95%, so 0,000 <0,050. Based on the Coefficient data, the value α = 13,479 is obtained. β1 = 0.389, β2 = 0.420, β3 = 0.372, it can be concluded that Ho is rejected and H1 is accepted. Thus, the variables Source Credibility, Content Creator, and Message Content affect the User Satisfaction variable.

Meanwhile, the regression equation for Source Credibility, Content Creator, and Message Content with TikTok Live Shopping User Satisfaction shows Y = 13,479 + 0,389 X1 + 0,420 X2 + 0,372 X3. The constant value (α) is 13,479, showing a unidirectional influence between the independent and dependent variables. This indicates that if the variable Source Credibility, Content Creator, and Message Content is 0 or does not change, then the value of User Emotional Satisfaction is 13,479. This result is significant at 5% Alpha.

Suppose the regression coefficient value of the Source Credibility variable (β1 or X1) is 0.389. This value shows a positive (unidirectional) effect between the Source Credibility variable and the User Emotional Satisfaction variable, assuming the Content Creator and Message Content variables are fixed (unchanging). It can be interpreted that every increase in Source Credibility by 1 unit will increase User Emotional Satisfaction by 0.389. This result is significant at the 5% alpha of the t-test. Suppose the regression coefficient value for the Content Creator variable (β2 or X2) is 0.420. The influence exerted by Content Creators on User Emotional Satisfaction is illustrated in the level of emotional satisfaction obtained after users consume the work of content creators. If the work finished by users is to their emotional needs, users will feel happy and entertained. Conversely, if users are not satisfied with the outcome of content creators, their emotional needs will not be met. This is in line with what was conveyed by (Wan et al., 2017) in their research which says that the intention to make donations on social media platforms is determined by emotional attraction to content creators and functional dependence on social media. In that case, it means that this value shows a positive (unidirectional) effect between the Content Creator variable and the User Emotional Satisfaction variable; assuming Source Credibility and Message Content are fixed (unchanging), then you can it is interpreted that each addition to the Content Creator of 1 unit will have an impact on User Emotional Satisfaction of 0.420. This result is significant at 5% alpha from the t-test results.

Meanwhile, suppose the value of the regression coefficient on the Message Content variable (β3 or X3) is 0.372. In that case, it means that this value shows a positive (unidirectional) effect between the Message Content variable and the User Emotional Satisfaction variable, assuming the value of Source Credibility and Content Creator is fixed (unchanging), it means that for every increase in message content by 1 unit, there will be an increase in the Emotional Satisfaction of TikTok Live Shopping Users by 0.372. This result is significant at 5% alpha from the t-test results. The results of this equation will give us an idea that the more we move towards the positive value of each independent variable (β in the linear regression equation), the greater the constant value.

The emergence of various social media provides multiple choices for users to use according to their needs. TikTok is a social media that is currently popular with the public; its presence is felt to bring benefits, one of which can be used as a medium to satisfy users' emotional needs. Situations that are still not normal cause individuals to experience psychological disorders. The mood has a significant impact on long-term human behavior. Mood can be present without having to present natural emotional objects (Adinugroho, 2016)the contribution of emotion towards human behavior is massively important. Many studies related to emotion and human behavior have shown that individual mood (positive or negative.

Based on the results of research conducted (Dilon, 2020), TikTok users like the application; it even has better protection services than other applications. TikTok presents its charm so that it can inspire the audience so that the audience feels part of it (Ng et al., 2021)where users express themselves through short video clips. A common form of interaction on the platform is participating in \"challenges\", which are songs and dances for users to iterate upon. Challenge contagion can be measured through replication reach, i.e., users uploading videos of their participation in the challenges. The uniqueness of the TikTok platform where both challenge content and user preferences are evolving requires the combination of challenge and user representation. This paper investigates social contagion of TikTok challenges through predicting a user's participation. We propose a novel deep learning model, deepChallenger, to learn and combine latent user and challenge representations from past videos to perform this user-challenge prediction task. We collect a dataset of over 7,000 videos from 12 trending challenges on the ForYouPage, the app's landing page, and over 10,000 videos from 1303 users. Extensive experiments are conducted and the results show that our proposed deepChallenger (F1=0.494. After the Covid-19 pandemic, TikTok users said they felt entertained by the content delivered through TikTok live Shopping. Even though Covid 19 has already come to an end, the impact it has made on people in terms of psychological damage is still present. To get rid of anxiety and boredom, TikTok Live Shopping is a medium to address the various needs of its users, whether as a medium for entertainment, Shopping, or interaction with other people.

TikTok Live Shopping satisfies its users in dealing with unstable situations. When the Covid-19 Pandemic occurred, several factors led to perilous situations in Indonesian people's lives. These factors are the great fear of a deadly and highly contagious disease, the lack of information related to the illness that generates many misinterpretations of data, the constant ambiguous news (hoax), and propaganda from various mass media, especially social media. This situation has led to an epidemic of psychological distress, resulting in one in five Indonesians suffering from excessive anxiety (Anindyajati et al., 2021). Even TikTok Live Shopping can present more exciting visualizations so the audience feels involved in the spectacle. To change the user's mood to be more positive in managing the problem.

CONCLUSION

Based on the results of the study, it can be concluded that the use of mood management theory based on the results of statistical tests and relationship tests, it is evident that between source credibility, content creators, and message content as variables X1, X2, and X3 on TikTok Live Shopping shows strong positive correlation results and influences variable user emotional satisfaction as variable Y. TikTok Live Shopping users select content to elevate mood, help increase positive emotions, and distract users from negative emotions. Individual users of TikTok Live Shopping like the message conveyed so that it positively influences their emotions. Based on the results, TikTok Live Shopping can provide stimulation to maximize positive moods.

There are few studies on TikTok Live Shopping that focus on emotional gratification in TikTok users. Live shopping. As a real-time social media, Tik Tok Live Shopping provides a different experience. Online shopping activities have another essence apart from meeting material needs as well as fulfilling the emotional satisfaction of users. Showing Tik Tok Live Shopping can fulfill the emotional satisfaction of users, significantly reducing anxiety in pandemic situations, especially during the Covid-19 pandemic.

However, on the other hand, using TikTok Live Shopping can cause someone to become very dependent on the platform. Therefore, further research is needed about the importance of digital literacy for society. The research results show that TikTok Live Shopping is not only used as an interactive e-commerce platform but also as an entertainment platform that is effectively used to provide emotional satisfaction to Indonesian people during the Covid-19 Pandemic. The public must constantly be reminded that social media does not only function as a medium of entertainment but is more utilized to support socio-economic activities in realizing welfare. Likewise, TikTok Live Shopping as a social media feature not only contributes as an entertainment platform but also contributes to learning about the economic interest of the Indonesian people.

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"Capturing The Watchdog": How Regional Budget Weaken The Role of Local Media?

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Abstract. *The political economy perspective suggests that the organization and financing of mass media influence media content. This research examines how the regional revenue and expenditure budget (APBD) financing has affected (the quality of) content and public communication. The study was conducted in Yogyakarta and Bali. This study uses qualitative methods. Data is collected through in-depth interviews and observations of the news. In-depth interviews were conducted with journalists, academics, and media analysts in Yogyakarta and Bali. This research found that the APBD significantly contributes as the revenue source of local media, particularly during the COVID-19 pandemic. Some media outlets even exhibit high dependency on APBD, as indicated by the sum of APBD they received. This has weakened the role of local media as a watchdog for local government while also creating a crisis for local public communication. Public communication today is predominantly filled with news emphasizing publicity rather than critical and investigative coverage of local issues. As a result, efforts to create an informed society as a prerequisite for democracy would be difficult to realize. The community's involvement in local democracy is greatly defined by the quality of information they receive.*

Keywords: *Political economy, local media, watchdog, local democracy.*

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INTRODUCTION

One of the most frequently mentioned roles of the press in mass communication textbooks is 'the watchdog of the government' or commonly translated as a means of social control (Curran, 1989, 2011; McNair, 2011; Willis, 2007). Due to this role and responsibility, the press enjoys privileges in the form of press freedom guarantees (Croteau & Hoynes, 2006), protecting them from censorship and suppression. The press cannot have its license revoked based on the content of its news broadcasts. Censorship and suppression are also prohibited as they would hinder the media from helping uncover the truth, including fulfilling its role as the 'watchdog' of power.

