

Communication Strategy on @Celebritiesdotid Social Media Instagram

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Abstract: *Engagement represents the interaction obtained from communicating with the communicator. On social media Instagram, likes and comments on each upload are part of the engagement. Engagement itself can be used as a yardstick for the success of a message transmission. However, Celebrities.id as a communicator requires a communications strategy to acquire high engagement. The theory used in this study is a theory of communication strategy by Anwar Arifin that consists of 5 stages which is Recognizing the Audience, Composing Messages, Setting the Methods, Media Selection, and the Role of Communicators. This research uses descriptive qualitative research methods, with observation data collection, in-depth interviews with Tasya Faadhilah as the Celebrities.id social media admin, and documentation. The results of this study shows that Celebrities.id's research on communication strategies in improving engagement at the stage of getting to know the public, Celebrities.id determines their audiences based on their Instagram followers, the stage of composing messages must be deepened again, and the creation of less summarized captions as well as the template on Instagram Feeds were struck as a mess, the stage of establishing Celebrities.id's method of using canalizing and repetition methods in delivering messages containing informative, educational, and persuasive, Celebrities.id used Instagram because it is effective in message dissemination, as a communicator Celebrities.id's social media admin must be skilled at selecting news to the audience's taste, have the appeal of delivering its message, and be able to do interaction with followers.*

Keywords: *Engagement, social media, Communications Strategy, Instagram*

Introduction

The total population of Indonesia is 256.4 million people, 130 million people or around 49 percent of them are active users of social media (Lufthi Anggraeni, 2018). The types of social media known by the public are very diverse. According to research results by We Are Social, social media users in Indonesia increased by 10 million users or around 6.3% between 2020 and 2021. We Are Social also revealed that among the many types of social media, the social media that Indonesians are interested in today is YouTube., Facebook, Instagram, and Twitter. Of the several social media platforms, one platform that Indonesian people often use is Instagram. (Wearesocial.Com, n.d.)

According to the survey results above, Indonesia is a country that uses the Instagram platform for as much as 86.6% of the total population with third place after using the Whatsapp platform, which is 87.7% of the total population in Indonesia. Instagram is an application to disseminate information in the form of photos, videos, or images to the public.

The realm of journalism has shifted a lot to online journalism. Online news portals are a product of the development of internet technology in the world of journalism. The emergence of new media is in line with the development of the audience in seeking information in the mass media. The population of online news portals in Indonesia that continues to grow makes competition in the online news portal industry tight (Arifin, 2013). Social media is currently a source of information in the journalistic process. The speed of news dissemination is a vital element in online journalism. Online journalism was born on digital platforms, including online media portals and social media.

Along with the times, companies or organizations use social media not only individually or personally but also. One of them is an online news portal that now presents news not only with websites and applications but also using social media platforms. These social media include Instagram, Facebook, Twitter, Youtube, even the current form of journalism is following the TikTok trend to attract a wider audience.

One of the social media that Celebrities.id use to reach their audience is by using social media Instagram. Instagram allows its users to upload photos and videos into *feeds* and *Instagram stories*. *Instagram stories* have a period of 24 hours after which photos or videos uploaded by Instagram users will disappear by themselves but will be stored in the *archive* which Instagram users can only see. While in the *feed feature*, photos or videos uploaded by Instagram users in the *feed* will remain for an indefinite time, but each Instagram user can delete or hide the photo or video in the *archive feature*. Instagram recently also launched a new feature called *Instagram Reels*. This feature allows Instagram users to hone their creativity again. This feature allows users to create short videos for 15-60 seconds.

