ADICCOM
AHMAD DAHLAN INTERNATIONAL
CONFERENCE ON COMMUNICATION & MEDIA

The Role of @afjfarmedanimals Instagram Account as Cage-Free Campaign Media: A Content Analysis Study

Dena Melia Pebriani[1*] , Arif Ardy Wibowo[2]

[1,2] Communication Sciences, Ahmad Dahlan University, Yogyakarta, Indonesia
[*] Corresponding author's email: dena1800030440@webmail.uad.ac.id*, arif.wibowo@comm.uad.ac.id

ABSTRACT

Keywords
Cage Free
Instagram
Organization
Animal Friends Jogja
Campaign

Most nonprofit organizations use Instagram as a medium to voice social campaigns, which are the organization's main focus. One example is a nonprofit organization based in Yogyakarta called Animal Friends Jogja. Animal Friends Jogja (AFJ) is a registered, non-profit, non-governmental organization committed to improving animal welfare through cage-free campaigns for laying hens. Based on this, this study aims to analyze the content of the @afjfarmedanimals account as media on Instagram in its role in conducting cage-free campaigns. The researcher used a qualitative approach, using the content analysis method and critical paradigm and grouping content based on the Four Pillars Social Media Content Strategy. The results showed that of the four pillars, the most uploaded content on @afjfarmedanimals Instagram is information content. As a registered non-profit, non-governmental organization, @afjfarmedanimals has succeeded in several social movements to raise awareness of animal welfare. Also, @afjfarmedanimals through its posting campaigns has succeeded in inviting several communities and organizations both government and non-government to work together on animal welfare, especially laying hens.

1. Introduction

In the growing digital era, social media has become one of the main tools for disseminating information and education. According to Kottler & Keller (2016), social media is a platform users use to exchange text, photos, music, videos, and information with others. Social media is the dynamic exchange of ideas and information among individuals using virtual or network-based communication platforms. Social media facilitates various modes of communication and information dissemination through content uploaded to its social networks (Antasari & Pratiwi, 2022). We Are Social surveyed social media users in Indonesia and found that as many as 139 million social media user identities came from Indonesia in January 2024. This figure is certainly equivalent to 49.9% of the total national population. Referring to this data, most of the Indonesian population is very active in building digital social communication through social media applications.

Figure 1. Data on The Number of Internet Users in Indonesia
Source: datareportal.com, 2024

Furthermore, We Are Social revealed that of all internet users in Indonesia, 90.9% use the WhatsApp application for communication media. Followed by the use of Instagram with 85.3% of users, Facebook with 81.6% of users, TikTok with 73.5% of users, Telegram with 61.3% of users, and Twitter, currently known as X, with 57.5%.
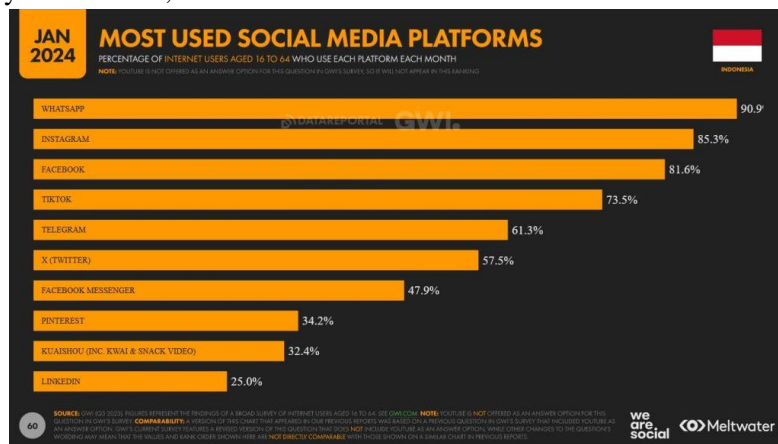
Figure 2. Graph of the Most Used Social Media Platforms in Indonesia
Source: datareportal.com, 2024

The data above shows that Instagram is a popular media that occupies the second position in Indonesia. Instagram is one of social media in the form of applications that are useful for communication and searching for information in the form of photos or videos and have captions in the photos or videos (Puspita, 2022). The high number of Instagram users certainly encourages certain parties such as organizations to disseminate public knowledge of the organizations they manage. Most nonprofit organizations use Instagram as a medium to voice social campaigns, which is the organization's main focus (Fadli & Sazali, 2023). One example is a nonprofit organization based in Yogyakarta known as Animal Friends Jogja. Animal Friends Jogja (AFJ) is a registered nonprofit, non-governmental organization committed to improving animal welfare through education, advocacy, rescue, collaboration with communities and related groups and supporting grassroots activism. AFJ is also committed to cage-free and cruelty-free farming.

