JOURNAL OF
COMMUNICATION &
PUBLIC RELATIONS

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Social Media and Communication in Crisis, Culture, Politics, Marketing and Government: Case Studies in Indonesia, Singapore, Turkey and Nigeria

The existence of communication today has felt very necessary. Various aspects of life in the organization, whether in the form of a company or government require the analysis of the communication that occurs in it. Our articles on the volume 3 nomor 2, July 2024 discuss various perspectives of communication activities in people's lives in the digital era. Starting from handling the crisis through social media in Turkey, Korean music groups, political information in Nigeria, shopping behavior in Indonesia, comparative communication on handling environmental law in Jakarta and Singapore.

The first article examines how social media plays a role in overcoming a crisis in a social group. Researcher examines how notifications and information spread through social media platforms have made people adapt to crisis situations more effectively. This can be seen from the response carried out by the community group where the researcher came from.

Editor in Chief of JCPR
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In the second article, researchers explore the importance of friendship in the Korean music industry, focusing on the SEVENTEEN group drawn through their storytelling. The authors explore how the narrative built by SEVENTEEN builds the values of friendship and creates the emotional and social situation of their fans.

The third article criticized the use of disinformation by the Nigerian government in an attempt to engage its citizens during the period 2015-2023. With in-depth analysis, the author exposes how disinformation tactics are used as a political marketing tool and build the public trust.

The fourth article examines the influence of promotional content on Shopee's Instagram account on the consumptive behavior of young women in Jakarta. Researchers evaluate how digital marketing strategies affect spending patterns and decisions of young consumers on the shopping platform.

The fifth article compares the government's communication strategy in environmental law enforcement between Indonesia (DKI Jakarta) and Singapore. The research team analyzed the pattern of communication approaches used by Indonesia and Singapore's government in overcoming violations of environmental laws and how to increase public awareness in protecting the environment.

Through these articles, we hope that readers can gain valuable insights in seeing how communication takes place in various dimensions of social, political, and economic life. Furthermore, these studies can motivate in-depth discussions for the implications of the findings presented. Enjoy your reading.

Jakarta, July 2024
Editor in Chief of JCPR

Assoc. Professor Dr. Ulani Yunus, MM

"Discover the multifaceted role of communication across social, political, and economic dimensions in this edition of JCPR. Gain valuable insights and explore comprehensive examinations of contemporary communication challenges and solutions."

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A "Notification" on The Use of Social Media as A Means of Community Resilience in Crisis Management

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ABSTRACT

This comparative study explores the role of social media in building community resilience during the Covid-19 pandemic, focusing on citizens' communication habits. Community resilience, defined as the ability to withstand, adapt, and recover from adverse situations, is crucial, especially in the face of crises like pandemics. Effective strategic communication with the target audience is vital for creating and maintaining community resilience. Strategic communication plays a key role in helping communities prepare, respond, and recover by providing clear information, encouraging cooperation, and fostering adaptable behaviors. In the digital age, where a significant portion of the population lives online, social media platforms serve as essential tools for collecting information, disseminating crisis-related news, mobilizing the audience, and contributing to crisis management efforts. This study, conducted between May 5-10, 2020, with 800 participants from Turkey and 800 from the USA, reveals that individuals in both countries spend a considerable amount of time online, utilizing at least 3-4 social media applications. Instagram, YouTube, Facebook, and Twitter are identified as popular platforms. Most importantly, both Turkey and the United States demonstrate resilient societies, and there is a significant correlation between community resilience and the use of social media for obtaining information during the Covid-19 crisis. This emphasizes the critical role of crisis communication as a key success factor in building community resilience.