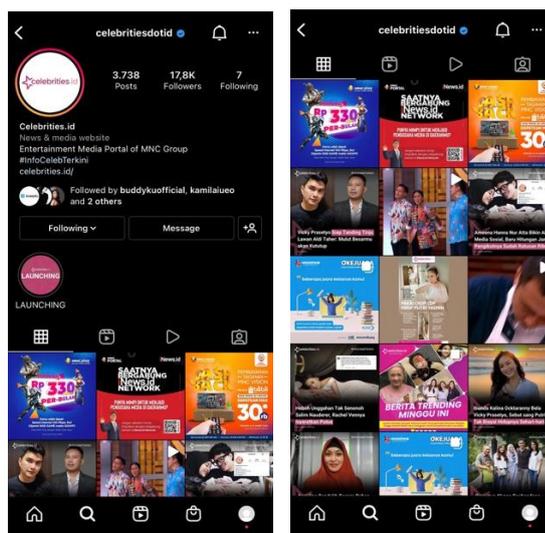


Image 1. @Celebritiesdotid Instagram Account

Online journalism was born on digital platforms, including online media portals and social media (Harkandi, Kencana, nd). Social media is the second media for news portals to

distribute news to audiences and increase *engagement*. MNC Portal Indonesia has a special team to manage all social media owned by each news portal under its auspices. Through social media Instagram, Celebrities.id has a crucial role in disseminating information in the form of news taken from the Celebrities.id website themselves or information that is currently rising or hot among the public.

In addition, the Celebrities.id social media team also has another important role, namely maintaining Celebrities.id interactions with the audience and vice versa so that good relations and the image of Celebrities.id are maintained. With this, Celebrities.id can guide the audience to provide factual information accompanied by supporting data so that from the audience's involvement, they can create their own experiences with the media. Understanding engagement and experience enables journalistic institutions to create value for their consumers and differentiate their content from other journalistic institutions (Mersey et al., 2010).

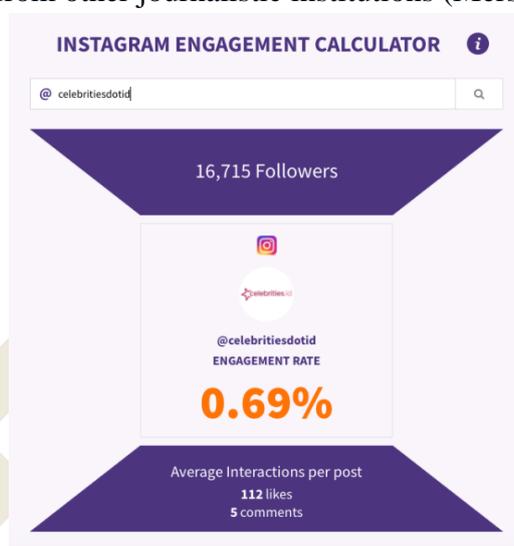


Image 2. @celebritiesdotid Instagram Engagement Rate

The author has previously carried out Field Work Practices (PKL) at MNC Portal Indonesia and was on the team to manage social media. The author manages the content on social media Instagram, Twitter and TikTok. From what the author saw while doing street vendors there, Celebrities.id social media, especially Instagram, had low interaction on news uploads from the Celebrities.id website so the social media team did not have feedback from the audience. The feedback itself is necessary considering that feedback from the audience can be an evaluation to improve the uploaded news content. This made the staff of the Celebrities.id social media team and the social media coordinator of MNC Portal Indonesia create new strategies and manage and package information content for publication to the Celebrities.id Instagram audience. This is so that information can be conveyed effectively, and the audience does not only read the information message conveyed but can interact with each message conveyed so that interaction on Instagram social media increases. The most important thing to creating high social media engagement is good content.

In Public Relations, PR practitioners use *media relations* to disseminate content, while *Digital Public Relations* uses the internet to disseminate content. Therefore, the Celebrities.id social media management team carries out strategies and efforts in managing and

packaging information in the form of content that is created as creatively as possible so that the audience on Celebrities.id Instagram is interested and interacts with any information submitted.

