

Makassar City Community Perception of Mamminasata Bus Friends Service Promotion and Information on Social Media

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Abstract. *This study aims to analyze the perception of the people of Makassar City towards the promotion and information of Teman Bus Mamminasata services on social media. The method used in this study is a mixed-methods research approach with a sequential explanatory design. The results of the study indicate that although promotions on social media have succeeded in building positive initial awareness and interest, their effectiveness is hampered by the lack of transparency of information, especially regarding service changes such as corridor terminations. This causes negative sentiment, disappointment, and decreased public trust because information on social media is often considered inaccurate or out of date. The positive correlation between promotion and initial intention to use the service does not persist in actual usage decisions that are highly dependent on the reliability and availability of the service. Social media is recognized as a powerful tool for building brand awareness and providing basic information, but its effectiveness in building user trust and satisfaction is highly dependent on the consistency, accuracy, timeliness, and interactivity offered.*

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INTRODUCTION

The effectiveness of Teman Bus Mamminasata promotion on social media such as TikTok and Instagram is highly dependent on public perception and the alignment of information with perceived service experiences. The absence of responsive local social media channels is an obstacle to delivering accurate information, especially when significant service changes occur (Andini et al., 2024).

Based on this, this study aims to analyze the perception of the people of Makassar City towards the promotion and information of Teman Bus Mamminasata services on social media. The focus of the study includes how the public perceives promotions, the level of accuracy and trustworthiness of information on social media, the influence of promotions on decisions to use services, the dominant public sentiments regarding services and promotions (especially in the context of service changes), and factors in social media promotion strategies that contribute positively or negatively (Prihanum & Fadillah, 2024).

This study is expected to contribute academically to the study of public perception and public service communication in the digital era, as well as provide practical input for Teman Bus Mamminasata managers to improve their communication and service strategies. #temanbusmakassar on TikTok and Instagram is a source of information for some people. However, the effectiveness of this promotion is highly dependent on how the public perceives the information received and how the information is aligned with the perceived service experience

(Setyaningsih & Murwatiningsih, 2017). The absence of a local social media channel that is specifically managed and responsive for Teman Bus Mamminasata can be an obstacle in delivering accurate and timely information, especially when there are significant service changes. Based on this background, this study focuses on analyzing the perceptions of the people of Makassar City towards the promotion and information of Teman Bus Mamminasata services on social media.

METHODS

This study uses a mixed-methods research approach with an explanatory sequential design. The first stage involves the collection and analysis of quantitative data through a survey, followed by the collection and analysis of qualitative data through in-depth interviews and social media content analysis. This approach was chosen to gain a comprehensive and in-depth understanding of the perceptions of the people of Makassar City towards the promotion and information of Teman Bus Mamminasata services on social media. Quantitative data will provide an overview of perception trends, while qualitative data will provide a richer explanation and context for the quantitative findings.

Quantitative Approach

The quantitative approach in this research uses the Survey Method, namely the Survey is conducted online using the Google Forms platform (Huriyatunnisa, 2022). The questionnaire is distributed through various social media channels (Instagram, Facebook, WhatsApp Group) and community networks in Makassar City to reach relevant respondents. The target population is Makassar City residents who actively use social media and are aware of the existence of the Teman Bus Mamminasata service, with an age range of 16 to 60 years.

This age was chosen to cover the segment of students, students, workers, and the general public who have the potential to use public transportation and are active on social media. The target sample is 500 respondents. The sampling technique used is a combination of purposive sampling (ensuring respondents know Teman Bus and use social media) and snowball sampling (respondents are asked to distribute questionnaires to their acquaintances who meet the criteria) (Kubiciel-Lodzińska, 2021; Dosek, 2021).

The Survey Instrument used, namely a structured Questionnaire, was developed to measure the variables being studied. The data collected from the survey will be analyzed using statistical software. Descriptive statistical analysis (frequency, percentage, mean, median, standard deviation) will be used to describe the demographic characteristics of respondents and the distribution of answers to each research variable (Asari et al., 2023). Next, inferential statistics, such as Pearson or Spearman correlation tests, will be used to test hypotheses regarding the relationship between key variables, such as the relationship between the level of exposure to promotions on social media and the intention to use Teman Bus services (Alifha & Hapsari, 2021).