Keywords: *Community Resilience, Social Media, Crisis Communication, Crisis Mangement*

INTRODUCTION

The changing nature of societies with radical developments in the field of technology has necessitated a change in the management of crises that affect a large part of the society, from economic shocks to natural disasters, and in the forms of crisis communication, which is one of the cornerstones of this management process. The global health crisis known as COVID-19 stands before us as an extraordinary, unexpected cycle of change that irreversibly shakes the dynamics of cultural life, usual ways of working and believes which are accepted as common knowledge that shape our social lives. Crises, which are sudden negative events, are difficult processes in which it is vital to build social resistance in the target audience, where the lack of resources and time creates a stressful environment for institutions, and the feelings of panic and unrest are at a high level. "Community resilience" can be defined as the collective capacity of a

community to effectively respond to, adapt to, and recover from emergencies, disasters, or unforeseen disruptions (Patel et al., 2017).

The emphasis on community resilience or the ability of community to adapt to unexpected and devastating situations such as crises and accompanying changes has been a key concept especially in recent years. South et al (2020) assert that establishing a communication channel and making decisions collaboratively between communities and services is a crucial instrument to comprehend and tackle needs and priorities. This process creates an effective environment of engagement and collaboration to increase community resilience on potential actions.

Recently, the world has faced many epidemics from ZIKA virus to various types of influenza (Bird, Swine), EBOLA to SARS, and recently the new Corona Virus 2019 (COVID-19) pandemic. The COVID-19 epidemic was a respiratory disease that emerged in Wuhan, China, in December 2019 and quickly evolved into a global pandemic. The first cases were identified in an area where live animals were sold in a seafood market. The causative agent of the disease was identified as a coronavirus, later named Severe Acute Respiratory Syndrome Coronavirus 2 (SARS-CoV-2).

This virus, which primarily causes respiratory symptoms such as cough, fever and shortness of breath, has rapidly spread among people and become a global threat. The World Health Organization (WHO) officially declared COVID-19 as a global pandemic on March 11, 2020. The pandemic has had serious effects worldwide, exceeding the capacity of health systems in many countries, causing economic problems and requiring comprehensive measures to be taken. Vaccine development studies were initiated rapidly and vaccinations began in many countries; however, the pandemic continues to have a challenging impact on societies and global health systems. Governments and the World Health Organization have sought to meticulously guide decision-making processes as the COVID-19 pandemic evolves.

In this context, while planning the measures to be taken in light of the course of the epidemic and scientific developments, they also bore the responsibility of informing the society with accurate and up-to-date information. This included transparent and regular communication to the public, taking into account the dynamic nature of the epidemic and the need to adapt to rapidly changing conditions. In addition to these efforts, the aim was to convey constantly updated information to societies through effective communication tools, ensuring that the public had access to accurate and reliable information about the pandemic.

The COVID-19 pandemic, which continues to have devastating effects on a global scale, has had an extraordinary impact not only on public health systems but also on crisis communications. The main task of crisis communication is to help people develop a realistic perspective and increase social resilience in the face of intense emotional situations they encounter. Social media has played a key role in terms of information consumption, providing clear and comprehensive crisis communication to different target groups. During this difficult pandemic process, studies examining the

effectiveness of health systems and the effects of economies on community resilience are of course important.

However, not evaluating crisis communication, which is a critical factor for success in crisis periods, would be a significant deficiency in the analysis of the COVID-19 pandemic crisis. The aim of the study is to reveal and compare how social media is used as a means of getting and spreading information by individuals during the Covid-19 crisis, which communication tool is found most reliable, how community resilience is built through social media in the USA and Turkey.