The idea of the media as a 'watchdog' originated from the French Revolution. O'Shaughnessy and Stadler (2005) suggest that workers often see themselves as a 'political watchdog' and are often referred to as 'the fourth estate' after the judiciary, parliament, and church. As the fourth estate, the mass media constitutes an institution that can provide commentary, criticism, and investigation through the freedom of speech towards the actions of other institutions or powers. Therefore, freedom of the press is crucial because guaranteeing freedom would allow the media to provide independent, unbiased coverage that consistently serves the public interest. This monitoring ensures that institutions of power exercise their power responsibly (Putra, 2004).

Initially, the idea of the mass media's role as a watchdog was viewed skeptically. However, this role gradually

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gained acceptance as necessary and appropriate for news published by mass media. In its most ambitious formulation, the media is expected to be an independent institution, a social institution, and the fourth pillar, responsible for ensuring that other institutions serve the public interest. Referring to Bill Moyers, Baran and Davis (2000) argue that a functioning media is needed to "hold leaders accountable and provide weapons to the powerless with the information they need to protect themselves from the tyranny of rulers, both political and commercial." Although this traditional role is widely accepted, concerns have arisen that the 'watchdog' may be under the control of the government or even become its lapdog, as evidenced in studies employing the propaganda model (Ashraf et al., 2016; Pedro, 2011).

James Curran (1989) has outlined several possible issues when the idea of the 'watchdog' becomes a key term in a market-based liberalized democracy (free market of ideas). The first issue is when media conglomerates emerge, as economic interests tend to subordinate the interests of fulfilling the 'watchdog' role. The hyper-commercialization of media products also fosters the emergence of market-driven journalism (McManus, 1994), leading to the growth of larger media entities that become increasingly tied to the industry (Curran, 1989; R. McChesney, 2000; R. W. McChesney, 2001). Additionally, there is valid criticism concerning media owners whose media outlets have become large corporations with significant political power, compromising the proper functioning of the 'watchdog' role. From this perspective, the press should be more than capable of being a 'watchdog' for government power, but can it fulfill the same function for its owners? Nevertheless, public media also face challenges when playing the key role of the 'watchdog,' particularly due to their vulnerability to manipulation by authorities for their political interests (Curran, 1989). Hence, business-oriented private and public media have weaknesses in fulfilling the 'watchdog' role. In this regard, Curran (1989) states, "State-linked watchdog can bark, while private watchdog sleeps. However, often, both can remain somnolent."

Based on Curran's idea, it is possible to conclude that the media has fulfilled its role as a watchdog if it can provide critical coverage of power abuse, such as corruption. In other words, the media monitors the exercise of power (Putra, 2004). Typically, this is accomplished through investigative reporting (Carson & Farhall, 2018)yet exposing abuses of public trust had renewed focus in 2016. "Spotlight"—a Boston Globe investigation into Catholic Church sex abuse—inspired an Oscar-winning film. Two months later, 300 International Consortium for Investigative Journalism members broke the global story of tax evasion with the Panama Papers. These represent exemplar moments for watchdog journalism in a "post-truth" age characterised by fake news. They illustrate a shift in investigative reporting practice: from an "old model" of a highly competitive single newsroom environment—like the "Spotlight" team—to a "new model" of multiple newsrooms (and countries. One of the hallmarks of investigative reporting is that it exposes news that may have a different interpretation from government or corporate leaders that wish to conceal the truth (Gaines, 1998). The aim is to inform the public about potential abuses committed by those in positions of power. In this sense, as a watchdog, the media presents itself as part of a "checks and balances" mechanism in democracy (Putra, 2004).

Truth is never singular in journalism. Instead, there is another version of the truth. As a result, journalism's role is to present diverse interpretations of the truth (Baggini, 2003). In other words, the media serve as a watchdog while offering themselves as the public realm (Carson & Farhall, 2018)yet exposing abuses of public trust had renewed focus in 2016. "Spotlight"—a Boston Globe investigation into Catholic Church sex abuse—inspired an Oscar-winning film. Two months later, 300 International Consortium for Investigative Journalism members broke the global story of tax evasion with the Panama Papers. These represent exemplar moments for watchdog journalism in a "post-truth" age characterised by fake news. They illustrate a shift in investigative reporting practice: from an "old model" of a highly competitive single newsroom environment—like the "Spotlight" team—to a "new model" of multiple newsrooms (and countries. The media's potential to promote itself as a civic forum is referred to in this concept (Putra, 2004). As a civic forum, the media facilitates citizen debate on public issues rationally (Coleman, 2013; Dahlgren, 2005).

The economic relationships determining media content and distribution have been a focal point for political economy scholars for several decades (Garnham, 2011; Golding & Murdock, 1992; Hardy, 2014; Mosco, 2009; Murdock & Golding, 1997). Nicholas Garnham (2000, 2011) argues that how media is organized and funded determines media content. Based on this argument, the following hypothesis is proposed: commercial press, driven by profit motives, will subordinate the need to serve as a public watchdog and prioritize organizational profits. With the same foundation, it can be argued that the role of local media as a 'watchdog' will be weakened by the forms of government funding provided to local media through the regional revenue and expenditure budget (APBD).

This hypothesis is important because the government's public relations have long provided substantial funds for media publications. At the same time, how such an incentive affects the role of the press is rarely investigated. However, government advertising expenditures have been notably significant compared to commercial advertisements for several years. In the first quarter of 2022, Nielsen recorded that the government and political organization ad spending was up to 4.4 trillion (Julian, 2022), indicating the substantial size of government ad expenditures.

The increased government funding raises questions about the presses or media's independence, particularly as a watchdog over power. In Indonesia, conducting such a study would be highly intriguing. Additionally, as noted by Ignatius Haryanto (2003), many media outlets heavily rely on subscriptions from government offices for their livelihood, in addition to advertising revenue derived from the inauguration of officials and routine budgets allocated by local governments for communication, information, and propaganda purposes.

In the context of local media, the expected funding source for local media does not solely come from private companies but also public government institutions. As a result, the competition expected to create a free market of ideas can hardly occur, as journalism is no longer oriented towards public interests but profit-oriented.

Traditionally, political economy studies focus more on the power struggles among agents in policy formulation (Masduki, 2018; Rahayu, 2018; Wahyuni, 2006a, 2006b, 2016)this initiative is not protected by strong regulations. For instance, Indonesian PSB, which is represented by RRI (Radio of the Repub- lic of Indonesia or the network of interests between rulers and media owners (Sudibyo & Patria, 2013; Tapsell, 2019). Some studies have indeed examined the impact of ownership on broadcast content, such as the works of Rianto et al. (Heychael & Dhona, 2014; Rianto et al., 2014; Siregar et al., 2014; Souisa, 2020). However, the impact of local government financing on the role of local media as a 'watchdog' overpower and its implications for public communication have not been adequately investigated. Therefore, this study aims to fill the gap in previous research, considering that local media plays a crucial role in local-level democracy (Yusuf, 2011)

METHOD OF STUDY

This research employed a qualitative approach and was conducted in Bali and Yogyakarta. The study took approximately four months, from October 2022 to January 2023. Data were collected through in-depth interviews. In Yogyakarta and Bali, in-depth interviews were held with journalists, academics, and media analysts. Discussions primarily involved the editor-in-chief and were supplemented with interviews with journalists to enhance the data from a journalist's perspective. The in-depth interviews aimed to investigate the sources of Regional Revenue and Expenditure Budget (Anggran Pendapatan dan Belanja Daerah) money for the media and the implications for reporting. Interviews were also performed to learn about editorial policies regarding marketing pressure. The data were further enriched through qualitative media analysis in both regions. Data analysis began as soon as the data were collected, placing data into relevant themes.

The analytical process followed the model proposed by M. B Miles et al. (2018), which consists of three stages: data reduction, data display, and conclusion drawing. In the first stage, data coding was performed, which involved data reduction. Data that were deemed less relevant in addressing the research questions were discarded. The remaining data were then grouped according to relevant themes and subthemes. In the second stage, data display was conducted to identify patterns of government funding (government advertisements) on the one hand and its impact on the watchdog role of the media over power on the other hand. In the third stage, conclusions were drawn. The analysis involved a dialogue between the research findings, theoretical concepts, and previous research results to understand better the impact of government financing in co-opting the role of the 'watchdog' in local media, particularly in Bali and Yogyakarta.