From the background of the above problems that the author has described, the author intends to examine "Communication Strategies on @celebritiesdotid Social Media Instagram"

Literature Review

The communication strategy includes several elements such as coordinated actions, messages, *images*, and forms of activity that provide information, influence and invite selected audiences to support a certain objectivity (Paul, 2011, p. 17).

Communication strategies must be arranged systematically, to change the audience's knowledge, attitudes and behavior or target. According to Arifin, so that the message can be conveyed effectively, the communicator needs to determine the steps of the communication strategy, namely as follows:

1. Knowing the Audience

To achieve positive results in the communication process, the communicator must create a common interest with the audience, especially in messages, methods and media. To equate these interests, communicators must understand and understand the mindset (frame of reference) and field experience (field of experience) of the audience accurately and thoroughly.

a. Frames of Reference

Communication messages that will be conveyed in the communication strategy to the target audience should be adapted to the audience's knowledge framework so that the message can be readily accepted and understood by the target audience.

b. Field of Experience

Communication messages that will be conveyed in the communication strategy to the communicator or target audience should also be adjusted to the scope of experience of the target audience so that the message can be readily accepted and understood by the target audience.

2. Composing Messages

The strategy choice model looks at how communicators choose various message strategies to achieve a goal. In contrast, the message design model focuses on how communicators construct messages to achieve goals. The process becomes a step to determine the communication strategy by compiling messages. The conditions that need to be considered in compiling messages are:

- a. The message must be designed and delivered in such a way that it can attract the attention of the target audience.
- b. Messages must use signs that point to the same experience between the source and the target, so they can both be understood.
- c. The message should evoke the target party's personal needs and suggest some means of attaining those needs.
- d. The message should suggest a way to get a proper need for the group situation where the target now is moved to give the desired answer.

3. Establishing Method

According to Anwar Arifin, several techniques can be used in communication strategies, namely:

a. Redundancy (Repetition)

This technique Redundancy or repetition is a way to influence audiences by repeating messages to audiences. With this technique, there are many benefits that can be drawn from it. The benefits include that the audience will pay more attention to the message, because it contrasts with the message that is not repeated, so it will attract more attention.

b. Canalizing

This technique is to understand and examine the influence of groups on individuals or audiences. For this communication to be successful, it must start by meeting the values and standards of the group and society and gradually changing it in the desired direction. However, if this later turns out to be impossible, then the group is gradually broken up, so the group members no longer have a close relationship. Thus, the group's influence will be thinned and eventually disappear altogether. In such circumstances, the messages will be readily accepted by the communicant.

c. Informative

This technique is a form of message content, which aims to influence the audience by providing information. Illumination means conveying something as it is, what it is, on top of facts and data as well as correct opinions. This informative technique is more aimed at using the minds of the audience, and is carried out in the form of statements in the form of information, information, news and so on.

d. Persuasive

This the technique is to influence by persuading. In this case, the audience is moved by both their thoughts and feelings. It should be noted that the situation of being susceptible to suggestion is determined by the ability to suggest or suggest something to the communicant (suggestively), and they are overwhelmed by the state of being easy to accept influence (suggestibility).

e. Educative Educational

This technique is one of the efforts to influence the audience from a general statement made, which can be realized in the form of messages that will contain opinions, facts, and experiences. Educating means giving an idea to the public what it is, on facts, opinions and experiences that can be accounted for in terms of truth, intentionally, regularly and planned, intending to change human behavior in the desired direction.

f. Coercive

This technique is to influence the audience by way of coercion. This coercive technique is usually manifested in rules, orders and intimidations. For a smoother execution, usually behind it stands a reasonably formidable force.

4. Media Selection

In communicating, communicators are always faced with having to choose the suitable media to convey messages. With various and varied messages and information to be conveyed, communicators must determine the right media so that the communication process can run as well as expected. The choice of media in the communication strategy is

determined by the communicator on what media is considered the most suitable to convey the message. According to Littlejohn, each medium has the potential for ritual and integration, but media perform this function differently.

