

Optimization of Mass Communication through Instagram Social Media by the Public Relations of Aletheia Christian School in Ampenan

Ni Luh Gede Mona Agustini¹, Ida Bagus Benny Surya Adi Pramana², Rieka Yulita Widawara³

Hindu Communication Science, Institut Agama Hindu Negeri Gde Pudja Mataram, Indonesia ^{1,2,3}

Abstract

In this era of rapidly developing information and communication technology, social media has become the primary tool for disseminating public information. This study attempts to optimize mass communication on Instagram social media by the Public Relations Department of Aletheia Christian School Ampenan.. This study uses a qualitative descriptive method with data collection techniques through in-depth interviews, observation, and literature study. The results of this study show that the Public Relations Department of Aletheia Christian School Ampenan optimizes Instagram attributes such as Feeds, Reels, Stories, and Highlights to disseminate news about school activities and increase engagement with the community. Digital strategies such as content planning, copywriting, and regular posting can enhance the school's reputation as a learning organization that is adaptive to technology. However, this study also found several obstacles, namely changes in the Instagram algorithm, low audience participation, and limited human resources in the fields of graphic design and digital analysis. On the other hand, the social media optimization carried out by Aletheia Ampenan Christian School has had a positive impact on increasing transparency and public trust in information. This study hopes to serve as a reference for other educational institutions to implement effective digital communication strategies in the modern era.

Keywords:

Communication,
Public Relation,
Social Media,
Instagram.

Corresponding Author:

Ni Luh Gede Mona Agustini
Email: monaratu1233@gmail.com



This is an open access article under the CC BY license.

INTRODUCTION

In today's digital era, technological advancements are evolving rapidly, leading to the emergence of various social media platforms. Social media, with its diverse purposes and characteristics, has become one of the forms of utilizing information technology, particularly through the internet (Fitria et al., 2021). The technological progress in the era of globalization has a significant impact on various aspects of life, including education. The process of digitalization encourages educational institutions to leverage technology as a primary strategy, including in efforts to build a school's image. A school's image is the perception or view formed by the public through their experiences, knowledge, beliefs, and feelings about a particular school. A positive image can increase public trust while also becoming a key attraction for prospective new students (Triwijayanti et al., 2022).

Social media serves as an online-based platform for interaction and communication, enabling users to both spread and acquire information. This platform comes in various forms of applications, such as Instagram, Facebook,

YouTube, and others (Mubarok et al., 2022). Instagram is an application that functions as a medium for sharing photos among users. Its high number of users makes Instagram one of the social media platforms with significant potential for distributing information (Rainer P, 2024).

Currently, the development of information and communication technology is progressing rapidly. This advancement brings about significant changes in various aspects of human life. The rapid growth has also driven innovations in communication methods and information access. Mass communication plays a crucial role in the effective dissemination of information to the public. Through mass communication, messages can be delivered quickly and reach a wider audience. The rapid technological developments now provide ease for society to access various forms of information. The public also enjoys greater freedom in conducting mass communication without constraints of space and time. Thus, mass communication has become a primary tool for building public understanding of information.

Instagram is utilized positively by the Public Relations (PR) department of Aletheia Christian School in Ampenan as a medium for spreading information. Since 2018, Aletheia Christian School has actively used the Instagram platform through the account @skaampenan.sdsmp to share the latest information and events, both upcoming, ongoing, and past, via Instagram Stories, Reels, and Feeds. Various features such as likes, comments, and shares also make Instagram users more interactive and less likely to get bored (A. Maulana et al., 2019).

Several previous studies have shown that effective PR management can enhance the image and quality of educational institutions. This aligns with the research by (Arifin & Rohmatillah, 2025), which found that PR strategies through the use of social media and mass media contribute significantly to building relationships with the public, as evidenced by the increased positive image of the school. Additionally, a study by (Putri, Agustina; Hariyati, 2023) showed that effective communication, transparency in delivering information, and harmonious collaboration with the media play a vital role in shaping a positive school image in the community.

This research is even more relevant in the digital age, where professional management of digital media is key to a school's success. Proper management can attract new students, maintain parental loyalty, and strengthen the institution's reputation, while unprofessional management can harm the school's image in the public's eyes. Therefore, this study offers a framework that helps schools manage digital media effectively while enriching the academic literature in this field.