Battery cages are an intensive farming practice where farm animals, such as chickens or pigs, are kept in very small and inadequate cages for natural movement. This practice has been criticized for causing animal welfare issues, negative environmental impacts and public health risks. Research shows that battery cages can contribute to public health issues, such as Salmonella contamination (Li et al., 2018). In addition, battery cages can also cause air pollution and a poor environment, especially in open house-type cages where animals are in direct contact with the surrounding environment (Rizqita et al., 2023). Implementing more humane animal housing systems, such as those mandated by the European Union, New Zealand and some US states, reflects growing global concerns about animal welfare (Duval et al., 2020). Through @afjfarmedanimal's Instagram content, AFJ actively compares farming systems in other countries with those in Indonesia. AFJ often highlights the fact that many food and beverage companies still house farm animals in battery cages, which means Indonesia's farming system cannot be considered animal cruelty-free. Therefore, campaigning on the issue of battery cages is essential to raise public awareness of their impact on animal welfare, the environment and human health.

Based on this, this research aims to analyze the content of the @afjfarmedanimals account as a media on Instagram in its role in conducting a cage-free campaign. In this research, qualitative content analysis will be used to analyze the content uploaded by the @afjfarmedanimals Instagram account.

As for this study, researchers used several references from previous studies to serve as references in carrying out this research. The first research is in the form of a journal with the title "Content Analysis of By. U Instagram Social Media as a Media for Information Dissemination & Communication", which was researched by Afifah Subhah Nafsyah, Suci Rahayu Maulidyah, Azki Srirazki Nurlia, and Wulan Putri Adhyanti (Nafsyah et al., 2022). Using a content analysis approach with a qualitative approach, a critical paradigm, the research provides results within the time frame of October 2 - December 2, 2021 By.U presents various types of content in accordance with the concept

of the four pillars of social media strategy. Of the four pillars, collaboration content is uploaded more than other content categories. However, entertainment content is considered more interactive in disseminating information to reach its audience. In addition, to build communication and interaction By.U uses the word "TWO" in each of its content uploads, this is one form of communication strategy carried out to brand and form audience awareness on the second anniversary of By.U.

Similar research was conducted by Ahmad Sodiq Anashrulloh and Irwan Dwi Arianto titled "Regent Impression Management on Social Media (Qualitative Content Analysis of Sidoarjo Regent on Instagram Account @ahmadmuhdlorali)". Using a content analysis approach, researchers found that the regent's message has an impression on the community as a regent of infrastructure development performance, cooperation between government work programs and community organizations, and regional economic drivers. This is reflected in the Regent actively uploading government performance content on personal Instagram and social media named @ahmadmuhdlorali. Uploading a performance in a personal Instagram account leaves a good impression on the community, so that it will create a sense of sympathy and respect for the regent for his performance (Anashrulloh & Arianto, 2023).

2. Method

Researchers used a qualitative approach for this research, using content analysis methods and a critical paradigm and grouping content based on the Four Pillars Social Media Content Strategy. According to Sugiyono (2014) qualitative research methods are data collection in the form of oral or written words and do not emphasize data in the form of numbers or the observed behaviour of the people studied.

The data collection techniques used in this research are non-participant observation, documentation and literature study. In this study, researchers made direct observations on the object to be studied, namely content related to cage-free uploaded by Instagram @afjfarmedanimals. In addition, documentation techniques are also used to record and store information obtained from the @afjfarmedanimals Instagram account. In addition to observation and documentation techniques, this research also uses literature study techniques by using sources of journals, books, previous research and articles relevant to this research.

