



Momfluencer qualitative content analysis on Instagram account @Dwihandaanda

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ABSTRACT

Keywords

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This research aims to determine the qualitative content of the Instagram account @dwihandaanda as a momfluencer. Dwi Handayani is a momfluencer who has many followers and Dwi Handayani, through her Instagram account, represents the momfluencer lifestyle which covers various aspects of a mother's daily life. She shared moments together with his family, including his children, which depicted the warmth and happiness in the family. Instagram is a very popular social media and many people use it as a business medium, especially for influencers. The method used by researchers is a type of qualitative research approach that uses qualitative content analysis methods. Data collection techniques using observation, documentation and literature study. The data analysis techniques used were data collection, data reduction, data presentation from the momfluencer @dwihandaanda Instagram account, and drawing conclusions. The data validation technique uses the data source triangulation method which utilizes different types of data sources to explore similar data. The results of qualitative content analysis research on the Instagram account @dwihandaanda as a momfluencer have five indicators, where these indicators have a big influence on the momfluencer itself. The results of this analysis will be interpreted carefully to understand the meaning behind the messages conveyed by the momfluencer, the values they hold, and the impact they have in shaping the views and behavior of their followers.

1. Introduction

Social media has experienced rapid development in Indonesia in recent years. With the significant growth of the internet and increasing accessibility of mobile device, Indonesian people are increasingly connected and active in using social media platforms (Nzoku & Duffett, 2021). The phenomenon has had a major impact on the way we interact, communication and consume information (Cahyono, 2016). Along with technological developments and increasingly easy internet access, the use of social media in Indonesia has become an inseparable part of people's daily lives. The most popular social media platforms in Indonesia include Facebook, Instagram, Twitter, YouTube, and WhatsApp (Drotner & Schroder, 2010). The use of this platform is not only a means of establishing social relationships and communicating, but also a forum for various information, expressing opinions, promoting business, and influencing public opinion (ICES, 2020).

Instagram is one of the most popular social media platforms in Indonesia (Husodo et al., 2021). With more than 1 billion monthly active users worldwide, Instagram has become a popular place for users to share photos and videos, follow accounts that interest them, and engage in various online communities (Rizalzy, 2022b). Instagram offers various interesting features for its users, including uploading photos and videos, story features (Instagram Stories), IGTV (Instagram TV), as well as creative features such as filters and stickers (Dwi Setiawan & Chang, 2022). Users can upload and share important moments in their lives, including travel, events, daily activities and lifestyle (Khajeheian & Ebrahimi, 2021).

Additionally, Instagram has become an important platform for influencers and businesses to build brands, promote products, and create connections with their followers (Qorin Munandiyal & Fajar Junaedi, 2022). Influencers on Instagram have a significant influence in shaping trends, influencing purchasing decisions, and expanding brand reach. Many businesses, both large and small, use Instagram as a marketing tool to reach their target audience and expand market share (Anjani & Irwansyah, 2020). Instagram is also a source of inspiration for many users, especially in lifestyle, fashion, food and beauty. Many accounts provide creative content, interesting ethics, and useful tips for their followers. This encourages users to engage in communities, share inspiration, and create engaging content (Wibowo, 2022).

Based on data from Napoleon Cat, the number of Instagram users in Indonesia reached 97.38 million in October 2022. This number shows an increase of 7% compared to the previous year which reached 101.3 million users (Rizalty, 2022). In contrast to Napoleon Car, We Are Social recorded that the number of Instagram users in Indonesia reached 93.6 million people in October 2022 (Rizaty, 2022). Even though there are differences between Napoleon Cat and We Are Social, both show that Instagram users in Indonesia are one of the largest in the world. The high number of users shows the popularity and wide adoption of this platform among Indonesian people (Fissi et al., 2022).

Instagram is also not only used by teenagers. Women who already have children and even have the title of mother use Instagram as a medium for self-actualization. It is not surprising that the number of Instagram in Indonesia has reached fourth place in the world (Rizaty, 2022). Instagram also provides an opportunity for mothers to actualize themselves (Akmaliah, 2020). As a social media that focuses on visual content, Instagram allows mothers to express themselves, share life experiences, and showcase their interests and skills (Rosário & Raimundo, 2021).