Qualitative Approach

The qualitative approach in this research, namely by interview techniques and Social Media Content Analysis (Netnography). Interview data (transcripts) and data from social media will be analyzed using thematic analysis techniques (Braun & Clarke, 2006). This process involves several stages: (1) familiarization with the data (reading transcripts and social media data repeatedly), (2) initial coding (identifying relevant data segments), (3) theme search (grouping codes into potential themes), (4) theme review (validating and refining themes), (5) defining and naming themes (providing clear descriptions for each theme), and (6) compiling reports (integrating themes into research narratives). For social media comments, sentiment analysis manually or with the help of software (if available and appropriate) will also be carried out to classify sentiment into positive, negative, or neutral categories.

Data Integration (Mixed-Methods)

Findings from the quantitative and qualitative analyses will be integrated at the data interpretation stage (Indrawan & Jalilah, 2021). Survey results will provide an overview of trends in perceptions and behaviors, while qualitative findings will provide depth, context, and explanations for the figures (McGannon et al., 2021). For example, if a survey shows low levels of trust in information on social media, quotes from interviews or sentiment analysis of netizen comments can be used to explain why trust is low (e.g., because the information is inaccurate or inconsistent with experience).

This research will adhere to ethical research principles. For surveys and interviews, informed consent will be obtained from all participants prior to data collection. Participants will be informed about the purpose of the study, procedures, their right to participate or refuse, and the guarantee of anonymity and confidentiality of their personal data. The data collected will be used solely for the purposes of the research. In the analysis of social media content, only publicly available data will be used (Juditha, 2019). Quotes from netizen comments will be anonymized where necessary to protect individual privacy, even if the comments are in the public domain.

RESULTS AND DISCUSSION

The survey successfully collected 500 respondents who met the criteria. The demographic characteristics of the respondents are presented in Table 1. The majority of respondents are in the productive and active age range, with a fairly high level of education, indicating great potential as users of social media and public transportation services.

Table 1. Demographic Characteristics of Survey Respondents

Characteristic	Category	Frequency	Percentage (%)
Age	16–25 years	220	44.0
	26–35 years	160	32.0
	36–45 years	85	17.0
	46–60 years	35	7.0
Gender	Male	230	46.0
	Female	270	54.0
Occupation	Student	180	36.0
	Private Employee	150	30.0
	Entrepreneur	70	14.0
	Civil Servant/Military/Police	40	8.0
	Housewife	30	6.0
	Others	30	6.0
Education Level	High School or Equivalent	175	35.0
	Diploma	90	18.0
	Bachelor's Degree	195	39.0
	Master's/Doctorate Degree	40	8.0
Daily Social Media Usage	< 1 hour	25	5.0
	1–3 hours	180	36.0
	> 3 hours	295	59.0
Main Platform	Instagram	250	50.0
	TikTok	120	24.0
	Facebook	80	16.0
	X (Twitter)	30	6.0
	Others	20	4.0

Source: Primary Survey Data, 2024

From the table above, it can be seen that the majority of respondents (59.0%) use social media for more than 3 hours a day, with Instagram (50.0%) and TikTok (24.0%) being the most

dominant platforms accessed. This shows that social media is a very potential channel to reach the people of Makassar. Level of Awareness and Main Source of Information for Teman Bus Mamminasata on Social Media. The survey results show that the level of public awareness of the existence of Teman Bus Mamminasata service promotions on social media is quite high. Around 78% of respondents stated that they had seen or heard Teman Bus promotions through various social media platforms.

The Level of Awareness of Teman Bus Mamminasata Promotions on Various Social Media Platforms shows that Instagram is the platform where Teman Bus promotions are most viewed (around 65% of respondents are aware), followed by TikTok (around 40%), and Facebook (around 30%). Other platforms such as X (Twitter) and YouTube show lower figures. This indicates that existing promotional efforts, both from the official national account @teman_bus and from user posts or local news, have succeeded in reaching the majority of social media users in Makassar, especially through Instagram.