RESULT AND DISCUSSION

Condition of Local Media in Both Yogyakarta and Bali

The existence of local media in the Special Region of Yogyakarta (DIY) and Bali, like other media outlets in Indonesia and even worldwide, faces two simultaneous challenges. The first challenge arises from competition among themselves. Based on data from the DIY Regional Broadcasting Commission (KPID DIY), there are six local television stations and 37 private radio broadcasts in Yogyakarta. In terms of newspapers, there are five major newspapers, namely Kedaulatan Rakyat (one of the oldest local newspapers in Indonesia), Harian Jogja (a subsidiary of Bisnis Indonesia), Radar Jogja (part of the Jawa Pos group), Tribun Jogja (part of the Kompas Gramedia group), and Koran Merapi (part of the Kedaulatan Rakyat group). This does not include online news media in DIY, which is difficult to identify. However, it is worth noting that each newspaper also has its online platform. The abundance of the local press in DIY indicates high competition. However, according to data from the Central Statistics Agency (BPS) in September 2022, Yogyakarta is the poorest province on the island of Java. The poverty rate in Yogyakarta reaches 11.49%, higher than the national poverty rate of around 9% (Setyono, 2023).

In Bali, the situation is not much different regarding media competition. According to Ketut Sujana, a journalist for a public broadcasting agency in Bali (interview, November 29, 2022), approximately 20-22 reporters often "hang out at the Public Relations office." This indicates that there are quite several local and competitive media outlets in Bali. Specifically, there are Bali TV, Dewata TV (a Kompas TV network), and Net Bali for local television stations. There are also major local newspapers, like Kedaulatan Rakyat in Yogyakarta, namely Bali Pos. Additionally, there are Nusa Bali, Pos Bali, Denpost, Media Bali, Tribun Bali (part of the Kompas Gramedia group), and Bali Express (part of the Jawa Pos group). Besides television and print media, several online media outlets and radio stations exist.

During the Covid-19 pandemic, media outlets in both regions faced significant economic pressures. Like other businesses, the media industry in Yogyakarta and Bali also experienced contractions, primarily due to a decline in the advertising capacity of enterprises. Some media outlets, such as Tribun Jogja, pursued digital transformation to increase revenue in this sector, while others relied on income from local government budgets through various cooperation schemes. When the private sector suffered setbacks due to the pandemic, the government was seen as having the financial resources or funding to support the life of local media. Octo Lampito (interview, December 22, 2022) stated that during the Covid-19 pandemic, only the government had the money. In the case of Kedaulatan Rakyat, the revenue contribution from local government spending even approached 60% of their total income.

From a democratic perspective, the abundance of local media is certainly advantageous because it provides the public with multiple alternatives based on pluralistic-liberal ideas (Lee, 2001), which can promote pluralism (Ciaglia, 2013) and diversity (Siregar, 2014). The number of media outlets in Yogyakarta and Bali indicates the presence of external pluralism, as people can choose the information sources they prefer and need, either from print media, electronic media, or online media. On the other hand, the abundance of media in Yogyakarta and Bali is expected to provide different perspectives. This is known as internal diversity (Ciaglia, 2013). It is assumed that media diversity would present diverse perspectives–the extent to which internal and external media diversity in Yogyakarta and Bali exist requires further investigation. However, describing the intense competition in the media industry in these two regions is important to provide context for the 'dependency' of media businesses on local government budgets, especially during the Covid-19 pandemic. The higher the level of competition, the greater the efforts that media outlets must undertake to obtain advertisements (Wahyu Darmawan, interview, August 2022). They need to be innovative in managing marketing. The argument put forward in this study is that while the Covid-19 pandemic has crippled the advertising capacity of industries amid intense media competition in Yogyakarta and Bali, the dependence on government funding has increased. As a result, the media's role as the 'watchdog' of power will weaken.

Varieties of Local Government Budget Funding for Local Media

Local media in Yogyakarta and Bali have a relative 'dependency' on the regional revenue and expenditure budget (APBD) funding. Their dependence on APBD is highly determined by the characteristics of the media outlets and, of course, the extent to which these media outlets can lobby and market themselves to the local government. For example, according to Ribut Raharja (interview, November 30, 2022), Tribun Jogja only receives small advertisements from the government. In Ribut Raharja's view, this is due to their inability to lobby the local government effectively. However, lobbying is not the sole factor determining the APBD funding received by media outlets. Reputation, audience reach, and the relationships established between local media and the government play a significant role in determining the allocation of APBD funds. Kedaulatan Rakyat, for instance, due to its reputation as a newspaper serving the Yogyakarta community, has received significant funding from the APBD.

Several forms of financing for local media, both in the form of 'retail' funding, such as advertorials. The retail system determines the placement of advertisements on specific pages and their color. Advertisements are labeled as ADV (advertorial) or ORD (order). Some government agencies that frequently advertise in local media include the Cooperatives and Small-Medium Enterprises Agency, the Tourism Agency, and the Social Services Agency of the DIY Provincial Government. As for advertisements from the Yogyakarta City Government, they are coordinated through the public relations department of the local government.

In addition to the retail system, long-term cooperation through contractual agreements can be established, typically for at least one year. Such contracts are usually initiated for the 'financing' of the government's press releases. In such a contract, media outlets that have established cooperation with the local government must use instead the press releases material provided by the government. Based on observations and in-depth interviews, the models of collaboration between local governments and local media in terms of content publication can include advertorial columns, columns for public service advertisements, full pages (1-2 pages) to convey information related to regional regulations (Perda); and (4) announcement columns. This does not include special programs in the form of benchmark studies. Every year, journalists are gathered to participate in benchmark studies organized by the local government's public relations department. For electronic media such as television, the cooperation between local media and the local government usually takes the form of program segments, including news, special reports, or public service advertisements (DL, interview, November 22, 2022).

Meanwhile, cooperation in advertising can also involve field journalists. The editorial department supports the business department in producing government advertisements through advertorials. Ribut Raharja, the Editor-in-Chief of Tribun Jogja (interview, November 30, 2022), mentioned that the business department or Account Executives need to send a letter to a specific editor to assist them in providing field support when there are advertisements from the local government to be written in the form of advertorials. The special editor's role is to request Tribune reporters to cover the story in the field. The business editor then curates the reporter's written report before publication. For example, when the DIY local government's Cooperatives and Small-Medium Enterprises Agency holds a seminar, the Account Executive writes a specific form submitted to the listening officer editor, who connects the business and editorial departments. Afterward, a journalist is assigned to cover the event. The marketing editor specialist needs to be knowledgeable about the news coverage to identify potential advertisements that can be discussed. Clients from the local government also often send press releases that the editor will process. Based on interviews with media editors-in-chief in Yogyakarta and Bali, the contribution of APBD to local media can reach 20-60% of their total revenue.

Weak Role of the Watchdog

Studies on how much the media can fulfill its watchdog role in a democracy are often conducted using quantitative approaches (Kalogeropoulos et al., 2015; Okumura et al., 2021; Pinto, 2008. Research typically tracks reporting trends in critical issues, such as Okumura et al.'s study on how the media in Japan covered the vulnerability of nuclear energy during the 2011 earthquake. The study concluded that the Japanese media failed to fulfill its watchdog role due to its inability to expose nuclear energy when the earthquake struck Japan. According to Okumura et al., the Japanese media's failure to deliver the worst-case scenarios of atomic power plants in a major quake was driven by the potential conflicts it would create with the government, the energy industry, and other associated industries. As a result, they avoided critical coverage that aimed to uncover the worst-case scenarios of nuclear power plants in the event of a major earthquake, such as the one in 2011.

Okumura et al.'s research combined quantitative and qualitative methods through content analysis and in-depth interviews with media executives. However, other studies on the media's watchdog role tend to rely more on quantitative content analysis conducted over a specific period. While such studies have the advantage of providing an overview of reporting trends, they often struggle to provide a broader contextual understanding.

This research relies on qualitative data to understand how local media in Yogyakarta and Bali fulfill their watchdog role. In-depth interviews were conducted and enriched with qualitative observations of media coverage, particularly in print media. The findings from the in-depth discussions among the informants can be categorized into two opposing groups. Media managers generally stated that despite their close relationships with the local government and receiving funding from the APBD through various mechanisms, objectivity is maintained in their news coverage. This is reflected, for example, in the following interview quotes.

> *"If it is related to the public and the public needs to know, the media must continue to report. We adhere to the Press Law and the Journalistic Code of Ethics in journalistic work. We report from both sides."* (NF, November 22, 2022)
>
> *"We do not deal with money in the editorial department. We do not think about money. We do support the business side. You cannot order the editorial department to serve your clients. We do not do that. Nevertheless, this issue has never been a problem so far."* (Ribut Raharja, interview, November 30, 2022)

Ribut Raharja also stated that Tribun Jogja gives freedom to its journalists to write. Even when faced with the threat of subscription termination due to coverage related to student fees, Tribun Jogja remains steadfast. Despite any boycott, the news is still published. The line between the editorial and marketing departments is always maintained at Tribun Jogja.

