

The Influence of Educational Content on the Benefits of Living in Transit Oriented Development Housing on Instagram @Irtcity on Internal Meaning and Consumer Purchase Interest (A Survey of Instagram @Irtcity Followers)



Debora Dea Augustha L, S.I.Kom.¹, Dr. Heri Budianto, S.Sos, M.Si²

^{1,2} Universitas Mercu Buana, Jakarta.

ABSTRACT: The development of communication media in Indonesia post-COVID-19 pandemic reflects a significant transformation, particularly in the digital media realm. Instagram can be a powerful tool for brand building, enhancing engagement, and achieving communication goals. The campaigns and educational benefits are the core of the social media content from the @Irtcity account, which not only educates the public but also serves as a promotional platform with a softselling approach. Measuring consumer purchase interest is the ultimate goal of the education delivered through Instagram content, as the primary objective is to drive sales of TOD-concept properties represented by the LRT CITY brand. This research employs a quantitative method based on a positivist approach (classic/objective). The results of this study show that there is a strong and significant positive relationship between Instagram content (X) and internal meaning (Y1), with a correlation coefficient of 0.774. The contribution of Instagram content to internal meaning is 59.9%. Additionally, Instagram content (X) also shows a positive and significant influence on consumer purchase interest (Y2), with a correlation coefficient of 0.834. The contribution of Instagram content to consumer purchase interest is 69.5%.

KEYWORDS: Educational Content, Transit Oriented Development, Instagram, Internal Meaning, Consumer Purchase Interest

1. INTRODUCTION

The development of communication media in Indonesia post-COVID-19 pandemic reflects a significant transformation, particularly in the digital media realm. During the pandemic, technological advancements became one of the bridges for information dissemination (Hetilaniar, 2023). Instagram has emerged as one of the most popular digital communication channels, becoming an effective platform for promoting products and services, serving as a means of education and information, a communication tool for the government, personal and professional branding, and as a channel for collaboration and networking (Loes Van Driel, 2020). One research journal titled *Komunikasi Pembangunan Melalui Media Sosial untuk Membangun Kemandirian Lokal* by Ema E. (Ema, 2019) explains that the use of development communication strategies through social media in empowering *Karang Taruna* can increase local income through the promotion of local culinary tourism. *Karangpawitan*, which is typically used for culinary tourism, has also become an icon for the city of Karawang. The study shows that communication strategies through social media promotion can change the knowledge, attitudes, and behavior of the audience towards local community income. This journal explains that communication conducted through social media channels can alter knowledge, attitudes, and behavior towards local community income. Both the government and institutions can use Instagram as a medium to communicate various innovations and developments being carried out.

The dissemination of messages through social media is a form of communication that today plays a very positive role by providing a platform for people to share accurate information, personal experiences, and viewpoints in real-time and globally (Anisa Damayanti, 2020). One of these platforms is Instagram, a social media platform that allows users to share photos and videos (Rika Veronika S. A., 2022). Managing Instagram social media content effectively is crucial for success (Ilham Dhava Ramadhan, 2023). This involves careful planning, consistency in presentation, and a deep understanding of the audience. With the right content and effective strategies, Instagram can be a powerful tool for brand building, enhancing engagement, and achieving communication goals (Febbyana D, 2018).

The innovative messages disseminated through Instagram content can indirectly influence the public, involve the thought process, and generate ideas as well as involve intrapersonal communication (Rizdki R., 2017). PT Adhi Commuter Properti Tbk., a subsidiary of PT Adhi Karya (Persero) Tbk., is one of the first and largest developers of mass transportation-based or TOD-concept

The Influence of Educational Content on the Benefits of Living in Transit Oriented Development Housing on Instagram @Irtcity on Internal Meaning and Consumer Purchase Interest (A Survey of Instagram @Irtcity Followers)

properties in Indonesia. Education about the benefits of living in TOD-concept housing is continuously campaigned, particularly through the Instagram social media platform @Irtcity, which is the focus of this study. This TOD-concept housing is a new innovation created by the government to develop well-structured urban areas and educate the public to choose housing close to mass transportation due to the ease of mobility and accessibility provided by the recently launched LRT in August 2023, as well as BRT and commuter lines.