Choosing a communication medium must consider the characteristics of the message content, the purpose of the message to be conveyed, and the type of media owned by the audience. For the wider community, messages should be channeled through mass media such as newspapers and television; for particular communities, group communication channels should be used. Knowledge of media ownership in the community must be known in advance based on research so there is no waste of time, energy, and costs.

5. The Role of Communicators

In the communication process, communicators play an essential role in communication success. There are important factors for communicators when conveying messages to target audiences, related to source attractiveness (source attractiveness) and source credibility (source credibility). For the message to be truly received by the target audience, the communicator must have credibility. Credibility here contains 2 (two) elements, namely: the first is expertise. That is, the communicator must have expertise or skills that are recognized by the target audience. The second element is trustworthiness or trustworthiness. The message's source must be able to build trust in the target audience.

Through the theory of Communication Strategy formulated by Anwar Arifin, researchers want to know the communication strategy of Celebrities.id in increasing engagement through social media Instagram.

A previous study entitled "Communication Strategy Through Social Media Accounts Instagram @indonesiajuaratrip" was compiled by Ayu Nurlinda and Martha Tri Lestari in 2019. This study aims to determine the Communication Strategy through the Instagram @indonesiajuaratrip social media account. In collecting data, this study used a descriptive qualitative methodology with a constructivist approach and conducted interviews with 2 key informants. This study also uses a five-step communication planning model consisting of five stages, namely: research, planning, implementation, measurement, and reporting.

The results of this study conclude that all communication strategies carried out by Indonesia Champion Trip on its Instagram account are to achieve the goal of becoming a tour operator in Indonesia. In implementing its strategy, Indonesia Champion Trip has five stages. In the first stage, namely (1) Research, Indonesia Champion Trip conducted research utilizing observation and evaluation of the number of service users. Then proceed with (2) Planning, Indonesia Champion Trip decides what social media will be used to carry out its communication strategy, namely Instagram, (3) Implementation, Indonesia Champion Trip creates another new destination and at the beginning of the introduction of the new destination, Indonesia Champion Trip makes a specific schedule for posting. Indonesia Champion Trip also takes advantage of features from Instagram social media, namely paid sponsorship and paid promote, (4) Measurement, Indonesia Champion Trip gets engagement on its Instagram account, (5) Reporting, Indonesia Champion Trip often evaluates after making the trip, and makes The report is used as an evaluation material to run the next program.

Methodology

The type of research approach data used by the author in this study is a qualitative approach. According to Sugiyono (2007, p. 1), qualitative research methods are research used to examine natural objects where the researcher is the key instrument, data collection techniques are carried out in combination, data analysis is inductive, and qualitative research results emphasize meaning than generalizations. (Kusnadi, 2016) Thus, in this study the author chooses a qualitative approach because the author wants to gain a deep understanding of human and social problems and the researcher wants to interpret how the subject derives meaning from the surrounding environment, and how that meaning influences their behavior by using existing methods to find out the description and explanation of the informants.

Descriptive qualitative research presents its findings in the form of detailed, complete, and in-depth sentence descriptions regarding the process of why and how something can happen. (Olsson, 2008). Therefore, the author uses descriptive qualitative research methods in order to explain a phenomenon that occurs in the field, then described through a systematic and factual explanation and the source of data that researchers get is the result of interviews with informants and explained in the form of words about communication strategies Celebrities.id through Instagram social media. (Saptamto, 2013)

Researchers conducted interviews to obtain information and a clear and complete picture. Therefore, the researchers set the research location at the iNews Tower, Lt. 12. Menteng, Central Jakarta. The time of the research will be carried out in April 2022 *offline*. According to Moleong (2005, p. 3), key informants can not only provide information about something to researchers but can also provide advice on sources of evidence that support and create something against the source concerned. In determining key informants, the author has requirements that must be met by a key informant, namely people who are not only directly involved but also able to master *quality control*. (Arikunto, 2017) Thus, the authors set Tasya Faadhilah as the key informant. The researcher appointed him as a key informant because he is the social media team of MNC Portal Indonesia and oversees managing Celebrities.id social media. Hence, the authors chose the key informant to provide information related to research.

