

COMMUNICATION STRATEGY OF THE DKI JAKARTA PROVINCIAL EDUCATION OFFICE IN SOCIALIZING THE JOINT NEW STUDENT ADMISSION SYSTEM THROUGH INSTAGRAM @officialpmbdki

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Abstract

The Joint New Student Admission System (SPMB Bersama) is a policy implemented by the DKI Jakarta Provincial Government to expand educational access by involving private schools in overcoming public school capacity limitations. However, the policy faces challenges in delivering clear information regarding procedures and regulations, leading parents and prospective students to rely on Instagram as an information source. This study aims to analyze the communication strategy of the DKI Jakarta Provincial Education Office through @officialpmbdki. Using a descriptive qualitative approach with a constructivist paradigm, data were collected through interviews, observation, documentation, and literature review. The findings show that the communication strategy involves institutional communicators, regulation-based messages, Instagram as the main channel, and audience identification. The Lasswell Model and AIDA Theory indicate that the strategy effectively builds attention and interest, while desire and action require further strengthening.

Keywords: *Communication Strategy, Social Media, Instagram, SPMB Bersama, Public Communication.*

A. INTRODUCTION

Education is one of the fundamental rights of citizens and plays an important role in national development. To ensure equal access to education, the government continues to develop policies that support a fair, transparent, and inclusive admission system (Edeji, 2024). One of these policies is the Joint New Student Admission System (SPMB Bersama), implemented by the DKI Jakarta Provincial Government as an effort to expand educational opportunities by involving private schools in overcoming the limited capacity of public schools. The policy aims to improve educational equity, particularly for prospective students who cannot be accommodated in public schools, the implementation of SPMB Bersama is closely related to the challenge of ensuring equal access to educational facilities (Akbar & Cahaya, 2026; Pandjaitan & Anggraeni, 2024). The limited availability of public schools in several areas of Jakarta has created disparities in educational opportunities. Data from the DKI Jakarta Education Office in 2023 showed that several urban villages did not have public schools at various education levels, indicating the need for alternative solutions to expand educational access.

Table 1. Data on Urban Villages Without Public Schools in DKI Jakarta in 2023

Jenjang	Jumlah Kelurahan	Kelurahan Tidak Memiliki Sekolah Negeri	% Tidak Memiliki Sekolah Negeri	Kelurahan Tidak Memiliki Sekolah Negeri dan Swasta	% Tidak Memiliki Sekolah Negeri dan Swasta
SMP	265	84	31,7%	14 dari 84	16,6%
SMA	265	166	62,6%	58 dari 166	34,93%
SMK	265	202	76,2%	54 dari 202	26,73%

The implementation of SPMB Bersama as a policy solution requires effective communication strategies to ensure that information regarding mechanisms, procedures, and regulations is properly understood by the public. Although the policy is designed to increase access and fairness, differences in public understanding may lead to confusion among parents and prospective students (Wicitra et al., 2025). Therefore, communication is not only a means of delivering information but also an important instrument for building public understanding and trust toward government policies, in the digital era, social media has become an important communication channel for government institutions to interact with society (Intemann, 2025; Lin, 2022). Unlike conventional communication media, digital platforms allow information to be distributed quickly and enable two-way communication between institutions and the public. Instagram, as one of the most widely used social media platforms in Indonesia, provides features such as posts, stories, reels, and comment sections that support interactive communication processes (Gunawan et al., 2023; Febrianti et al., 2023).

DKI Jakarta Provincial Education Office utilizes the Instagram account @officialpmbdki as a communication platform for disseminating information regarding SPMB Bersama (Hasan & Fatah, 2025). Through this account, the institution provides information related to registration procedures, regulations, school participation, and frequently asked questions. However, the emergence of various questions and responses in the comment section indicates that the community still requires additional clarification regarding the implementation of the policy.



Figure 2. Public Interaction in the Comment Section of Instagram @officialpmbdki Regarding SPMB Bersama

The increasing use of Instagram as a public communication platform demonstrates a shift in government communication patterns from one-way information delivery toward interactive communication (Zoh et al., 2024). Through social media, government institutions are expected not only to disseminate information but also to respond to public concerns and create meaningful engagement with citizens.

