

## Setia farm's creative strategy through a torytelling approach

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### ABSTRAK

**Purpose.** The demand for beef in Indonesia continues to increase. In 2021 it was estimated to reach nearly 700,000 tons or equivalent to 3.6 million cattle. This potential market makes the cattle market in Indonesia more crowded, especially in the digital era, making farmers more creative in marketing their cows. Setia Farm is a YouTube channel owned by a cattle farm with the most subscribers among other farm YouTube channels. This research aims to determine how Setia Farm's creative strategy communicates cattle commodities through storytelling. **Design/Methodology/Approach.** The methodology in this research is descriptive qualitative, with data obtained from interviews with the owner of the blessing of Setia Farm, observations on the Setia Fam YouTube Channel, and documentation of reports in online media. **Finding.** Spontaneity is the key to setting goals and ideas from the storytelling content of the Setia Farm YouTube channel, supported by an independent production team with their tools. This channel never lacks stock content to upload.

## 1. Introduction

Humans are living beings who always need the energy to carry out their daily activities. This energy is obtained from the food eaten by humans. In this world, there are a lot of biological natural resources that can be obtained by humans to be processed to be used as food ingredients. Be it plant natural resources or natural animal resources. One of the natural resources that humans widely consume is natural animal resources derived from cows. As described by Agus & Widi (2018), the largest beef production in the world is from America.

Then in second place is Brazil, the country that produces the most cattle in the world, reaching 10.1 million metric tons last year. After that, there are the European Union and China, with beef production of 6.88 million metric tons and 6.72 million metric tons, respectively. The next largest beef-producing country is India, with 3.76 million metric tons. According to Beltrami et al., (2020), until now, the United States is known as one of the world's largest cattle-producing countries, with a population of about 93 million head of cattle and almost 9% of the world's cattle.

As reported from <https://national.kontan.co.id>, the demand for beef in Indonesia continues to increase. In 2021, the demand for beef was estimated to reach nearly 700,000 tons or the equivalent of 3.6 million head of cattle. However, domestic beef production is only 400,000 tons per year.

Because demand is higher than cattle production in Indonesia itself, it is undeniable that Indonesia is still dependent on imports of cattle from other countries. As mentioned in <https://national.kontan.co.id/>, in 2021, Indonesia will have 223,142 tons of beef and buffalo. This import is carried out to cover the shortage of domestic meat production because the Directorate General of Livestock and Animal Health (PKH) of the Ministry of Agriculture (Kementan) has not been able to increase national meat production. The national demand for beef and buffalo for 2021 will reach 696,956 tons with a per capita consumption calculation of 2.56 kg/year. Meanwhile, the

availability of local beef or buffalo is only 473,814 tons. Thus, the need and availability of national beef and buffalo throughout 2021 still lacks as much as 223,142 tons (Galyean et al., 2011).

Other things we need to know about the global cattle industry, namely how the cattle sales system is in the largest cattle-producing countries in the world. One of them is America. Because America is one of the largest cattle-producing countries in the world, the government is very aggressive in exporting cattle to countries with a demand for cattle. In Indonesia, cattle farms still use market promotion media such as CV Plesungan in Karanganyar. Baskoro (2009) indeed says marketing promotion is one way to introduce products to potential customers. Promotion can be done through advertising, sales, or spontaneously (word of mouth).

As for those who use a SWOT analysis first, such as at CV Septia Anugerah, Jakarta, written in (Kusuma et al., 2013), a SWOT analysis is carried out to formulate strategies that must be implemented. This analysis classifies the environmental factors faced by the industry as strengths, weaknesses, opportunities, and threats. The profile of strengths, weaknesses, opportunities, and threats is obtained through the identification of various factors that influence the marketing strategy of CV Septia Anugerah beef cattle.