In this study, the Miles and Huberman model was used to analyze the data. This model explains that researchers can conduct analysis while research is ongoing, according to Sugiyono (2014) this model has several stages including data reduction, the data obtained and has been observed are reduced or the selection of key data. Presentation of data, in the form of graphs, images and tables whose purpose is to make it easier for researchers to make the research results easy to understand. Conclusion, when all the data needed in the research has been obtained, then the researcher has presented the data and organized the data clearly and in detail, the last step taken is to make conclusions from the research.

3. Result and Discussion

3.1. Presenting the Results

The high rate of social media usage in Indonesia has led many organizations to utilize social media, especially Instagram, as a medium for communication and disseminating information to audiences. If previously, social media was limited to sharing photos and videos, Animal Friends Jogja (AFJ) utilized Instagram social media as a media for education and disseminating information through various content produced.

On the Instagram account @afjfarmedanimals, the nonprofit organization conducts campaign activities aimed at making Instagram users aware of the issue of the cruelty of the battery cage system in Indonesia and raising human awareness of animal welfare, especially livestock, such as laying hens. Currently, the @afjfarmedanimals account has 7,527 followers and follows 544 with 565 posts from the first time this account was created to the last post.
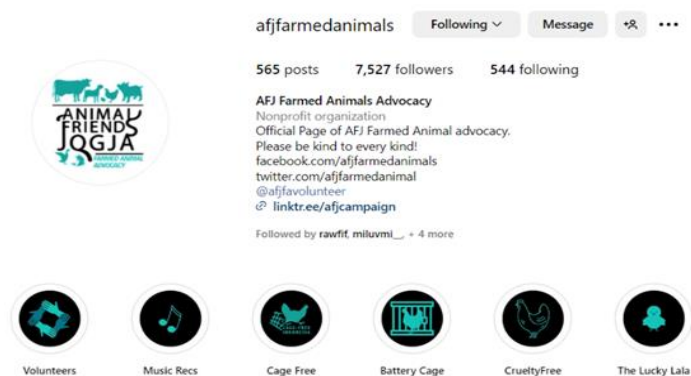
Figure 3. Instagram Profile @afjfarmedanimals
Source: Instagram @afjfarmedanimals

To expand their campaign against battery cages in poultry farming, such as laying hens, Animal Friends Jogja (AFJ) utilized various features on Instagram, including posts, reels, stories and highlights to support the cage-free campaign activities on Instagram.

This study uses the Instagram account @afjfarmedanimals as the main subject of researcher's observation of the uploaded content. The content observed was counted in the period from January to May 2024. During this time, AFJ uploaded 41 contents related to cage-free, including feeds and reels. The contents is then categorized into four types of content based on the concept of the Four Pillars Social Media Content Strategy. The following are details of the content that Instagram @afjfarmedanimals has posted.
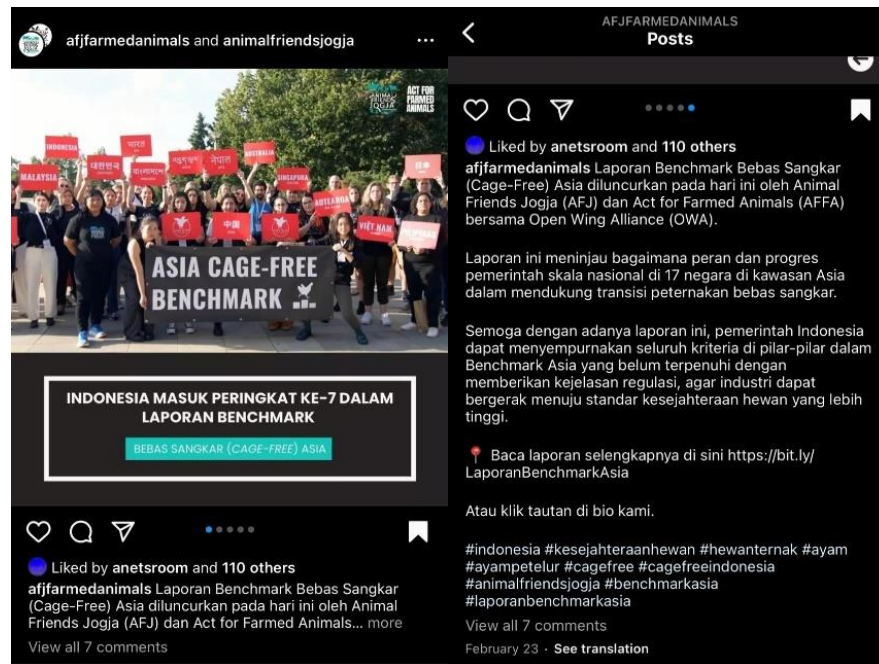
Table 1. Instagram content @afjfarmedanimals January-May 2024

