



Social Media-Based Communication Strategy in Campaigning Breastfeeding Investment Program in New Normal Era

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ABSTRACT

This study aimed to analyze social media-based communication strategy in campaigning breastfeeding investment programs in the new normal era. The focus of this research was to analyze the communication strategy that was used in campaigning for breastfeeding investment programs in the new normal era. The study was conducted on a group of mothers who were breastfeeding in West Jakarta. The research method used was a Mixed-Method approach. The first stage was analyzing the situation, organization, and public involvement who were the targets in what programs to convey in breastfeeding investment campaign program. Then, the next stage was collecting and analyzing quantitative data, in this case, to answer the second problem formulation, whether the communication strategy campaigned by public service advertisements with social media-based contributes significantly to increase awareness of breastfeeding as a form of mothers' investment in their children. The implementation of the communication strategy program used public service advertisements with social media-based.

INTRODUCTION

A great nation should have a strong and healthy young generation. To build a strong nation, healthy children are needed, children who grow up healthy come from mothers who are great at providing a source of life. One of them is from breast milk that is given to the baby. However, in Indonesia itself, the trend of exclusive breastfeeding is still quite low compared to other developing countries and ASEAN countries. According to the Data and Information Center of the Ministry of Health in 2017, exclusive breastfeeding in Indonesia is only about 35%. This figure is still far below the WHO (World Health Organization) recommendation of 50%. (Source: <https://mediaindonesia.com/read/detail/175814-berianasi-eksklusif-di-indonesia-hanya-35>).

In 2020, within three years, it still has not shown a significant increase because exclusive breastfeeding is still below 50%, this was stated by the Vice President of the Republic of Indonesia, Mr. Makruf Amin at the commemoration of World Breastfeeding Week in 2020, Wednesday (12/8/2020), World Health Organization said that "According to data from the Ministry of Health, infants who are exclusively breastfed in Indonesia are still below 50%. This means that more than half of Indonesian children do not get their right to get exclusive breastfeeding," (Quoted through <https://nasional.kompas.com/read/2020/08/12/12495911/wapres-bayi-yang-obtain-exclusive-breastfeeding-under-50->

percent?). One of the causes of low coverage of exclusive breastfeeding is many myths that occur in the community that if a mother gives breast milk to her child, the mother's breasts will sag and many more.

The government has promoted various programs related to the socialization of exclusive breastfeeding through public service advertisements broadcast by several national TV stations. However, the current paradigm of society has changed, shifting in finding information, traditional media is no longer used but turning to social media such as Twitter, Facebook, Instagram, Youtube, and others. The public service advertisement program to introduce exclusive breastfeeding through various media has not shown a significant impact, which is proven that on breastfeeding week commemoration event which was held in August this year, there is still no significant increase from previous years.

Looking at the data, it will be homework for all of us to take responsibility for inviting and educating the public about the importance of exclusive breastfeeding during 6 months. This is not only the responsibility of the Ministry of Health but includes all the nation's children in our beloved country.

LITERATURE REVIEW

Communication Strategy

Communication strategy is how organizations use communication intentionally to achieve various goals.



(Hallahan, Holtzhausen, van Ruler, Vercic, & Sriramesh, 2007; Holtzhausen & Zerfass, 2015). Since communication is an integral part of the field and the purpose of communication is very important to the concept of communication strategy, we should consider communication as the pillar on which the field rests. The term "strategy" comes from the Greek verb, strategies, which means to build a road (Stratos agein), and since ancient times has also been used to mean "to be a leader" and "to use tactics to win (Koch, 2011). Modern technology has made little progress, this is to limit the reach of communication strategy because it only presents and promotes organizational strategy and in reconstructing it. Strategy is more often considered as part of the long-term strategic planning model or as planning itself.

The concept of "communication strategy" shows that not all communication can be seen as a strategy. Communication is strategic when it is completely consistent with the mission, vision, values of the organization and when it can improve their strategic position and competitiveness among their competitors (Betteke van Ruler, 2017). In this case, communication is only strategic if it has certain qualities.

In the Routledge Handbook of Strategic Communication, Holtzhausen and Zerfass (2015) state that: "The strategic communication strategy process is a communication process that follows from the organization's strategic plan and focuses on the role of communication in enabling the organization's strategic goals and objectives. Strategic communication is a deliberate and purposeful communication practice put in place by communication agents in the public sphere on behalf of a communicative entity to achieve goals" (Holtzhausen & Zerfass, 2013).