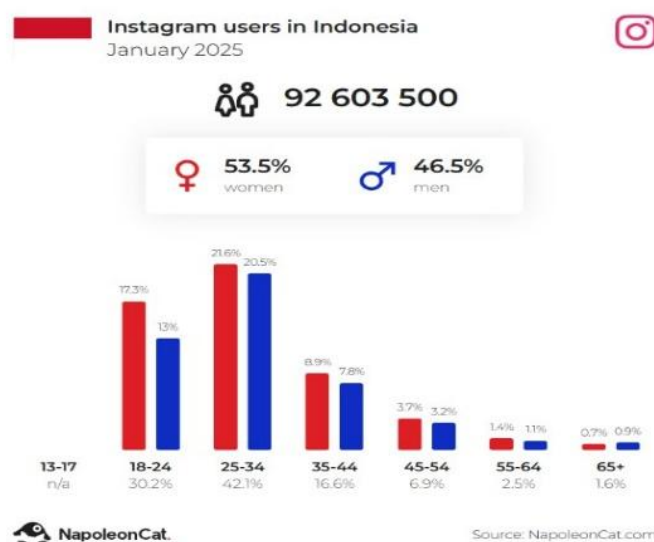


Figure 3. Instagram Profile of @officialpmbdki

Previous studies have discussed the role of government social media in public communication, particularly in disseminating information and strengthening public relations. However, research specifically examining communication strategies for educational policy socialization through government-managed Instagram accounts remains limited. Therefore, this study focuses on analyzing how the DKI Jakarta Provincial Education Office designs and implements communication strategies in socializing SPMB Bersama through the Instagram account @officialpmbdki, this study applies the Lasswell Communication Model and AIDA Theory as analytical frameworks. The Lasswell Model is used to examine communication elements consisting of communicator, message, channel, audience, and effect, while AIDA Theory is applied to analyze audience responses through the stages of attention, interest, desire, and action. This research aims to identify the communication strategy implemented by the DKI Jakarta Provincial Education Office and its contribution to effective digital public communication in educational policy dissemination.

B. LITERATURE REVIEW

In this study, the concepts of communication strategy, social media, Instagram, the Lasswell Communication Model, and AIDA Theory are applied to analyze the communication practices of the DKI Jakarta Provincial Education Office through the Instagram account @officialpmbdki. Instagram is positioned not only as a digital channel for distributing information about the Joint New Student Admission System (SPMB Bersama), but also as an interactive communication space where the institution delivers messages, responds to public inquiries, and builds engagement with parents and prospective students. The communication strategy is analyzed through the Lasswell Model by examining the communicator, message content, communication channel, target audience, and expected effects of the socialization process. Meanwhile, AIDA Theory is used to evaluate how Instagram content attracts public attention, develops interest, strengthens confidence toward the policy, and encourages participation in the SPMB Bersama process. Therefore, the integration of these theoretical perspectives provides a comprehensive framework for understanding how government institutions utilize social media to communicate educational policies effectively.

1. Communication Strategy

Communication strategy is an essential element in ensuring that information delivered by an institution can achieve the intended communication objectives. In organizational and public communication contexts, messages cannot be conveyed randomly but require systematic

planning involving message formulation, media selection, audience identification, and evaluation of communication effects. Therefore, communication strategy represents a structured process that integrates various communication components to achieve specific goals. According to Effendy, communication strategy functions as a guide in communication planning and management to achieve predetermined objectives. A communication strategy must demonstrate operational steps and tactical approaches to ensure that communication goals can be achieved effectively (Hartini et al., 2025). Furthermore, Kate et al (2022) explains that communication strategy involves planning and management to achieve communication objectives by determining important elements, including communicator, message, media, audience, and communication effects, in the context of public policy dissemination, communication strategy is not only aimed at delivering information but also influencing public understanding, attitudes, and behavior. Rogers emphasizes that communication strategy can be understood as a planned effort to create behavioral changes through the transfer of new ideas (Ettinger et al., 2025). Therefore, communication strategy is relevant in analyzing government communication practices, particularly in socializing educational policies such as the Joint New Student Admission System (SPMB Bersama).

