

## Relationship Exposure Instagram of West Java Regional Police with the Police Image on Followers @Humaspoldajabar Account

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### Abstract:

The Indonesian National Police is facing a challenge in dealing with several cases involving its own members. The case drew public attention and had an impact on the public's image of police institutions. Humas Polda Jabar Instagram's can form a positive image through media exposure. Use and Effect Theory assumes that the use of media has an effect on an individual. Followers of @humaspoldajabar are exposed by the content of Humas Polda Jabar and form an effect on followers, which is the police image. This research aims to know the correlation between Humas Polda Jabar's Instagram exposure and police images on @humaspoldajabar followers. The research method in this research is a quantitative method with a correlational approach. The results of this research show that the media exposure has a correlation with the image. The correlation coefficient produced in this research was 0.602 so the correlation is categorized as a strong correlation.

**Keywords:** Media Exposure, Image, Instagram, West Java Police

### Introduction:

The advent of new media has precipitated profound transformations in the manner in which the public receives and engages with information. New media has metamorphosed conventional media platforms such as newspapers, magazines, books, radio, and television into participatory spaces that facilitate interaction between users and the media. This convergence has given rise to a plethora of new media forms, including the internet, social media, and mobile-based applications. These technological advancements have profoundly altered the landscape of

communication and information exchange for individuals and organizations.

According to research by We Are Social (2023), Indonesia has a high level of internet adoption, with 212.9 million users and an internet penetration rate of 77% of the total population in early 2023. Projections estimate that by 2023, the number of social media users in Indonesia will reach 167 million.

A notable aspect of the We Are Social research is the predominance of Instagram as the preferred social media application in Indonesia, with a substantial proportion of 86.5% of internet users

aged 16 to 64 years old utilizing it. The visual and verbal nature of Instagram content is particularly effective in conveying information, fostering a strong and lasting impression among its users [1]. The merits of Instagram's social media platform extend beyond mere commercial applications, encompassing potential uses within governmental contexts as well.

The West Java Provincial Police are among the agencies that employ social media as a means of communicating with the public. However, the National Police are regarded by the public as a negative institution [2]. The arrest of members of the Indonesian National Police (Polri) who committed violations of the law has led to a significant erosion of public trust in the institution, with a 13% decrease in public trust in the police institution from 72.1% to 59.1% from 2021 to 2022.

In order to rebuild its reputation, the West Java Regional Police Public Relations Division has adopted the use of Instagram, a popular social media platform. The Instagram account managed by the West Java Regional Police Public Relations Division is @humaspoldajabar. Based on pre-observation, the West Java Regional Police Public Relations Division has been actively disseminating information on the Instagram social media platform. As of March 3, 2023, this Instagram account had been followed by 16,300 followers, with an average of 6-8 content uploads per day.

The present study employs the Uses and Effect Theory, focusing on individuals who deliberately follow and become followers of the @humaspoldajabar Instagram account. This approach enables the exposure of followers to the messages disseminated by the West Java Regional Police Public Relations, thereby influencing the formation of their perception of the police. The objective of this study is to ascertain the extent of the relationship between the social media exposure of the Instagram Public Relations of the West Java Regional Police and the police image on the followers of the @humaspoldajabar account.

## **Digital Communication**

The internet is a medium that facilitates connectivity between computers or smartphones and cyberspace. Communication facilitated by this technology is designated as digital communication. The West Java Regional Police Public Relations Office employs digital communication in its daily operations. This encompasses the dissemination of official information through websites and social media platforms, in addition to the creation and maintenance of the police's image. This process involves the development of content that showcase the positive initiatives and activities undertaken by the West Java Regional Police.

The term "new media" refers to a category of digital media that is interactive and facilitates two-way communication. In the context of the current digital era, new media is media based on information and communication technology that relies on speed in terms of content distribution [3]. Some of the new media technologies employed by the West Java Provincial Police include social media, official websites, and mobile applications that offer various functions to facilitate the provision of services to the community.

Social media constitutes a platform that enables internet users to connect, participate, comment, and create content as a means to communicate with their social graph, with other users, and with the audience [4]. The social media utilized by the West Java Regional Police Public Relations Division in communicating and providing information to the public comprises several platforms, including Instagram, Twitter, Facebook, and YouTube. The content disseminated through these channels encompasses news, educational materials, and social interaction, in addition to responses to public inquiries and other forms of communication.

Instagram has become a popular platform for the dissemination of visual content, particularly photographs and videos, to an audience of followers or to the broader community of Instagram users. The platform facilitates the

expeditious exchange of visual content, offering a medium for the immediate sharing of photographs, videos, and narratives, in addition to the direct transmission of messages between users [5].