By expanding social networks, sharing experiences, promoting talents and interests, increasing knowledge and skills, and supporting businesses or independent businesses, Instagram provides space for mothers to develop and actualize themselves in various aspects of life (Gupta & Singh, 2017). Therefore, Instagram is not only a popular platform in Indonesia, but also an important means for mothers to actualize their potential and identity.

The potential and identity that continues to be cultivated among these mothers then gives birth to new role models or influencers among them. It's not just young people who have idols in the world of social media, even mothers are also taking part in enlivening the world of social media with their own segmentation and audience. Problems related to domestic life, family, and now have been successfully presented with the existence of momfluncer (Arindita, 2019).

The emergence of momfluncer, which is an acronym for mom-influencer, in Indonesia is an interesting phenomenon in the development of social media. Momfluncer is the term for mothers who have a significant presence on social media platforms, especially Instagram, and use their presence to influence their followers in various aspects of life (Germic et al., 2021).

Momfluncers often share their daily experiences as mothers, provide advice on parenting, provide recommendations for baby and children's products, share health tips, or even provide inspiration for a healthy and positive lifestyle. They utilize the Instagram platform to build a strong community, where their followers can share, learn, and get support from fellow mothers (Aditya et al., 2021).

The momfluncer phenomenon has changed the way marketing and advertising is done in Indonesia. Many brands and companies are now collaborating with momfluncers to promote their products to a specific target market, namely mothers who are active on social media (Benedek, 2018). Momfluncer has had a significant impact in the marketing industry where it has become a force to be reckoned with (Holiday et al., 2021). As for being able to maintain marketing and advertising as well as interesting content, momfluncers often use their lifestyle as a reflection and example for others to continue to exist on social media (Harmannie, 2022).

Momfluncers also act as influencers who not only promote products or services, but also create content that is interesting and relevant to their lifestyle. In maintaining effective marketing and advertising, momfluncers realize that they need to build a strong personal brand. They create content that is consistent with their lifestyle, maintains the message they want to convey, and attracts an audience interested in the values and interests they present (Harmannie, 2022).

Momfluencers are often reflected through their daily lives as mothers who are active on social media. They often share moments from daily life, including activities with children, family routines, healthy meal preparation, creative activities, and more. The momfluencer lifestyle is then connected to the concept of modern, healthy and organized parenting. Momfluencers also often promote healthy and active lifestyles, such as cooking healthy meals for the family, exercise routines, or physical activity with children. They also often share tips and tricks about effective time management, organization and multitasking in managing daily life as mothers (Holiday et al., 2021). Apart from that, momfluencers also display an attractive aesthetic in their content, whether in terms of room layout, home decoration, personal appearance, or even fashion and lifestyle. They tend to show moments that look perfect and orderly, creating an idealized picture of life as a mother.

One of the momfluencers who is widely followed by the public with a number of followers reaching 2 million people is Dwi Handayani Syah Putri or known by the Instagram account @dwiandaanda. Dwi Handayani, through her Instagram account, represents the momfluencer lifestyle which covers various aspects of a mother's daily life. She shared moments together with her family, including his children, which depicted the warmth and happiness in the family.

Apart from that, the @dwiandaanda account also shares tips and inspiration for caring for children, serving healthy food, and sharing creative ideas for facing daily challenges as a mother. Through her content, she tries to provide inspiration and motivation to her followers to create a harmonious, healthy and happy family environment. Apart from parenting topics, Dwi Handayani Syah Putri also shares experiences and tips on maintaining one's own health, skin care, and a balanced lifestyle. She shows that being a mother does not prevent someone from continuing to work and run a business with fashion collaboration content and various fashion shows that she participates in (Harmannie, 2022).