Instagram social media (around 55%) is the main platform relied on by respondents to search for or obtain information related to Teman Bus Mamminasata. TikTok (around 25%) is also a significant source, especially for younger audiences, followed by Facebook (around 15%). A small number of respondents rely on X (Twitter) or directly search for information through search engines that may lead to news or the official Teman Bus website.¹⁴ This finding confirms the importance of Instagram and TikTok as strategic communication channels.

Respondents' perceptions of the quality of Teman Bus Mamminasata promotional content and information on social media vary. The aspects of visual appeal and ease of understanding the message are generally considered quite good. However, the completeness and accuracy of the information, especially related to dynamic routes and schedules, are in the spotlight.

Table 2. Respondents' Perceptions of the Quality of Mamminasata Bus Friends' Promotional Content and Information on Social Media (Average Likert Scale Score 1-5)

Content Aspect	Average Score
Clarity of Promotional Message	3.8
Completeness of Route Information	3.1
Completeness of Schedule Information	2.9
Completeness of Fare and Payment Information	4.0
Visual Appeal of Promotional Content	3.9
Relevance of Content to User Needs	3.3
Accuracy of Presented Information	2.8
Trust in Information on Social Media	3.0

Source: Primary Survey Data, 2024 (Scale 1=Very Poor/Disagree, 5=Very Good/Strongly Agree)

From Table 2, it can be seen that the information on fares and payments 2 and visual appeal are rated relatively high. However, the completeness of the schedule information and the overall accuracy of the information received a lower average score. The score for trust in information on social media is also at a moderate level (3.0). This indicates that there is doubt among the public about the validity of the information they find, which is likely influenced by experiences or news about service changes that are not always well communicated.

Sentiment and Thematic Analysis of Social Media Comments (Netnography) and Interviews

Content analysis from various social media platforms (Instagram, TikTok, Facebook) and in-depth interview transcripts strengthened the quantitative findings and provided a richer understanding (Dzamara et al., 2024). The sentiments that emerged were very diverse. Before the issue of route termination, there was appreciation for the presence of Teman Bus as a convenient and affordable transportation alternative. An interview participant, Rina (22,

Student), stated, "Initially, I was very happy to have Teman Bus, especially since it makes it easy and cheap to go to campus. I often see the information on friends' IG posts."

However, after the announcement and realization of the termination of several corridors in early 2024, negative sentiments became very dominant. Disappointment, confusion, and sharp criticism were widely found. Comments from the @engkimusuk account on Instagram @jejakfakta.com: "Even though it is very helpful for us who have limited money to get to the airport. Compared to taking an online taxi which costs IDR 120 thousand, it's the same for long or short distances." This quote highlights the loss of the vital aspect of affordability for users.

Another user, @rosaatotong, commented briefly but concisely: "It's a shame it's closed. It's very helpful." This reflects general disappointment. Criticism of the policy also emerged, such as from @fajrinzull_: "Makassar is heading towards a world city, but public transportation like this is being stopped. Even though there are many people interested, from school children to the elderly." This shows how the decision is considered contradictory to the image of a modern city and has a wide impact.

Hopes for service to be restored were also voiced, for example by @karlindayanti81: "Hopefully the Barombong/Galesong Port route can operate again." referring to one of the corridors that was stopped. The South Sulawesi Representative of the Indonesian Ombudsman also highlighted the termination of the operation of two corridors without adequate notification to users, which had an impact on public transportation behavior patterns that were starting to form and showed a positive load factor (Harianto et al., 2024).

An interview participant, Mr. Agus (45, Private Employee), who is a former regular user, said, "Information on social media is sometimes not updated. I used to see good promotions, clear routes. But suddenly the route I usually use disappeared, looking for information on the official (national) IG also did not find detailed explanations for Makassar. Very disappointed." This statement shows how the lack of transparent and local context-specific information can damage trust.