2. Social Media as Digital Public Communication

The development of digital technology has transformed communication patterns between institutions and society. Social media has become more than a platform for information distribution; it has developed into a space for interaction, participation, and public engagement. Social media enables users to create, share, communicate, and establish virtual relationships with other users (Praratya et al., 2024; Mashun et al, 2025). According to Van Dijk, social media is a platform that emphasizes user existence and facilitates activities, collaboration, and interaction among users (Fissi et al., 2022).

This characteristic makes social media an important medium in modern public communication because audiences are no longer positioned only as passive recipients but can actively respond, provide feedback, and participate in information dissemination., in government communication, social media provides opportunities for institutions to establish direct and transparent communication with citizens (Vollmer et al., 2025; Fissi et al., 2022). Mergel defines social media as internet-based communication technology that enables government organizations to engage in two-way conversations with citizens in a direct, transparent, and participatory manner (Vollmer et al., 2025). Thus, government social media accounts function not only as digital announcement boards but also as interactive communication spaces between institutions and communities.

3. Instagram as a Government Communication Platform

Instagram is one of the social media platforms that emphasizes visual communication through photo and video content. Instagram allows users to upload, edit, distribute content, and interact with other users through various integrated features (Dhanesh et al., 2022). The characteristics of Instagram make it suitable for institutional communication because information can be presented in attractive visual formats while maintaining opportunities for interaction with audiences, in the context of government communication (Elresh et al., 2024; Fissi et al., 2022). Instagram has become an important platform for strengthening public engagement. Government institutions utilize Instagram not only to disseminate policies and information but also to build relationships and respond to public concerns (Elresh et al., 2024; Kora et al., 2025) and scholar explains that Instagram enables organizations and institutions to develop digital presence, reach broader audiences, and maintain more personal and interactive relationships with the public compared to conventional communication media.

The effectiveness of Instagram communication is also supported by its interactive features, including Stories, Direct Messages, hashtags, and visual content formats. These features allow organizations to deliver information more efficiently while encouraging audience participation (Abd Elfattah, 2024). Therefore, Instagram becomes a strategic medium for government institutions in implementing digital public communication.

4. Lasswell Communication Model

The Lasswell Communication Model provides a fundamental and systematic framework for analyzing the dynamic structure of communication processes by evaluating five core elements: who (communicator), says what (message content), in which channel (medium), to whom (target audience), and with what effect (Wei et al., 2025). The communicator carries significant weight, as institutional authority and perceived credibility heavily shape how information is received, while the message itself must be carefully crafted and delivered through media selected for their specific reach, speed, visual presentation, and interactive capacity (Amiri et al., 2023; Wei et al., 2025). Crucially, gaining a thorough understanding of target audience characteristics is essential for tailoring resonant messages and choosing the most effective platforms to cultivate meaningful changes in public knowledge, attitudes, and subsequent behavior (Song et al., 2026). Applying this theoretical foundation, the Lasswell Model serves as an analytical lens to examine how the DKI Jakarta Provincial Education Office strategically structures and integrates these essential communication components to socialize the SPMB Bersama policy through its official Instagram account, @officialpmbdki.

5. AIDA Theory in Social Media Communication

AIDA Theory is a communication model that explains the psychological process experienced by audiences before taking action. This model was introduced by Elias St. Elmo Lewis in 1898 and consists of four stages: Attention, Interest, Desire, and Action (Fan et al., 2025). The attention stage refers to the ability of a message to attract audience awareness. The interest stage occurs when audiences begin to develop curiosity and seek further information. The desire stage represents the emergence of confidence or willingness toward the message being communicated, while the action stage refers to actual responses taken by audiences (Maswichian et al., 2025; Hung et al., 2025).

According to Kotler & Keller, these four stages describe the psychological process before individuals make decisions. In the context of social media, AIDA can be used to analyze how digital content attracts attention, builds interest, develops motivation, and encourages audiences to take specific actions. The application of AIDA in social media analysis is increasingly relevant because digital platforms provide measurable interaction data. scholar explains that social media provides richer and more real-time metrics compared to conventional media, allowing communication effectiveness to be evaluated through measurable audience responses (Fan et al., 2025). Therefore, AIDA Theory is appropriate for analyzing the effectiveness of Instagram content published by @officialpmbdki in encouraging public understanding and participation in the SPMB Bersama policy.