In terms of aesthetics, the Instagram account @dwiandaanda has an organized feed with an aesthetic and harmonious appearance. The uploaded photos often use good lighting, attractive compositions, and blended colors, creating a harmonious and attractive impression for followers. This means that in the increasingly developing digital era, momfluencers like @dwiandaanda play a significant role in shaping the perceptions, behavior and aspirations of their followers through analyzing the content momfluencers display through their Instagram accounts. Based on the background above, the researcher is interested in conducting research with the title "Qualitative Content Analysis of Momfluencers on the Instagram account @dwiandaanda".

2. Method

The research is a type of qualitative research approach that uses qualitative content analysis methods. Content analysis is a research method used to analyze content from various types of media, such as text, image, video, or audio. The purpose of content analysis is to identify patterns, themes, and meanings that emerge from the data collected (Kharisma Zhuhriani et al., 2021). This method allows researchers to explore in-depth information from existing content, understand the thoughts, perceptions or sentiments contained therein, and reveal meanings that may be hidden (Syahdan, 2022).

This research uses a data collection method through several stages, namely observations carried out by observing the content of posts and stories shared by momfluencers on the @dwiandaanda Instagram account, such as photos or videos posted, captions, hashtags and other interactions with followers to gain understanding. which is better about the qualitative content of momfluencer. Documentation in this research, namely content posted regarding the content of momfluencer, is used in this research to complete the research results. And literature studies are collected based on data in books, the internet and scientific articles which can provide information related to the content being researched and researchers will try to read and add information through scientific articles from relevant websites.

3. Result and Discussion

This chapter contains the result of qualitative content analysis applied to @dwiandaanda Instagram post in the period January to August 2023. The main aim of this analysis is to understand in depth the messages implied and revealed in the content uploaded by the momfluencer, identify

themes that frequently appear, as well as exploring the content against the interactions and views of followers.

Momfluencer @dwiandaanda has a significant number of followers on the Instagram platform, making it an interesting object to analyze. The chosen time span spanned several months, allowing researchers to see the evolution of uploaded content and track changes in interactions with followers over that period. Momfluencer posts include various types of content such as photos, captions, as well as interactions with followers in the form of comments and responses to questions and responses.

In qualitative content analysis, data collected from all posts is coded and analyzed carefully. This involves identifying certain patterns in content, such as recurring themes, caption writing styles, and dominant types of interactions with followers. The results of this analysis will be interpreted carefully to understand the meaning behind the messages conveyed by the momfluencer, the values they hold, and the impact they have in shaping the views and behavior of their followers.

The results of this qualitative content analysis will be the basis for a deeper understanding of the role of momfluencers in cyberspace, as well as how they communicate with their audiences. These findings will also provide insight into the influence of momfluencers in shaping the views and behavior of their followers in the context of social media. There are 248 contents uploaded by the Instagram account @dwiandaanda with the indicators found on momfluencer. Researchers also filtered content that matched the momfluencer indicators based on the features used such as likes, comments, location, hashtags, and so on. Sampling was obtained with a total of 6 pieces of content that would be analyzed with the qualifications for the most likes and those that were in accordance with Instagram features. By using qualitative content analysis, research results were found based on analysis of Instagram uploads @dwiandaanda from January – August 2023 as follows:

4.1. Presenting the Results



Fig 1. Momfluencer Show The Product They Use

Based on picture above on the Instagram account @dwiandaanda, it is shown that as a momfluencer who has many followers, Dwi also plays an important role in promoting certain products, in this case PureKids Inhalant Decongestant Oil. Being a momfluencer, Dwi Handayani Syah Putri, or known by her nickname Dwi Handa, shares her personal experience as a mother using this product to overcome the problem of colds in her children.

As a momfluencer, Dwi Handa presents herself as a mother who cares about her children's health. She talked about the benefits of the PureKids Inhalant Decongestant Oil product and how it helps her children feel more comfortable when they have a cold. The video accompanied by the happy expressions of cheerful children also shows how this product provides relief in such situations.

Apart from that, Dwi Handa as a momfluencer also provides important information to her followers about how to use this product. She emphasized that this product should not be applied directly to a child's skin, as it can cause irritation. This shows that momfluencers have an educational role in providing information to their followers about the correct way to use the product.