DL (from a local Bali media) and OL from Kedaulatan Rakyat also expressed similar sentiments. They believe their media outlets maintain independence by creating balanced news or program content and adhering to broadcasting regulations and codes of ethics. They also emphasize that ethics are fundamental for journalists as they represent the highest values that should be upheld. Without ethics, there is no value in journalism. Octo Lampito added that criticism of the government should be based on cultural approaches. In other words, the objection should be conveyed subtly so as not to corner other parties. Therefore, efforts to remind the government are carried out through news coverage and activities outside journalistic practices.

In contrast to media workers, media analysts tend to be more critical in assessing the media's performance, particularly in fulfilling their watchdog role.

> *"The regional revenue and expenditure budget (APBD) funding has significantly influenced the news coverage. For example, local media in Bali were not critical of the swab test policy at the end of 2020, the governor's birthday celebration, and allegations of bribery without strict health protocols. The local media did not provide balanced and comprehensive coverage of these events" (GS, interview, November 22, 2022).*

Furthermore, it was mentioned that the local government can frame and set the media agenda. Consequently, local media are more susceptible to being used as instruments of government propaganda.

I Nengah Muliartha (Chairman of AMSI Bali/Lecturer at Warmadewa Denpasar) also noted that the media is often lacking and tends to position itself as a public relations instrument of the local government.

> *"[Independence] is highly influenced by editorial policies independence of the editorial team. However, in situations like the present, local media tend to play it safe. It is not uncommon for some local media to act as if they are the public relations of the local government. For example, in the case of the construction of the Bali Cultural Center, which involved land excavation in the surrounding Dawan subdistrict, not many local media outlets reported on it. The media tends to take a safe position because, on the other hand, they face limitations in terms of human resources."*
>
> Furthermore, he stated that,
>
> *"The funding from the local APBD has a significant impact, especially on local media. The local government's public relations office diligently sends press releases to the media. In contrast, media outlets with limited human resources rely on the available press release material without conducting further fact-checking. As a result, it is not uncommon for local media coverage to resemble public relations materials."*

The observations conducted on news coverage in several newspapers confirm the conclusions of the media analysts mentioned above. News articles in local newspapers in Yogyakarta and Bali tend to serve as government publications rather than present critical and investigative reports. This can be seen, for example, in the following news headlines: "Ganjar Distributes Aid to 631 Tourism Villages" (KR, February 4, 2023), "DIY Continues to Improve as ATF Venue" (KR, January 11, 2023), "MSMEs Face Challenges in Partnership and Promotion: Kulon Progo Regency Government Accelerates Investment Efforts" (Tribun Jogja, January 11, 2023), "Yogyakarta City's Waste Volume Decreases by 15 Tons: The City Government Continues to Promote the Zero Inorganic Waste Movement" (Tribun Jogja, January 11, 2023), and "Tourism Providers Need Improvement: DIY Hosts the ASEAN Tourism Forum (ATF) 2023" (December 30, 2022). Additionally, in the December 30, 2022, edition of Tribun Jogja, six news columns presented the achievements of the Gunung Kidul Regency. An article titled "Under the Leadership of Sunaryanta, Gunung Kidul Successfully Reduces Poverty Rates" was accompanied by an infographic highlighting the achievements of the Gunung Kidul Government. Unfortunately, this news article was not accompanied by an advertorial disclaimer, presenting the news as if it were a regular report.

News articles with publicity-style titles resembling public relations materials were found in most editions of local print media. Conversely, critical news articles are often directed to parties with limited power and resources. For instance, in the February 4 edition of Tribun Jogja, a report highlighted fraudulent practices by individuals involved in adulterating Bulog rice. Critical coverage concerning local governments is much harder than the publicity-oriented range.

In a study on the role of local media in Ambon, Lestaluhu (2015) concluded that the social control function over public policies in Ambon has not been maximized. Lestahulu provided several examples, such as public criticism of the local government's managing Regional Owned Enterprises (BUMD) policy. The public criticized the appointment of politicians rather than professionals to work the BUMD. However, this criticism did not receive adequate coverage. Therefore, according to Lestahulu, in the context of the press in Ambon, the print media in Ambon plays a greater role in fulfilling the information function rather than the social control function. This study corroborates the findings of this research, as news articles concerning local governments generated from the collaboration between media outlets and local governments are predominantly focused on information functions due to their origin from press release material provided by the government. As a result, the control function is not well executed.

In the field of political economy, the influence of media organization and funding plays a crucial role in determining news output (Garnham, 2000, 2011). This becomes even more significant in crises caused by a pandemic, where the government becomes the only entity with the greatest economic resources. NF, a journalist from a local media outlet in Bali, stated, "Yes, it includes various forms, especially in the current situation where only the government has the money. Usually, it takes the form of collaborations within a year." Hence, it is not surprising that the government has a greater capacity to control public communication, not vice versa. Consequently, these local media outlets may present news objectively but fall short in fulfilling their role as social watchdogs, as public communication is predominantly dominated by cooperative news and press releases rather than investigative reporting. In this regard, Curran (1989) argues that efforts to promote the watchdog role of the mass media require clear and practical measures that do not solely rely on one system, such as the free market. In this case, the liberal free market has proven insufficient in encouraging local media to fulfill their role as watchdogs against power abuse. On the contrary, in a pandemic situation where businesses are difficult financially (Ispriadi et al., 2020) and the government possesses resources, the dependence of local media on the government increases. This directly weakens the function of media watchdogs, although economic resources are not the sole determining factor. Other factors related to public awareness, journalistic professionalism, media ideology, culture, and organizational routines may also have an effect (Shoemaker & Reese, 2014). However, economic resources tend to suppress other factors when businesses are at risk.

As previously mentioned, pro-public reporting exemplifies the function of watchdog media. The media portrays this function in two ways. Firstly, through critical coverage of those in power. Investigative reports are often used for this purpose. However, the media frequently refrains from investigative reporting due to financial constraints because it requires risk, bravery, a strong team, and financial support. Investigative reporting is generally regarded as being unprofitable. Additionally, sponsors may threaten investigative reporting if the institution generates significant media or advertising revenue. Therefore, according to proponents of political economics studies, the media's commercial interests interfere with their ability to serve the public interest (Carson & Farhall, 2018) yet exposing abuses of public trust had renewed focus in 2016. "Spotlight"—a Boston Globe investigation into Catholic Church sex abuse—inspired an Oscar-winning film. Two months later, 300 International Consortium for Investigative Journalism members broke the global story of tax evasion with the Panama Papers. These represent exemplar moments for watchdog journalism in a "post-truth" age charac- terised by fake news. They illustrate a shift in investigative reporting practice: from an "old model" of a highly competitive single newsroom environment—like the "Spotlight" team—to a "new model" of multiple newsrooms (and countries. This diminishes the media's ability to carry out its watchdog role. This is why the local press in Bali and Yogyakarta are more prominent in their 'publication' role compared to their role as watchdogs for those in power.

The second aspect is the role of local media in the public sphere. The press cannot position itself as a public realm since, in this study, information transmission in local media is given more weight than watchdogs. The 'space' between the government and the marketplace is how Nicholas Garnham describes the public sphere (Dawes, 2014)from an ethos of public service and citizenship to a neoliberal faith in market logic and the sovereign consumer that undermines the public sphere. Much of this discussion is weakened, however, by a lack of engagement with citizenship and consumption, and the reduction to unitary oppositions of what are actually protean distinctions. This weakness in the literature is particularly problematic when it comes to analysing contemporary changes unreflexively as 'neoliberal', because neoliberalism cannot be reduced to the passing of power from the state to the market, or to a simple process of privatisation or individualisation. Rather, neoliberalism involves the changing governmental relation between state and market, and between citizens and consumers. Consequently, engagement with theoretical debates on citizenship, consumption and neoliberalism will be recommended to provide a more sophisticated reading of broadcasting and the public sphere. © The Author(s. When the firm (market) or politics (state) exert pressure, the public sphere becomes more constrained. The public sphere frequently fails when political or commercial interests control the media.

This study focuses on Yogyakarta and Bali and relies solely on qualitative techniques. Therefore, the findings of this study cannot be generalized to other locations in Indonesia. It is strongly advised to conduct studies that integrate qualitative and quantitative research in various regions of Indonesia. These studies will provide a comprehensive understanding of the role of local media watchdogs in fostering a better democracy. On the other hand, citizen movements on the internet through digital activism and sousveillance practices can continue to be encouraged. In many cases, these movements have proven effective in correcting abuses of power (Lim, 2017; Saud & Margono, 2021; Suwana, 2020; Tapsell, 2015, 2019). Studies in this field can also be further elaborated, especially its contribution to oversight and promoting democratic accountability.