The campaign and educational benefits are the core of the social media content from the @Irtcity account, which not only educates the public but also serves as a promotional platform with a soft-selling approach. This approach is generally more friendly and persuasive compared to aggressive sales tactics, which often create discomfort for customers (Naufal Hisyam Silim, 2023). In the context of the Diffusion of Innovation Theory, social media serves as a medium or channel to introduce, communicate, and adopt innovations like the Transit Oriented Development (TOD) housing concept to the public, with the hope of increasing interest and acceptance of the offered housing concept. The researcher will conduct a social media content study using the 4C concept proposed by Chris Heuer and then relate it to its influence on internal meaning and consumer purchase interest. Measuring consumer purchase interest is the ultimate goal of the education conducted through Instagram, as the primary objective is to drive sales of TOD-concept properties represented by the LRT CITY brand.

2. LITERATURE REVIEW

2.1 Development Communication

Development communication in a broad sense encompasses the role and function of communication (as a reciprocal message exchange activity) among all parties involved in development efforts; especially between the community and the government, from the planning process, through implementation, and evaluation of development (Nasution Z., 2020). The primary role of development communication is to educate and motivate the community. The goal of development communication is to instill ideas, mental attitudes, and teach skills needed by a developing country. In the development process, the community is not merely treated as an object but rather as a subject (Soetomo, 2013). The aim of development communication is to advance development. Therefore, development should at least involve three components (Susanto, 2020), namely the development communicator (government or institutions), the development message containing ideas or development programs, and the development communicatee (the broader community targeted by the development).

According to the Academy for Educational Development (AED), there are four development communication strategies (Nasution Z., 2014): a.) Strategies based on the media used (media-based strategy). b.) Instructional design strategies. c.) Participatory strategies. d.) Marketing strategies.

2.2 Educating the Benefits of Living in TOD Housing as Part of Development Communication

Spatial planning and transportation systems are two crucial aspects in improving the economic performance of a country. Transit Oriented Development (TOD) is a concept designed to support infrastructure development. Urban dynamics are reflected in human interactions with urban 'space' connected to transportation systems. The future challenge of urban development in Indonesia is the high traffic growth and congestion. The higher the growth in suburban areas, the higher the demand for travel and the longer the travel distances. Transit-oriented development (TOD) is a concept of integrated spatial, area, housing, and transportation management. TOD (Transit Oriented Development) is a sustainable transportation system approach in terms of providing accessibility and alternative modes of transport (Oscar Tanudjaja, 2018). In general, TOD aims to create an environment that does not rely on private vehicles and encourages the use of public transportation such as BRT (Bus Rapid Transit), MRT (Mass Rapid Transit), LRT (Light Rapid Transit), or other public transportation modes, and promotes good accessibility to transit points.

2.3 Development Communication Through Instagram Social Media

Along with technological advancements and the popularity of social media, the use of Instagram as a platform for development communication has increased. Through Instagram, development organizations, government agencies, companies, and individuals can share information, promote development projects, and interact directly with the community (Retno Aulia Putri, 2020). Development organizations can share images of ongoing development projects, showcase construction progress, new infrastructure built, or the positive impacts achieved. Additionally, infographic content is often used to present data and facts related to development projects in an engaging and easily understandable manner for Instagram users. Features like Instagram Stories and IGTV can also be utilized to deliver more interactive content, such as interviews with stakeholders, virtual project tours, or clips of social activities related to development (Rendi Budi Syahputra, 2023).

2.4 Diffusion of Innovation Theory

Diffusion of Innovation Theory is a communication theory related to the dissemination of messages. This theory was first introduced by Gabriel Tarde in the 1930s (Ananda, 2017). In the 1960s, this theory evolved across fields and became more contemporary with contributions from figures like Rogers and Shoemaker. According to Rogers, diffusion is the process of communicating an innovation to members of a social system through specific channels, and innovation is an idea, practice, or object

The Influence of Educational Content on the Benefits of Living in Transit Oriented Development Housing on Instagram @Irtcity on Internal Meaning and Consumer Purchase Interest (A Survey of Instagram @Irtcity Followers)

considered new by individuals or groups within society (Erisa Adyati Tahmasari, 2021). There are four main elements of diffusion: innovation, communication channels, time, and the social system (Rogers E. M., 2003).

2.5 New Media

New media emerged from old media as a form of innovation. The presence of new media has significantly altered human communication processes. With the advent of digital technology and social media platforms, communication patterns, previously dominated by one-way flow from sender to receiver, as in traditional mass communication models, have evolved into two-way and even multi-way flows (Luik, 2022). The development of new media facilitates easier and faster information dissemination, and the concept of many-to-many information exchange, rather than one-to-many, making life easier in today's era where everything requires social media.