This means that the momfluencer activity in this post is that Dwi Handa is described as a mother who is attentive to her children's health, and she uses her social media platforms to share positive experiences with certain products. This is one way momfluencers influence their followers in choosing products that create a connection with their audience.



Fig 2. Momfluencer showcasing Daily Life

Based on picture above on the Instagram account @dwiandaanda, it is shown that a momfluencer also plays an important role in a child's growth and development. Dwi Handayani, a momfluencer who is active on the Instagram account @dwiandaanda, plays an important role in presenting the daily life of her family, especially in the context of caring for children. She and her husband intentionally share their family moments via social media, which includes interactions with their children. Dwi Handayani emphasized the active role of parents in caring for and educating children, indicating that parental involvement is key in children's development. Apart from that, she also highlighted the importance of "family time" with family, which they celebrate regularly by visiting places such as coffee shops or parks in South Jakarta.

Through these moments, Dwi Handayani tries to create precious memories with her family and avoid the busyness of everyday life. Apart from entertainment, she also integrates educational elements in her children's daily lives, teaching them certain values or knowledge while visiting interesting places. The images she shares provide visual evidence of her family's togetherness and happiness, which can inspire her followers to be more active and involved in their own family lives. Through this momfluencer, the audience or followers can see how the use of social media influences perceptions and norms regarding raising children and daily family life.



Fig 3. Momfluencer Show A Healthy Lifestyle

Based on figure above on the Instagram account @dwiandaanda, Dwi Handa reflects the important aspects of a healthy lifestyle in the context of raising children. This momfluencer highlighted her gratitude for the ability to see her children grow up healthy and active in their exploration of the world. The post creates a positive atmosphere and depicts moments of happiness as a mother who sees her children developing well.

Next, Dwi Handayani shared information about the role of Blackmores Koala Kid Multi Chewables products in supporting children's health. He emphasized that this supplement is low in sugar and contains essential vitamins and minerals which are good for children's growth and development, as well as Omega 3 which plays an important role in children's brain development. This momfluencer links supplement consumption to children's ability to continue exploring, emphasizing that children's health is a key factor in supporting their exploration potential.



Fig 4. Momfluencer Describe The Life Of Glamour

Based on picture above on the Instagram account @dwiandaanda, you can see how the momfluencer describes aspects of luxury life in the context of her trip to Japan. Initially, the momfluencer honestly expressed the feelings of confusion and discomfort she experienced on the first day of the trip, creating an authentic depiction of a travel experience that was not always smooth. This illustrates that a life of luxury is not always free from challenges or discomfort.

However, as time went by, these moments turned into more positive experiences, where momfluencers began to feel excitement and enthusiasm to explore more places in Japan. These changes create a picture of how luxury living can provide colorful adventurous experiences. By mentioning iconic locations like Shibuya Crossing, momfluencer brings a sense of luxury to her journey, reminding us that a life of luxury also includes the opportunity to explore exotic places and enjoy various pleasures.

Furthermore, the momfluencer pointed out that trips to places like Shibuya Crossing are an integral part of a life of luxury. These iconic places provide precious moments that can be immortalized in social media content and shared with followers. In this way, momfluencers inspire their followers to celebrate the adventures and exciting experiences in their own lives of luxury, even when they face initial challenges. In the overall context of this post, momfluencer successfully describes a life of luxury as a combination of facing obstacles honestly and feeling the joy of living amazing experiences in an exciting destination like Tokyo, Japan.



Fig 5. Momfluencer Show The Social Activities

Based on figure above on the Instagram account @dwiandaanda, there is a clear indication that this momfluencer is active in displaying social activities in the context of her online communication. In the upload, momfluencer sincerely thanked several other user accounts on social media platforms who were involved in an activity or community that momfluencer may have participated in. This expression of gratitude reflects momfluencers as part of a social network or community that actively interacts in cyberspace.