The role of the practitioner is to transmit information that can act as a starting point for the creation of meaning between the communicative entity and its stakeholders which can lead to social change and social action. Transmitted communication, strategic communication is increasingly focused on the communication process, which may occur over a long period and requires processing from time to time after the message is sent. (Holtzhausen & Zerfass, 2015).

The communication process conveyed by public service advertisements through social media requires a long time to reach the target of public awareness on behavioral changes expected from the breastfeeding investment campaign program if it is referred to the theory proposed by Holtzhausen and Zerfass (2015) mentioned above. Strategic communication requires the presentation and promotion of organizational goals, not building or reconstructing them, but strategic communication is seen as a kind of two-way flow process, in which the media and audience negotiate the same meaning between the two.

The first stage is an analysis of the situation, organization, and public involvement. The second stage, called an action plan, includes goals and strategies and consists of setting goals and objectives, formulating action and response

strategies, and developing message strategies. The third stage is, choosing a communication strategy, then implementing it. While the fourth stage involves evaluating the plan. All of these models start with research, continue with strategy development, list tactics/actions to be taken, preferably in as much detail as possible, and end with evaluation.

Campaign in Communication Perspective

The campaign program activities use several stages, the first step that must be done is to identify the factual problems that exist in the field. An example of the problem is why the level of awareness of breastfeeding mothers is still low in providing exclusive breastfeeding, with a problem than looking for a cause and effect relationship with existing facts, for example, still believing in myths and the busyness factor of working women.

The second stage is the implementation of the campaign which starts from the design, implementation, the evaluation stage. At this stage, it is necessary to identify the problem, program preparation, and the characteristics of the target audience. In this way, the appropriate message, campaign actors, channels, and technical implementation of the campaign will be formulated. The entire content of the campaign program (campaign content) is directed to equip and influence aspects of knowledge, attitudes, and skills of actors. According to scientific literature, these three aspects are believed to influence behavior change. Aspects of attitude can be influenced by aspects of knowledge (knowledge) and skills. Changes in gaining new knowledge about something will change attitudes, either directly or gradually. Likewise, with skills, if a person experiences an increase in skills, it will have an impact on changes in the attitudes concerned.

The last stage of the campaign ends with an evaluation of the effectiveness of the program being implemented. The evaluation will be in the form of campaign messages reaching the audience or not (received). Whether the audience can understand the value conveyed or not. Or can the audience accept the value of these messages or not (accepted)? The third stage or the last stage is the evaluation of the problem solving (reduced problem). Evaluation is directed at the effectiveness of the campaign in eliminating or reducing problems.

Public Service Advertisement

A communication campaign refers to a set of organized communication activities aimed at a broad audience to produce specific results within a certain period. Its purpose is to influence and change individual behavior. The method that is often used in campaign activities related to the wider community is Community Service through mass media.

Messages of interest are disseminated in the form of advertising communications and are easy to use. Predictable and persuasive to promote public behavior-al change towards social problems Public Service Advertising, namely advertising that is non-profit. Public service advertising aims to sell ideas or ideas for the benefit/service of the community. Messages in public service advertisements are usually in the



form of invitations, statements, or appeals to the public to take or not to take any action in the public interest that is conveyed through the media (Broom & Cutlip, 2009).

Public service advertisements aim to provide solutions to social problems with meaningful and meaningful awareness.

In appearance, public service advertisements must be able to compete, among others, with informational news columns in print media and, among other things, warm-up commercial advertisements in their visual appearance.

