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Cyber Public Relations Activities of Pond
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Analysis of the Use of Social Media in Cyber Public Relations Activities of Pondok Darul Hijrah

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DOI: <https://doi.org/10.21107/ilkom.v17i2.21095>

<p>Article History: Received July 10th 2023</p> <p>Revised September 25th 2023</p> <p>Accepted September 28th 2023</p>	<p>ABSTRACT</p> <p>Pondok Darul Hijrah Martapura uses various social media platforms in conveying various pesantren information to the community. Social media-based publicity activities are one of the applications of cyber public relations pesantren. This study aims to analyze the use of social media as an information medium for Pondok Darul Hijrah in Cyber Public Relations activities referring to Chris Heuer's 4C theory with four indicators of context, communication, collaboration, and connection. The approach used in this research is qualitative with a case study method. Data collection through observation, interviews, and documentation. Data analysis using Miles and Huberman's interactive model. The results showed that in the context indicator, the message was packaged in the form of videos and interesting content containing mahfudzot, pesantren information, student development, student teaching and learning activities. In the communication indicator, information is conveyed through social media platforms Instagram, Youtube and Facebook by providing quick feedback on each follower's questions. Indicator collaboration is carried out by making votes on instastory about student activities, captions recommending likes, comments, and shares, posting student achievements and connection indicators through rapid dissemination of information about pesantren activities by providing information regularly every day. Research provides benefits in the development of communication scientific studies, especially in the application of cyber public relations pesantren.</p> <p>Keywords: <i>cyber public relations; social media; Darul Hijrah</i></p> <p>ABSTRAK</p> <p>Pondok Darul Hijrah Martapura menggunakan berbagai platform media sosial dalam menyampaikan berbagai informasi pesantren kepada masyarakat. Aktivitas publisitas berbasis media sosial menjadi salah satu dari penerapan <i>cyber public relations</i> pesantren. Penelitian ini bertujuan untuk menganalisis penggunaan media sosial sebagai media informasi Pondok Darul Hijrah dalam aktivitas <i>Cyber Public Relations</i> mengacu pada teori 4C milik Chris Heuer dengan empat indikator <i>context, communication, collaboration, dan connection</i>. Pendekatan yang digunakan dalam penelitian ini adalah kualitatif dengan metode studi kasus. Pengumpulan data melalui observasi, wawancara, dan dokumentasi. Analisis data menggunakan model interaktif Miles dan Huberman. Hasil penelitian menunjukkan bahwa pada indikator <i>context</i>, pesan dikemas dalam bentuk video dan konten yang menarik dengan berisikan tentang mahfudzot, informasi pesantren, perkembangan santri, kegiatan belajar mengajar santri. Pada indikator <i>communication</i>, informasi - informasi disampaikan melalui platform media sosial Instagram, Youtube dan Facebook dengan memberikan umpan balik secara cepat pada setiap pertanyaan-pertanyaan <i>followers</i>. Indikator <i>collaboration</i> dilakukan dengan membuat voting di <i>instastory</i> tentang kegiatan-kegiatan santri, <i>caption</i> anjuran <i>like</i>, komen, dan <i>share</i>, postingan prestasi-prestasi santri dan indikator <i>connection</i> dilakukan melalui penyebaran informasi secara cepat tentang kegiatan pesantren dengan memberikan informasi secara rutin setiap sehari. Penelitian memberikan manfaat dalam pengembangan kajian keilmuan komunikasi khususnya dalam penerapan <i>cyber public relations</i> pesantren.</p> <p>Kata Kunci: <i>cyber public relations; media sosial; Darul Hijrah</i></p>
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Cite this as (APA Style):

Saputra, M. Halim & Mohammad Luthfi (2023). Analysis of the Use of Social Media in Cyber Public Relations Activities of Pondok Darul Hijrah. *Jurnal Komunikasi*, 17(2), 128-137. doi: <https://doi.org/10.21107/ilkom.v17i2.21095>

INTRODUCTION

Social media has become one of the popular media in the community and its use is growing along with the development of the times and technology that is increasingly sophisticated and requires every individual to be creative and productive in running his life, because competition can be easily created. This technology enables new ways for people to interact through social media. (Tita Milyane, 2021). The advent of social media brought a new way of people's lives. Social media is present and changes the paradigm of communication in today's society. Unlimited communication distance, time, space, can happen anywhere and anytime without having to meet face to face (Watie, 2016).