LITERATURE REVIEW OR RESEARCH BACKGROUND

a. Community Resilience and Crisis Communication

When the literature is examined, there are many studies on community resilience. While some of these focus on its definition, the currents in the emergence of the definition, others focus on its components and influencing factors (Berkes and Ross,2013; South and et al, 2020; Hou and et al, 2018; Chandra and et al, 2011; Zhang and et al, 2020; Smith, Emerson and Schuldt, 2018; Pinheiro and Matos, 2012; Katsikopoulos, 2021; Jordan and Will, 2012). In addition, some new research have been conducted that deal with community resilience within the framework of Covid-19 (Kimhi and et al, 2020). In the light of these studies community resilience can be defined as an interactive concept that refers to increasing local capacity , social support and resources (Herrman and et al, 2011), overcoming stress or adversity while decreasing risks (Turnbull, 2013;Twigg, 2007) and miscommunication (Chandra and et al, 2013; Patel and et al, 2017). Community Resiliency Assessment Measure (CCRAM) defines community resilience as "the community's ability to withstand crises or disruptions (p. 1732). Resilient community would have following characteristics (Chandra et al,2011; Wang et al, 2018):

a. Sense of unity and neighborhood integration leading to participation at the community level
b. Pre-incident planning, exercises and agreements involving collaboration between organizations
c. Sustainable local leadership supported by partnership with state and federal government
d. Culturally appropriate risk awareness
e. Access to quality healthcare for the best possible public health
f. Public services' ability to understand and meet complex demands
g. Preparation and health integration
h. Rapid restructuring of services and social networks
i. Preparedness and self-sufficiency at the individual level
j. Relevant strategies that empower and engage vulnerable communities
k. Financial resilience of families and businesses and effective use of resources for recovery.

Chandra et al states (2013) 5 core components of community resilience as seen at Figure 1: (1) physical and psychological health of the population, (2) social and economic well-being of the community, (3) effective crisis communication, (4) integration and involvement of organizations (both government and nongovernmental), and (5) social connectedness.

Figure 1: Core Components of Community Resilience

True community resilience involves accurate and timely dissemination of crisis information to stakeholders (Kar, 2019). Buzzanel (2010) explains community resilience as an ongoing process in which deliberate communicative choices facilitate adaptability to a new normal. Also, it is stated in the study of Ulmer, Seeger and Sellnow (2007) that crisis communication scholarship argue that resilience involves strategic moments for organizational learning and development. Houston et al (2015) and Rice and Jahn (2020) supports argue that strategic communication affects society's ability to make sense of a crisis, adapt to the changes caused by the crisis, and overcome it.

Organizations and institutions play an important role in the construction of this communication. In general, communication plays an important role in the management of crises to build community resilience (Tirkkonen and Louma-aho, 2011; Coombs and Holladay,2008; Porfiriev, 2007; Austin, Liu & Jin, 2012, Houston et al, 2015; Vos and Sullivan, 2014).

Crisis communication refers to the verbal, visual, and/or written exchange between the organization and its stakeholders, typically conducted through the media, occurring prior to, during, and after a crisis event. The aim is to prevent or mitigate the adverse repercussions of the crisis (Coombs, 1999). Crisis communication consists of the flow of crisis information and efforts to manage stakeholder responses (Coombs, 2008). According to Freberg, Palenchar, and Veil (2013), crisis communication aims to describe a specific event, describe possible consequences, and convey information to affected communities in an honest, candid, fast, accurate and complete manner which are very effective factors on community resilience.

The traditional one-way communication approach is not enough to achieve goals to build community resilience (Katsikopoulos, 2021) so a more flexible, two-way communication is needed, which is social media. According to Schultz, Utz and Goritz (2011), communication medium used in communication in crisis situations is of greater importance than the message. Ngai and Jin (2016) explained that, in addition to traditional information sources, social media also has a more positive effect on crisis communication and public reactions. In this context, the selection and interaction of communication tools should be taken into consideration when creating crisis communication strategies.

b. Social Media

'Social media' and 'community resilience' are two critical concepts that appear increasingly in the crisis management and crisis communication literature. Many researchers believe that using social media to support community safety and educate societies to become resilient communities can help build community resilience (White,2012; Dufty,2011; Taylor et al, 2012; Vos and Sullivan,2014; Houston,2018). However, the most important role of social media in crisis situations is to support the flow of information, as it is known that inappropriate social media content can worsen the crisis

Meeting the need for information is one of the most important issues in times of crisis (Canöz, 2015). The pandemic is a distinctive crisis, constituting a crisis of collective responsibility that necessitates the swift activation of established communication techniques (Yoon,2022; Saliou, 1994). The likelihood of a rebound in crises is higher during a pandemic if the local population has access to trustworthy information (Çerçi et al, 2020).