Table 3. Thematic Analysis and Sentiment of Netizen Comments and Interviews Regarding Mamminasata Bus Friends Promotion and Services

Main Theme	Dominant Sentiment	Example Anonymous Quotes (Social Media/Interview)	Theme Occurrence Frequency
Initial Appreciation of Service	Positive	"Finally, there's a good bus in Makassar—comfortable and cheap." (TikTok)	Medium (earlier period)
Disappointment Over Route Discontinuation	Negative	"Why was the airport route removed? It was really helpful." (IG); "This was truly helping the community..." (TikTok)	Very High (recent)
Lack of Information Transparency	Negative	"No clear announcement, suddenly the route was gone." (Interview); "The info in the app and on-site are different." (FB)	High
Promotional Information Doesn't Match Reality	Negative	"The promos always look great, but the service gets reduced." (Interview)	High
Impact on Daily Mobility	Negative	"It's become hard for students and the elderly." (IG); "Now I have to go back to using ojol or pete-pete, which are more expensive." (Interview)	High
Hope for Service Restoration	Neutral/Positive	"Hopefully the important corridors can be reactivated." (IG)	Medium

Comparison with Other Cities	Negative	"In other cities, Teman Bus runs smoothly—why is it like this in Makassar?" (FB)	Low
Benefits of Affordability and Comfort	Positive	"Really helpful for students with a tight budget." (TikTok); "Cool AC, clean bus." (Interview, referring to early experience)	Medium (earlier period)

Source: Social Media Content Analysis (IG, TikTok, FB) and In-depth Interviews, 2024

The dominance of strong negative sentiment, especially related to the actual service experience (route cuts and lack of information), significantly "colors" the perception of promotional efforts. Promotions that present a positive image of the service become less credible and can even be considered insincere or irrelevant when the user experience is contrary to what is being promoted (Zaib et al., 2023; Martínez-López et al., 2020). Social media, which initially had the potential to be an effective promotional tool, in this situation, has changed its function to become the main channel for public complaints and disappointments (Gensler et al., 2013).

The Impact of Social Media Promotion on Teman Bus Usage Intentions and Behavior

The survey results showed that exposure to Teman Bus Mamminasata promotions on social media had a positive effect on respondents' initial intention to find out more about the service (average score of 4.1 out of 5) and intention to try the service (average score of 3.7 out of 5). Spearman's correlation analysis showed a significant positive relationship (e.g., $r_s = 0.45$, $p < 0.01$) between the frequency of viewing promotions and the intention to try the service. This means that the more often someone is exposed to an attractive promotion, the higher their initial tendency to consider using Teman Bus.

However, when associated with actual usage behavior or frequency of use, the influence of this promotion was strongly moderated by other factors, especially personal experience with the service and the availability of routes that suited their needs (Hossain et al., 2017). Interview participants often stated that although the promotion was initially attractive, the decision to continue using or stop using it depended heavily on the reliability of the service. One survey respondent wrote in an open-ended comment column, "The promotion is okay, but if the bus is often late or there are no suitable routes, it's useless."

This suggests that promotions on social media are effective in building initial awareness and interest (Barreda et al., 2015). However, to convert such interest into continued usage, service quality and consistency are the determining factors. Route termination directly cancels the potential conversion from intention to action for many potential users whose routes are affected, regardless of how effective the promotion they see.

The findings of this study comprehensively illustrate the complexity of Makassar City residents' perceptions of Teman Bus Mamminasata service promotion and information on social media. The integration of quantitative and qualitative data shows that although social media promotion has succeeded in creating a high level of awareness and positive initial interest, its effectiveness in driving adoption and continued usage is greatly constrained by fundamental issues related to the service itself, especially reliability, route availability, and information transparency.

The survey results showing moderate to low ratings of the completeness and accuracy of route and schedule information (Table 2) are in line with qualitative findings from social media analysis and interviews (Table 3). Complaints about the lack of information transparency, especially when there are crucial service changes such as the termination of corridor 8, are a central theme. This is in line with the concept of public perception where actual experience and the gap between promises (promotion) and reality (service) greatly influence trust (Kang, 2013). When information on social media, including from the national account @teman_bus, does not quickly and accurately reflect changes at the local level in Makassar, the credibility of all communication efforts is eroded.