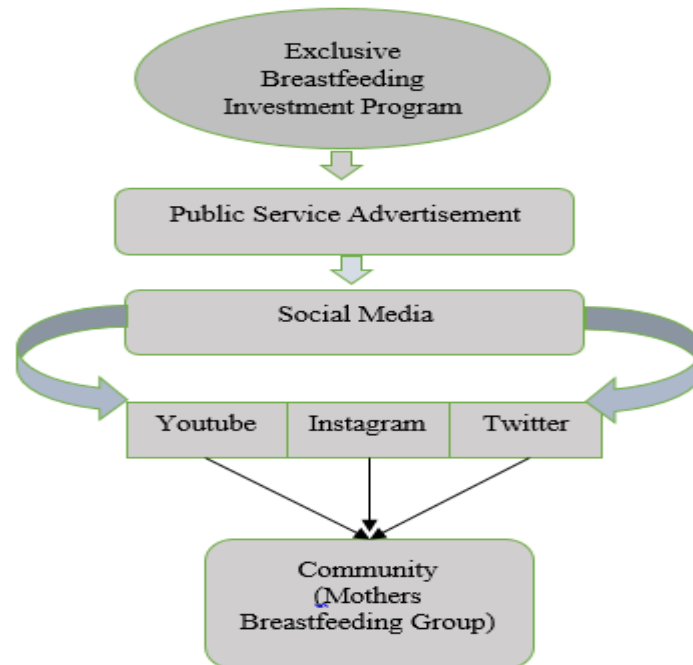


Figure 1. Flow Diagram Research

During the research observation in natural and social settings, the researcher’s purpose used descriptive research because wanted to produce an accurate picture of a phenomenon in the field that focuses on mothers who are breastfeeding whether they have noticed by the government through 0-6 months breastfeeding program and the mechanism of an awareness process of invitations and appeals given by the government through various programs, in this case, the public advertising program which was campaigned through social media in the new normal era. Then, the next stage is to collect and analyze quantitative data to answer the second problem formulation, whether the communication strategy campaigned by social media-based on public service advertisements

contributes significantly in increasing awareness of breastfeeding as a form of mothers’ investment in their child.

Research Method

This research was located in West Jakarta as a cluster that represents the people in DKI Jakarta. Based on statistical data from the Ministry of Health of the Republic of Indonesia, the number of baby’s birth in West Jakarta in 2020 per March was 1546 or 22.0% of the total baby birth rate in DKI Jakarta Province.

The population data in this study were mothers who were breastfeeding spread throughout the West Jakarta area based on birth rate data from the Ministry of Health of the Republic of Indonesia.



Figure 2. The Report of Baby Birth in March 2020 in DKI Jakarta Province Based on Each Area



Sampling

Simple random sampling was used in this research. Yamane formula was used to determine the sample in this study with a precision of 10% and a confidence level of 90%.

$$n = \frac{N}{N \cdot d^2 + 1}$$

Description: N= The population was 1546
 D= Precision of confidence level in 90% and error rate in 10%
 n= 94 Respondents

RESEARCH RESULT

The data from this study was obtained through filling out an electronic questionnaire via google form from 58 respondents and filling out the questionnaire directly to the subjects studied who were entrusted to RW secretary due to COVID-19 pandemic conditions which did not allow researchers to collect data directly or researchers who met with direct subjects were 36 respondents from 94 respondents. Subjects who were sampled in this study were breastfeeding mothers who had 94 people who had met the criteria. From all

the existing subjects, an overview of the characteristics of the subject includes education, occupation, and level of knowledge about exclusive breastfeeding regarding the benefits of breastfeeding.

In table 3, based on respondents' education, 40 people or (42.6%) who were graduated from university, 33 people (35.1%) who were graduated from senior high school, and 17 people or (18.1%) who were graduated from junior high school and 4 people (4.3%) who were graduated from elementary school. Based on respondents' occupation, there were 62 people or (66.0%) as housewives, 16 people or (16.7%) who worked as entrepreneurs, 8 people (8.5%) who were army/policewomen, and 8 people (8.5%) who worked as Civil Servants. Meanwhile, respondents whose 1 child were 7 respondents or (7.4%), 2 children were 49 respondents or (52.1%) and more than 2 children were 38 respondents or (40.4%). The age range of babies is 1-5 months totaling 41 children or (43.6%), 6-9 months totaling 46 children or (48.9%) while over 1 year are 7 children or (7.4%).

Table 1. Respondents Characteristics

		Frequency	Percent	Valid Percent	Cumulative Percent
Education	Elementary school	4	4.2	4.3	4.3
	Junior high school	17	17.7	18.1	22.3
	Senior high school	33	34.4	35.1	57.4
	University	40	41.7	42.6	100.0
Occupation	House wife	62	64.6	66.0	66.0
	Entrepreneur	16	16.7	17.0	83.0
	Army/Policewoman	8	8.3	8.5	91.5
	Civil servant	8	8.3	8.5	100.0
Children	One Child	7	7.3	7.4	7.4
	Two Children	49	51.0	52.1	59.6
	More than two children	38	39.6	40.4	100.0
Babies Age	1-5 months old	41	42.7	43.6	43.6
	6-9 months old	46	47.9	48.9	92.6
	More than one year old	7	7.3	7.4	100.0
	Total	94	97.9	100.0	