Social media is very helpful for humans to always be connected to each other. "People is on social media" was published and existed after the fact that many people in modern times spend most of their time always connecting with others through social media intermediaries (Rekha Adistia Dwirinanti, Rosiana Nurwa Indah, 2021). Richard Hunter mentioned that the presence of *new media (new media)* makes information something sought after and open. If so far, media institutions that dominate the news, the presence of social media provides flexibility for the audience to participate in the competition to disseminate information or events that occur around. The growth of public awareness of the power of information derived from the media, it must be seen that the media does not only carry information content, but its presence also brings context in it (Minan Jauharri, 2021).

The use of social media is not only limited to individuals, but has also been used by sharing organizations, one of which is pesantren. In its development, pesantren not only acts as an educational institution but also as a social institution, as an agent of renewal and community development through pesantren da'wah. In addition, pesantren is also an institution that plays a role in empowering the community economically. The function of pesantren is very important and certainly needs to keep up with the times in its da'wah activities. Therefore, the use of social media is needed to build a rapid image and profile in the community (Maulana et al., 2022). In addition, social media can increase *the engagement* of pesantren with the public, so that pesantren will be able to adapt to this change (Hutami & Angeliqa, 2020).

Pondok Darul Hijrah, Cindai Alus, Martapura is a modern pesantren that manages various educational institutions such as Tarbiyatul Mu'allimin Al Islamiyah (TMI), Madrasah Tsanawiyah (MTs), Junior High School (SMP), SMP Calligraphy Al-Qur'an, SMP Tahfizh Al-Qur'an, Madrasah Aliyah (MA) and Senior High School (SMA) (Dokumentasi dan Publikasi Pondok, 2019). The use of social media as a medium of information for the lodge is carried out to build good relations with the public, as well as part of the implementation of *public relations* through various social media-based publicity such as Instagram, YouTube, and Facebook to build *brand identity*, maintain public trust and The image of pesantren in the eyes of its audience (Hidayat, 2014).

This study focused on the analysis of the use of social media in the practice of *cyber public relations* Pondok Darul Hijrah Cindai Alus Martapura. This was done based on the observations of researchers who showed three social media platforms used as publicity media for pesantren.

Tabel 1. Followers of Pondok Darul Hijrah Cindai Alus Martapura Social Media Account

Social Media	Account Name	Followers
Instagram	Pondokdarulhijrah	9.738
Facebook	Darul Hijrah Cindai Alus	5.900
YouTube	Al-Hijrah Media TV	5.680

The table showed that there are three social media forms used by Pondok Darul Hijrah, namely Instagram has 9,738 followers, Facebook 5,900 followers, and YouTube 5,680 subscribers. The flow of communication on social media as in real life cannot be separated from the importance of upholding communication ethics. Unlimited freedom or vice versa, needs to pay attention to human values, norms, and rules like interacting in the real world (Ihsani & Febriyanti, 2021).

The use of digital technology is inevitable, it has a far-reaching influence on daily life interaction and communication. For some people the internet is no longer secondary, but has become a primary necessity of living in the digital era, marked by a series of increasingly sophisticated information technology developments. Consuming information in the era of digital media is easier because of the ease of access provided by online networks compared to consuming information from traditional media such as newspapers, television, or radio (Priyowidodo et al., 2021).

So that publicity activities carried out by organizations such as Pondok Darul Hijrah must stick to the principle. This research is focused on the use of social media managed by the Pondok Darul Hijrah Martapura Publication and Documentation Team in the practice of *Cyber public relations* using a 4C theory approach that raises 4 indicators, namely *Context* related to how to compile messages that will be disseminated to the public using appropriate, correct and appropriate language, *Communications* related to how to share information, what followers want to hear to create a sense of comfort in receiving messages by *followers* well, *Collaboration* is related to collaborating with other social media to increase good cooperation, and *Connections* is related to Able to maintain relationships and maintain sustainable relationships with *followers* on social media accounts (Brian Solis, 2010).