The West Java Regional Police Instagram account serves as a conduit for information dissemination and public communication. This social media account is utilized by the West Java Regional Police to disseminate information and engage in public discourse, leveraging the substantial audience reach to ensure the effective transmission of information to a vast audience.

The role of public relations in this context serves as a conduit, facilitating communication between the two parties. Technological advancements have profoundly altered the landscape of media and its reach [6]. The integration of the internet in public relations activities is recognized as Digital Public Relations. In response to these technological evolutions, West Java Regional Police Public Relations is compelled to adapt its communication strategies to incorporate social media as a platform to manage and shape its image. The development of an effective strategy is imperative to ensure the optimal exchange of messages, leveraging the full potential of social media. In this manner, social media can function as an integrated medium in shaping the image of an institution.

The term "exposure" is employed to denote an individual who has been exposed to a message or information. Exposure can be defined as the activity of hearing, seeing, and reading mass media messages, or of having experience and attention to these messages, in individuals or groups [7]. As posited by Ardianto, the measurement of media exposure can be derived from three factors: frequency, duration, and attention. Frequency is gauged by the frequency with which the media communicator is encountered, viewed, read, and listened to by the audience. Duration is defined as the extent of time during which the media is viewed, listened to, and read by the audience. Attention, meanwhile, is

defined as the cognitive process involved in engaging with media messages, encompassing the visual, auditory, and literary aspects of media consumption in the absence of concurrent engagement in other activities [8].

Image is defined as an impression, feeling, or description in society of the knowledge and experience of an individual who has been deliberately exposed to an object, person, or organization [9]. The image of the police is indicative of the public's perception of the police institution. In conducting its branding, the West Java Regional Police Public Relations Office utilizes the social media platform Instagram, with the objective of ensuring that information reaches a wider audience.

According to Sutojo, the image formation in the minds of the public towards an institution can be seen from three indicators, namely impression, trust, and attitude [10]. There are several impressions obtained by consumers, such as impressions of services, programs, and consumer impressions when seeing or hearing the image of the company. Trust arises from the audience because of the trust that exists in an institution that has qualities that bind it, such as honesty, fairness, responsibility, helpfulness, and humility. Attitude, in turn, is measured by an evaluation of the audience's disposition towards the institution in question. A positive attitude, characterized by favorable perceptions and dispositions, fosters a positive image of the institution. Conversely, a negative attitude, marked by unfavorable perceptions and dispositions, contributes to a negative image of the institution. Attitude, as mentioned earlier, is influenced by three factors: cognitive, affective, and conative.

The theoretical framework employed in this study is the Uses and Effect Theory. According to Sendjaja, the Uses and Effect Theory was initially proposed by Sven Windhal in 1979 [11]. The fundamental premise of the Uses and Effect Theory posits that media utilization engenders an effect on the individual [12]. In this theoretical framework, the utilization of mass media signifies

that exposure to a given stimulus invariably precipitates its perception [13] This theory differs from the Uses and Gratification Theory in that it emphasizes the role of media in fulfilling individuals' needs and desires. The present study employs the Uses and Effect Theory by examining the behavior of individuals who actively follow the @humaspoldajabar Instagram account, operated by the West Java Regional Police Public Relations. Through this observation, it is possible to analyze how followers are exposed to the messages disseminated by the police. This exposure has an effect on followers, namely the formation of a police image.

### Research Methodology:

The present study focuses on the relationship between the @humaspoldajabar Instagram account and its audience, with a particular emphasis on the portrayal of law enforcement in the account's content. The research population consists of the followers of the @humaspoldajabar Instagram account, which, as of March 3, 2023, had a total of 16,300 followers. The study employed a quantitative approach, given the extensive use of numerical data throughout the research process, including data collection, interpretation, and the presentation of results. The objective of the study was to ascertain the existence and strength of a relationship between the two variables under investigation. To this end, a correlational approach was utilized.

The researcher employed two types of data for this study: primary and secondary. The primary data set included a questionnaire administered directly to followers of the West Java Regional Police Public Relations Instagram account. The questionnaire was disseminated online via a Google Form link shared via the Direct Message feature. The secondary data was obtained from a literature study. The researcher utilized a variety of data sources, including books, journals, internet resources, and previous research relevant to the

subject under study. The population of this study comprised all followers of the West Java Regional Police Public Relations Instagram account, which had a total of 16,300 followers as of March 3, 2023. The sample size calculation employed the Slovin formula.