One medium for promoting a company or brand is the internet. The development of internet technology is very rapid in today's era, making almost all humans compete in using technology for various activities. With this internet network, humans can easily access one media to another. Today's media often replaces face-to-face communication and becomes a platform for social interaction that affects everyday life. The internet is very helpful for humans in communicating, either near or far. Through gadgets, the internet can be accessed to find information about what is happening between cities, islands, and countries (Fischhoff, 2019).

Communication is the process of delivering messages in the form of ideas, ideas, or messages that will be conveyed to others. Communication in society will run well if communicants have a common understanding. In general, humans use verbal and nonverbal language in communicating. Communication is an important thing in social life. Humans, as social beings in their lives, must communicate, which means they need the help of others and need groups or communities to communicate (Panjaitan & Harahap, 2021). In this era, digitalization also impacts the expansion of culinary meaning. From cooking activities and enjoying food, it is a word that is closely related to business, trends, and lifestyles to amazing creativity and innovation in processing and serving (Shimokihara et al., 2021). Social media, which was initially intended as an interactive communication medium, is now opening up opportunities for anyone to become a content creator in channeling their creations. Interactivity in new media is a characteristic that cannot be separated from new media. In contrast to the old media, where users are passive, in the new interactive media, media users have the power to make a kind of bond with media texts (Horbinski, 2019).

They are more independent in establishing relationships with sources of knowledge, are more individual in the use of media, and have greater user choices (Kattenbelt, 2008). Today, social media is a part that can be called the most important thing in human life. Various social media applications, such as Facebook, YouTube, Instagram, and Twitter, are widely used as a medium for communicating. The activities carried out through the internet are also various. Some are used to channel creativity, access information, use it for mere entertainment.

One of the cattle businesses in Indonesia that utilize the media to convey information about its business is Setia Hermawan's cattle business, named Setia Farm. Besides selling cows, Hermawan's cattle business now also has a YouTube channel that contains exciting video content about the daily life of his cows. Moreover, some of his cows have been given unique names, which have caught the attention of his YouTube channel subscribers. Among several YouTube channels that contain content about cow commodities, Setia Farm has 1.74 million subscribers.

## **2. Method**

### **2.1. Research Approach**

This study uses a qualitative descriptive approach to provide an accurate description or explanation of the problems encountered, factual and accurate. According to Ramlan (2020), descriptive research results from a report, depiction, or description of something. This study uses

qualitative data analysis techniques so that the data and information obtained can be appropriate based on the facts in the field. In addition, the data were collected from interviews, observations, and documentation so that researchers can describe and explain Setia Farm's creative strategy in communicating beef commodities through storytelling.

The analysis used in this study are:

*1) Data collection*

Data collection was carried out utilizing interviews, direct observation through videos on Setia Farm's YouTube, and collecting documents related to research. In this case, the author determines the source of the informant to be interviewed, namely the owner of Berkah Setia Farm, Setya Hermawan.

*2) Data reduction*

It is the process of selecting and formulating data relevant to the research problem. Data reduction is a form of analysis that sharpens, classifies, directs, discards unnecessary data, and organizes data so that conclusions can be drawn.

*3) Data presentation*

Presentation of data is an effort to compile and collect information into a matrix or configuration that is easy to understand. Presentation of data that is simple and easy to understand is the main way to analyze valid qualitative descriptive data.

*4) Draw a conclusion*

That is the withdrawal of important points that become the main idea of what is being studied.

*5) Data Validity Test*

The author uses the validity test to reduce distortion efforts that will hinder and keep away from invalid data.

*6) Data collection*

The methodology in this research is descriptive qualitative, with data obtained from interviews with the owner of the blessing of Setia Farm, observations on the Setia Fam YouTube Channel, and documentation of reports in online media.

### **3. Literatur Riview**

#### **3.1 Storytelling**

In Laer et al., (2019), Storytelling is the delivery of stories to listeners that are fun, not patronizing, and can develop imagination. The stories presented through storytelling will fill the memory with information and life values. Many stories can be used in learning activities in kindergarten (Aljaraideh, 2020).