Content Type	Number of Content
Information Content	21 Content
Educational Content	8 Content
Collaboration Content	12 Content
Entertainment Content	0 Content

Source: Processed by Researcher

Researchers used the concept of Four Pillars of Social Media Content Strategy proposed by Safko & Brake (2009) in his book entitled The Social Media Bible: Tactics, Tools & Strategies For Business Success, which explains that there are four pillars needed to develop social media, especially in carrying out a strategy for creating social media content to make it look attractive, including information content, educational content, collaboration content and entertainment content. In this study, researchers took one content with the highest engagement based on the number of likes in each content category. The following are the results of researchers' observations of @afjfarmedanimal's Instagram content with the Four Pillars of Social Media Content Strategy concept.

Information Content Analysis of @afjfarmedanimals. Social media is used to convey messages and information to the audience. Therefore, information content is one of the most important pieces of content on social media. On Instagram @afjfarmedanimals, content that contains information is conveyed to the @afjfarmedanimals Instagram audience. In the vulnerable time from January to May 2024, AFJ has uploaded information content as many as 21 contents containing various kinds of information content, such as information about Benchmark reports, information on visits to livestock entrepreneurs who implement cage-free, Global Progress information related to companies that have finally committed to switching to implementing cage-free, 5 City Action content and others. One example of information content with the highest engagement or highest reaction from the audience uploaded on Instagram @afjfarmedanimals, namely the content "Benchmark Report".

Figure 4. "Benhmark Report" Information Content
Source: Instagram @afjfarmedanimals

This content has 110 likes with 7 comments. The content is attractively packaged with a combination of photos of AFJ activities added with informative captions. In this content Animal Friends Jogja (AFJ) conveyed information that AFJ and Act For Animals (AFFA) together with the Open Wing Alliance (OWA), announced the launch of the first Cage Free Benchmark report in Asia on Friday, February 23, 2024. The inaugural Benchmark report assesses the progress and role of governments in Asia in supporting the cage-free transition. The evaluation in the report is based on three main pillars namely, ending battery cages, policy frameworks, and welfare standards. AFJ also said that Indonesia ranked 7th out of 17 countries in Asia in the Benchmark report. With this report, AFJ hopes that the Indonesian government can improve all pillars in the Asian Benchmark that have not been met with clarity of regulations regarding the elimination of the battery cage system.

Researchers observed that the information content uploaded by @afjfarmedanimals has an interesting and clear concept in conveying information, making it easier for Instagram followers @afjfarmedanimals to find information about farm animal welfare, especially the cage-free and cruelty-free movement on the @afjfarmedanimals Instagram account. This can build a bond of satisfaction and trust between the public and Animal Friends Jogja (AFJ) which then increases awareness about cage-free and cruelty-free farm animals such as laying hens.