METHOD

This study employs a qualitative approach with the aim of obtaining in-depth information and data regarding the management of digital media. The focus is on how this management plays a role in shaping the school's image in the eyes of the public (Sugiyono, 2020). The data collection techniques used in this study include observation, interviews, and documentation. Primary data was directly obtained from the main source, which involved interviews with the Public Relations department of Aletheia Christian School in Ampenan, while secondary data was collected through literature review sourced from the Instagram social media of Aletheia Christian School in Ampenan (Lengkong et al., 2020)

The data collection techniques in this study are carried out through: (1) Interviews, which is a method of data collection involving face-to-face interaction. Interviews were chosen so that the researcher could gain more in-depth information, in this case, conducted with the Public Relations department of Aletheia Christian School in Ampenan (Rachman et al., 2024). (2) Observation is a data collection technique involving direct observation (Rachman et al., 2024). In this study, observation was carried out by directly monitoring the activities of the Public Relations department at Aletheia Christian School in Ampenan. (3) Literature Study is a research method that uses references or scientific sources processed systematically. This process includes searching, selecting, and collecting

data through literature, then organizing and presenting it in a structured manner according to the objectives of the research.

RESULT AND DISCUSSION

Social media today functions as a primary tool for information dissemination. This platform is an online site that allows users to create, use, share, and respond to various user-generated content in the form of text, images, videos, and photos (Hidayatullah, 2020). Social media makes it easier for users to share information, actively participate, and create content through platforms such as blogs, social networks, forums, and virtual worlds (Rafiq, 2020).

The results of this study show that Aletheia Christian School in Ampenan plays an important role in spreading accurate information to the public. This effort facilitates the general public's access to public information and helps them stay informed about the activities happening at Aletheia Christian School in Ampenan. Through the utilization of social media, Aletheia Christian School actively creates informative content that can be accessed by the public, enabling them to receive information online (Cahyani, 2020).

The Public Relations (PR) department at Aletheia Christian School in Ampenan plays a crucial role in building and maintaining the school's positive image through effective internal and external communication management. The PR team consists of three individuals with complementary responsibilities in supporting the dissemination of information through social media, particularly the school's Instagram account. Public Relations is an essential part of almost every institution, especially in education (Herlina, 2015). The presence of PR is an inseparable element in fulfilling communication functions. Nearly every institution requires the role of PR to build, manage, and maintain a positive image in the eyes of the public. The PR department at Aletheia Christian School in Ampenan consists of three members, each with their respective tasks, such as publication coordinator and content planner, visual content designer and manager, and social media administrator and public interaction manager.

Instagram is one of the social media platforms that displays content in the form of photos and videos. This application is equipped with various interactive features that allow users to communicate and interact, such as adding captions, leaving comments, and sending messages (Sari et al., 2020). Instagram is utilized by Aletheia Christian School in Ampenan as a platform to share informative content with the public. The information is presented in various formats, such as feeds and reels, to make it more engaging and easily accessible to the public. The characteristics observed from the Instagram social media of Aletheia Christian School in Ampenan include the number of followers, the number of posts (feeds, reels, and Instagram stories), the use of captions, and the level of interaction on posts and reels.

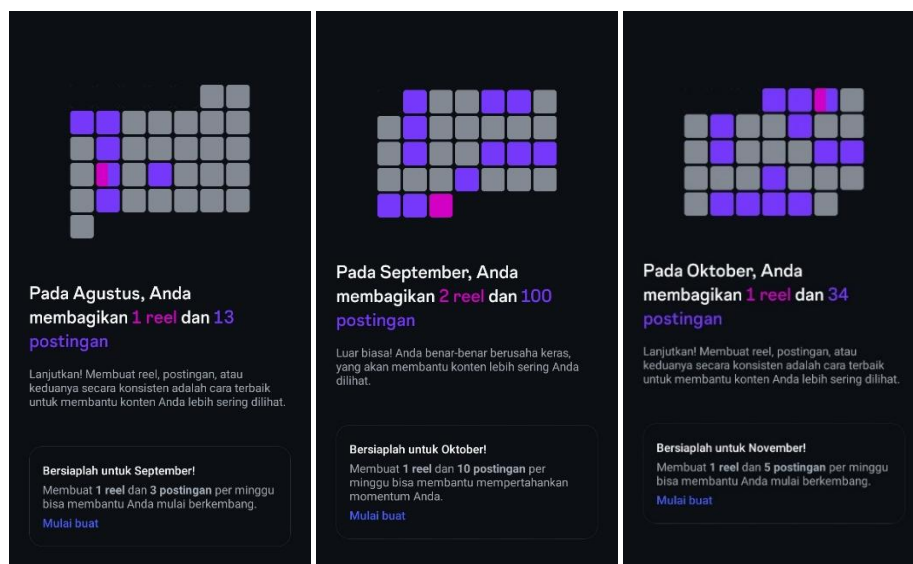
Aletheia Christian School in Ampenan's Instagram account has 1,932 followers. The increase in followers from August to October indicates that the school's Instagram account is becoming more recognized by the wider public. The increase in the number of followers reflects the effectiveness of the digital communication strategies implemented by the PR team in attracting the public's attention through informative, engaging, and consistent content. Moreover, the growth of the audience also serves as an indicator of the school's success in building a positive image and expanding the reach of public communication through social media.