#### **3.2 Advertising strategy stages**

The content of the creative brief varies, but in general, it can be described as follows:

*a) Problem*

Describe the existing problems, then what must be resolved in the scope of advertising communications.

*b) Audience survey*

Contain the audience's opinion about the product, consumer behavior, and the audience's attitude toward the product.

*c) Brand position*

The kind of brand position that you want to present in the target audience's minds.

*d) Communication purpose*

The kind of response that the audience wants to the message conveyed.

*e) Suggestion*

Ideas about how to get target consumers to respond to our messages.

*f) Media*

What media will be chosen, and the deadline for the advertisement must be completed.

*g) Creative direction*

Creative direction is a style of delivery one wants to use. With a distinctive, unique, and in accordance with the target message delivery style, it is hoped that the target will respond to the message we expect.

#### 4. Result and Discussion

This chapter will explain Berkah Setia Farm's creative strategy in designing, executing, and editing videos to be uploaded to Setia Farm's YouTube channel. This chapter will also present a discussion of the research results and analysis based on the theories presented in Chapter I and combined with the results of the overall research data.

This study is purposed to find out how Setia Farm's creative strategy communicates cattle commodities through storytelling. The Setia Farm YouTube channel has a playlist that makes it easier for the audience to find the videos they want to watch. The titles of the playlists include Cattle Market Diary, which contains the visit of Hermawan and his crews to several farms in Purworejo and the surroundings, including the cattle market in Yogyakarta. In addition, there is also a playlist entitled "qurban cattle", which contains the activities of Hermawan and the cows in finding sellers of cows, which Hermawan will later "wholesale" of cows at these sellers. Furthermore, there is also a playlist entitled Setia Farm Cow Video Collection. This playlist contains the most videos, approximately 366 videos. This playlist includes the daily activities of the cows and calves at Setia Farm; among them are: training the cows to become riding cows so that their bodies are strong, telling the origin of getting the cows, and so on. The playlist also contains QnA, or questions and answers about cows, in which the followers of Setia Farm on Instagram were asked.

Of the many playlists containing videos of cows in the Setia Farm stable, Hermawan as the owner, conveys information about his cows by telling stories in a storytelling style according to the actual facts and circumstances and by showing the situation and condition of the cage at that time.

After conducting an interview with Hermawan and referring to the theoretical study of the stages of advertising strategy, it was found the following explanation:

*1) Describing the existing problem*

From the results of interviews conducted by researchers with Hermawan, researchers found that the background or reason for Hermawan creating a YouTube channel was starting in 2017, when Hermawan only sold cows as a business and buying and selling, not for crossbreeding or fattening. However, from the cows he sold, Hermawan also decided to raise some of his cows which he treated as jumbo cows, which were then also registered to participate in the jumbo cow contest. After two years in the dairy industry, Setia Farm also participated in a cow contest that required social media assistance to provide information about the cows in Setia Farm. Hermawan also often registers his cows to participate in contests held in several areas, such as Karawang, Yogyakarta, etc. Not just one or two, Hermawan could register his six cows at once to participate in the same event.

From the several contests won during the cow contest, many journalists or journalists finally wanted to report on the cows in Setia Farm. Setia Farm. For this reason, Hermawan decided to create a YouTube channel by inviting his friends with skills in the broadcasting. Hermawan also explained that he made YouTube not for buying and selling cows but only to convey information to the audience about the cows there and for entertainment needs, as well as to fill spare time.