Educational Content Analysis of @afjfarmedanimals. Content in social media is not only used as a means to build brand image and brand awareness to the public. However, it also serves as a means of education for the public to share the knowledge and skills possessed by the organization. Educational content is one of the most important because it can make the organization known as a caring, intelligent, and interactive organization to its audience. In this case, @afjfarmedanimals displays various content that educates the public about being cage-free. From January to May 2024, @afjfarmedanimals Instagram has produced 8 educational contents. One of the educational contents @afjfarmedanimals that received the highest engagement was the content about "Where Does McDonald's Indonesia Eggs Come From?". This content has successfully attracted the attention of the public by having a total of 921 likes and 65 comments and has been played 116,000 times.
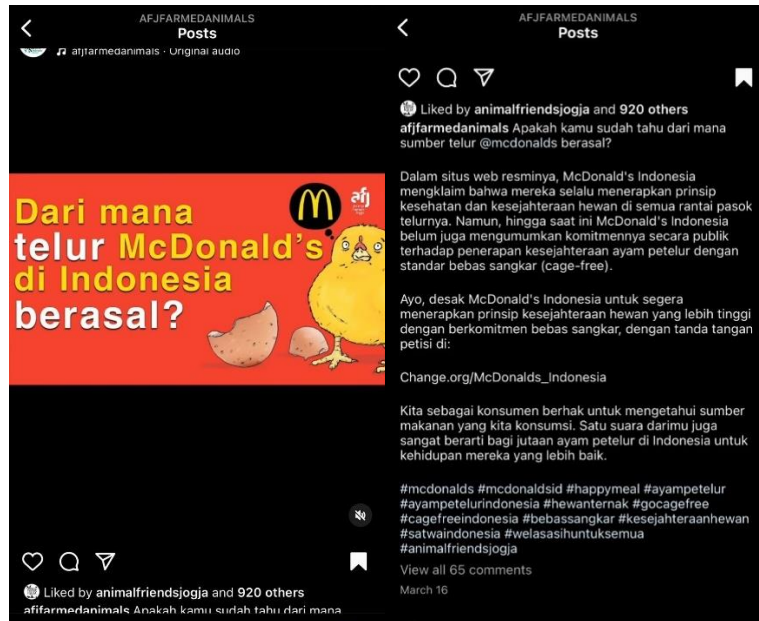
Figure 5. Educational content "Where do McDonald's Indonesia Eggs come from?"
Source: Instagram @afjfarmedanimals

This content explains where McDonald's Indonesia eggs come from through video reels that show how the battery cage-free farming model compares to the battery cage farming model. The content explains that McDonald's Indonesia still uses a battery cage model in which battery cages tend to prioritize quantity over quality of production without regard for the welfare and rights of laying hens to behave naturally, such as scratching the ground, perching, spreading their wings, and cleaning their feathers. The content also explains that research shows that eggs from battery cages are at higher risk of salmonella contamination.

By using field documentation in the form of videos, this content seems to provide real evidence of the education provided. This makes the audience interested in finding out the source of food consumed if they buy McDonald's products. In addition, this educational content also contains a cage-free campaign.

Researchers found that the delivery of educational messages and information through educational content created by @afjfarmedanimals was optimal. This is evident from @afjfarmedanimals, which inserts cage-free campaigns in every educational content and other content. Researchers also found that the frequency of educational content uploads to @afjfarmedanimals is still inconsistent. From January to May 2024, the number of educational content posted was only 8. Educational content can be used to build audience interest and trust in @afjfarmedanimals, and this opportunity can be utilized to further increase public sympathy for farm animal welfare on Instagram and social media.

Content Analysis of @afjfarmedanimals Collaboration. Social media such as Instagram allows organizations to connect with a wider audience, extend the reach of their message, and build a community that is actively engaged in the social issues they advocate for. Through collaborative content, organizations such as Animal Friends Jogja (AFJ) can harness the power of sharing with multiple parties to create a greater impact on the public. During the months of January to May 2024, Animal Friends Jogja (AFJ) uploaded 12 collaboration posts, including the collaboration of AFJ x @westwewcoffee, AFJ x @elshintabandung89.3fm, AFJ x @jakartaanimalaidenetwork and AFJ x @habitat_yk and others.