CONCLUSION

This study reveals that the regional revenue and expenditure budget (APBD) is a source of local media funding. They exhibit a relative dependence on APBD funding, with various forms of collaboration between local media and the local government, including cooperation in reporting and coverage. Additionally, there are forms of advertorial advertising, press releases, and others.

Among local media, some have a high level of dependency, while others are less reliant. The extent of local media's dependence on APBD has implications for public communication. Media outlets with long-term collaborations tend to publish government press releases more frequently, particularly in news reporting. As a result, they may be less effective in fulfilling their role as 'watchdogs' overseeing the government's actions. On the other hand, media outlets with less dependence and more diverse funding sources are better positioned to fulfill their role as 'watchdogs.'

This study suggests the importance of media diversifying their sources of income and not solely relying on advertisements from the local government. By doing so, their independence can be preserved. Additionally, the public must maintain a critical mindset, avoiding being easily manipulated by news from local government press releases. In doing so, local democracy can function more effectively, and the role of local media oversight can be upheld.

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"Taman Telaga Teratai" Batik Motif as a Traditional Aesthetic Visual Communication Media

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Abstract: *This research aims to obtain a relationship between the aesthetic visual communication media and the functional relationship between phenomena that is more accurate and definite from the traditional batik motif of Taman Telaga Teratai in the Cirebon Palace. The Cirebon Keraton batik and its decorative styles have distinctive differences in the three palaces and one unique Peguron. The diversity of these ornamental styles is characteristic and unique within the Kasepuhan Palace, Kanoman Palace, Kacirebonan Palace, and Peguron Kaprabonan. The method used is a qualitative approach combined with an analytical descriptive method in the form of observations and interviews with cultural stakeholders of the Cirebon palace. This research resulted in the finding that Cirebon batik artisans have the courage and flexibility to realize self-expression and the consistency of producing traditional batik by giving symbolic meaning, as well as adding to the depth of philosophical meaning in the Cirebon royal batik genre. The conclusion of this study is that attractive and patterned aesthetic visual communication in the Cirebon traditional batik artisan community can contribute to the emergence of new traditional batik motifs with the Cirebon palace batik genre, which contain symbolic and philosophical values of the Cirebon Palace cultural tradition.*

Keywords: *Aesthetic, Batik, Keraton of Cirebon, Communication Visual.*

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INTRODUCTION

According to Andhita (2021), visual communication consists of two words: communication and visual. The exchange of messages from communicators to communicants through media channels will generate certain feedback. Visual is something that can be seen with the sense of sight. Therefore, visual communication is understood as a process of exchanging visual messages between communicators and communicants and generating feedback (Andhita, 2021:3). Meanwhile, Kenney (2009) explained, visual communication is an interaction between humans who express ideas through visual media. The feedback is in the form of mutual understanding between the two (communicators). In another sense, the concept of visual communication is a combination of graphic design elements, including the values of creativity, aesthetics, and efficiency to produce certain media, that is effective and can be appreciated by others (Smith et al., 2004). Susanti (2018) added, visual communication is also an umbrella for various communication activities that use visual elements in various media. (Susanti & Rachmawati, 2018).

While the notion of aesthetics can simply be interpreted as beauty, Aesthetic visual communication is a process of exchanging visual messages between communicators and communicants to produce certain feedback from the aesthetic values offered or displayed in a work resulting from the interaction of the

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communicator and the communicant.

According to Susanti, referring to Dharmawan's opinion (2010), the forms of local wisdom that exist in society can be in the form of values, norms, beliefs, and special rules. Local wisdom functions for: (1) the conservation and preservation of natural resources; (2) human resources development; (3) culture and science development; and (4) instructions about advice, beliefs, literature, and taboos (Susanti & Rachmawati, 2018).

It is essential to have a concern in maintaining local wisdom of cultural traditions, especially Cirebon palace batik. One of the ways is providing enthusiasm for exploring local traditional culture while maintaining special values, norms, beliefs and rules for holders of traditional batik craft traditions, especially in the Cirebon region.

Batik's artwork is a medium. The medium is the message. Suppose the batik artwork is incomprehensible. Stuck art is an art that cannot "speak", according to Mamannoor (1996). (Sobur, 2007).

Thus, this writing will discuss the traditional art of palace batik, starting from the Cirebon palace's history and the palace batik's history itself, equipped with supporting theories for a comprehensive study through the Levi-Strauss Structuralism approach.

Batik art is a culture from the ancient royal family, done by women who were close to the royal family. Batik was originally practiced limited to the palace area, and the result was clothing for the king, princess, and their followers. It's different with batik as a work of art. The process is still done customarily with written batik technique. As a result, the quality and the uniqueness are maintained. These batik skills have been passed down from their ancestors for generations. Asan art work, the results are truly refined, because the priority is the craftmen satisfaction in enjoying his work. Batik skills are obtained from their parents and daily experience. According to Anas, batik work contains the values of compassion, namely the embodiment of smooth and beautiful forms. Besides being used as clothing material, batik cloth has value as family pride (Anas, 1997: 36-39).

Dennys Lombard (1990), the author of the book Nusa Jawa Silang Budaya, also cited by Emalia, said that batik was mentioned in the Sundanese script 1440 Saka or 1518 AD, with a different term (Emalia, 2017). The word 'batik' has been commonly used to describe the attachment of hot wax as a colour barrier to cloth. The term batik was first found in European writing at the Daghregister in Batavia, dated 8 April 1641. It is believed that the cloth given by Sultan Agung in 1622, to the Dutch ambassador at the Mataram Palace with the term batik, a cloth painted in blue and white according to the country's style (Lombard & Salmon, 1993).

In an interview, PRA. H. Arief Natadiningrat, SE. Sultan Sepuh XIV (2012), explained that batik-making existed since the time of Prince Cakrabhuwana in the 15th century AD. At that time, Sultan Sepuh showed a collection of the old batiks, several pieces of the original batik collection inherited from Sunan Gunung Jati, estimated to be hundreds of years old. Since its inception, Cirebon batik has been influenced by Hindu, Islamic, Chinese and European cultures. Many batik artisans in Cirebon did not understand the philosophical meaning of the palace batik (Kudiya, 2012). Iwan Tirta conveyed human civilisation, including the existence of habits in making clothing materials, and it could be anything based on the findings made by people at that time (Tirta, 2016). The definition of batik in the Big Indonesian Dictionary (KBBI), is a cloth that is specifically drawn by hot wax on the cloth, and then colored, it is called batik cloth. (Poerwadar Minta, 2005).

In terms of the aesthetic theory put forward by Djelantik (1999), the elaboration of batik work requires a deep understanding of the existence of aesthetic elements in it. In art, there are three fundamental aspects, namely: form or appearance; In batik, what is included is ornament; for example, the ornamental variety of the taman teratai with the babarmasan color pattern. The ornamental variety of the taman teratai in the Cirebon palace batik artisans community has several different models or patterns (Na'am, 2019).

The difference is not very significant; this is attributed to the continuous traditional repetition practiced by various batik artists. Thus, it is the unique expression from within each artist that distinguishes one Taman Teratai decorative work from another. (Kudiya, 2016). Weight or content (content, substance); concerning batik, that weight is defined as something that the five senses can capture, as in batik, which depicts the ornamental variety of the taman teratai. The weight can already be known without further explanation by looking at the title and the image or likeness objects displayed on the sheet. This is very different when one sees a batik work with contemporary decoration. Then there must be an effort to convey information or a more detailed explanation so that it can be understood clearly; Appearance, presentation (presentation); relating to batik, the field of appearance is a fundamental part that must exist in all art objects or artistic activities (Sinara Dwiyanti, 2022). Presentation is an attempt to display batik works as works of art to connoisseurs of the art of batik cloth. (BATIK et al., n.d.).

METHOD

In analyzing the Taman Telaga Teratai batik artwork by the Cirebon palace batik artist, the author uses a qualitative approach and, analytical descriptive methods. The purpose of the analytical descriptive research method, as said by Wibowo (2016) is to describe a relation of an object or explain the description of an object in the research based on the factual conditions (Wibowo et al., 2016).