Figure 1.1 news about the holding of a cow contest in Karawang, West Java

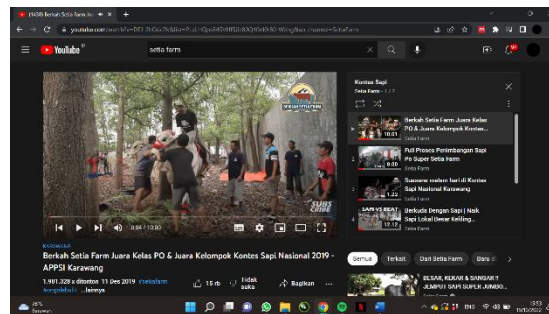


Figure 2.1 Setia Farm content when participating in the cow contest

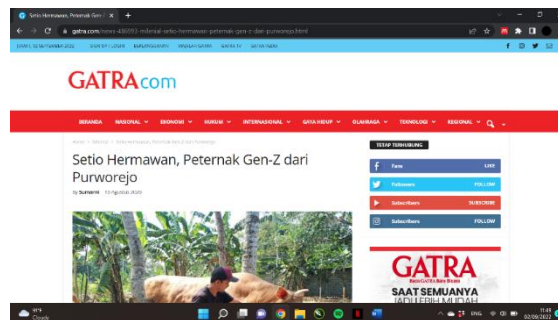


Figure 3.1. An example of an article reporting on Setia Farm

Regarding the stages of this advertising strategy, the researchers describe the problems Setia Farm has regarding the reasons Hermawan created his YouTube channel. The problems that Hermawan described were the need for information for journalists who want to report on the championships that Setia Farm won while participating in the cow contest, and also related to the daily activities of the cows in the Setia Farm stables.

From the results of interviews that have been conducted, the researchers found that the reason Hermawan created the Setia Farm YouTube channel was based on the main theory in this study, namely the communication problem, which is to explain what problems exist and what need to be done in the scope of advertising communication (Muktaf, 2015).

## 2) Audience survey

Setia Farm, which has 1.74 million subscribers and 329 videos, uploaded its first video in November 2019. Setia Farm already has a lot of fans for its cows, and it often gets messages via Instagram in the form of replies or replies from the uploaded stories. In the interview, Hermawan explained that due to the large number of audiences who asked about when video content on Setia Farm's YouTube channel would be broadcast, Hermawan and his team decided to schedule content uploads every Monday and Thursday at 7 pm. Hermawan does not want to burden his audience by uploading content on an uncertain day because the audience is waiting. In fact, there is no certainty when they want to watch Setia Farm's latest video. Currently, the audience is no longer waiting for the content to be broadcast because there is a definite schedule for uploading the latest content on Setia Farm's YouTube. When Setia Farm wants to upload a YouTube video, they upload an *instastory* which shows that YouTube followers and subscribers are waiting for the latest video on Setia Farm's YouTube channel. Not only that but the comments column on YouTube is also filled with comments containing requests for content ideas from YouTube viewers (Khair & Adhani, 2021).

From the observation, the researchers found enthusiasm and positive comments on other YouTube channels containing content about Setia Farm. One of which is Irfan Hakim's YouTube channel which began covering content at the Eid al-Adha moment in 2021, and also contains daily activities at Setia Farm. An example of this is the content entitled "The Entire Family Permit for

Cow Sacrifice, Grandong from Setia Farm”. From the videos both on YouTube content and even on Instagram feeds, the comment column on social media is filled with positive comments, and even the audience is also waiting for the latest content from Setia Farm to be broadcast. Such enthusiasm can also be seen in several *instastory* posts from Setia Farm, who directly replied via Instagram asking when the newest content would be broadcast. Not only asking about this, but the audience also often reminds the farm’s loyal social media admins to upload the latest content, which is scheduled every Monday and Thursday at 7 pm.



From the data, it is explained that regarding audience surveys, many audiences are waiting for content to be broadcast on Setia Farm’s YouTube channel. Not infrequently, they ask for the content to be broadcast. Not only that, the interaction between the audience and Setia Farm was also well established, marked by the Setia Farm admin, who also posted an *instastory* on Instagram about Instagram followers asking when the latest Setia Farm video was showing.