Source: Public Relations of Aletheia Christian School in Ampenan, 2025.

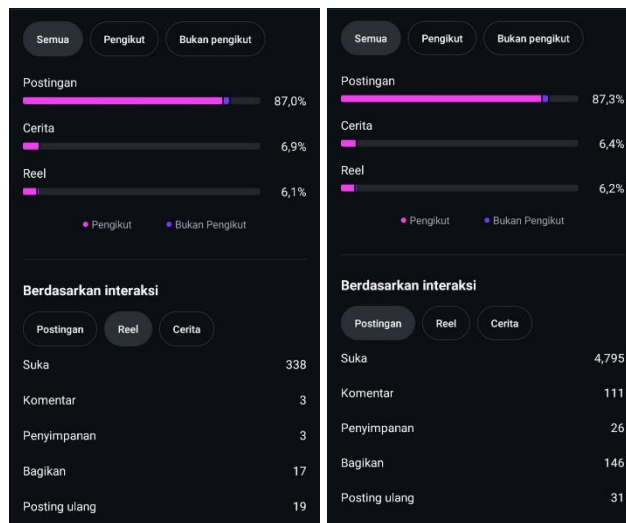
Figure 1. Instagram Followers Graph of Aletheia Christian School in Ampenan (August – October 2025)

The content displayed on the Instagram page of Aletheia Christian School in Ampenan is generally presented in various formats, such as Reels, Feeds, and Stories. In August, the number of posts on the school’s Instagram was 13 posts and 1 Reel. In September, there were 100 posts and 2 Reels, and in October, there were 34 posts and 1 Reel. Data on the number of likes, comments, saves, shares, and reposts on Feed or Reel posts are used as indicators to measure the effectiveness of the public communication carried out by the PR department of Aletheia Christian School in Ampenan. High digital interaction indicates that the published content has been able to attract the audience’s attention and encourage active participation from the public (H. Y. Huang et al., 2020).



Source: Public Relations of Aletheia Christian School in Ampenan, 2025.

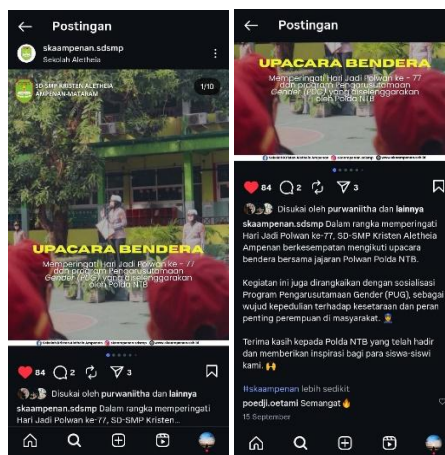
Figure 2. Number of Posts and Reels on Instagram of Aletheia Christian School in Ampenan (August – October 2025)



Source: Public Relations of Aletheia Christian School in Ampenan, 2025.

Figure 3. Number of Likes, Comments, Saves, Shares, and Reposts on Instagram of Aletheia Christian School in Ampenan (August – October 2025)

Writing captions must be tailored to the information intended to be conveyed to the public. The content of the captions for public information must be closely related to the uploaded content to ensure that the message is communicated clearly. The Public Relations department at Aletheia Christian School in Ampenan always applies copywriting to adjust captions according to the type of post. Additionally, the hashtag #skaampenan is consistently used for posts on the official Instagram account @skaampenan.sdsmp.



Source: Instagram page of Aletheia Christian School in Ampenan, 2025.