Individuals frequently encounter challenges in effective communication as a result of unclear communication objectives and a shortage of crucial supporting messages. Prompt availability of dependable information sources, particularly during crisis situations, fosters increased confidence among local residents and facilitates swift adaptation to the circumstances. This enables them to take prompt actions without the necessity for extensive verification of information. (Substance Abuse and Mental Health Services Administration, 2019).

Social media refers to a digital communication environment where users create, share, interact and network with content through internet-based platforms. Social media platforms allow users to share text, photos, videos and other content and often encourage interaction between users. Popular social media platforms include various applications such as Facebook, Twitter, Instagram, LinkedIn, YouTube and Snapchat (Tyas & Hutagaol, 2021). Social media creates a global network of digital connections, enabling individuals, communities and organizations to reach a wide audience, share information and communicate (Helinsha & Margawati, 2022). Thanks to these applications users can reach the information they are looking for or the content they are

interested in, as well as sharing content and information with each other (Kamiloğlu and Yurttaş, 2014; Freberg, et al., 2013; Dufty,2012).

Social media provides possibilities for engaging in immediate conversations with the intended audience, fostering trust, and inspiring them (Tirkkonen and Luoma-aho, 2011: 172). While traditional news outlets have consistently played a vital role in informing and influencing the public's perception of risks, social media has swiftly emerged as a crucial factor in determining public understanding and responses. Experts can employ social media as a tool in crisis intervention by swiftly disseminating information about hazards and educating the public and patients on actions that can be taken to mitigate risks (Ophir,2018). The benefits of using social media in crisis are as follows (Prentice and Huffman, 2008; Currie,2009; Sutton et al, 2008);

a. Rapid Information Dissemination: Social media enables information to be delivered to large audiences quickly. In times of crisis, instant updates and important information can be shared quickly.

b. Providing Reliable Information: Social media plays a crucial role in delivering trustworthy information during crises by facilitating the near real-time dissemination of information to citizens, employees, and the media.

c. Two-Way Communication: Social media platforms allow people to give feedback, ask questions, and reach out to authorities directly. This makes it easier for the community to interact and exchange information.

d. Community Solidarity: During crises, social media brings people together. Those who need help can find support, volunteers can organize, and community solidarity can increase.

e. Community Resilience: Social media allows crisis communicators to track negative news and develop counter-discourse to build community resilience.

f. Immediate Reaction to Crisis: Social media enables rapid reaction in times of crisis. Emergency notifications, evacuation instructions and other important information can be shared instantly.

g. Real-Time Updates:Social media provides real-time updates on events. This helps the community stay updated on the latest developments and gives them a better understanding of the situation.

h. Information Mapping: Social media can contribute to crisis mapping. Information from the community can be used to understand the extent and impacts of the event.

These advantages are important as social media enhances communication during times of crisis and helps societies cope more effectively.

According to Beatson (2017), social media can strengthen community resilience in three main ways. Firstly, it can assist in mobilizing volunteers, enabling them to form connections, express concerns, develop a shared identity, and establish the community required to coordinate and mobilize for collective civic engagement (2014). Secondly, social media can empower individuals by allowing a small group of influential users to engage with a significantly larger audience of non-engaged users (Skuse and

Brimacombe, 2014). Lastly, it can enhance information-seeking behaviors by enabling users to transition between the roles of information consumers and content producers (Currie, 2009).