2.6 Instagram

Instagram is one of the manifestations of new media development (Luik, 2022). Instagram is a photo and video sharing application that allows users to capture objects, apply digital filters, and share them on other social media platforms (Khusnul Khotimah Sirajuddin, 2023). Individuals can capture and share all their activities in visual form (Kertamukti, 2019). The visual format presented by Instagram is even the main attraction for individuals, indicating that Instagram users are predominantly aged 18-24 years (37.6%) and 25-34 years (31.4%) (Luik, 2022).

2.7 Instagram Content

The features and sophistication provided by Instagram need to be operated effectively to function optimally. Chris Heuer, the founder of Social Media Club and an innovator in new media, introduced the concept of 4C in operating social media systems (Dinda Selvia, 2022): a.) Context b.) Communication c.) Collaboration d.) Connection,

2.8 Internal Meaning

Meaning in Osgood's theory consists of internal responses and internal stimuli, which can be referred to as connotative meaning. Research on meaning has been conducted by Osgood using factor analysis techniques to identify the basic dimensions of an individual's meaning (Kriyantono R., 2020). His findings resulted in the theory of semantic space, consisting of three main dimensions: evaluation, which focuses on how someone evaluates a message in terms of conspicuousness, uniqueness, and quality; activity, which relates to how people interpret messages in terms of activity, including extended self and satisfaction; and potency, which focuses on how someone interprets messages in terms of potential, encompassing benefit convenience, decision convenience, and transaction convenience (Kriyantono R., 2020).

2.9 Consumer Purchase Interest

Interest or desire to purchase a product or service is one form of consumer behavior. The consumer form of purchase interest is a potential consumer, i.e., a consumer who has not made a purchase action in the present but is likely to do so in the future, also known as a prospective buyer. According to Kotler and Keller, consumer purchase interest is a consumer behavior where consumers have a desire to buy or choose a product based on their experience in selecting, using, consuming, or even wanting a product (Keller, 2012). Purchase interest can be measured from several aspects (Ferdinand, 2022): a.) Transactional Interest b.) Referential Interest c.) Preferential Interest d.) Explorative Interest

3. METHOD

The type of research used in this study is quantitative, based on the positivism (classical/objective) approach, where reality is viewed as something concrete, observable with the senses, categorizable by type, shape, color, and behavior, unchanging, measurable, and verifiable (Syahroni, 2022). The positivism approach in this study is chosen because it emphasizes the measurement and objective observation of observed phenomena. In the context of research on the influence of social media on consumer purchase interest in Transit Oriented Development (TOD) housing concepts, the positivism approach allows the researcher to systematically and objectively collect data on internal meaning and consumer purchase interest. The positivism approach is also related to quantitative research, which is a type of research characterized by being systematic, planned, and clearly structured from the beginning to the design of the research (Sugiyono, 2012). Based on data found on June 20, 2023, there were 43,000 people. Regarding the sample size, the researcher used the Yamane formula with a precision of 10%. The Yamane formula is a method used to determine sample size in surveys, especially when the population is already known (Sugiyono, 2012). Based on the Yamane formula, this study uses 100 respondents. The sampling technique used is nonprobability sampling, which does not provide equal opportunities for every element or member of the population to be selected as a sample (Diajeng Maharani, 2020). The sampling technique used in this study is purposive sampling, where people are selected based on specific criteria established by the researcher based on the research objectives (Diajeng Maharani, 2020).

The criteria for sample selection in this study are: 1.) Followers of the @Irtcity account within the last 8 months (at least since August 2023). 2.) Followers who have commented and liked posts discussing educational content on living in TOD-concept housing

The Influence of Educational Content on the Benefits of Living in Transit Oriented Development Housing on Instagram @Irtcity on Internal Meaning and Consumer Purchase Interest (A Survey of Instagram @Irtcity Followers)

within the last 8 months (since August 2023). The 8-month period was chosen because in August 2023, President Joko Widodo inaugurated the Light Rapid Transit (LRT), and at that moment, the LRT CITY brand was actively educating people about living in TOD-concept housing.

4. RESULTS AND DISCUSSION

The tests conducted in this research include simple linear regression tests, which will be performed twice to examine the influence of variable X on Y1 and variable X on Y2. The following presents the results of the linear regression test of variable X on variable Y1.