In this study, researchers used source triangulation. Because the researchers collected data using various sources such as interviews, observations, and documents. In conducting interviews, researchers used more than one informant to compare what was said by each informant with existing documents. The data sources used are primary and secondary. Primary data sources are obtained by researchers through questions and answers in interview sessions and supported by questions following the research focus. In this study, the primary data source is the admin of the @celebritiesdotid social media account. Secondary data in this study is in the form of evidence, notes or reports that have been compiled in published archives (data documents).

Findings and Discussion

Based on the data collected by the researchers, both from the results of data collection by the methods of observation, interviews, and documentation, the researcher will describe the essence of the findings of the data from the research conducted by the author. The data collection process was carried out by in-depth interviewing key informants and additional informants.

In the *digital current Public Relations* are required to master and use technology carefully, one of which is the use of social media. *Public Relations* can apply existing theories in using social media to communicate to a company's public by disseminating information through the creation of valuable and informative content because it can affect the *image* of a company in the eyes of the public. With *engagement*, it can be seen whether PR practitioners and the public have established good communication. In addition, the selection of Instagram social media as a medium for delivering information to the public Celebrities.id is also the right thing so that in this digital era *Instagram* social media is a medium that can help reach more and broader public.

As it is known that *engagement* on social media is one of the most important things for a company to communicate to the public. *Engagement* can be used to evaluate the company at the end of its employee performance.

PR practitioners are required always to distribute information owned by a company to the public. Through social media, the dissemination of information in a company becomes easier for PR practitioners knowing that social media is no longer a foreign thing to society today. However, PR practitioners must also have strategies and methods so that the message or information conveyed can reach the public of a company.

Therefore, according to the author, using Anwar Arifin's theory to determine a good communication strategy makes it the right thing to form a strategy before communicating a company to its audience to increase *engagement*. The stage of forming a communication strategy according to Anwar Arifin is divided into 5 stages, namely: (1) Knowing the Audience, (2) Composing Messages, (3) Establishing Methods, (4) Media Selection, (5) The Role of Communicators.

1. Knowing the Audience

In implementing the steps of a communication strategy, the first thing to do is to know the audience or audience of a company itself. Tasya Faadhilah as Instagram social media admin @celebritiesdotid explained how Celebrities.id knows its audience:

"Based on gender and demographics, Celebrities. id's audience has mostly female audiences in the age range of 25-30 years and over. Because Celebrities.id is a news portal that discusses the world of entertainment such as daily life and celebrity gossip in the capital and abroad, the audience for Celebrities.id is more of a female gender. It is different from news portals under the same auspices, namely MNC Portal Indonesia such as iNews, and SINDONews which mostly discuss current political issues, arrests, accidents, fires and others. Therefore most of their audiences are men aged 30 years and above." (Excerpt from an interview with Key Informant, May 2022)

Then further mentioned by Rizki Gunawan as the Head of the Social Media Division of PT. MNC Portal Indonesia regarding Celebrities.id audience segmentation and how to maintain good relations with the audience:

"The name is also 'Celebrities', which is sure that the news given is entertainment, it is certain that our audience is women, but it is possible that men also like things. things that smell entertainment. If given a comparison, maybe the number of Celebrities.id followers who are female is 55% while men are at 45%. Most ages range from 20-35, which of course are women who are actively using social media and technology literate. Furthermore, to maintain a good relationship with them,

we must be consistent in sharing news and creating content on Celebrities.id Instagram social media. Because those who follow the social media Instagram Celebrities.id, of course they also like the content that Celebrities.id provides" (Excerpt from an interview with Informant 1, April 2022)