The level of respondents' knowledge who were breastfeeding related to exclusive breastfeeding stated that they knew 100% that breastfeeding is very important for babies to get their rights from a mother who gave birth to them. Besides being good for the children's growth and brain development, breast milk is an investment for mothers so that children can grow up healthy and a close relationship can be established between mothers and their children. It could be

seen from table 3 and 6 below, that 73 out of 94 or (77.7%) mothers gave breast milk to their babies and 15 mothers who answered by sometimes breastfeeding their babies with breast milk means that the rest of the baby's necessity is given formula milk while those who answering didn't give breast milk to their babies only 6 or (6.4%) out of 94 respondents gave breast milk to their babies.



Table 2. Exclusive Breastfeeding Frequency

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Always	73	76.0	77.7	77.7
	Often	15	15.6	16.0	93.6
	Never	6	6.3	6.4	100.0
Total		94	97.9	100.0	

Table 3. Breastfeeding and Formula Feeding Frequency

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Always	31	32.3	33.0	33.0
	Often	12	12.5	12.8	45.7
	Never	51	53.1	54.3	100.0
Total		94	97.9	100.0	

From the table below, it showed the relation of the information obtained by mothers about the exclusive breastfeeding program, 46 people (48.9%) received the information through general practitioners and 26 or (25.5%) from district community clinic service officers while mothers received information through public service advertisements were only 24 people or (25.5%). Thus, the problem regarding

the low number of mothers who breastfeed their babies with exclusive breastfeeding could be proven as shown in table 5, namely the campaign or socialization of exclusive breastfeeding obtained from media showed that the majority of mothers who breastfeed in getting information through Youtube were 65 people or (69.1%) while from Instagram media were 29 people or (39.1%).

Table 4. Information Source about Exclusive Breastfeeding

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	General practitioner	46	47.9	48.9	48.9
	District community Clinic services	24	25.0	25.5	74.5
	Public service advertisement	24	25.0	25.5	100.0
	Total	94	97.9	100.0	

Table 5. Information Source about Exclusive Breastfeeding

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Youtube	65	67.7	69.1	69.1
	Instagram	29	30.2	30.9	100.0
	Twitter	0	0	0	
Total		94	97.9	100.0	

Based on the researcher's interview with one of the research respondents who were willing to be interviewed, she was used to be called Ibun, she said that:

"The exclusive breastfeeding program is obtained through consultation with the doctor, the mother also always prepares pumped breast milk and stores it in the refrigerator as a provision when the mother works so that the baby does not feel deprived and the mother also does not give formula milk to the baby, because breast milk is more than sufficient".

The results of researchers' interviews with other respondents also showed that:

"I only got information about exclusive breastfeeding was from my doctors, I never saw public service advertisements through any media that broadcast about the breastfeeding program, I found through Youtube which broadcasts from individuals show telling how very important of exclusive breastfeeding for the babies and the mother, not from related agencies programs".



Tabel 6. Descriptive Statistics

	Mean	Std. Deviation	N
Attitude	19.6170	3.79050	94
Knowledge	21.6915	2.91834	94

Table 7. Correlations

		Attitude	Knowledge
Pearson Correlation	Attitude	1.000	.914
	Knowledge	.914	1.000
Sig. (1-tailed)	Attitude	.	.000
	Knowledge	.000	.
N	Attitude	94	94
	Knowledge	94	94

Table 8. Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change
						F Change	df1	df2	
1	.914 ^a	.835	.833	1.54949	.835	464.545	1	92	.000

a. Predictors: (Constant), Pengetahuan

b. Dependent Variable: Sikap

The summary model above showed the effect value of the correlation between knowledge and attitude was 0.914, it meant that the correlation of knowledge gained through education that was socialized by social media such as Youtube and IG owned by West Jakarta Health Center and the attitude of mothers who breastfed to provide exclusive breastfeeding was very high (0.914 out of 100 % total of the respondents). The positive correlation showed that the relationship between knowledge and attitude was unidirectional, it could be seen from the correlation table above, the higher of level knowledge of breastfeeding mothers, the attitude of mothers breastfeeding would be increased significantly. The attitude variable or

mothers in giving exclusive breastfeeding was 0.835 or equal to 83.5%, very high especially after getting the knowledge gained either through education, counseling, or information obtained from social media. This was in line with the results of interviews conducted by researchers with Dr. Ira Nola Lingga from Sub-Department Health of West Jakarta. She said that past the second quarter of 2021 it had reached a 60% increase of 10% since the research was started in late September last year. Dr. Ira was the person who was in charge of the Sub-Department Health of West Jakarta. She said to the researcher that:



“We have made a Strategic Plan to make a strategy to increase the knowledge of breastfeeding mothers about IDD (Infant Child Feeding) by involving health workers who have been provided with various training related to maternal and child nutrition programs”.