Table 1 Linear Regression Test of X on Y1

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.770	2.340		1.611	.110
	Konten Instagram	.884	.073	.774	12.100	.000

a. Dependent Variable: Pemaknaan Internal

The results show a positive relationship between Instagram Content and Internal Meaning. If X increases, for example, with more or better relevant and meaningful Instagram content, then Y (internal meaning) will increase by 0.774 for every unit increase in X. This means that Instagram content has a significant and positive influence on internal meaning. A partial t-test is used to test whether a specific independent variable significantly affects the dependent variable in a simple linear regression model when controlling for other independent variables.

Table 2 Partial T-Test Output

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.770	2.340		1.611	.110
	Konten Instagram	.884	.073	.774	12.100	.000

a. Dependent Variable: Pemaknaan Internal

The calculated t-value for Instagram Content (X) is 12.100. Next, the t-table value needs to be determined. The t-distribution table is referenced at $\alpha/2 = 0.05 = 0.025$ with degrees of freedom $N-k-1$, which is $100 - 1 - 1 = 98$, yielding a t-table value of 1.984. Since the calculated tvalue is greater than the t-table value, specifically $12.100 > 1.984$, and the significance value (Sig.) is $0.000 < 0.05$, it can be interpreted that there is a significant influence of Instagram Content on Internal Meaning. Subsequently, inferential analysis is conducted to test the relationships between variables. To calculate the strength of the relationship between variables, the researcher uses SPSS version 26 with the product-moment correlation, as follows:

Table 3 Correlation Coefficient Test

Model Summary				
Model	R	R Square	Adjusted Square	Std. Error of the Estimate
1	.774 ^a	.599	.595	2.767

a. Predictors: (Constant), Konten Instagram

Based on the table above, it shows that the correlation coefficient (R) between the variables Instagram Content (X1) and Internal Meaning (Y) is 0.774. This indicates a positive correlation between the two variables, with a strong relationship. This

The Influence of Educational Content on the Benefits of Living in Transit Oriented Development Housing on Instagram @Irtcity on Internal Meaning and Consumer Purchase Interest (A Survey of Instagram @Irtcity Followers)

analysis is used to determine the extent of the influence of the independent variable on the dependent variable, usually expressed as a percentage.

Table 4 Coefficient of Determination

Model Summary					
Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate
1	.774 ^a	.599	.595		2.767
a. Predictors: (Constant), Konten Instagram					

From the SPSS output table above, the Summary of the Determination Coefficient Test shows a determination coefficient (R square) of 0.599 or $0.599 \times 100 = 59.9\%$, which means that the influence of the independent variable (X) on the dependent variable (Y) is 59.9%, while the remaining percentage is influenced by other factors not examined in this study.

Table 5 Linear Regression of X on Y2

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.413	1.317		2.593	.011
	Konten Instagram	.614	.041	.834	14.945	.000
a. Dependent Variable: Minat Beli						

Overall, this regression model shows that Instagram Content has a significant positive impact on Purchase Interest. This means that an increase in Instagram Content is likely to be followed by an increase in Purchase Interest. The partial t-test is used to determine whether a specific independent variable significantly affects the dependent variable in a simple linear regression model, after controlling for other independent variables

Table 6 Partial T-Test Output

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.413	1.317		2.593	.011
	Konten Instagram	.614	.041	.834	14.945	.000
a. Dependent Variable: Minat Beli						

The calculated t-value for Instagram Content (X1) is 14.945. Next, we determine the t-table value. The t-distribution table is consulted at $\alpha/2 = 0.05 = 0.025$ with degrees of freedom $Nk-1$, which is $100 - 1 - 1 = 98$, resulting in a t-table value of 1.984. Since the calculated t-value is greater than the t-table value, i.e., $14.945 > 1.984$, and the significance value (Sig.) is $0.000 < 0.05$, it indicates that there is a significant effect of Instagram Content on Purchase Interest. The next step involves inferential analysis of the relationships between variables. To calculate the strength of the relationship between variables, the researcher uses SPSS version 26 with the productmoment correlation as follows:

Table 7 Correlation Coefficient Test

The Influence of Educational Content on the Benefits of Living in Transit Oriented Development Housing on Instagram @Irtcity on Internal Meaning and Consumer Purchase Interest (A Survey of Instagram @Irtcity Followers)

Model Summary				
Model	R	R Square	Adjusted Square	Std. Error of the Estimate
1	.834 ^a	.695	.692	1.557
a. Predictors: (Constant), Konten Instagram				

Based on the table above, it shows that between the Instagram Content (X1) and Purchase Interest (Y) variables, there is a correlation coefficient (R) of 0.834. This indicates a strong positive correlation between the two variables, with a very strong relationship. The coefficient of determination analysis is used to determine the extent of the effect of the independent variable on the dependent variable, typically expressed as a percentage.