In this sense, social media can play an effective role in enhancing community resilience in times of crisis. Social media derives its effectiveness as an information source from its ability to provide consolidated information flows that encompass both official (such as government Facebook pages) and unofficial sources. This includes real-time information contributed by the general public during a crisis, along with various information sources. The consolidated information flows offered by social media carry the potential to interact with a broad segment of society and enhance information sharing.

In the initial stages of a crisis, social media functions as a significant tool to balance the community's emotional state, alleviate concerns, and contribute to maintaining social harmony (Van der Meer and Verhoeven, 2013). The sharing of information across various platforms enables the rapid dissemination of current and accurate information related to emergencies, fostering awareness within the community and encouraging effective actions.

However, it is crucial to note at this point that the reliability and accuracy of the information provided by social media are of great importance. Incorrect or misleading information can adversely affect the crisis management process. Therefore, leveraging social media as an effective and reliable communication tool to enhance community resilience during crisis times requires careful and attentive information management. Effective use of social media enables early and rapid crisis intervention for the majority of the society (Ngai and Jin, 2016).

During critical situations where every moment is vital, it is essential for crisis managers to establish and activate their official social media accounts to distribute information to various segments of society, including citizens, journalists, and the global public (Guide for Crisis Communication by the Turkish Ministry of Interior, 2020). Alongside the advancements in communication technologies, the methods through which individuals obtain and share information have experienced notable transformations. Social media has gradually evolved into an essential component of movements related to information acquisition and dissemination over time.

METHODOLOGY

The research which was conducted with the aim of revealing and comparing; how social media is used as a means of getting and spreading information by individuals during the Covid-19 crisis, which communication tool is found most reliable, how community resilience is built through social media in the USA and Turkey, includes the qualitative and quantitative evaluation and interpretation of the data obtained via online questionnaire carried out with 800 participants from Turkey and 800 participants from the USA between 5-10 May 2020.

764 valid questionnaires from Turkey and 771 from the USA were analyzed. The questionnaire consists of three parts: demographic features of participants, social media usage behaviors and community resilience statements. The third part was constituted depending on Connor-Davidson resilience scale (2003) and National Resilience Scale developed by Kimhi et al (2018).

The data about demographic features of participants, social media usage behaviors about Turkish people obtained in Turkey was used in another study of author (Çerçi, et al, 2020) but "Community Resilience Results" weren't used in that study. In the light of theoretical knowledge, the following questions were tried to be answered in the study.

a. *Research Question 1*. How many social media applications do participants use?

b. *Research Question 2.* Which social media application do participants use most?

c. *Research Question 3.* Which information source do participants find most reliable in obtaining information about the COVID-19 pandemic?

d. *Research Question 4.* Which information source do participants use most to get information about the COVID-19 pandemic?

e. *Research Question 5.* Do Turkish people feel themselves part of their country?

f. *Research Question 6.* Do American people feel themselves part of their country?

g. *Research Question 7.* Are American community and Turkish community resilient?

To answer these research questions in the analysis of the data, respectively; descriptive statistical technique such as frequency distribution was used to reveal the demographic characteristics of the respondents and some behaviors related to their use of social media, and their social media usage status in the COVID-19 crisis. The relationship between the use of social media at the time of crisis and demographic characteristics, which is one of the main objectives of the research, was tested with Independent Samples T-Test (Independent Samples T-Test) in binary options such as gender, and Chi-Square in multi-choices, and the significance level was p= less than or equal to 0.05 were evaluated.

RESULTS AND DISCUSSION

The research, aimed at uncovering and comparing how individuals use social media for acquiring and disseminating information during the Covid-19 crisis, determining which communication tool is deemed most reliable, and exploring how community resilience is built through social media in the USA and Turkey, was conducted. The data collection process and analysis methods described in the methodology section have provided a reliable and comprehensive dataset for this purpose. The collected data and findings will be analyzed and evaluated in this section to answer the research questions. This

evaluation will provide an in-depth insight into how social media usage and community resilience have been affected during the Covid-19 crisis in Turkey and the USA.