Based on the theory of the stages of advertising strategy, namely audience surveys that explain the public’s opinion about the product, consumer behavior, and the audience’s attitude towards the product (Muktaf, 2015), the researcher found that the audience of Setia Farm was very loyal to Setia Farm. They are always enthusiastic about waiting for the latest content from Setia Farm. The enthusiasm of the audience from Setia Farm is not only seen on the Setia Farm YouTube channel but on other YouTube channels that talk about the cows in Setia Farm’s drum.

### 3) Brand position

According to the interview, the owner of Setia Farm, Hermawan, did not specify a specific response by presenting a slogan on each video content on his YouTube channel. However, especially when Eid al-Adha is approaching, several videos are presented with the pronunciation of slogans. This can be seen in the video entitled “Dare, friends of street vendors dare to ride *Pahing*” at 13.44 minutes, Hermawan and friends of street vendors said, “remember the qurban (sacrifice), remember Setia farm”.

The theory of brand positioning explains what kind of response you want to present in the audience’s minds to the message conveyed (Muktaf, 2015). Setia Farm indirectly does not target anything in the audience’s minds regarding his business. This is because he created the YouTube channel not for promoting and selling, but for entertainment and information needs only. The researchers found that the position of the brand that will be presented in the minds of the audience can only be seen in the content that is broadcast just before Eid al-Adha, with the message that if you want to do qurban (sacrifice), remember Setia Farm.

### 4) Communication purpose

Hermawan explained that he had no way or tricks or a certain way so that the content always attracts the attention of its audience. The shooting schedule is also uncertain every day, but when they want to create content, Hermawan and his team shoot to stock content on the YouTube channel. According to Hermawan, the reason he and his team did not plan the concept of the video would result in high expectations, which later if these expectations are not achieved, will become a burden or a disappointment for Hermawan and the team. So, therefore, they work on content spontaneously without scheduling when to shoot videos for content on YouTube.

Setia Farm does not have certain tricks in creating content; everything is spontaneous and unscheduled. The idea and schedule of shooting from content creation are neatly conceptualized even though the planning is not optimal, or it can be called spontaneous. The shooting schedule is also not neatly arranged, but Setia Farm never lacks stock for uploading videos.

From the data and description above, the researcher found that Hermawan did not specify slogans or things related to the purpose of communication. He also did not expect any kind of response from the audience about the brand or product being advertised (Muktaf, 2015). However, the content on the Setia Farm YouTube channel is included in YouTube channel with a neat concept because it has a lot of stock videos to upload.

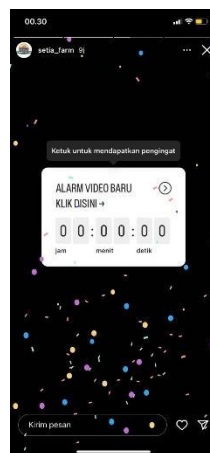
#### 5) *Suggestion*

After conducting an interview with Hermawan, he explained that he did not determine how to get consumers to respond to messages. According to him, he and the team were only spontaneous during the shooting process, and nothing special had to be prepared.

So in this theory, Setia Farm does not determine the idea of how to get consumers to respond to messages from YouTube content. However, based on the research results, the researchers suggest that Setia Farm pays more attention to mapping subscriber responses so that the communication process can build relationships to collaboration.

#### 6) *Media*

In publishing content and information about their cows as entertainment, and the needs of journalists or journalists, Setia Farm chooses Instagram and YouTube as media to publish. On YouTube, a lot of content has been produced. So far, there have been 329 videos containing information about the cows in their cages, which air every Monday and Thursday at 7 pm. In addition to YouTube as a sharing medium, Setia Farm also uses Instagram as a medium to provide information about the video that has been broadcast. Setia Farm uses the Instagram story feature to give reminders to viewers/subscribers and Instagram followers.



From this description, regarding the theory at the stage of the advertising strategy, namely what media will be chosen, and the ad deadline must be completed (Muktaf, 2015), Setia Farm chose Instagram and YouTube as media to disseminate information about Setia Farm. From the data above, the researchers found that Hermawan and his team used Instagram and YouTube as sharing media since it is mutually sustainable in disseminating information about Setia Farm's content. This means the audience can get information on Setia Farm's content from Instagram for details on Setia Farm's latest posts on YouTube. Then the audience will be able to enjoy the complete content on YouTube.