The calculated sample size of 99 respondents was determined to be sufficient for the study's objectives, as stipulated by the Slovin formula. The researcher opted for this formula due to constraints in terms of energy, time, and financial resources. The margin of error established was set at 10%. The purposive sampling technique was employed in this study.

Preliminary observations conducted on March 14, 2023, suggest that all followers of the Instagram account @humaspoldajabar are authentic. However, to ensure the validity and impartiality of the research, the researcher will limit the sample to accounts that do not exhibit any indications of artificial followers. According to the Hype Auditor (2023), there are several criteria for an account to be considered fake, namely:

- a. The account has no followers. Fake accounts generally have no followers.
- b. The account follows many people. The number of accounts followed is greater than the number of accounts that follow it.
- c. The account uses a random username. Fake followers' usernames use random letters and/or numbers.

The researcher elected to utilize Slovin's formula for calculating the sample size, given the constraints imposed by limited resources, time, and financial budgets. The margin of error employed in this study is set at 10%. The sampling method employed in this study is purposive sampling.

**Table 1. Variable Operationalization**

Variable	Sub Variable	Indicators
Media Exposure	Frequency	1. Seeing 2. Reading 3. Hearing
	Duration	
	Attention	
Image	Impression	1. Services 2. Program
	Trust	1. Honesty 2. Fairness 3. Responsibility 4. Helpfulness 5. Humility
	Attitude	1. Cognitive 2. Affective 3. Conative

The operationalization of variables facilitates the transformation of abstract concepts into manageable, quantifiable entities, thereby enhancing the capacity of researchers to collect and analyze data. The variables employed in this study are as follows:

- a. Variable X, designated as Instagram Social Media Exposure.
- b. Variable Y, referred to as Image. The measurement scale utilized in this study employs the Likert scale. The Likert scale encompasses four categories: Strongly Agree (SS), Agree (S), Disagree (TS), and Strongly Disagree (STS). The data analysis and processing techniques employed in this study were executed in several stages:
  1. Editing
  2. Coding
  3. Tabulating

The study incorporated a validity test and a reliability test on 30% of the sample, or 30

respondents, to ascertain the instrument's reliability and validity. The validity test employed the Spearman rank correlation formula due to the ordinal nature of the data. Conversely, the reliability test utilized the Alpha Cronbach formula. The correlation method employed in this study was Spearman's Rank. The primary objective of this correlation test is to ascertain the significance of the relationship, the extent of its closeness, and the direction of the relationship between the variables being tested.

**Results**

This section is dedicated to the presentation of the research results. These results may be further enriched by the incorporation of tables, graphs, or charts. The subsequent discussion section is intended to serve as a platform for the logical interpretation of findings and their correlation with pertinent reference materials.

**Validity Test**

In conducting the validity test, the initial step the researcher undertook was to utilize IBM SPSS

Statistics 26 software to assess the data. The data employed in the validity test comprised the outcomes derived from the administration of the

research questionnaire to 30% of the sample size, constituting 30 respondents who remained within the same population.

**Table 2. Validity Test Result**

No.	Coefficient Value	Critical Point	Description
1	0,705	0,361	Valid
2	0,813	0,361	Valid
3	0,739	0,361	Valid
4	0,511	0,361	Valid
5	0,662	0,361	Valid
6	0,647	0,361	Valid
7	0,749	0,361	Valid
8	0,884	0,361	Valid
9	0,802	0,361	Valid
10	0,699	0,361	Valid
11	0,806	0,361	Valid
12	0,831	0,361	Valid
13	0,713	0,361	Valid
14	0,583	0,361	Valid
15	0,696	0,361	Valid
16	0,802	0,361	Valid
17	0,898	0,361	Valid
18	0,811	0,361	Valid
19	0,508	0,361	Valid
20	0,694	0,361	Valid
21	0,876	0,361	Valid
22	0,625	0,361	Valid
23	0,422	0,361	Valid
24	0,710	0,361	Valid
25	0,601	0,361	Valid
26	0,571	0,361	Valid
27	0,554	0,361	Valid

In this validity test, the researcher used a table of 30 respondents, namely 0.361 as the critical point. So that in the table it is known that 27 statements that are items in the research questionnaire are declared valid because the  $r_{\text{calculated}}$  value is greater than the  $r_{\text{table}}$ .

**Reliability Test**

**Table 3. Reliability Test Result**

Variable	Coefficient	Value	Critical Point
Terpaan Media	9	0,882	0,700
Citra	18	0,923	0,700

As indicated in the table, the Media Exposure variable (X) has a reliability value of 0.882, and the Image variable (Y) has a reliability value of 0.923. It is declared that both variables are reliable because their reliability value is greater than the reliable point. This indicates that the measuring instrument used can be trusted or relied upon.