2. Composing Messages

After identifying and determining the audience, the next thing to do in formulating a communication strategy is to compile messages. Communicators must do composing messages to build messages in order to achieve goals. In this case, Celebrities.id must first design the message and then deliver it so that it can attract the attention of the target. Celebrities.id can also sort out the messages that will be conveyed and what types of messages the audience likes so that the goal of getting *engagement* can be obtained as stated by Tasya Faadhilah as the Instagram social media admin @celebritiesid:

"Usually from news portals there are name is feeding, then we open the application called CrowdTangle. CrowdTangle is an application that contains entertainment from all news portals in Indonesia such as Insert, KapanLagi.com, and many more. Then the news with the most readers will enter the top 10 CrowdTangle which we then curate. Usually the traffic at Celebrities.id who holds Facebook and Twitter social media accounts will do feeding and suggestion. Then the news that we have taken from CrowdTangle is rewritten by our editor, but judging from the source first, if the source is based on their reporter or the news portal goes directly to interviews with artists who are on the news that we will take, we can't rewrite it because that means it is a piece of exclusive news owned by the news portal. If the source comes from the artist's Instagram or the artist reveals it through content on his social media such as Vlog on the Youtube application, we can take it. Nevertheless, if we take it from a news portal that is still under the same auspices as Celebrities.id like Okezone. We can also take it or rewrite it." (Excerpt from an interview with Key Informant, May 2022)

Rizki Gunawan as Head of the Social Media Division of PT. MNC Portal Indonesia revealed how effective the message conveyed on Instagram's social media @celebritiesdotid was:

"If we use the aggressive growth of followers in one year to reach more than 20,000, we can use it as a reference. It can be fairly effective in how social media Instagram @celebritiesdotid conveys messages. However, there is still much content that we still have to improve, such as from the aspect of creativity and the variety of types of content uploaded so that the Instagram @celebritiesdotid social media is not monotonous." (Excerpt from an interview with Informant 1, April 2022)

3. Setting the Methods

Setting the method is the next step in formulating a communication strategy. Determining the method can be seen from 2 aspects: implementation and content. According to the implementation, the Celebrities.id admin uses a method according to its content using informative, educative, and persuasive as stated by Tasya Faadhilah as the Instagram @celebritiesid social media admin:

"For the content of the message I convey, prioritize news that contains informative methods, yes, make it persuasive that's usually in the sales later if there is brand that wants to collaborate, then later they will use the Celebrities.id logo with their brand or Celebrities.id will post the brand on the @celebritiesdotid Instagram feed, another example is an artist who has a new work wanting to do a live Instagram in order to promote their work. For educative purposes, I discuss more important information to educate the public, for example, the importance of wearing masks, I usually use infographics for this type of educative content." (Excerpt from an interview with Key Informant, May 2022)

Tasya Faadhilah, as the Instagram social media admin @celebritiesdotid also revealed a method that according to its implementation uses the *canalizing* method and *repetition*:

"For platform method canalizing, because traffic Instagram contrast to platform, I prefer to use the repetition because Facebook has traffic. However, it is possible that Instagram also applies the repetition, but I have to see engagement from the previous news if rating, so I will upload it again. If the rating is not high then there will only be 1 post." (Excerpt from an interview with Key Informant, May 2022)

Rizki Gunawan, as the Head of the Social Media Division also conveyed the same thing:

"Celebrities.id is more informative, yes, because it is a news portal for entertainment, of course it contains more informative messages and facts, then using the canalizing or more deeply the purpose is that news for Instagram Feeds is not suitable if uploaded repeatedly. repeat." (Excerpt from an interview with Informant 1, April 2022)

Kamilatun Aini as a follower of @celebritiesdotid revealed how often he sees celebrities.id appearing on his Instagram:

"How often, maybe it's more rare, maybe 1-2 times a day @celebritiesdotid Instagram uploads appear on my Instagram timeline, sometimes it does not even show up once a day." (Excerpt from an interview with Informant 2, June 2022)

4. Media Selection

With various messages and information to be conveyed, communicators must use the right media so that the communication process can run as expected. Today's social media also has features that make it easier for users to create the content they want. Instagram is one of them, being the social media that has the top users now. Instagram has features that are fun and easy to use. Due to many Instagram users today, each user must create the best content to attract attention and increase *engagement*.