Figure 4. Example of a Caption on the Instagram Post of Aletheia Christian School in Ampenan

Based on the research results from August to October 2025, the Instagram account @skaampenan has 1,777 followers with a total of 1,932 posts. The bio section of the official Instagram account of Aletheia Christian School includes the school's address, email, office phone number, and website.



Source: Instagram page of Aletheia Christian School in Ampenan, 2025.

Figure 5. Display of the Instagram Account of Aletheia Christian School in Ampenan

The research results show that Aletheia Christian School in Ampenan uses the Highlight feature on Instagram to archive important information from the school's activities. This feature allows information, which originally appears only through Stories, to be saved permanently and easily accessible to the public at any time. This feature is linked to Stories, which are available for 24 hours, while Highlights allow those stories to be permanently stored on the user's profile. On the official Instagram account of Aletheia Christian School in Ampenan, Highlights contain information on extracurricular activities, events, and TE 4.0. Thus, the Highlight feature acts as a digital archive, helping the public to revisit the various activities and achievements of the school. Additionally, the neat and thematic organization of Highlight categories strengthens the school's professional image and makes it easier for users to find information based on their needs.



Source: Instagram page of Aletheia Christian School in Ampenan, 2025.

Figure 6. Instagram Highlight Feature of Aletheia Christian School in Ampenan

Instagram Social Media Content of Aletheia Christian School in Ampenan

The Public Information department at Aletheia Christian School is responsible for managing publications and creating various informational content. The main task of this department is to ensure that all information reaches the public through appropriate media. Therefore, the role of this department is vital in supporting transparency of public information at Aletheia Christian School. The content creation process involves an active team, namely the Public Relations team of Aletheia Christian School. This team is responsible for producing informative and engaging content. The content produced is tailored to ongoing activities and significant holidays. This customization ensures

that the information shared remains relevant and captures the public's attention. As a result, each post carries both informative and contextual value based on the time and specific circumstances.

The content to be produced is planned according to a schedule set in advance. This scheduling ensures that the publication process is organized and consistent. With this schedule, each piece of content can be published on time, in line with the planned timing. The social media account of Aletheia Christian School follows a content dissemination plan that has been previously outlined. This planning serves as a guide to ensure that each post aligns with the scheduled timeline. With content planning, the dissemination of information becomes more targeted, consistent, and effective. The public information content shared is designed to address the informational needs of the community. Each piece of content is crafted to be relevant and responsive to the needs of the audience. As such, the information shared becomes more effective and hits the mark.

To achieve maximum effectiveness, social media content must be aligned with the characteristics of the target audience and the type of platform being used. This alignment is essential for ensuring that the message is well-received and catches the users' attention. With the right strategy, content can deliver more optimal communication outcomes (G. Huang, 2020).

The content is created to make it easier for the public to access various pieces of information about Aletheia Christian School. Through this content, the public can obtain information more quickly and efficiently. This effort also represents the school's transparency in conveying information to the broader public. The public has the opportunity to ask questions through the Instagram account of Aletheia Christian School regarding any information they do not understand. Additionally, this account also serves as a means to inquire about ongoing activities within the school. Thus, interaction between the school and the public can be more open and communicative.

The informational content uploaded to the Instagram account of Aletheia Christian School is presented in the form of feeds and reels. These two formats are chosen to make the delivery of information more engaging and easily accessible to users. Through this variety in content forms, the school can reach its audience in a more interactive and visual manner. The data used in creating this content undergoes a research process to ensure the relevance of the information being presented. This step is taken to ensure that each piece of content published carries informative value and meets the audience's needs. As a result, the information shared becomes more accurate and trustworthy for the public.

The management of content on social media needs to be done continuously without significant breaks. Consistency in maintaining quality, frequency of posts, and clarity of the message is crucial for ensuring effective communication with the audience. With sustained management, the institution's image can be maintained, and public trust can increase (Hamzah, R. E., & Putri, 2021).

Each content shared uses copywriting techniques that have been planned in advance. The purpose of this planning is to ensure that the message delivered is more engaging, directed, and aligned with communication objectives. With structured copywriting, the content is able to capture the audience's attention and enhance the effectiveness of the information delivery. Information regarding the activities conducted by Aletheia Christian School in Ampenan is presented through templates that include photos of the activities and captions. This format is intended to provide both a visual representation and complete written information to the public. As a result, the community can understand the activities more clearly and engagingly. Instagram is one of the social media platforms that has experienced the fastest growth compared to other platforms (Priadana, A., & Murdiyanto, 2020). rapid growth indicates a high level of interest and participation from users worldwide. This makes Instagram an effective medium for the dissemination of information and public communication.