In the thank you message, the momfluencer mentioned @heaven_lights and @bydehengahills, who apparently participated in an activity together. In fact, momfluencers said that they were competing for “true victory” and “coffers of rupiah.” This expression indicates that mom influencers are not only involved in social activities, but also perhaps in a competition or game that involves interaction between fellow social media users. This reflects the way mom influencers engage in various aspects of social activity in cyberspace.

Furthermore, momfluencer also thanked the event chairman, @miraagile, who had organized this activity. This suggests that momfluencers are not only participants in social activities, but also have recognition of the people who organize and facilitate those interactions. This act of saying thank you depicts a momfluencer as an individual who actively participates in social activities and values collaboration within her online community. Through these posts, momfluencers indirectly promote positive interactions and collaboration on social media platforms, which can be an inspiration for their followers to take part in similar social activities and communities. By sharing experiences and engaging in positive interactions, momfluencers build stronger relationships with their followers and help form a more unified and positive online community.

4.2. Create a Discussion

1. Analysis Of The Implementation Of New Media And Instagram Account @dwiandaanda

The content analysis of Instagram @dwiandaanda carried out in this research revealed a number of important findings about the role of momfluencers in social media, especially in the context of new media. Momfluencers, as represented by Dwi Handayani Syah Putri, play an integral role in promoting certain products, providing views on products used in everyday life, demonstrating healthy lifestyles, and depicting a life of luxury and participating in social activities.

One of the key findings in this analysis is that momfluencers have the ability to influence the views and behavior of their followers. By sharing stories about their personal experiences, momfluencers like @dwiandaanda are able to provide reliable product recommendations and views on a healthy lifestyle that many other mothers follow. Followers of these momfluencers often consider them as a reliable source of inspiration and reference in owning certain products or adopting certain lifestyles (Enke & Borchers, 2019).

Apart from that, momfluencers also play an important role in promoting products and brands. They often collaborate with various companies to carry out product marketing campaigns. In the case of

@dwiandaanda, it can be seen that she regularly posts content containing promotions of certain products, such as baby equipment, healthy food and beauty products. This reflects how momfluencers can be an effective tool in the marketing strategies of these companies.

Apart from promoting products, momfluencers also play a role in creating content that is entertaining and provides added value for their followers. They often share everyday stories about their mother's journey, challenges in raising children, and funny or touching moments in family life. Not only is this content entertaining, but it also allows followers to feel connected and understand that they are not alone in facing the struggles of parenthood (Harmannie, 2022).

This analysis also shows how momfluencers like @dwiandaanda are actively involved in interactions with their followers. They answer questions, provide advice, and share personal experiences in comments and private messages. This creates a deeper connection between mom influencers and their followers, and strengthens their role as a trustworthy source of information (Germic et al., 2021). Momfluencer also leverages social media features like Instagram Stories to provide more contextual and immediate content. They often post everyday stories that provide a first-hand look at their lives. This makes followers feel closer to the mom influencer and more involved in their daily lives.

This indicates that @dwiandaanda's Instagram content analysis highlights the important role of momfluencers in social media. They are not just regular users, but also influencers who influence the views, behavior and purchasing decisions of their followers. In the new media era, mom influencers like @dwiandaanda play a significant role in influencing the dynamics of online communication and forming strong online communities. With their ability to provide product recommendations, inspire followers, and build deep relationships, momfluencers continue to be an influential force in the world of social media.

2. Momfluencer analysis On The Instagram Account @dwiandaanda

In the results of the qualitative content analysis, several interesting findings were found from @dwiandaanda's Instagram posts. First, this momfluencer plays an important role in promoting certain products, such as PureKids Inhalant Decongestant Oil, by sharing personal experiences in overcoming cold problems in her children. Apart from promoting products, momfluencers also provide educational information to their followers about how to use the product.

Second, momfluencer shows her family's daily life sincerely. They highlight the active role of parents in the upbringing of children, indicating that parental involvement is key in children's development, indicating that parental involvement is key in children's development. Through these moments, momfluencers create precious memories with their families and teach certain values to their children.