The assumption of the theory above is reinforced by previous research conducted by M. Friyanto Pratama in 2020 that the management of Instagram social media by Riau Provincial Government public relations refers to the 4C theory by Chris Heuer, it was found that messages in the form of photos, videos, and infographics accompanied by actual fakta and can be accounted for, and respond to all comments as much as possible. The relationship formed between Riau's public relations Instagram account and its followers goes well, and the content or information that can be shared. Aktif uses Malay in making posts and replying to comments and making posts in several variants such as videos, infographies, documentation of activities and photos (Pratama, 2020).

Another research that became a reference for researchers entitled "Social Media and Government: The Effectiveness of Instagram as Socialization Media for Merdeka Belajar Kampus Merdeka (MBKM) Program by Ministry of Education and Culture, Republic of Indonesia" by Anindita Susilo, Yuni Tresnawati, Winny Kresnowiati, & Endri Listiani revealed that The use of social media is very effective in socializing the

MBKM program as evidenced by a score of 8694 berada in the range of >Q3 to A (Susilo et al., 2022).

The two studies above focus on social media management in government valleys to test the effectiveness of social media. This study examines the use of social media in *cyber public relations* practices at Pondok Darul Hijrah Martapura referring to Chris Heuer's 4C theory, which is how Pondok Darul Hijrah compiles information and disseminates it through social media with the use of appropriate and appropriate language. How social media Pondok Darul Hijrah shares information and that can create a sense of comfort and message reception can be received by *followers* well. How Darul Hijrah's social media collaborates with other social media to increase good cooperation on how to maintain relationships and maintain sustainability with *followers* on social media accounts.

New media are media that offer *digitation, convergence, interactive*, and development of networks related to the creation of message delivery, the ability to provide interaction that allows users of new media to choose what information to consume, while being able to control the production of information produced and make desired choices, the ability to provide interaction is a key concept in understanding new media (Watie, 2016). Social media is one of the media platforms that informs and pays attention to the existence of users, it can be said that the community promotes activities and collaboration, and social media also acts as a media or facilitator, becoming a relationship or social link between users. (Muhammad Fauzan Hidayatullah, 2022). Social media is an innovative form that is widely used by the public. Through social media, people can exchange stories, share news, and do almost anything that was previously impossible due to distance and time (Rekha adistia Dwirinanti, Rosiana Nurwa Indah, 2021).

Social media is used to communicate, interact and network through online communication suggestions, basically social media is the latest evolution of new online networking technology that makes it easier for anyone to communicate, participate, share, and network to distribute their content and there are various types of social media according to Puntoadi, which are as follows: (1) Instagram (2) YouTube (3) Facebook (4) Twitter (Dwiyono, 2018). Cyber Public Relations is a form of new media creation that involves media practices that use digital and computer technology. The invention of web 2.0 has brought changes in human life activities, including the way we communicate and collaborate. The advantages of using social media in public relations activities are: (1) speed of information to the public, (2) as a means of disseminating information and promotion, (3) ease of access, (4) unlimited space and time, (5) can open opportunities for interactive communication with the public (Tita melia milyane, 2021).

METHODS

This study uses a qualitative approach to explain the phenomenon holistically comprehensively through data collection from various sources. The case study method is used to analyze in depth an event that requires various data sources and research instruments, therefore researchers use in-depth interviews, observation and documentation as data collection methods (Rachmat Kriyantono, 2006). Informant determination using *purposive sampling* to obtain complete and accurate information from credible information sources according to the criteria in this study (Sugiyono, 2018). Based on the criteria according to the focus, the informants in this study were Rizki Yogo Prayogi as Head of Division Publication and Documentation, Ardi

Siddik and Ardi Diyan Saputra as Documentation and Publication Staff of Pondok Darul Hijrah Martapura.

Data collection through non-participant observation where researchers observed *online* monitoring social media usage activities on the Pondok Darul Hijrah account by acting as a user through the researcher's personal account. Interviews were conducted with informants using *smartphones* and documenting them as documents. As for documentation related to photos of daily student activities, posts highlighting the reception of new students, videos about the Darul Hijrah guesthouse, *direct message* Pondok in the use of language, aphorisms, and age percentage data accessing Pondok social media. Data analysis using the Miles and Huberman interactive model which consists of three flows, namely data reduction, data presentation, conclusion testing (Sugiyono, 2016). Triangulation in this study is done by comparing data from interviews, observations and documentation if the data has been tested for credibility then it is considered valid. In addition, tricoagulation techniques by checking data to the same informant with different techniques (Sugiyono, 2012).