Aletheia Christian School in Ampenan in Optimizing Public Information Dissemination Through Instagram Social Media

Aletheia Christian School in Ampenan proactively maximizes the dissemination of public information on Instagram as part of its modern communication strategy. The PR department of Aletheia Christian School uses this platform to reach a broader and more diverse audience, particularly students, parents, and the general public. Instagram was chosen due to its visual and interactive nature, making it easy and attractive for delivering messages. Social media platforms like Instagram have the potential to enhance the effectiveness of communication for educational institutions as they facilitate the delivery of messages in a visual, creative, and easily digestible format (Sari et al., 2020).

The efforts of the PR department at Aletheia Christian School in Ampenan to optimize Instagram focus on two main aspects: creating engaging content and utilizing the platform's features appropriately. Content is displayed in an aesthetically pleasing design and in a language that is easy to understand to cater to the preferences of a younger audience. The Reels feature is used to reach a wide audience with short, informative video content, while Stories are focused on providing quick updates and direct interaction. Effective storytelling and visualization can significantly increase user engagement on social media (M. A. Maulana, 2025).

The types of information shared by the PR department at Aletheia Christian School in Ampenan consist of three main categories: (1) Official school information, including event announcements, schedules, and regulations; (2) Information that builds a positive image, including student achievements and awards; and (3) Educational information, including study tips and daily activity reviews. This type of content not only conveys information but also fosters an emotional connection with the public. The success of public institutions on social media depends on their ability to combine factual data with social values that resonate with the audience.

The success criteria for sharing information by the PR department of Aletheia Christian School in Ampenan is not based on the number of followers but on the level of interaction generated. Audience activity is measured by the number of likes, comments, and shares for each post as an indicator of how well the content captures the public's attention. This aligns with the Uses and Gratifications Theory, where the audience actively seeks content that fulfills their needs for information, entertainment, and social interaction. Therefore, the success of Aletheia Christian School in optimizing social media is determined not only quantitatively but also through the quality of its communicative relationship with the public. Overall, the digital strategy implemented by the PR department of Aletheia Christian School has shown positive results in improving public information dissemination. Through the integration of visual content, emotional narratives, and consistent messaging, Aletheia Christian School has successfully built an image as an educational institution that is open and technologically adaptive. The success of public institutions in managing social media depends on a combination of visual strategies, consistent messaging, and interactivity, with the goal of building public trust (Artha & Santoso, 2025).

Challenges Faced by Aletheia Christian School in Disseminating Information Through Instagram Social Media

In disseminating public information through Instagram, the PR department of Aletheia Christian School faces several significant challenges. The first challenge is the dynamic and unpredictable nature of Instagram's algorithm, which tends to affect the visibility of posts in users' feeds. As a result, informative posts sometimes do not receive maximum exposure. Social media algorithms directly impact content visibility and require media managers to continuously adjust strategies to stay relevant. This situation forces the PR department of Aletheia Christian School to constantly monitor and analyze post performance through the insight feature.

The second challenge faced is the short attention span of the audience on the internet. Instagram users prefer short, light, and visual information over long formal text. This means that the PR department at Aletheia Christian School is compelled to deliver important information within a very limited time without compromising the content's substance. Social media also functions as entertainment, not just as a communication channel, so content that is rigid or too formal tends to be less appealing to younger generations (Husna & Rianto, 2021). Additionally, Aletheia Christian School faces another challenge: balancing its image as a formal and institutional organization with a warm, informal communication style. As a Christian school, Aletheia Christian School must maintain its institutional authority while also keeping up with the language and communication trends favored by the younger generation. Educational institutions must be adaptable to the language and preferences of their audience to ensure that the message is well received without sacrificing the professionalism of the institution.

Limited human resources (HR) also pose a barrier in managing the social media of Aletheia Christian School. Not all staff members possess technical skills in graphic design, content writing, or advanced digital analytics. To build HR competency in the field of digital communication technology, organizations must optimize the use of social media as a public information channel (Ningsih & Dyatmika, 2021). Without competent HR support, digital communication initiatives cannot be sustained and will not be able to compete in the fast-evolving and dynamic social media environment.