RESULTS AND DISCUSSIONS

Recently, researchers have used the Levi-Strauss Structuralism approach in examining and identifying works of art. According to Uyun quoted from Geller, the word identification is used as a term in this research. Chaplin, in the complete dictionary of Psychology, conveys that identification is a comprehensive approach process that also places objects or individuals in certain groups that need to be understood specifically (Uyun & Warsah, 2021) (Geller, 2016).

The batik tradition of the Cirebon palace makes some elements of the palace's cultural arts as a medium to convey the artistic possessions of artists around the palace area (Nababan & Hendriyana, 2012). There is a slight difference with the Structural-Functional approach. The basic assumptions and analysis models are very significant differences. The basic assumption in the Levi-Strauss Structuralism study method is to make human objects important as animal symbolism taken from linguistics. In contrast,the Malinowski Structural-Functional method, it places society as an organism as the basic assumption. (Adibah, 2017).

Koentjaraningrat stated that Malinowski first developed this perspective, followed by Radcliffe-Brown and Hocart (Prof. Dr. Koentjaraningrat, 2007). The assumption is that every human being has the basic ability to inherit it as genetic. Thus, it will exist in humans in the form of structuring abilities, namely compiling certain structures and conveying them through the Levi-Strauss Structuralism method (Ahimsa-Putra, 2012). While understanding the structure, according to Paz, means finding the arrangement of rules inherent in the basis of human consciousness. The whole pattern of human life in the form of movement when thinking, speaking, behaving, and cultured, is in line with the structure of human consciousness (impulse), which in the end, the structure is interpreted (Anantasya, 2017).

This study provides attention and the main characteristics of the whole object. In this perspective, the network is studied as a whole. According to Nurul (2019) the Levi-Strauss Structuralism formulation can be: (1) Understanding elements through inter-connectedness; (2) Structuralism does not look for structure at the primary level observed, but it explains the reflection of the structure that is closely attached to it (deep structure), the deeper the strength of its forming structure (innate structuring capacity); (3) At the empirical level, correlations of physical elements will be found in the form of binary opposition (Nurul Khotimah, 2019).

In terms of creating works of art, according to Bahrudin, it cannot be denied that symbolization can be expressed as a result of the existence of reality in society. Its, elements include language, as well as culture, which has a kinship correlation, myths, art, and symbols (Bahrudin et al., 2021). Furthermore, the entire system mentioned above can be analyzed with the right method to study it. According to Salma, the study of the Levi-Strauss Structuralism Perspective is a paradigm to examine issues of forming meaning (Irfa'ina Rohana Salma, 2014), because as a work of art, batik by Komarudin as the traditional batik craftsman of the Cirebon palace is the basis for values, namely the content of a series of meanings behind the distinctive pattern of the Taman Telaga Teratai motif. The rest of this perspective view can be enjoyed from the visualization of the structure with expressive forms of Komarudin's batik in total.

The Collection of Batik Taman Telaga Teratai

Taman Telaga Teratai batik work is a development of Cirebon palace batik, which is inspired by decorative elements found in artefacts in the form of reliefs, carvings, and cloth in the Kasepuhan Palace area, Kanoman Palace, Kacirebonan Palace and in the Gunung Jati Astana area. Taman Teratai Batik is a development of the Taman Teratai motif which the Trusmi Cirebon batik artisan community has produced since the 1960s (Kudiya et al., 2016).

In Kudiya (2016), it is stated that the source of inspiration for the lotus (teratai) was used as a decorative batik for the Cirebon palace starting from the era before Islam entered until the spread of Islamic teachings as follows: (a) The lotus plant is in the form of roots and bases that live in mud, then the stems are submerged in water, and the flowers are on the water. So it is said that the lotus plant can live in three realms, namely in the realm of mud, water, and air. Hyang Widhi, in Hindu beliefs, says that he can master these three realms, as the main character of Tri Bhuwana, namely the realms of life Bhur, Bwah, and Swah (Biasa, 2018). The terms of life in these three realms are called Bhur, Bwah, and Swah as symbols of Tri Bhuwana. (b) The lotus symbol has been used since the people of Cirebon believed in the Hindu-Buddhist religion, before believing in the Islamic religion, which has been preserved until now. Previous statement is in accordance with the rules of ushul fiqh in Islam, namely "Al muhafadhotu alaa qodimi shalih wal akhdu bi Jadidil ashlah" means that we are allowed to continue to carry out the values

FIGURE 1. Taman Teratai Motif

of previous wisdom which do not conflict with the values of new beliefs and we can add new values. (Kudia, 2016). The use of the lotus symbol is still practiced today, and what distinguishes it is that the belief associated with it has evolved from Hindu-Buddhism to becoming aligned with Islam. Thus, those who believe in Islamic teachings are not bothered to look for new symbols that are not necessarily understood by the people of Cirebon about the symbol of divinity, so the lotus symbol is still used or has been properly institutionalized, the Islamic values remain well-equipped (Kudiya et al. ., 2016). (c) The term lotus can be found in the texts of the petarekan, including the text of the tarekat babon book written by Prince Muhammad Arifudin Kusuma Bratawijaya Kaprabon, the book of the order of Prince Jatmaningrat or Prince Muhammad Shofiudin, the book of the Kusumawaningyun order, the book of the Aruman Raja Kaprabon order and book of the Order of Ratu Raja Fatimah from Kanoman. In the book of the tarekat baboon in Kaprabonan, an illustration of a human heart richly decorated with jasmine flowers is written. However, in other tarekat books or texts, illustrations of the human heart are written in kudupe or lotus flower buds. (Kudia, 2016).

The Taman Teratai Batik motif is usually made as a long cloth with 105 cm x 265 cm width, using primissima cotton fabric and done using the written batik technique. This Teratai Garden motif generally uses a three-layer pattern, although some have made it with a 5-layer pattern. Apart from being made in the form of long cloth, the cloth is also usually made to make the iket. This motif cloth is often used for the couple of the bride and groom, or also worn by the bride and groom's parents.

Batik Keraton Cirebon Karya Seniman dan Budayawan Cirebon

Based on an interview with Irianto (2012), most of the Cirebon palace batik motifs had been produced by petarek, who never mentioned the name of the artist in their work or did not recognize where the batik came. In Irianto (2008) batik's expression for Cirebon's people is somewhat different from batik's expression in general. Among adherents of the Cirebonese Petarek teachings, the term batik is translated from ba pointe ning esor, for him sing andhap asor. The letter ba (the second letter hijaiyah, Arabic), which has a dot under it, means to be happy if someone has a humble nature. The letter ba has a very important meaning for Petarek Cirebon members because it interprets the letter

FIGURE 2. Naga Seba Motif (Author's colection)

ba as the beginning of the sentence Bismilaahirrohmaanirrohiim. This sentence is found on the Cirebon flag made using the batik technique. The flag (Singa Barwang Duajilullah), has the meaning "In the Name of Allah, the Most Gracious, the Most Merciful" (Kudiya et al., 2014). Cirebon batik, according to Irianto, whom Komar quoted, said that batik is a tool to store "a certain spirit or aspiration" for the next generation, so that the message will be eternal. The same thing is used as a recording device in the form of other visual works, including: on stone (tombstone), wood (carving), glass paintings, and ceramics or earthenware, as well as in the form of paper manuscripts made from daluang or palm leaves (Kudiya, 2016).

The Naga Seba motif is also one of the Cirebon palace batik collections. The image of a dragon with the shape of a wing is a form of decoration in the mythology of the Cirebon palace. Hindu culture influences the dragon's shape before Islam entered the Cirebon area. Shape's element of the gate with Kluwih leaves is already part of the Islamic religion, where the gate comes from the Arabic word gofara (forgiveness). The Naga Seba motif is also generally used as a long cloth product worn by the Sultan's family. This cloth is made using a written batik technique with a

FIGURE 3. Motif Panji Semirang (Author's colection)

FIGURE 4. Daun kluwih Motif (Author's colection).

babarmasan pattern. The background of the cloth is usually white or ivory yellow in color with the characteristic shape of thin tendrils using the mrawit technique.

The Panji Semirang motif is one of the flagship batiks of the Cirebon palace. This motif is produced using batik techniques using fine primissima cotton with dimensions of 10 cm X 265 cm. The decoration used for the Panji Semirang motif includes the wadasan motif (rocks shaped like small mountains), with fragrant pandan plants added with plant tendrils between it. On the wadasan,decorative shapes resemble a disguised dragon's head formed from wadasan. The production of this batik cloth also pays attention to the form of a white or ivory background with black outline lines and golden yellow elements, so this technique is known as the Cirebon babarmasan technique.