Table 1. Theoretical Framework of the Study

Theory	Main Concept	Application in This Study
Communication Strategy	Planning communication elements to achieve objectives	Analyzing DKI Jakarta Education Office strategy
Lasswell Model	Who, Says What, Channel, Audience, Effect	Analyzing communication process
AIDA Theory	Attention, Interest, Desire, Action	Analyzing Instagram content effectiveness

Previous studies have discussed digital communication strategies and the utilization of social media by government institutions. However, limited studies have examined how educational policy socialization is strategically managed through government Instagram accounts by integrating structural communication analysis (Lasswell Model) and audience response analysis (AIDA Theory). Therefore, this study fills this gap by analyzing the communication strategy of the DKI Jakarta Provincial Education Office in socializing SPMB Bersama through Instagram @officialpmbdki.

C. METHODS

This study employed a descriptive qualitative approach with a constructivist paradigm, selected to understand and describe the communication strategy implemented by the DKI Jakarta Provincial Education Office in socializing the Joint New Student Admission System (SPMB Bersama) through the Instagram account @officialpmbdki. The constructivist paradigm was applied because the research focuses on understanding the meanings, experiences, and interpretations constructed by communication actors and audiences regarding the implementation of educational policy communication through digital media.

The research object was the communication strategy of the DKI Jakarta Provincial Education Office in disseminating information about SPMB Bersama through the official Instagram account @officialpmbdki, particularly how communication messages were planned, delivered, and received by the public, including the selection of communication channels, content presentation, audience interaction, and communication effects generated through Instagram. The data sources consisted of primary and secondary data, with primary data obtained through in-depth interviews with individuals directly involved in the implementation of SPMB Bersama communication activities, while secondary data were obtained through documentation, Instagram content analysis, official publications, and relevant literature related to communication strategy, government communication, and social media utilization. Informants were selected using purposive sampling based on their relevance and involvement in the research topic and included representatives of the DKI Jakarta Provincial Education Office as policy communicators, the Instagram management team responsible for digital content development, and members of the public, particularly parents or prospective students who received information regarding SPMB Bersama (Ahmad & Wilkins, 2025).

Table 1. Research Informants

No	Informant Category	Role in Research
1	DKI Jakarta Provincial Education Office	Providing official information and managing SPMB Bersama communication
2	Instagram Content Management Team	Planning, producing, and publishing digital communication content
3	Parents/Prospective Students	Receiving, interpreting, and responding to SPMB Bersama information

Data collection was conducted through interviews, observation, documentation, and literature review. Interviews were carried out to explore information regarding communication planning, message formulation, media selection, audience characteristics, and evaluation of communication activities. Observation was conducted by analyzing the Instagram account @officialpmbdki, particularly the uploaded content, captions, visual presentation, interaction patterns, and public responses in the comment section. Documentation was conducted by collecting Instagram posts, official announcements, policy documents, and other supporting materials related to SPMB Bersama. Literature review was conducted to strengthen the theoretical foundation related to communication strategy, digital media, Instagram communication, and public policy dissemination.

The collected data were analyzed using qualitative data analysis techniques through data reduction, data presentation, and conclusion drawing. The analysis process was conducted by organizing interview results, observation findings, and documentation data based on the theoretical framework. The Lasswell Communication Model was used to analyze communication elements, including communicator, message, channel, audience, and communication effects. Meanwhile, AIDA Theory was applied to examine how Instagram content generated audience responses through the stages of attention, interest, desire, and action. To ensure data credibility, this study applied triangulation techniques by comparing information obtained from interviews, observations, and documentation. This process was conducted to ensure consistency between statements from informants and actual communication practices observed through the Instagram account @officialpmbdki.

D. RESULTS AND DISCUSSION

The findings of this study were obtained through in-depth interviews with three informants who were directly involved in the public communication process of the DKI Jakarta Provincial Education Office, supported by observations of Instagram content on the account @officialpmbdki, documentation, and literature review. The findings focus on how the communication strategy was implemented in disseminating information regarding the Joint New Student Admission System (SPMB Bersama). The data collection process identified several important aspects, including the communication actors involved, message preparation, content management, communication channels, and audience interaction.