Third, momfluencers also depict a healthy lifestyle by promoting products such as Blackmores Koala Kid Multi Chewables. They link the consumption of these products to children's health and their development. In this context, momfluencers not only reflect a healthy lifestyle, but also influence their followers in choosing health products.

Fourth, momfluencers describe their glamorous lives by traveling abroad, such as Japan. They share authentic experiences about the challenges and joys of their travels, inspiring their followers to celebrate the adventures and exciting experiences in their own lives.

Fifth, momfluencers are active in presenting social activities and participating in online communities. They thanked community members who engaged in activities together, creating positive relationships and collaboration within their communities.

This research illustrates that momfluencers have a significant role in shaping their followers' views and behavior in various aspects of life, including product selection, parenting, healthy lifestyles, and participation in online communities. Momfluencers are not only role models in the role of mothers, but also strong influencers in cyberspace (Arindita, 2019). By sharing personal experiences, momfluencers influence their followers to live more meaningful and healthy lives.

In the context of momfluencers, these findings also support the characteristics of momfluencers as identified in the literature, namely focus on family life, authenticity, activity on social media, large

number of followers, product endorsements, and community support. Momfluencers have an important role in connecting their followers with certain products, providing inspiration, and building strong communities on social media platforms.

4. Conclusion

The conclusion of a qualitative content analysis regarding the role of Momfluencer like @dwihaanda in cyberspace reveals how significant their role in the world of social media and the impact they have on their followers. In this digital era, Momfluencers are not only ordinary social media users, but also agents of change who influence various aspects of their followers' lives. The following is a further explanation of the four main aspects of the Momfluencer role:

Product Selection

Momfluencers have the ability to influence their followers in their choice of certain products. By sharing their experiences and recommendations for products they use in their daily lives, Momfluencers like @dwihaanda help companies reach a larger audience. Followers tend to trust Momfluencer recommendations because they feel a deeper connection has been established, making Momfluencer an effective marketing channel for certain brands.

Daily Behavior

Momfluencers also encourage and provide encouragement in shaping the daily behavior of their followers. They often inspire followers to adopt a healthy, active lifestyle and start a family. In this example taken from Momfluencer @dwihaanda, a healthy lifestyle and child care are the focus, which can motivate followers to make positive changes in their lives.

Providing information and education

Apart from being a source of inspiration, Momfluencers also act as providers of information and education. They provide explanations about the use of certain products, provide advice regarding children's care, and talk about important topics such as children's health. This describes Momfluencers as figures who not only promote products, but also provide added value in the form of useful knowledge to their followers.

Relationship Formation

One of the main strengths of Momfluencers is their ability to build deeper relationships with their followers. Through active interactions on social media, Momfluencers answer questions, provide support, and share personal moments. This creates a strong emotional bond between Momfluencers and their followers, which in turn strengthens Momfluencers' influence.

In conclusion, Momfluencers like @dwihaanda have a complex and significant role in cyberspace. They are not only product marketers, but also inspirations, educators and relationship builders. A better understanding of the role of Momfluencers can help companies design more effective and targeted marketing strategies on social media, while social media users also need to be more critical in interpreting the content shared by Momfluencers and understanding its potential influence on their views and behavior.

It is recommended to conduct qualitative research as an analysis method. The next step is to carry out qualitative research. This research method can include interviews with momfluencers or in-depth analysis of the content and interactions that occur on the momfluencer's social media platforms. Qualitative research can provide a more comprehensive understanding of momfluencer practices.

For marketers or business owners, it is best to follow a selective approach in choosing momfluencers as marketing campaign partners. Focus on momfluencers who have an audience that matches the target market for the product or service, and who have a positive reputation.

For social media users, it is always recommended to apply critical thinking to the content presented by momfluencers. Always ask whether the product recommendations or guidelines provided really suit your needs and are not easily exposed to excessive promotion.

For parents, it is very important to provide education to children about the influence of social media and momfluencers. Teach them critical thinking skills so they are able to understand the difference between authentic and promotional content.

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