The Kluwih Leaf batik motif is often used by the families of the Kasepuhan and Kanoman palaces. This batik motif has a pretty good philosophy. Kluwen or Kluwih leaves (Artocarpus communis). Its symbolic meaning is Wong urip aja kluwen kenten bade pejah (breadfruit) as kula. The sentence seems to have been uttered by a pair of tombstones with a kluwih leaf motif to people visiting the graves on Mount Sembung. The sentence above means "humans live, do not exaggerate (kluwen) because you will die (breadfruit) like me". This decoration teaches humans who are still alive that, living creatures will surely experience

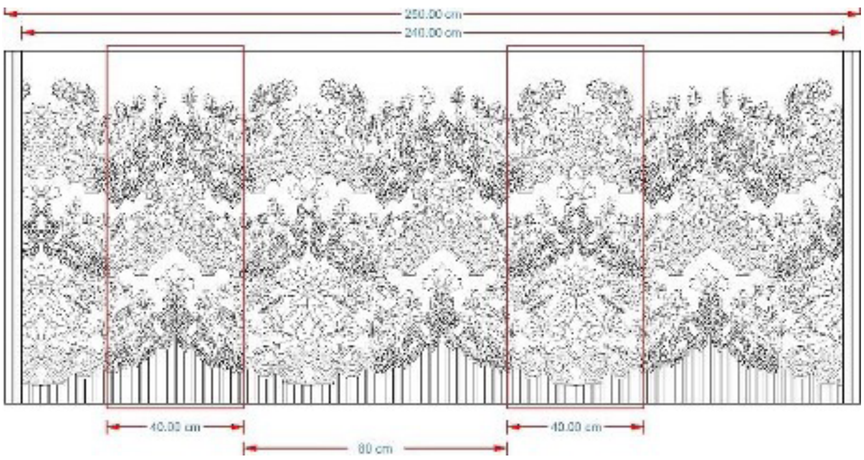

FIGURE 5. Struktur Pola kain Panjang Taman Telaga Teratai

FIGURE 6. White Background Taman Telaga Teratai Motif (Author's colection).

death (Karim, 2015).

The batik motifs of the Kasepuhan Palace, Kanoman Palace and Kacirebonan Palace based on data from the dissertation's result have collected a total of 70 original motifs (Kudiya, 2016). As for the development of the palace's good motifs circulating in the market, especially those made by the Trusmi batik artisan community and its surroundings, there are countless new variants.

Structural Development of the Taman Telaga Teratai Motif by Batik Keraton Cirebon Artists.

The pattern structure of the Taman Telaga Teratai motif uses three repetitions of the main motif. The main motif is made on A0-size paper with a 75 cm X 100 cm width.

Cirebon batik artists made the first generation of Taman Telaga Teratai batik a new color to the development of Cirebon palace batik. This Taman Telaga Teratai cloth was once used at the wedding of the daughter of Sultan Sepuh to XIV PRA. H. Arief Natadiningrat, S.E., whose name is Ratu Raja Siti Fatimah Nurkhayani Natadiningrat, S.T.Kom., and Muhammad Akbar, S.IP., married on March 15, 2014, at Prebayaksa Ward of the Kasepuhan Palace in Cirebon.

As for the parents of the bride and groom, namely the couple Sultan

FIGURE 7. Motif Taman Telaga Teratai

FIGURE 8. The wear of Taman Telaga Teratai with white background in a wedding ceremony.

Sepuh XIV PRA. Arief Natadiningrat and RAS. Isye Natadiningrat wearing a Telaga Teratai batik cloth with a black background.

The development of the Taman Telaga Teratai motif does not stop as the cloth mentioned above. The batik artisans of the Cirebon palace have the desire and goal for the Taman Telaga Teratai motif to be used as batik cloth to represent the three Cirebon palaces; the Kasepuhan Palace, the Kanoman Palace and the Kacirebonan Palace (Kudiya et al., 2016). Then further research was carried out to combine all the decorative elements owned by the three palaces to be united in the new Taman Telaga Teratai motif. The motif's arrangement in the Taman Telaga Teratai decoration is a combination of several elements of batik motifs, which have an aesthetic value obtained from three locations of the Cirebon palace and added from Peguron Kaprabonan. The finalresult is expected could achieve the integrity of a Taman Telaga Teratai decoration which is a reflection of cultural traditions' integrity of the Cirebon palace community. The main motif is the primary element that must be displayed or presented in a complete sketch to form a

FIGURE 9. Composition of Taman Telaga Teratai motif

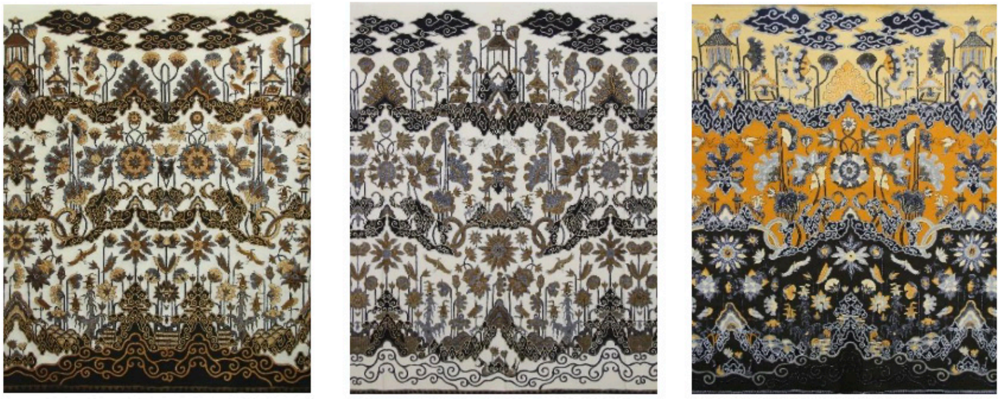

FIGURE 10. Development of the Taman Telaga Teratai Motif

unitary motif adapted to the decoration's title or name. The main motif does not have to be depicted decoratively or in the form of a distilled object. However, there may be elements of a motif that are typical or represent the name of the decoration.

The decorative elements compiled for the Taman Telaga Teratai motif consist of Water, Stork in 4 positions, Crocodile Animal, Elephant Animal - Wadasan, Bintulu, Flower, Blooming Lotus, Lotus Leaf "Hayun if it's soulful", Kluwih Leaf, Gate, Gedong Jinem, Gedong Samar, Meander, Megamendung and Meru (mountain).The complementary motifs consist of Dragons, Insects, Snakes, Bud Lotus Flowers, Bud Lotus Leaves and Fragrant Pandan.

Nowadays, Taman Telaga Teratai motif is a complete compositionaccommodating all the decorative elements owned by the three palaces in Cirebon plus the Kaprabonan peguron. In general, the production process of batik Taman Telaga Teratai begins with batik production, adjustments and production's quality improvement, and enhancement of aesthetic values attached to the work. This process is in line with the spirit of revitalization to create a brand new and distinct structure of the decorative cloth of the Taman Telaga Teratai's decorative cloth.

If we observe, the development of the Taman Telaga Teratai motif does not only present a more complex blend of decorations by adopting all the elements that exist in the Cirebonan palace batik tradition, but also the application of varied colors. This motif is also eccentric as it is different from Cirebonan keraton batik in general, which is babarmasan style.

The colors used in the batik motifs made by Cirebon palace batik artisans are strong and bright, which are achieved through the intensive use of synthetic dyes. The beautiful structure of the landscaping atmosphere and the artifacts of the Cirebon palace buildings inspire Cirebon palace batik artisans to incorporate specific colors for traditional batik artwork. The colors found on the palace's walls and garden are very natural and distinctive. While the colors found can vary, bright hues can occasionally be discovered amidst subdued tones, which raises particular interest and encourages exploration when creating patterns for Cirebonan palace batik cloth."

If we observe, the integration of the Taman Telaga Teratai motif's complementary elements is very loaded with symbolic meanings and the influence of Islamic values embedded in the motif. Beauty's element comes from taste, initiative, and creativity, which is built from experience and the results of serious and mature observations. Suppose we pay attention to the element of water in the Taman Telaga Teratai motif. In that case, we will talk about the shape of the water sketch being created. Unlike the typical shape of water found on the Taman Teratai batik cloth, this design aims to offer something distinct and unique, thereby becoming a defining characteristic of water in the Taman Telaga Teratai motif. Furthermore, four storks in this motif have a spiritual meaning. The shape of this bird is depicted in 4 different positions to represent the spiritual meaning of the teachings of the Syattariyah order. The ritual on the stork is called Aji Bangau Butak, meaning Shari'a, tarekat, essence and makrifat. The four stages are the level of one's appreciation in carrying out the Islamic religion. We have only discussed two elements from the entire Taman Telaga Teratai motif, while there are still 12 more elements remaining.