Table 8 Coefficient of Determination Output

Model Summary				
Model	R	R Square	Adjusted Square	Std. Error of the Estimate
1	.834 ^a	.695	.692	1.557
a. Predictors: (Constant), Konten Instagram				

5. DISCUSSION

Education about the benefits of living in Transit-Oriented Development (TOD) housing is a key aspect of development communication aimed at improving the quality of life. Through the integration of space and transportation management, TOD concepts offer a more sustainable and convenient environment for residents. In this context, Instagram @Irtcity serves as an effective communication channel to convey information about TOD concepts, including public transport accessibility, optimal housing density, and walkability. The content shared by Instagram @Irtcity not only serves as a means of information dissemination but also plays a role in shaping consumers' internal meaning regarding TOD housing. This internalization process, aligned with Osgood's theory, influences how consumers perceive and evaluate the TOD concept, ultimately increasing their purchase interest.

The interaction between Instagram @Irtcity followers and the content creators, PT Adhi Commuter Properti Tbk., strengthens this internal meaning-making process. Followers can comment, ask questions, or share their opinions, enabling a two-way dialogue. This interaction deepens users' understanding of the TOD concept and fosters greater support for it. Thus, the content not only serves as an information source but also as a tool to drive consumer action in considering TOD housing. The study's findings are consistent with the Diffusion of Innovations Theory, which explains how innovations spread through communication channels within a social system. Instagram @Irtcity plays a crucial role in disseminating the TOD concept as an innovation, influencing consumer perceptions and attitudes, ultimately leading them to adopt the innovation.

The study shows a significant positive correlation between the educational content on Instagram and consumers' internal meaning, with a positive influence of 0.774, indicating that the higher the quality and quantity of content, the stronger the internal meaning formed in consumers. The study also found a significant positive correlation of 0.834 between Instagram content and consumer purchase interest, highlighting Instagram's critical role in influencing consumers' purchase decisions. With a determination coefficient (R²) of 69.5%, the study reveals that Instagram content explains a substantial portion of the variance in consumer purchase interest, demonstrating that Instagram content is a dominant factor in shaping consumer interest, although other variables also play a role.

6. CONCLUSION

This study confirms the positive and significant influence of educational content about the benefits of living in Transit-Oriented Development (TOD) housing, presented on Instagram @Irtcity, on consumers' internal meaning and purchase interest. The findings reveal a strong positive correlation between Instagram content and internal meaning, with a correlation coefficient of 0.774, indicating that 59.9% of the variance in internal meaning is attributed to Instagram content. Similarly, the study shows a significant positive impact of Instagram content on purchase interest, with a correlation coefficient of 0.834, explaining 69.5% of the variance

The Influence of Educational Content on the Benefits of Living in Transit Oriented Development Housing on Instagram @Irtcity on Internal Meaning and Consumer Purchase Interest (A Survey of Instagram @Irtcity Followers)

in purchase interest. Overall, the research supports both hypotheses, underscoring the importance of effective social media content strategies in shaping consumer perceptions and purchase decisions, particularly in the context of TOD housing.