Table 1: Demographic Features

GENDER		N	Percentage
TURKEY	Female	372	48,7
	Male	392	51,3
	Total	764	100
The USA	Female	396	51,43
	Male	374	48,57
	Total	770	100

When table 1 is analyzed, it is seen that there a balance in distribution of female and male participants, so gender difference is not an obstacle to evaluate the findings of the study.

Also, considering the age distribution of the respondents in Turkey, 17.9% of them are in the 15-25 age range, 31.9% are in the 26-35 age range, 26.2% are in the 36-45 age range, 17.8% are in the 46-55 age range. It is seen that 6.2% of them are in the age range of 56 and over. 8,7 % of participants in the USA are in the 15-25 age range, 22,9% are in the 26-35 age range, 39,9% are in the 36-45 age range, 22,8 % are in the 46-55 age range. It is seen that 5,7% of them are in the age range of 56 and over. According to these data, it can be said that there is a balanced distribution in terms of age distribution of the participants.

Table 2: Distribution of Time Spent by Participants on Social Media

How much time do you spend daily on social media?	TURKEY			The USA		
	Frequency	Percent	Cumilative Percent	Frequency	Percent	Cumilative Percent
Less than 60 minutes	217	28,4	28,4	198	25,7	25,7
Between 61-120 minutes	287	37,6	66,0	441	57,1	82,8
Between 121 and 180 minutes	161	21,1	87,0	110	14,3	97,1
Between 181-240 minutes	55	7,2	94,2	22	2,9	100
241 minutes or more	44	5,8	100,0	-	-	
Total	764	100,0		771	100	

Table 2 shows that 71,6 % of Turkish society spend at least 1 hour on social media in a day while 74,3 % of American people spend same time on social media in one day It can be concluded that both societies spend remarkable time being online so any government or institution that wants to convey messages to the people must use social media in a successful way.

Table 3: Number of Social Media Apps Used

How many of the social media apps do you use?	TURKEY			The USA		
	Frequency	Percent	Cumilative Percent	Frequency	Percent	Cumilative Percent
1-2	335	43,8	43,8	220	28,5	28,7
3-4	331	43,3	87,2	418	54,2	82,9
5-6	78	10,2	97,4	110	14,3	97,1
7-8	13	1,7	99,1	22	2,9	100,0
9 and above	7	,9	100,0	-	-	
Total	764	100,0		771	100,0	

It is seen in Table 3 that there is difference between two countries in terms of using 1-2 social media applications; in Turkey 43,8 % of participants use 1-2 apps but in the USA 28,5 % of participants use 1-2 social media apps. On the other hand, more people use 3-4 of these applications in the USA (54,2%) than in Turkey (43,3%) and in both countries it is possible to state that at least a 10% of people use 5-6 social media applications which means that it is not enough to use a single social media platform to reach the target audience in both societies, and it is very important to operate in at least 3-4 different channels in order to convey the messages to the desired number of people and reach the communication goals.

Table 4: Distribution of Social Media Applications Most Used by Participants

What social media app do you use the most?	TURKEY			The USA		
	Frequency	Percent	Cumilative Percent	Frequency	Percent	Cumilative Percent
Twitter	64	8,3	8,3	47	6,2	6,2
WhatsApp	277	36,3	44,6	285	36,9	43,1
Instagram	206	27,0	71,6	166	21,5	64,6
Facebook	87	11,4	83	83	10,8	75,4
Messenger	5	0,7	83,7	24	3,1	78,5
YouTube	125	16,3	100	166	21,5	100
Total	764	100,0		771	100,0	

When table 4 is analyzed, it is clear that Whatsapp is the most used social media application both in Turkey (36,3%) and in the USA (36,9%), followed by Instagram, Youtube, Facebook and Twitter, respectively. Messenger draws attention with the least usage rate. So, it can be said that social media preferences show similarity in both countries.