Structural Analysis of the Taman Telaga Teratai Motif by Batik Keraton Cirebon Artists

In the phenomenon of language, the use of the Levi-Strauss Structural analysis study starts from the smallest element or unit, namely the phenom (Lévi-Strauss, 2020). In the art of batik, there is a structural arrangement starting from the elements in the form of isen-isen (decorative ornaments), klowong (pattern-forming lines), and colors. Djelantik (1999) emphasized that when combining line elements, the addition of isen and color will produce the depth of aesthetic value in batik (Djelantik, 1999). If the analysis is aimed at the Cirebon palace batik as a whole, then the smallest unit in the term of batik is called ragam hias. Besides, in a structural study, the relationship between forms also needs special attention, because structural analysis will occupy relationships with other relational systems to be compared, and cannot be separated. These relationships need to be compared with one another. When examined in a syntagmatic context (linear relationship between language elements), the others are called syntagmatic operations (Ahimsa-Putra, 1999).

Suppose we carefully analyze the Cirebon palace batik, it will produce certain pattern structures that are repeated in other palace batik works in the form of patterns. The same style repeats and has a peculiarity. According to Ahimsa, this repetitive pattern can be considered a defining characteristic of the artworks created by palace batik artists within specific communities and during particular periods. (Ahimsa-Putra, 1999). At the same time, a syntagmatic structured bonding relationship will be obtained in the creation of palace-written batik as a form of structural integrity which is unnoticed by groups of artists in its creation. The relationship in this syntagmatic structure bond can be used as a pattern that can be understood as a transformational series (Kridalaksana, 2005).

Based on the study of Levi-Strauss Structuralism: the inter-connectedness approach can be used to understand the elements. Second, an analysis of the study of structuralism is carried out at the surface structure (observational level) but looks for the empirical reality behind the system. The appearance element is the actual condition of the emergence of other structures accompanying it. When it getsdeeper, it will find the most powerful element in the formation of structures (innate structuring capacity). Third, at the empirical level, there is a connection between the elements of being in opposition between two things (binary opposition). Presented by Hendriyana, in making art works, we could follow these three sources of ideas: (1) Impression, namely from the subconscious, which gives a direct impression of the external condition of the artist, (2) Improvisation is part of the artist's self-spontaneity and also the spirituality that exists within him, (3) Composition is an expression of the soul of art from within which forms it from experience and is realized, although sometimes it does not make sense (Hendriyana & Ds, 2022).

In creating Cirebon palace batik artwork, the artist's emotion has an important role. If the emotional element is well controlled, it will also produce a good form of art. This is because the elements of art, from conception to the final result are inherent in the artist (Kudiya et al., 2016).

The various forms of lines, from the canting, colors, decorative compositions, waxing techniques, tembokan, isen-isen shapes and the basic materials (fabric) used, are the external elements of the works of art. Meanwhile, the emotions possessed by traditional batik artists, who have the same emotional capacity as those of art connoisseurs, are internal elements (Laurencia et al., 2018). Thus, based on the analysis above, it can be formulated that the measurable pattern in the creation of traditional Cirebonan palace batik artwork is as follows.

In the study of Levi-Strauss Structuralism, the paradigm does not provide spatial movement on diachronic or historical issues, but focuses on efforts to compare the structure of the Cirebon palace batik creation carried out by batik artists to express batik artwork and da'wah (santri tarekat). Aesthetic awareness and spiritual experience of the Cirebon palace batik artists are used as elements of art that do not change. Meanwhile, according to Endriawan, in every element that changes is the artist's ability to interpret art forms, which is called artistic expression. The artwork of the same batik craft can be interpreted differently from its expressive value by other batik art connoisseurs or the public (art public) from a certain cultural period (Endriawan & Trihanondo, 2015).

The structure of the decorative forms of the gate, lotus, stork, water, gedong jinem, gedong samar, meander, megamendung and meru (mountain) is used as a place for the symbols of the decoration to be applied in the form of spoken language to be conveyed. At the same time, the selected elements are specifically the structure of the Cirebon palace batik created by Cirebon palace batik artisans (the Petarek), lies in the expression of the artist who created it (Kudiya et al., 2016). This is a consequence that affects the internal structure of both. The final result of a batik artwork starts from the ideas of batik artists, while the rest is certainly influenced by the intent and purpose of its creation. The final implication can be seen in the palace batik artwork created as an embodiment of its outer structure. In fact, what appears on the artwork's surface is easier to understand logically. Thus, the visual appearance of the style

FIGURE 11. Diagram of the Structure of the Creation of Keraton Batik Works

in the realm of the art of palace batik is becoming clearer.

The decorative forms of the Gedong Jinem and the blooming lotus flower in the batik work of the Taman Telaga Teratai palace are forms of expression from the depths of the soul of the beautiful artwork, which is the expression of the batik artist to pamper connoisseurs of batik art. Furthermore, it expresses intention because of Allah (hablum minallah) and is a relationship between humans (hablum minannas). The application of various forms that exist from the cultural traditions of the Cirebon people in general through abstract depictions as the breath of Islamic art through the forms of various decorative objects distilled with the ability of the creator's artistic expression (Kudiya, 2016). Gedong Jinem is in the first layer facing each other under the Gedong samar. The building form of the Gedong Jinem is widely used in the decorative batik of the Cirebon palace, including the Siti Inggil Kanoman cloth, Taman Arum Pakungwati and the Trusmi Mosque. Building forms like Jinem are often used as palace batik motifs. This Jinem motif is usually used for decorative palace batik from the landscaping theme group such as the Taman Arum, Siti Hinggil Kanoman, Trusmi Mosque and Taman Telaga Teratai motifs. The word jinem here is an extension of the word siji kang neem, (one contains six = a unity of faith in which there are six inseparable pillars of faith, namely faith in: 1. Allah; 2. angels; 3. messengers of Allah; 4. the books of Allah; 5. the Day of Judgment; 6. the provisions and decrees of Allah) or what he calls the pillars of faith (Suryani et al., 2021).

Meanwhile, according to the common definition in the palace, jinem means praise and gunem. Praise is praising Allah as the embodiment of hablum minallah, which means a good relationship with Allah. Gunem talks to humans or hablum minannaas, which means good relations with humans. To achieve harmony in the afterlife, the point is there should be harmony in horizontal and vertical relationships.

The Blooming Lotus Leaf supported by the gate, displays a variety of lotus leaves in a visual form that is different from the others. The ornamental variety of Taman Telaga Teratai displays various visual forms of lotus leaves as a different and more varied styling effort. The gate is intended as a connecting place between two places. For a need with a specific purpose, there is a time for a person to ask for forgiveness from his God. Therefore, in a new place or situation, he gets better and more blessed than before because he receivesGod's forgiveness. In Arabic, ghofaro (in fi'il madhi) or ghufron (in isim mashdar), means forgiveness. The gate in the culture of the Cirebon palace symbolizes that people should take the path of God's forgiveness to achieve something better, calm and safe. In this Taman Telaga Teratai, the form of the Lotus Leaf and the Gate is placed in the middle position of the decorative structure. It implies that to reach a higher level, one must go through a way of tawasul, through purity of heart in hoping for the pleasure of Allah.

CONCLUSION

Taman Telaga Teratai batik by Cirebon palace's batik artists which is designated as a new and innovative batik creation has a specificity and uniqueness compared to the decoration in common palace batik. This batik work has the completeness of all the elements owned by the palaces in Cirebon. Meanwhile, the color patterns applied to the written batik of Taman Telaga Teratai have moved on to more contemporary colors. However, there are still streaks that indicate the cultural tradition of Cirebon palace batik.

As Salma said, the Levi-Strauss

study method is part of a paradigm that can explain existing problem conditions by uncovering the roots and analyzing them to obtain more accurate and certain functional relationships between phenomena (Irfa'ina Rohana Salma , 2013).

The conclusion from the study of the Taman Telaga Teratai batik motif by the palace batik artisans, which is currently being produced, is a form of courage and freedom to realize self-expression and consistency in producing batik with the Cirebon palace genre. In line with what was conveyed by Irianto, the meaning of decorative symbolism in batik works adds to the depth of philosophical meaning and gives birth to the characteristics of Cirebon palace batik. Achievements of the courage of expression, freedom and consistency of work can produce works with the highest status in novelty or innovation.

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