One of the collaborative contents that managed to attract a lot of attention from @afjfarmedanimals Instagram audiences is AFJ's collaboration with musicians including Fajar Merah, Frau, Bagus Dwi Danto, Bandizt Shaggydog and an actress, Davina Veronica.
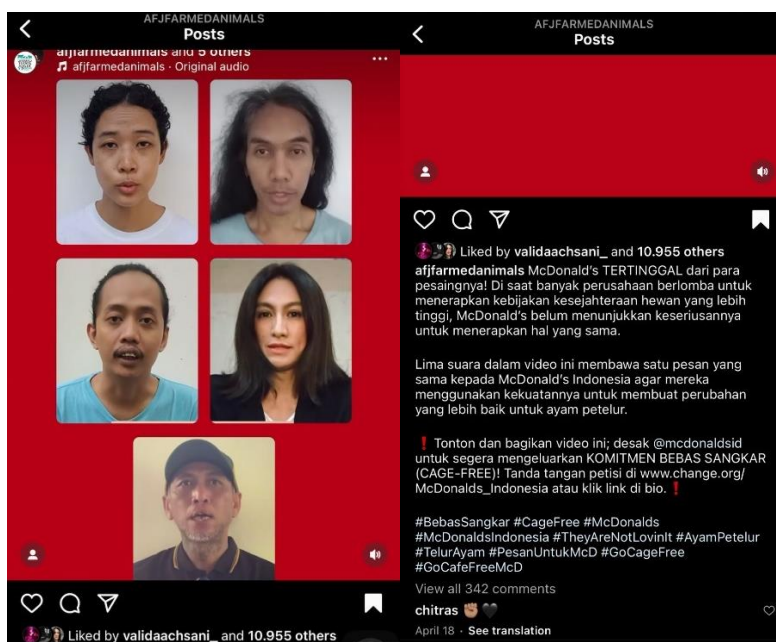
Figure 6. "Message to McDonald's" Collaboration Content
Source: Instagram @afjfarmedanimals

This content is presented in the form of video reels containing five voices of musicians and actresses carrying the same message to fast food company McDonald's Indonesia to use its power to make a change for the better for laying hens, namely by immediately committing to the implementation of cage-free to improve the welfare of laying hens in their egg supply chain.

Through the caption of the content, AFJ and its collaborators also want to invite the audience to share the content and sign the petition using the link provided to help urge McDonald's. In this case, @afjfarmedanimals collaborated with musicians and actresses to campaign for cage-free. This collaboration is an effort by @afjfarmedanimals to plan, implement, and evaluate a cage-free campaign program in which joint actions are taken by the parties involved to achieve the goal of farm animal welfare. The content uploaded on April 18 managed to achieve engagement of more than 10,955 likes with 342 comments and has been played as many as 720,000. The engagement achieved by the content is an indication that Animal Friends Jogja has succeeded in conveying campaign messages and information to the audience through content that is interesting and easily understood by the audience.

Based on the researcher's observations on the @afjfarmedanimals Instagram account, the researcher found that almost all @afjfarmedanimals collaborative content uploads always get high engagement when compared to independent content, engagement such as likes, comments, and viewers are less than other collaborative content. This makes researchers think that Animal Friends Jogja (AFJ) must continue to make new innovations and creativity in producing content on Instagram @afjfarmedanimals without having to always depend on the popularity of other parties invited to collaborate.

Entertainment Content Analysis of @afjfarmedanimals. Based on researcher observations, @afjfarmedanimals posts with a time span starting from January 2024 to May 2024 do not feature entertainment content. Entertainment content is not presented because @afjfarmedanimalsa is a non-governmental organisation focused on helping to pursue the Cage-Free Eggs Policy in Indonesia by displaying content that educates and informs the public. This is done as a form of Animal Friends Jogja's (AFJ) high dedication to animal welfare, especially laying hens.

One of the previous studies assumes that entertainment content is used as a medium for disseminating information with the use of messages that are relaxed and easier for audiences to accept. According to Whiting & Williams (2013) entertainment content has been recognized as a powerful tool for disseminating information to audiences in a relaxed and digestible way. This strategy is in line with the theory of use and gratification, where entertainment fulfils purposes such as passing time, relaxation, and sharing information (Whiting & Williams, 2013).

However, not all contexts of the corporate or organizational image are in accordance with entertainment content, so there are several Instagram accounts that do not upload entertainment content, one of which is @afjfarmedanimals. In utilizing social media, @afjfarmedanimals should create interesting and varied content so that the audience does not feel bored and entertained with up-to-date content that is still in accordance with the image of the Animal Friends Jogja (AFJ) organization.