REFERENCES

- 1) Ananda, A. (2017). *Inovasi Pendidikan Melejitkan Potensi Teknologi dan Inovasi Pendidikan*. Medan: CV Widya Puspita.
- 2) Annisa Damayanti, K. Y. (2020). Instagram sebagai Medium Komunikasi Risiko di Masa Pandemi COVID19: Studi Netnografi terhadap Komunitas Online KawalCOVID19.id . *Jurnal Komunikasi Pembangunan* Vol.18 (02), 176-193
- 3) Febbyana D, C. (2018). Pengaruh Konten Instagram Terhadap Minat. *Kommas*, 1-15.
- 4) Diajeng Maharani, d. (2020). Pengaruh Isi Pesan Stop Body Shaming pada Sikap Followers Terhadap Body Shaming. *Jurnal Pustaka Komunikasi*, 112-122.
- 5) Dinda Selvia, Y. D. (2022). Pengaruh Social Media Marketing Melalui Instagram Terhadap Keputusan Pembelian Sayur Organik si Warung 1000 Kebun Binatang. *Pemikiran Masyarakat Ilmiah Berwawasan Argibisnis*, 1476-1486.
- 6) Ema. (2019). Komunikasi Pembangunan Melalui Media Sosial Untuk Membangun Kemandirian Lokal. *Politikom Indonesia*, 1-10.
- 7) Erisa Adyati Tahmasari, T. H. (2021). Eksistensi Pameran Virtual Tugas Akhir Mahasiswa dalam Sudut Pandang Difusi-Inovasi. *Ilmu Komunikasi* Vo. 04 No. 02.
- 8) Ferdinand. (2022). *Manajemen Pemasaran Edisi Pertama Jilid* . Jakarta: Erlangga.
- 9) Hetilaniar, F. R. (2023). Dari Dunia Offline Ke Online: Merangkul Literasi Digital. *Pembelajaran Bahasa Indonesia*, 44-54.
- 10) Ilham Dhava Ramadhan, O. P. (2023). Pengaruh Konten Instagram Chatime Terhadap Keputusan Pembelian. *Komunikasi*, 43-52.
- 11) Keller, P. K. (2012). *Manajemen Pemasaran Edisi 12*. Jakarta: Erlangga.
- 12) Kertamukti, N. W. (2019). Konstruksi Identitas Melalui stories Highlight Instagram Kalangan Kelas Menengah. *Aspikom*, 26-44.
- 13) Khusnul Khotimah Sirajuddin, A. . (2023). Hubungan Harga Diri Dengan Kepuasan Hidup Generasi Z Pengguna Media Sosial Instagram. *Jurnal Pendidikan, Sosial dan Humaniora*, 255-265.
- 14) Kriyantono, R. (2020). Aplikasi Teori Osgood untuk Evaluasi Pemaknaan Internal Strategi Komunikasi Pemasaran Co-Branding. *Ilmu Komunikasi*, 193-204.
- 15) Loes Van Driel, D. D. (2020). Selling brands whilestaying “Authentic”:The professionalizationof Instagram influencers. *New Media Technologies*, 66-84.
- 16) Luik, J. (2022). *Media Baru Sebuah Pengantar*. Jakarta: Prenada Media.
- 17) Nasution, Z. (2020). *Komunikasi Pembangunan, Pengenalan Teori dan Penerapan*. Jakarta: PT Raja Grafindo.
- 18) Naufal Hisyam Silim, R. P. (2023). *Analisis Branding Fotohokkie Melalui Media Sosial Instagram. Communication Management* , 373-376.
- 19) Oscar Tanudjaja, F. S. (2018). Integrasi Hunian Dalam Tod Untuk Mengatasi Permasalahan Transit Kawasan Pasar Lama, Tangerang. *Atrium*, 43-58.
- 20) Rika Veronika, S. A. (2022). Pengaruh Daya Tarik Konten Media Sosial @akutahu terhadap Minat Baca Generasi Milenial. *Koneksi*, 295-304.
- 21) Retno Aulia Putri, Y. R. (2020). Komunikasi Strategis Pemerintah Kota Yogyakarta dalam Mensosialisasikan Kawasan Pedestrian di Malioboro. *Audiens*, 88-99
- 22) Rizdki R., N. N. (2017). *Kesenian Gambang Sebagai Identitas Etnis Tionghoa di Kampung Pondok Kota Padang. Pengkajian dan Penciptaan Seni*.
- 23) Rogers, E. M. (2003). *Diffusion of Innovations*. London: Collier Macmillan Publishers.
- 24) Susanto. (2020). Pengelolaan Media Sosial Instagram Sebagai Media Informasi Publik pada Bagian Hubungan Masyarakat dan Protokol Pemerintah Bogot. *Media dan Komunikasi*.
- 25) Soetomo. (2013). *Strategi-Strategi Pembangunan Masyarakat*. Yogyakarta: Pustaka Pelajar.
- 26) Sugiyono. (2012). *Metode Penelitian Bisnis*. Bandung: Alfabeta.
- 27) Syahroni, M. I. (2022). Prosedur Penelitian Kuantitatif. *Jurnal Al-Musthafa STIT Al-Aziziyah Lombok Barat*, 43-54.



There is an Open Access article, distributed under the term of the Creative Commons Attribution – Non Commercial 4.0 International (CC BY-NC 4.0) (<https://creativecommons.org/licenses/by-nc/4.0/>), which permits remixing, adapting and building upon the work for non-commercial use, provided the original work is properly cited.