This day the government aims to make educational videos on social media to increase women’s understanding because there are still many mothers who are reluctant to breastfeed their children. They misunderstand that the first milk that comes out of the mother is not good because it is yellowish in the colour. For this reason, the video was made so that the women understand the importance of the first breast milk that comes out, according to Dr. Ira, because it contains colostrum which can improve children's memory.

The government has prepared public services health workers by providing training to increase their knowledge regarding exclusive breastfeeding called PMBA (Baby and Child Feeding Providers) as counselors. The Gropet Health Center (Grogol Petamburan) already has a counselor for breastfeeding mothers as a forum for consultation.

The government has made a policy to make special rooms for breastfeeding mothers who feed their babies in

public places or green open spaces in the public area. Related to this, the government has prepared to breastfeed their babies, but many breastfeeding mothers refuse to breastfeed their babies for many reasons such as impolite situations and many others.

From the table below, it showed $Y = -6.123 + 1.187 X$ formula. This equation explained that there was an increase in the knowledge possessed by breastfeeding mothers that would certainly increase their attitude to give exclusive breastfeeding to their babies. If they have zero knowledge about exclusive breastfeeding, it will certainly have a bad effect on the attitudes of mothers to give breast milk, thus attitudes depend on the level of knowledge possessed by mothers who breastfeed. Therefore, it is hoped that the government, in this case, the Health Sub-Department of West Jakarta, should continue to increase the councilor in providing counseling services for breastfeeding mothers regarding exclusive breastfeeding. From the table below, it could be seen that the significance value of 0.000 was smaller than 0.05, so it was clear that H_0 was rejected and H_1 was accepted. This showed that knowledge plays a significant role in determining the attitude of mothers to exclusive breastfeeding.

Table 9. coefficients²

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
		B	Std. Error	Beta			Zero-order	Partial	Part
1	(Constant)	-6.123	1.205		-5.082	.000			
	Knowledge	1.187	.055	.914	21.553	.000	.914	.914	.914

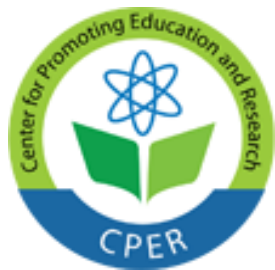
a. Dependent Variable: Attitude

CONCLUSION

1. From the determination test, the value of R² of 0.835 or 83.5% showed that after receiving education provided by health workers either through social media or counseling at Gropet Health Center on the attitude of mothers in exclusive breastfeeding, 0.835 or equal to 83.5 % showed that that the mothers’ attitude to exclusive breastfeeding was gained very high after getting the knowledge through education, counseling or information obtained from social media. The rest was 16.5% and was influenced by other factors that could determine the high level of mothers’ knowledge in providing exclusive breastfeeding as well as other social media.
2. Meanwhile, the breastfeeding mothers’ attitude in providing exclusive breastfeeding for their babies was very high, it could be seen from the number of figures obtained at 0.914. This was reinforced by the results of a survey in the field by conducting interviews with breastfeeding mothers, which could be seen in the

documentation appendix, stating that breastfeeding mothers were aware of the importance of exclusive breastfeeding to their babies because it is mother’s obligation to give her child's rights by giving her breast milk for instance when the mother works, she should provide pumped milk so that the child does not feel lack of nutrition.

3. The equation explained that an increase of knowledge possessed by breastfeeding mothers would certainly increase their attitude to give exclusive breastfeeding to their babies. If they have zero knowledge about exclusive breastfeeding, it will certainly give a bad effect on mothers’ attitudes to breastfeeding, thus attitudes depend on the level of knowledge possessed by breastfeeding mothers. Therefore, it is hoped that the government, in this case, the Health Sub-department of West Jakarta, should continue to increase councilors in providing counseling services for breastfeeding mothers regarding exclusive breastfeeding programs.



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