3.2. Discussion

Many people use social media for reasons related to their daily needs. Social media cannot be separated from strategies that can create engagement with its target audience. According to Safko & Brake (2009), a social media strategy is supported by four pillars that are needed to develop social media and so that the chosen strategy can run well. The four pillars of social media strategy are information, collaboration, education, and entertainment. One of the social media platforms that makes it easy for users to share photos, videos, and moments of activity is Instagram. Instagram is not only used as a medium for having fun, but it is also widely used by users for information, promotion, advertising, and other purposes (Abidin, 2023). Instagram is also used by one of the nonprofit organizations based in Yogyakarta, namely Animal Friends Jogja (AFJ). AFJ is committed to improving the welfare of farm animals such as laying hens by utilizing its Instagram social media as a campaign medium through an account called @afjfarmedanimals.

The content uploaded by Instagram @afjfarmedanimals about cage-free has an interesting and clear concept in conveying information, making it easier for the audience of Instagram @afjfarmedanimals to find information about the welfare of farm animals, especially laying hens. The uploaded content is informational, educational, and collaborative. This research is focused on people who have changed their behaviour a lot because of the existence of Instagram social media which is now a trend and is widely used in society. Instagram is used not only among young people but also widely by adults. Along with its popularity, Instagram has influenced various aspects of people's lives, including consumption behaviour, social interaction, and self-image (Nurhasanah, 2024). The Instagram platform allows people to connect with their friends, family, and business associates, so the use of Instagram can influence social interactions in the real world.

The content uploaded by Instagram @afjfarmedanimals explains the dangers of using battery cages so that people can learn about the welfare issues of farm animals, especially laying hens. Battery cages are intensive farming systems created to house as many laying hens as possible, in order to maximize egg production at the lowest cost. During their short life span, hens live in cramped battery cages made of iron or bamboo that prevent them from expressing their natural behaviour. This practice has been criticized for causing animal welfare concerns, negative environmental impacts and human health risks.

The content uploaded by Instagram @afjfarmedanimals as a form of its commitment to continue campaigning for cage-free and cruelty-free farming has had a satisfying effect. In 2024, from January to June, five companies announced their commitment to switch to cage-free, including Bali Buda, Subway Indonesia, Doughlab, Archipelago and Rella's Kitchen. These five companies have contributed to a better world with their commitments, including maintaining the health of the surrounding environment. This achievement is, of course, also influenced by the actions of the people who joined in signing the petition, which has been spread on every content uploaded by Instagram @afjfarmedanimals. This good step towards a more compassionate future means a lot to the lives of laying hens and should be emulated by other companies. In addition, AFJ has also collaborated with government and non-government organizations through the inauguration of the Indonesian Cage-Free Association. This association is an association of government, chicken farmers, cage-free layers, researchers, academics and various parties who want to contribute to raising public awareness about products that support animal welfare and sustainability practices (AFJ Farmed Animals Avocacy, 2024).

4. Conclusion

Based on the analysis that has been carried out regarding the role of the @afjfarmedanimals Instagram account as a media for the cage-free campaign, it can be concluded that the use of the

concept of the four pillars of social media strategy is very important for social media development, especially in terms of implementing strategies for creating interesting social media content. In this study, four social media strategies were used: entertainment content, collaboration content, information content, and educational content. The results of the analysis show that of the four pillars of social media strategy, the @afjfarmedanimals Instagram account only posts informational, educational and collaborative content. The most uploaded content on Instagram @afjfarmedanimals is informational content. As a registered nonprofit non-government organization, Animal Friends Jogja has achieved success in several social movements that have raised awareness of animal welfare. Not only that, @afjfarmedanimals through its posting campaign has succeeded in inviting several communities and organizations both government and non-government to work together on animal welfare, especially laying hens. However, researchers think @afjfarmedanimals needs to add some entertainment content that still educates and campaigns for cage-free to attract more audience interest.

The update on this research is that this research uses a critical paradigm because by using a critical paradigm, researcher observe, analyze content in a broad context, and examine the existing reality, namely by examining the content of the Instagram @afjfarmedanimals, that it also not only observes and analyzes the content but researchers also criticize the content that has been uploaded on Instagram @afjfarmedanimals.

5. Acknowledgement

6. References

Abidin, S. (2023). Pengaruh Konten Instagram Terhadap Perilaku Followers. *Jurnal PROFITA: Akuntansi dan Manajemen*, *2*(1).