In conducting the reliability test, the first step the researcher took was to test the data using IBM SPSS Statistics 26 software. The data used in the reliability test was the result of filling out the research questionnaire by 30% of the sample size, namely 30 respondents who were still in the same population.

**Descriptive Analysis of Respondent Data**

In this study, a descriptive analysis of the respondent data was carried out to describe the characteristics of the respondents.

**Table 4. Gender of Respondent**

No	Gender	Frequency	Percent
1	Male	40	40,4 %
2	Female	59	59,6 %
<b>Total</b>		<b>99</b>	<b>100 %</b>

As illustrated in Table 4, female respondents constitute the predominant demographic among research questionnaire respondents. According to the findings of the We Are Social study (2023), female users demonstrate a higher level of engagement with social media. This observation aligns with the predominance of female respondents among research questionnaire participants, suggesting that women exhibit a higher propensity to access the @humaspoldajabar Instagram account.

**Table 5. Age of Respondent**

No.	Age	Frequency	Percent
1	< 13	2	2 %
2	13 - 17	2	2 %
3	18 - 24	74	74,8 %
4	> 25	21	21,2 %
<b>Total</b>		<b>99</b>	<b>100 %</b>

As illustrated in Table 5, the survey's demographic profile indicates a predominance of respondents within the 18-24 age bracket, accounting for 74% of the total sample. This

demographic group's propensity for information consumption is shaped by their extensive prior engagement with the digital landscape [14]. Consequently, the findings underscore the notion

that individuals categorized as "young users" are the most frequent consumers of the Instagram

@humaspoldajabar social media account.

**Table 6. Education of Respondent**

No	Education	Frequency	Percent
1	Junior High School	3	3 %
2	Senior High School	42	42,4 %
3	Diploma	5	5,1 %
4	Undergraduate	48	48,5 %
5	Graduate	1	1 %
<b>Total</b>		<b>99</b>	<b>100 %</b>

As indicated in Table 6, the respondents who completed the questionnaire were predominantly those holding a Bachelor's degree, with a total of 48 respondents. In the APJII (Indonesian Internet Service Providers Association) survey, students emerged as the demographic with the highest level of internet penetration in Indonesia. Consequently, it can be deduced that individuals with a Bachelor's degree who follow the Instagram account @humaspoldajabar are the demographic

most frequently exposed to the content on that account.

### Correlation Test

The correlation test in this study was used to determine the presence or absence of a relationship between Media Exposure (Variable X) and Image (Variable Y). Data processing in this study used IBM SPSS *Statistics 26 software*. The correlation method used in this correlation test was Spearman's Rank.

**Table 7. Correlation Test Result**

Relationship	Media Exposure With Image
Koefisien Korelasi	0,602
Signifikasi	0,000
Kekuatan Hubungan	Kuat
Arah Hubungan	+ (Positif)
<b>Conclusion</b>	<b>There is a Strong Relationship</b>

As demonstrated in Table 7, the value of the significance test is less than 0.05, indicating a statistically significant relationship between the Media Exposure (X) variable and the Image (Y) variable. The table also indicates a strong and positive correlation between Media Exposure and Image, with a value of 0.602. This suggests that the relationship between variables X and Y is unidirectional. This unidirectional relationship indicates that an increase in Instagram @humaspoldajabar social media exposure corresponds to an enhancement in the perceived image of the police, while a decrease in exposure is associated with a deterioration in the image.

The present study has sought to identify several indicators for measuring media exposure, defined as the transmission of a message or information to an individual. The frequency with which followers @humaspoldajabar engage with the Instagram content of West Java Regional Police Public Relations has been measured in this study. The duration of exposure is defined as the amount of time spent viewing, listening to, and reading the Instagram content of the West Java Regional Police Public Relations account. The attention of followers is measured by the level of engagement with the content, defined as the percentage of followers who view, read, and listen to the content while not engaged in other activities.

Consequently, the followers of @humaspoldajabar who are exposed to the information presented on the West Java Regional Police Public Relations Instagram account will form an image of the police.

Meanwhile, in measuring image, impressions are obtained by assessing the views of the public in terms of the services and programs provided by an agency. Trust, too, is gauged by assessing the public's perception of police personnel qualities such as honesty, fairness, responsibility, helpfulness, and humility. Attitudes are measured by the public's perception of the agency. If the public holds favorable attitudes toward the police, then the agency's image is considered positive. Conversely, negative perceptions of the police by the public result in a negative image of the agency in the public's mind.