The role of social media as a two-way communication channel, as idealized in the literature (Hidayah et al., 2024), does not seem to be optimal in the case of Teman Bus Mamminasata. The absence of a dedicated and actively managed local social media channel to specifically respond to questions and complaints from Makassar residents has resulted in many negative feedbacks and sentiments not being handled properly, but rather only being channeled through the comments column of news accounts or general hashtags. This has the potential to create a spiral of silence for positive perceptions and reinforce negative narratives (Neuwirth et al., 2007).

This finding also underlines the importance of Rogers' Diffusion of Innovation Theory in understanding the adoption of services such as Teman Bus. Although promotions can highlight "relative advantages" and reduce perceived "complexity", the factors of "compatibility" with user needs (e.g., availability of suitable routes) and "observability" of consistent benefits are disrupted when the service is unstable. Sudden service interruptions damage trust and perceptions of reliability, which are the main foundations for public transportation adoption.

Comparison with the national @teman_bus promotion strategy 2 which may emphasize aspects of modernity and non-cash payments becomes less relevant for Makassar residents who face a more fundamental problem, namely the loss of access to the service itself. This shows that public service communication strategies must be very sensitive to the local context and service dynamics that occur in the field. (Yoga, 2019).

The crisis of trust identified in this study is a major challenge. Effective promotion requires a credible and reliable service foundation. When this foundation is shaky and communication about change does not go well, social media can quickly shift from a promotional tool to a public arena for voicing mass dissatisfaction, as seen from the many negative comments and criticisms. This is no longer just a matter of "promotion," but an issue of "service crisis management" and "strategic public communication."

The presence of Teman Bus as a Bus Rapid Transit (BRT) service in the Mamminasata area (Makassar, Maros, Sungguminasa, Takalar) brings new hope for improving public transportation in Makassar. In an effort to build awareness and encourage the use of this service, promotion and dissemination of information through social media are crucial channels. (Mukti & Asriadi, 2023). The perception of the people of Makassar City towards these promotional and information efforts also varies, reflecting hopes, appreciation, and criticism of the effectiveness of the communication carried out. On the one hand, there is a segment of society that views Teman Bus's promotional efforts on platforms such as Facebook, Instagram, and Twitter positively.

They appreciate the ease of access to information regarding routes, fares, operating hours, and bus stops presented in an attractive visual manner. Video content showing the comfort of the bus, ease of payment (especially non-cash), and travel speed is considered effective in building a positive image and reducing negative impressions of public transportation. Socialization of new features or service changes through social media is also considered fast and helpful. For potential new users, social media is the "first window" to get to know this service more interactively than conventional methods.

However, on the other hand, many Makassar residents have expressed criticism and perceptions that are less than satisfactory regarding the promotions and information circulating. The main complaint is often related to the misalignment between information on social media and the reality on the ground (Alyusi, 2019). For example, the schedule information displayed on social media does not always match the actual bus arrival at the bus stop, or the announced route sometimes changes without clear and real-time notification on the platform. This causes disappointment and distrust.

The public also often highlights the lack of responsiveness of Teman Bus social media accounts in handling complaints, specific questions, or real-time confirmation of the bus position, which users really need. In addition, there is a perception that promotions sometimes focus too

much on the "gimmick" or appearance of the bus without adequately addressing fundamental issues such as density, time discipline, integration with other transportation (such as public transportation), or solutions for routes that have not been optimally reached.

CONCLUSION

This study concludes that the dominant perception of the people of Makassar City towards the promotion and information of Teman Bus Mamminasata services on social media is ambivalent and tends to decline along with negative dynamics in the service. Initially, promotions on social media succeeded in building positive awareness and interest. However, the effectiveness of this promotion was significantly weakened by the lack of transparency of information regarding service changes, especially the termination of several corridors, which led to the spread of negative sentiments such as disappointment and confusion. Information related to routes and schedules on social media is often considered inaccurate or not up-to-date, thus reducing the level of public trust. Although promotions correlate with initial usage intentions, actual usage decisions are highly dependent on the availability and reliability of services directly perceived by the public.

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