RESULT AND DISCUSSION

In practice of *cyber public relations* Pondok Darul Hijrah uses three social media as information media pesantren, namely: Instagram which can be accessed through @pondokdarulhijrah account, You tube accessed through Al-Hijrah Media TV, and Facebook accessed through the account @Pondok Darul Hijrah. Based on observation, researchers found that Pondok Darul Hijrah Cindai Alus Martapura has 8,989 Instagram followers, *Youtube* social media with 5,680 *subscribers*, and *Facebook* social media with 5,900 followers.

Instagram is used as a medium of information for daily activities. This is in line with the observations of researchers who obtained data on the number of content uploads on Instagram @pondokdarulhijrah in the form of 9 types of content in the form of photos and videos such as the activities of students and ustadz, cottage activities, information and announcements, short videos, motivations and quotes from kyai, the history of the lodge and others.

"We can inform the activities of the lodge to people who do not know about the cottage. So, our cottage search is the most on the google map they are looking to enter the website link continue to enter the Instagram social media profile, on the Instagram profile has been listed the website link that we use linktree, because the linktree is easier for parents to access, so let many reach people who do not understand what a cottage is from the contents of the cottage" (Yogo Prayogi)

Based on the researchers' observations, there are 8 types of YouTube content in the form of cottage profile videos, nasyid and bands, short movies, santri and ustadz activities, Friday sermons and others.

The use of Facebook is considered easier and more practical, because the account synchronization feature is able to make various media can be connected to each other so that Facebook was chosen as one of the information media of Pondok Darul Hijrah Martapura. This is in line with the results of research conducted by Annisa Eka Syafrina and Muhammad Rifai Alfarisi who said that the use of Facebook can provide information on factual as well as being used as a *platform* for sharing experiences or hobbies for adolescents (Syafarina & Alfarisi, 2021). Social media has a significant position for *Cyber*

Public Relations, the Documentation and Publication Team as digital PR of Pondok Darul Hijrah is required to be obliged to package information and publish activities in Pondok Darul Hijrah so that *followers* can see clearly about what activities are in Pondok Darul Hijrah. Instagram, Facebook, and YouTube are one of the social media that can be used by the public. For example, Instagram can upload images or videos with a duration of 60 seconds so that *followers* can clearly see what information has been packaged by the Cottage Documentation and Publication Team by displaying video content on Instagram, Facebook and YouTube (Setyorini, 2022). This is in line with the results of research conducted by M. Friyanto Pratama explaining that the results of the research on the management of Instagram social media by public relations as a public information media at the Riau Provincial Government convey messages in the form of photos, videos, and infographics that are accompanied by factual, and can be accounted for, and respond to all existing comments as much as possible, active in making posts and replying to comments, Create posts in several variants such as videos, infographs, activity documentation and photos (Pratama, 2020).

Communication Indicators

In addition to packaging information so that it is easy to understand, interesting, and presented completely, PR Pondok Darul Hijrah also does various information what followers want to hear to create a sense of comfort in receiving information by *followers* well. Public Relations Pondok Darul Hijrah conveyed useful information for *followers* by releasing mahfudzot content, information related to the Acceptance of New Santri the Documentation and Publication team conveyed through the highlights of the Pondok Instagram social media regarding what clothes are allowed in Pondok Darul Hijrah.

The use of an standard language in delivering messages on social media. This is done by choosing the right words (diction) and also managing public speaking for narrators in social media content. As revealed by Tia Puspita Sari and Angga Wahyu Ajeng that social media ranks at the top in searching for news access and social interaction, social media also has a major influence on language (Sari & Ajeng, 2017). Pondok Darul Hijrah has used social media as an information medium in *Cyber-Public Relations* practices through good language users to create a sense of comfort and acceptance of the message for the audience well.

This is relevant to Singgih Berlan Kosasi's research, and Engga Probi Endri explained that in conveying information, social media has characteristics for informants. This short and simple delivery of information, makes it easier for informants to absorb the information provided, informants more easily understand and understand the information provided by social media managers. This makes Instagram social media as a medium of information for informants to make discussion rooms and every question contained in social media uploads so that followers can give their responses to information uploaded by social media accounts (Munir, 2022).