The research findings indicate that the communication process of SPMB Bersama through Instagram @officialpmbdki was managed through an institutional communication structure. The communication activities were not carried out individually by one social media administrator but involved coordination among several parties within the DKI Jakarta Provincial Education Office. The informants explained that content preparation involved coordination between the communication team, public relations division, and responsible officers who ensured that information published through Instagram was aligned with official policies.

Table 1. Communication Management Structure for SPMB Bersama Socialization

Communication Aspect	Findings
Communicator	DKI Jakarta Provincial Education Office as the official institution responsible for SPMB Bersama information
Content preparation	Conducted through internal coordination among communication and public relations teams
Information source	Based on official regulations, technical guidelines, and policy documents
Communication channel	Instagram account @officialpmbdki
Audience target	Parents and prospective students participating in SPMB Bersama

The interview findings show that the communicator in the SPMB Bersama socialization process represents an institutional actor rather than an individual. Ismi Latifah explained that the preparation and distribution of content involved several team members with specific responsibilities, including coordination with the supervisor and public relations team. This finding demonstrates that the management of communication activities was organized through an internal workflow within the DKI Jakarta Provincial Education Office.

Observation of the Instagram account @officialpmbdki also showed that the published SPMB Bersama content represented the institutional identity of the DKI Jakarta Provincial Education Office. This was reflected through the use of official visual identities, policy-related information, and the utilization of Instagram as an official government communication channel.

Regarding message delivery, the findings show that information published through @officialpmbdki was developed based on official regulations and technical guidelines. The content was not created independently by the social media team but referred to official documents established by the DKI Jakarta Provincial Education Office. The main objective of message delivery was to provide information that was official, accurate, and understandable for the public while supporting the principles of SPMB implementation, including objectivity, transparency, accountability, fairness, and non-discrimination.

The findings also show that the communication team adjusted the presentation of policy information to make it easier for the public to understand. Technical and administrative information related to SPMB Bersama was simplified into more accessible language without eliminating the essential meaning of the policy.

Table 2. Findings of SPMB Bersama Communication Strategy through Instagram @officialpmbdki

Aspect	Empirical Findings
Communication source	Official DKI Jakarta Provincial Education Office account
Message content	Registration procedures, regulations, technical information, and SPMB updates
Content approach	Simplification of technical information into public-friendly messages
Media utilization	Instagram posts, visual content, captions, and interaction features
Audience response	Public inquiries and discussions through Instagram interaction features

The findings further reveal that Instagram functioned as the main communication platform for disseminating SPMB Bersama information. The platform was utilized to publish various forms of content related to admission procedures, policy explanations, and frequently asked questions. Public responses were observed through interactions in the comment section, where users submitted questions and requested clarification regarding the implementation of SPMB Bersama. Overall, the empirical findings indicate that the socialization of SPMB Bersama through @officialpmbdki was conducted through a structured communication process involving institutional actors, regulation-based messages, digital content management, and public interaction. These findings demonstrate how the DKI Jakarta Provincial Education Office organized digital communication activities to deliver educational policy information to the community. The findings of this study demonstrate that the communication strategy implemented by the DKI Jakarta Provincial Education Office in socializing the Joint New Student Admission System (SPMB Bersama) through Instagram @officialpmbdki represents a structured form of digital public communication. The communication process involves institutional actors, regulation-based messages, Instagram as the communication channel, and public interaction as a form of audience engagement. These findings confirm that government communication through social media is no longer limited to one-way information delivery but has developed into an interactive process between institutions and citizens (Vollmer et al., 2025; Fissi et al., 2022).

Based on the Lasswell Communication Model, the first element, communicator (who), indicates that the source of communication is the DKI Jakarta Provincial Education Office as an institution with authority in implementing educational policies. The findings show that the credibility of information does not rely on individual administrators managing the Instagram account but on the legitimacy of the institution represented by the account (Amiri et al., 2023). This finding supports the concept of government social media proposed by Vollmer et al. (2025), which explains that social media enables government organizations to establish direct, transparent, and participatory communication with citizens.