AFJ Farmed Animals Avocacy. (2024). *Instagram Post Akun @afjfarmedanimals*. Instagram. https://www.instagram.com/p/C8ByBqtydG1/?img_index=1

Anashrulloh, A. S., & Arianto, I. D. (2023). Impression Management Bupati Pada Media Sosial (Analisis Isi Kualitatif Bupati Sidoarjo Pada Akun Instagram @ahmadmuhdlorali). *Nusantara: Jurnal Ilmu Pengetahuan Sosial*, *10*(10), 4768–4774.

Antasari, C., & Pratiwi, R. D. (2022). Pemanfaatan Fitur Instagram Sebagai Sarana Komunikasi Pemasaran Kedai Babakkeroyokan di Kota Palu. *KINESIK*, *9*(2), 176–182. https://doi.org/10.22487/ejk.v9i2.327

Duval, E., von Keyserlingk, M. A. G., & Lecorps, B. (2020). Organic Dairy Cattle: Do European Union Regulations Promote Animal Welfare? *Animals*, *10*(10), 1786. https://doi.org/10.3390/ani10101786

Fadli, A., & Sazali, H. (2023). Peran Media Sosial Instagram @Greenpeaceid sebagai Media Kampanye dalam Menjaga Lingkungan. *Jurnal Ilmu Komunikasi UHO : Jurnal Penelitian Kajian Ilmu Komunikasi Dan Informasi*, *8*(2), 209–222. https://doi.org/10.52423/jikuho.v8i2.32

Kottler, P., & Keller, K. L. (2016). *Handbook of Research on Effective Advertising Strategies in the Social Media Age*. IGI Global. https://doi.org/10.4018/978-1-4666-8125-5

Li, X., Liu, L., Li, Q., Xu, G., & Zheng, J. (2018). Salmonella Contamination in Layer Farms in China: Detection and Genetic Analysis. *The Journal of Poultry Science*, *55*(1), 1–9. https://doi.org/10.2141/jpsa.0160144

Nafsyah, A. S., Maulidyah, S. R., Nurlia, A. S., & Adhyanti, W. P. (2022). Analisis Konten Media Sosial Instagram by.U Sebagai Media Penyebaran Informasi & Komunikasi. *MASSIVE: Jurnal Ilmu Komunikasi*, *2*(2), 1. https://doi.org/10.35842/massive.v2i2.57

Nurhasanah, N. (2024). Pengaruh Media Sosial Instagram Terhadap Perilaku Masyarakat. *Intelletika : Jurnal Ilmiah Mahasiswa*, *2*(2), 33–39. https://doi.org/https://doi.org/10.59841/intellektika.v2i2.922

Puspita, N. A. (2022). Efektivitas Media Sosial Akun Instagram @detikcom dalam Pemenuhan Kebutuhan Informasi. *Jurnal PIKMA : Publikasi Ilmu Komunikasi Media Dan Cinema*, *4*(2), 112–117. https://doi.org/10.24076/pikma.v4i2.588

Rizqita, A., Haryuni, N., Prodi Peternakan, M., Ilmu Eksakta, F., & Prodi Peternakan, D. (n.d.). 433 Pengaruh Umur dan Tipe Kandang (Close House dan Open House) terhadap Kualitas Fisik Telur Ayam. *BRILIANT: Jurnal Riset Dan Konseptual*, *8*(2), 2023. https://doi.org/10.28926/briliant.v8i2

Riyanto, A. D. (2024, February 21). *Hootsuite (We are Social): Data Digital Indonesia 2024*. Andi Link. https://andi.link/hootsuite-we-are-social-data-digital-indonesia-2024/

Safko, L., & Brake, D. K. (2009). *The Social Media Bible: Tactics, Tools & Strategies For Business Success*. John Willey.

Sugiyono. (2014). *Metode Penelitian Pendekatan Kuantitatif, Kualitatif, dan R&D*. Alfabeta.

Whiting, A., & Williams, D. L. (2013). Why people use social media: a uses and gratifications approach. *Qualitative Market Research: An International Journal*, *16*(4), 362–369. https://doi.org/https://doi.org/10.1108/qmr-06-2013-004