Tasya Faadhilah as Instagram social media admin @celebritiesdotid explained the reasons for using Instagram as a communication channel and how effective Instagram is as a communication channel as follows:

"I think Instagram has become an effective social media for me to share information with the Celebrities.id audience. For features from Instagram itself, the most appropriate in my opinion is Instagram Feeds. If people only look at Instagram Stories and then have to click on the links placed on Instagram Stories to read the whole story, most people are lazy to do that. Unlike Instagram Feeds, which has a place to write captions, from there I can summarize the essence and results of the

news on the web so that Instagram followers @celebritiesdotid can read directly without having to click on a link. So I think Instagram has become the most effective medium for sharing information and in creating that content the most effective feature is Instagram Feeds." (Excerpt from an interview with Key Informant, May 2022)

The statement from followers @celebritiesdotid is also why they chose Instagram as their communication medium:

"I think Instagram is very suitable because from myself, the social media that I open or use the most is Instagram." (Excerpt from an interview with Informant 2, June 2022)

Head of Social Media Division PT. MNC Portal Indonesia also added about the communication strategy that was successfully achieved through Instagram social media:

"Instagram social media is a suitable medium in increasing readers on web whose news is uploaded on Instagram @celebritiesdotid social media. Instagram social media has exclusive features to make engagement easier for the target audience to interact. In this case, engagement from the web and Instagram social media can be used as an evaluation in weekly / monthly reports. So I can say that Instagram is the right and effective social media." (Excerpt from an interview with Informant 1, April 2022)

5. The Role of Communicators

In carrying out the communication process by determining the communication strategy, the role of the communicator is vital in the success of communication. The message's effectiveness lies in the position and function of the communicator. Tasya Faadhilah, as Instagram social media admin @celebritiesdotid explains how she relates well to her audience as follows:

"One of my strategies when uploading content apart from knowing followers' tastes, I usually 'tag' the fan club of the artist whose news we are uploading. Later, they will usually follow us back and even share our news about their artists. This is also one of the strategies to increase engagement." (Excerpt from an interview with Key Informant, May 2022)

Tasya Faadhilah also revealed the characteristics that distinguish Instagram @celebritiesdotid from other news portals:

"I upload up to 12 news stories a day, so what distinguishes celebrities.id from other news portals is in the quantity of news uploaded. In addition, Celebrities.id also does live Instagram with artists in one week up to 3-4 times, from what I see competitors from Celebrities.id they upload news only 3-4 times a day, and live Instagram only 1-2 times in one week." (Excerpt from an interview with Key Informant, May 2022)

In addition, Tasya Faadhilah also provided information regarding the interactions that Celebrities.id has with its audience:

"I don't reply to comments on Instagram social media because Celebrities.id is a news portal. It's different with them. The interactions

that I do are more or less like doing polls with the Instagram feature, making quizzes, giveaways, light questions so that followers don't get bored with the existing content." ." (Excerpt from an interview with Key Informant, May 2022)

Then Rizki Gunawan as Head of the Social Media Division of PT. MNC Portal Indonesia added the criteria needed as an Instagram social media admin:

"In addition to creating content, trafficking, making content plans, and making reports weekly The ability to analyze data is also one of the most important criteria, each admin must be good at processing data. Besides that, being an admin must be able to do promos with sales, therefore you must also be able to do promotions, then coordinate with the artists. Instagram @celebritiesdotid social media usually do Live Instagram with artists, then admins must also be able to create scripts for Instagram Live the. So, the duties and abilities of a social media admin are broad, not only limited to creating content." ." (Excerpt from an interview with Informant 1, April 2022)

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