The West Java Regional Police Public Relations Office utilizes digital communication tools, such as the social media platform Instagram @humaspoldajabar, to disseminate official information. This medium facilitates rapid content distribution, enabling agencies to engage with audiences and cultivate relationships with the broader community. This practice is classified as digital public relations. The dissemination of information via the West Java Regional Police Public Relations account, which is connected in a network, ensures the information reaches a wider area. The diversity of social media means that information can be disseminated through various types of content, such as text, audio, visual, and audio-visual.

The results of the research conducted by the researcher indicate a strong relationship between the social media exposure of the West Java Regional Police Public Relations Instagram account and the image of the police. The relationship is found to be positive, indicating that the relationship between the Media Exposure variable (X) and the Image variable (Y) occurs in the same direction. This means that an increase in the social media exposure of Instagram @humaspoldajabar corresponds to an

enhancement in the image of the police, while a decrease in exposure leads to a corresponding decline in the image of the police force. This observation aligns with the extant literature asserting the impact of media exposure on the public's perception of law enforcement. The present study's findings substantiate this notion, with a 66.5% contribution of media exposure to the image of the police force. This finding underscores the preeminent role of media exposure in shaping the public's perception of law enforcement, thereby reinforcing the notion that it is a pivotal factor in the formation of the police force's image. This correlational study aims to elucidate the relationship between media exposure and the image of the police.

Instagram, a prevalent social media platform utilized by the public for information, is instrumental in shaping perceptions related to the police. The present study explores the relationship between the Instagram account of Humas Polda Jabar and the public's perception of the police. The analysis reveals that the content disseminated by Humas Polda Jabar on Instagram fosters a comprehensive understanding of the police. The content disseminated by @humaspoldajabar, the public relations arm of Polda Jabar, fosters the development of favorable impressions, trust, and a positive attitude toward the police. Through the consistent presentation of information, the public relations of Polda Jabar shapes the responses of @humaspoldajabar followers. Statistical analysis reveals that female followers of @humaspoldajabar are predominantly exposed to the Instagram account @humaspoldajabar.

This phenomenon can be attributed to the heightened accessibility of social media among female users. Furthermore, the followers of @humaspoldajabar are predominantly comprised of individuals between the ages of 18 and 24, with a significant proportion having attained university or high school education. This demographic is well-versed in the intricacies of the digital landscape. The internet plays a pivotal role in their daily lives, encompassing various activities, including information consumption.

Consequently, the content disseminated by the West Java Regional Police Public Relations is more likely to resonate with this demographic. This exposure has been shown to influence impressions, trust, and a positive attitude towards the police.

The relationship between the use and effect of the communication process manifests in various forms. The findings of this study indicate that the formation of the police's image is influenced by a combination of media use and content aspects. In the Uses and Effect Theory, this phenomenon is referred to as "consequences and effects." The study's analysis encompasses the frequency, duration, and attention of @humaspoldajabar followers when exposed to information or messages disseminated by the West Java Regional Police Public Relations. The statistical research conducted by the researchers revealed a relatively strong relationship between the sub-variables of frequency and duration with the image of the police. The response triggered by this aspect of use is designated as a "consequence." Conversely, the sub-variable of attention exhibits a modest relationship with the image of the police, attributable to the fact that social media users possess the capacity to regulate the information they consume, thereby filtering out content that does not align with their pre-existing beliefs. The response elicited by the aspect of message content is referred to as an "effect." The response of the @humaspoldajabar followers in the form of the police image is formed due to the combination of the aspects of use and the message content aspect called consequence.

### Conclusion:

The present study utilizes statistical tests and analyses to examine the relationship between the social media exposure of the West Java Regional Police Public Relations Instagram account and the image of the police on the @humaspoldajabar account. The resulting correlation coefficient indicates a strong and unidirectional relationship between the variables. This finding suggests that the value of the image can be attributed to the

level of exposure to the West Java Regional Police Public Relations Instagram social media.

The researcher's academic and practical recommendations arising from this study are as follows: In the realm of academic recommendations, the researcher proposes the implementation of qualitative research employing a case study approach, focusing on the inadequate attention of @humaspoldajabar followers in consuming information presented by the West Java Regional Police Public Relations. In terms of practical recommendations, the researcher advises the West Java Regional Police Public Relations to enhance their social media strategy to attract followers and positively portray the police. The West Java Regional Police Public Relations can achieve this by uploading informative, creative, and innovative content that aligns with current social media trends and adapting to them to increase the attention of followers.

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