The final challenge is related to the minimal public participation in providing feedback, such as comments on the posted content. The audience remains passive readers without meaningful participation through comments or shares. Active audience engagement is one of the key factors determining the success of two-way communication on social media (Studi et al., 2025). Therefore, the PR department of Aletheia Christian School needs to improve its public interaction strategies, such as creating quizzes, surveys, or interactive materials to encourage the public to engage more actively with the school's official account.

CONCLUSION

Aletheia Christian School in Ampenan has successfully leveraged Instagram social media as an effective public communication tool. By utilizing features such as Reels, Stories, and Feeds, the school has been able to disseminate information to a wide audience in an attractive and easily understandable format. The consistent visual strategy and emotional narrative further strengthen the school's image as an institution that is adaptive to the development of communication technologies.

However, the optimization of Instagram usage still faces several challenges, such as the fluctuating nature of social media algorithms, low audience participation in providing feedback, limited human resources (HR) in the areas of design and digital analysis, and the challenge of maintaining a balance between the institution's formal image and a casual communication style. Despite these challenges, the overall digital strategy of Aletheia Christian School has shown positive results in enhancing social interaction and building public trust in the institution.

To further optimize the use of Instagram by Aletheia Christian School, it is necessary to improve the competency of human resources through regular training in graphic design, creative content writing, and digital analysis. This effort is important to ensure that social media management is carried out professionally and consistently, in line with the characteristics of a younger audience. Additionally, Aletheia Christian School is advised to increase public interaction by creating more interactive content, such as quizzes, surveys, or Q&A sessions, to encourage active participation and strengthen two-way communication. Media managers should also regularly monitor Instagram's algorithms and insight features to adjust posting strategies according to the most effective timing and content formats to enhance visibility. In delivering messages, Aletheia Christian School must maintain a balance between its formal institutional image and a light communication style, while ensuring the content remains

relevant to the preferences of younger generations. Furthermore, consistency in using visual elements and narratives should be maintained to reinforce the school's identity and build public trust.