This is also relevant to Susilo et.all research that communication is a way to package and share messages. The @kampusmerdeka.ri Instagram account conveys complete, up-to-date and routine information about the Merdeka Belajar program, Merdeka campus. Almost every day my manager uploads content related to the MBKM program, so that account *followers* get the latest information. In delivering messages or information, this account uses features on Instagram social media, including post/feed, instastory and others. Communication is also certainly related to the response given by the @kampusmerdeka.ri account to followers, in terms of the

accuracy of respondents stating that what is given is correct, this is sometimes the length of the response given by the @kampusmerdeka.ri account when *followers* ask, sometimes even some are not answered, so that the form of two-way communication that should occur on social media (Susilo et al., 2022).

Collaboration Indicators

Building cooperation or relationships between account managers and followers gives a positive view of the messages conveyed by managers through social media so that followers give likes and positive comments to the posts of the Pondok media account, first how the photo speaks to *followers*. Commenting on the photo without being captioned, the photo posted by the manager as if the photo tells a story, such as muhadatsah activities or conversations using Arabic and English, this activity is held every week so that many comments from *followers*, especially parents of their students, say "great to improve their language" There are also posts of student achievements such as the Language Olympiad representing many provinces from *followers* reacting or giving a positive outlook for Pondok and making Pondok shiar to the community through social media. Activities related to *collaboration* in the use of social media towards a positive view of followers, by working together between accounts and users make good things effective and efficient by responding to *followers* appropriately and quickly so that effective interactions on social media are related to meeting people's information needs. See the involvement of followers in giving likes, comments and shares to invite *followers* to be involved in spreading information.

This is in line with the results of research conducted by Frilando Pratama stating that the relationship formed by Riau public relations through their social media accounts and *followers* runs quite well because it is marked by active and open comment activities from the public and responses from public relations on their social media posts. Create collaboration or cooperation with users to enrich relationships and content, as well as information that can be shared by *followers* (Pratama, 2020). In order to maintain and maintain sustainable relationships with followers on social media accounts, Pondok manages consistently by providing the latest information through social media. YouTube managers publish Friday Sermons and upload them on YouTube social media, this is as observed by researchers related to providing information on the activities of Pondok Darul Hijrah students to *followers*



Figure 1 Feed Communication

In addition to creating video content on Pondok social media, interaction is one to create comfort for the audience, comment or ask questions in the comment column or in *direct messages* that are immediately responded quickly by the manager so that many audiences are happy with the quick response given by the manager and usually the Pondok Darul Hijrah social media management team posts photos or videos of activities. This is in line with the results of research from Samuel Ishak Putra and Nani Kurniasari who explained that the two-way communication model on social media accounts must indeed be established to build good interaction with its users, the existence of good relationships built between followers and an organization, so that *followers* become loyal to the occurrence of interactivity in social media (Samuel Ishak Putra, 2022)

CONCLUSION

Based on the results of the analysis of the use of social media in the activities of Pondok Darul Hijrah Cindai Alus Martapura, it can be concluded that the social media platforms used as information media are Instagram, YouTube, and Facebook. Packaging messages so that they are easy to understand, interesting, presented completely, and meet the needs of the community, will be done by looking for the core activities carried out by the community, making interesting content videos by inserting messages that have the values of pesantren life into Video content and delivered consistently related to the development of cottages and students.

To create a sense of comfort for followers, the delivery of information is carried out through the highlights of Instagram social media, provide quick responses to questions and statements submitted by *followers*, send *direct messages* and improve language preparation in conveying message well.

In building collaboration with other social media to increase cooperation, there will be several things done, namely making votes on *instastory* about student activities, *captions* encouraging likes, comments, and *shares*, posting student achievements. Maintaining relationships and maintaining sustainable relationships with *followers* on social media is done by consistently providing the latest information about pesantren activities that are carried out quickly and consistently in disseminating information.

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Jurnal Komunikasi Vol. 17 N0. 2 2023E-ISSN 2549-4902, ISSN 1978-4597

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Jurnal Komunikasi Vol. 17 N0. 2 2023E-ISSN 2549-4902, ISSN 1978-4597

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