The second element, message (says what), shows that the content published through @officialpmbdki is developed based on official regulations and technical guidelines. The communication strategy emphasizes accuracy, clarity, and accessibility of information. This approach is important because educational policies often contain administrative and technical information that may be difficult for the general public to understand. Therefore, the transformation of regulatory language into simpler public-oriented messages becomes an important communication strategy. This finding is consistent with Kate et al. (2022), who state that effective communication strategies require appropriate message formulation based on audience characteristics and communication objectives.

The third element, channel (in which channel), highlights Instagram as a strategic communication medium for SPMB Bersama socialization. Instagram provides visual communication features that allow institutions to present information through images, videos, captions, and interactive features (Dhanesh et al., 2022; Kora et al., 2025). As Praratya et al. (2024) explain, social media enables users to create, distribute, and interact with content actively. In this context, Instagram @officialpmbdki functions not only as an information dissemination platform but also as a digital communication space where the public can ask questions and provide responses.

The fourth and fifth elements of the Lasswell Model, audience (to whom) and effect (with what effect), indicate that communication effectiveness depends on how well the institution understands public information needs and encourages audience responses (Song et al., 2026; Wei et al., 2025). The presence of public discussions and inquiries in the Instagram comment section demonstrates that the audience is actively involved in interpreting and responding to policy information. However, the findings also indicate that communication effectiveness is still mainly reflected at the cognitive level, namely increasing awareness and understanding of SPMB Bersama. Further evaluation is required to measure whether digital communication successfully influences public decisions and participation.

Furthermore, the application of AIDA Theory provides additional insight into audience responses toward Instagram content. At the Attention stage, @officialpmbdki successfully attracts public awareness through official content related to SPMB Bersama, including announcements, visual information, and policy updates. The use of visual content is consistent with Instagram's characteristics as a media-sharing platform where visual elements become the primary communication component in driving public engagement (Dhanesh et al., 2022). At the Interest stage, public engagement can be observed through questions and discussions in the comment section. This indicates that audiences actively seek additional explanations regarding procedures, requirements, and implementation mechanisms (Maswichian et al., 2025; Hung et al., 2025). Instagram's interactive features support this process because they allow direct communication between institutions and citizens. Interactivity in digital platforms transforms government communication from simple information distribution into a more responsive communication process (Praratya et al., 2024; Gunawan et al., 2023).

However, the Desire and Action stages require further strengthening. Although audiences receive information and demonstrate interest, the available findings do not fully demonstrate whether the communication strategy has successfully encouraged behavioral actions, such as increased participation in the SPMB Bersama registration process (Ettinger et al., 2025). Therefore, future communication strategies should focus not only on delivering information but also on strengthening persuasive elements, providing clearer calls to action, and evaluating communication outcomes through measurable real-time engagement metrics (Fan et al., 2025). Overall, this study demonstrates that the integration of the Lasswell Communication Model and AIDA Theory provides a comprehensive framework for understanding government communication through social media. The Lasswell Model explains the structural elements of communication, while AIDA helps analyze audience responses

toward digital content. The combination of both perspectives shows that effective government communication requires not only accurate information delivery but also meaningful interaction and measurable public engagement.

E. CONCLUSION

This study concludes that the DKI Jakarta Provincial Education Office has implemented a structured communication strategy in socializing the Joint New Student Admission System (SPMB Bersama) through Instagram @officialpmbdki. The strategy involves institutional communicators, regulation-based messages, Instagram utilization as the main communication channel, and interaction with the public as information recipients. Based on the Lasswell Communication Model, the communication process has fulfilled the main elements of effective communication, including communicator, message, channel, audience, and communication effects. The DKI Jakarta Provincial Education Office acts as a credible institutional communicator, while Instagram functions as an interactive digital channel that enables information dissemination and public engagement.

The analysis using AIDA Theory shows that Instagram content has effectively achieved the stages of attention and interest by providing accessible and visually presented information regarding SPMB Bersama. However, the desire and action stages require further development through stronger persuasive strategies, clearer calls to action, and measurable evaluation of public participation. This study contributes to the understanding of digital public communication, particularly regarding how government institutions utilize social media platforms to disseminate educational policies. Future research may examine communication effectiveness using quantitative approaches, audience perception analysis, or engagement measurement to provide broader insights into government social media performance.

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