REFERENCES

- Arifin, M., & Rohmatillah, L. (2025). *Optimalisasi Media Digital untuk Promosi Pendidikan di SD Negeri Kedawung 2, Kuripan – Probolinggo*. 11, 104–111.
- Artha, K. C. D., & Santoso, H. (2025). *Optimalisasi Penggunaan Media Sosial Instagram Oleh Diskominfo Provinsi Jambi Dalam Penyebaran Informasi Kepada Publik*. *Jurnal Professional*, 12(1), 109–116.
- Cahyani, A. M. (2020). *Strategi Komunikasi Humas Pemerintahan Kota Surabaya Dalam Melayani Dan Menggali Potensi Masyarakat Melalui Media Sosial*. *Jurnal Ilmu Komunikasi*, 10(1), 1–18. <http://jurnalfdk.uinsby.ac.id/index.php/JIK>
- Fitria, A. D., Fajrie, N., & Kuryanto, M. S. (2021). *The Effectiveness of Using Whatsapp As a Media in Online Learning At Grade 5 Sd N 1 Karangnongko Jepara*. *Jurnal Pajar (Pendidikan Dan Pengajaran)*, 5(5), 1244. <https://doi.org/10.33578/pjr.v5i5.8439>
- Hamzah, R. E., & Putri, C. E. (2021). *Pemanfaatan Digital Marketing oleh Pelaku UMKM di Kuningan Barat, Jakarta Selatan*. <https://journal.moestopo.ac.id/index.php/dianmas>
- Herlina, S. (2015). *Strategi Komunikasi Humas Dalam Membentuk Citra Pemerintahan Di Kota Malang*. 4(3), 493. www.publikasi.unitri.ac.id
- Hidayatullah, S. (2020). *Memahami Jenis-Jenis Media Sosial*.
- Huang, G. (2020). *Platform Variation and Content Variation on Social Media: A Dual-Route Model of Cognitive and Experiential Effects*.
- Huang, H. Y., Lin, Y. C. D., Li, J., Huang, K. Y., Shrestha, S., Hong, H. C., Tang, Y., Chen, Y. G., Jin, C. N., Yu, Y., Xu, J. T., Li, Y. M., Cai, X. X., Zhou, Z. Y., Chen, X. H., Pei, Y. Y., Hu, L., Su, J. J., Cui, S. D., ... Huang, H. Da. (2020). *Mirtabase 2020: Updates To The Experimentally Validated MicroRNA-Target Interaction Database*. *Nucleic Acids Research*, 48(D1), D148–D154. <https://doi.org/10.1093/nar/gkz896>
- Husna, A. N., & Rianto, P. (2021). *Membaca Komentar di Media Sosial Sebagai Hiburan*. *Jurnal Mahasiswa Komunikasi Cantrik*, 1(1), 29–40. <https://doi.org/10.20885/cantrik.vol1.iss1.art3>
- Lengkong, S. L., Sondakh, M., & Londa, J. W. (2020). *Strategi Public Relations dalam Pemulihan Citra Perusahaan (Studi Kasus Rumah Makan Kawan Baru Megamas Manado)*. *Acta Diurna*, VI(1), 1–11. <https://ejournal.unsrat.ac.id/v3/index.php/actadiurnakomunikasi/article/view/15493>
- Maulana, A., Afghan, M., & Rynaldi, D. (2019). *Pengaruh Instagram Terhadap Tingkat Kepercayaan Bergaul Mahasiswa*. *Jurnal Kajian Media*, 65–72.
- Maulana, M. A. (2025). *Penerapan Strategi Pemasaran Instagram Dalam Meningkatkan Engagement Dan Brand Awareness Oleh Indibiz Yogyakarta Di PT Telkom Indonesia*.
- Mubarok, S., Kurniawan, H., Wulandari, D. P., & Suharyat, Y. (2022). *Sosial Media Sebagai Media Pendidikan Islam*. *Telangke: Jurnal Telangke Ilmu Komunikasi*, 4(2), 11–17. <https://doi.org/10.55542/jiksohum.v4i2.373>
- Ningsih, F. W., & Dyatmika, T. (2021). *Pengembangan Potensi Sumber Daya Manusia Melalui Teknologi Komunikasi Media Sosial di Era Milenial Desa Kampil*. *JPKMI (Jurnal Pengabdian Kepada Masyarakat Indonesia)*, 2(4), 313–320. <https://doi.org/10.36596/jpkmi.v2i4.225>
- Priadana, A., & Murdiyanto, A. W. (2020). *Instagram Hashtag Trend Monitoring Using Web Scraping*.
- Putri, Agustina; Hariyati, N. (2023). *Strategi Public Relations Dalam Upaya Mewujudkan Citra Positif Sekolah Melalui Media Sosial (Studi Pada Madrasah Aliyah Negeri 2 Di Rembang)*. *Inspirasi Manajemen Pendidikan*, 11, 1–23. <https://ejournal.unesa.ac.id/index.php/inspirasi-manajemen-pendidikan/article/view/67108>
- Rachman, A., Yochanan, E., Samanlangi, A. I., & Purnomo, H. (2024). *Metode penelitian kuantitatif, kualitatif, R&D*.

CV Saba Jaya Publisher.

- Rafiq, A. (2020). *Dampak Media Sosial Terhadap Perubahan Sosial Suatu Masyarakat*. Jurnal Global Komunika. <https://doi.org/10.34081/270033>
- Rainer P. (2024). *Inilah Media Sosial yang Paling Sering Dipakai di Indonesia*.
- Sari, R. N., Yuli, T., & Siswono, E. (2020). *Mathedunesa Pengembangan Media Pembelajaran Matematika Berbasis Media Sosial Instagram Pada Materi Lingkaran Di SMP*. 9(1).
- Studi, P., Feb, M., Kediri, U. N. P., Riyadi, D., Ar-ramadhani, A. D. P., Sowondo, F., & Daniel, A. (2025). *Strategi Promosi Media Sosial Untuk Meningkatkan Penjualan Jenaka Cafe Dengan Menggunakan Metode Pendekatan Social Media Optimization (SMO)*. 4, 1722–1728.
- Sugiyono. (2020). *Metode Penelitian Kualitatif untuk Penelitian yang Bersifat: Eksploratif, Interpretif, Interaktif dan Konstruktif*.
- Triwijayanti, N., Sanoto, H., & Paseleng, M. (2022). *Pengaruh Kualitas Layanan Pendidikan, Budaya Sekolah, Citra Sekolah Terhadap Kepuasan Orang Tua*. Scholaria: Jurnal Pendidikan Dan Kebudayaan, 12(1), 74–80. <https://doi.org/10.24246/j.js.2022.v12.i1.p74-80>