#### 7) *Creative Direction*

From the interviews, it was found that in creating content, Hermawan put forward attitude as a style in delivering information on his channel. When he said on his YouTube channel, Hermawan did not offer the exact price of selling and buying his cows but only mentioned the price range. To be sure, they really avoid "hard selling" their cows. They also do not compare their cows and other breeders. Hermawan and the team also gave their cows unique names, for example, *Pahing*,

*Wisanggeni, Grandong, Boy Suro, Sri, Tutik, and many more.* In the video, it is clear that Hermawan and the cage cubs wholeheartedly care for their cows.

In this case, the theory of the stages of advertising strategy, namely the creative direction, is applied. The theory discusses a delivery style that you want to use. With a distinctive, unique, and in accordance with the target message delivery style, it is hoped that the target will respond to the message we expect (Muktaf, 2015)

Regarding Hermawan's communication style in conveying the information in his content, he does not really have a concept of what he should look like when he is in front of the camera. However, he strongly avoids attitude that offends people and places great emphasis on a good attitude. Talking about sales, he also does not sell his cows hard selling.

## 5. Conclusion

Setia Farm is a cattle business in Ngombol village, Purworejo, Central Java. Not infrequently, Setia Farm enters the news in online media and also enters content from the YouTube channel, which also provides information about cattle commodities. Among several YouTube channels that talk about cattle commodities, Setia Farm is a cattle business that has a YouTube channel with the highest number of subscribers, which is 1.74 million. On the YouTube channel, there are several playlists with the distribution of themes to make it easier for the audience to watch the videos. Many and almost all videos on YouTube and uploads via Instagram are filled with positive comments and requests from their followers and subscribers. The cows, that are given unique names and different characters, also make Setia Farm gain many relationships and are increasingly popular with its loyal audience.

Regarding the correlation of the stages of the advertising strategy, Hermawan, as the owner of the Setia Farm, was motivated to create YouTube due to communication problems. Mainly, the channel was purposed to meet the needs of journalists or audiences who want to know information about their cows. In addition, Hermawan also creates a YouTube channel to fill spare time only and does not aim to look for viewers or adsense specifically. Based on the results of interviews, observations of video content, and existing documentation, Setia Farm subscribers and followers are enthusiastic about waiting for the latest content from the Setia Farm YouTube channel. This can be seen from the comments column on both Instagram and YouTube, which are filled with positive comments and requests to create content with some of the cows.

In creating the content, Setia Farm does not have certain tricks. Furthermore, all of them are only made spontaneously and unscheduled. The media chosen by Setia Farm is YouTube, while utilizing the *instastory* feature on Instagram to remind viewers/subscribers that the video will be broadcast. In creating content on YouTube, Hermawan and the creative team do not determine their communication style. To be sure, they really avoid hard selling" regarding their cows. Furthermore, they do not compare his cows and cows belonging to other breeders. The interesting thing about Setia Farm is that the cows themselves have characters that Hermawan has described in explaining the cows in his YouTube video content. Although he did not conceptualize the audience's response, the audience was very loyal and enthusiastic about watching his videos. Moreover, Hermawan is also a young breeder who does not sell his wares by hard selling but only for entertainment.

By looking at the content on YouTube, which is very neat, systematic, and scheduled, it turns out that Hermawan and the creative team do not have any tips or tricks to make the content in such a way. However, Hermawan and the team are trying their best to meet their subscribers' needs by creating as much content as possible. Not only that, the reason Setia Farm has a lot of support and high enthusiasm from subscribers is that Hermawan avoids comparing his business with other livestock businesses. He does not trade the cows in his cage as hard selling, but he only uploads content on his YouTube for entertainment.

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