Table 5: Distribution of Social Media Use for Informing in the COVID-19 Crisis

Do you get information about the Covid-19 crisis on social media?	TURKEY			The USA		
	Frequency	Percent	Cumulative Percent	Frequency	Percent	Cumulative Percent
Yes	576	75,4	75,4	638	82,86	82,86
No	188	24,6	100,0	132	17,14	100,0
Total	764	100,0		770	100,0	

In the research, participants were asked whether they get information about Covid-19 crisis on social media or not. Obtained data is really interesting (Table 5) considering the power of traditional media. At least 75% of participants both in Turkey (75,4%) and in the USA (82,86%) have been using social media in order to get information about Covid-19 outbreak and this shows that since pandemic was declared with increasing deaths due to the Covid-19 virus worldwide, people who turned to compulsory restrictions in their daily life have turned to social media more in terms of accessing information about both social life and Covid-19.

It can be concluded from the data that along with the changing technology and daily lifestyles, people also needed different channels to obtain information and turned to new channels; this means that it is vital for the authorities to use social media in emergency and unexpected situations where it is absolutely necessary to convey messages to the target audience quickly and accurately, and to reach a large part of the public.

Table 6: Distribution of the Most Reliable Information Sources for Obtaining Information on the COVID-19 Crisis

What is the most reliable source of information about the Covid-19 outbreak?		Frequency	Percent	Cumulative Percent
TURKEY	Social media	118	15,4	15,4
	Television	141	18,5	33,9
	Newspaper	9	1,2	35,1
	Radio	2	,3	35,3
	Ministry of Health Web Page	170	22,3	57,6
	Minister of Health (Fahrettin Koca)	297	38,9	96,5
	Other Officials of the State	18	2,4	98,8
	My Neighborhood	9	1,2	
				100,0
	Total	764	100,0	
The USA	United States Department of Health and Human Services Web Site	286	37,1	37,1
	CDC	198	25,7	62,9
	Television	132	17,1	80
	Social Media	66	8,6	88,6

	Freq	%	Cumulative
Newspaper	44	5,7	94,3
Alex Azar	22	2,9	97,2
Other State Officials	22	2,9	100,0
Total	770	100,0	

According to Table 6, Fahrettin Koca who is the Minister of Health is the most reliable information source in Turkey (38,9%), but Alex Azar who is responsible for same duty in America is ranked sixth (2,9%). Ministry of Health web page is the second most reliable source in Turkey (22,3%) while in the USA, United States Department of Health and Human Services web site is seen as the most reliable one (37,1%). Another striking element among the results is the evaluation of television as a more reliable source of information than social media. From this, it is concluded that although the preferability of social media has increased, television, which is a traditional media tool for information purposes, has been preserving its place.

Table 7: Comparison of Community Resilience Results-I

		The USA		TURKEY	
		Freq	%	Freq	%
Do you feel yourself part of community?	Neutral	45	5,8	11	1,4
	1. Yes	638	82,7	689	90,2
	2. No	88	11,4	64	8,4
	Total	771	100,0	764	100,0
Do you feel left alone in the pandemic?	Neutral	89	11,5	61	8,0
	1. Yes	198	25,7	128	16,8
	2. No	484	62,8	575	75,2
	Total	771	100,0	764	100,0
Do you feel well informed about covid-19?	Neutral	1	,1	3	0,4
	1. Yes	638	82,7	617	80,8
	2. No	132	17,1	144	18,8
	Total	771	100,0	764	100,0
Do you feel connected to World?	Neutral	67	8,7	15	2,0
	1. Yes	660	85,6	623	81,5
	2. No	44	5,7	126	16,5
	Total	771	100,0	764	100,0

Questions in Table 7 were developed depending on Connor-Davidson resilience scale (2003) and National Resilience Scale developed by Kimhi et al (2018) and asked to participants. In the light of obtained data, it can be said that most of the people of both countries feel themselves part of their countries (82,7% USA; 90,2%Turkey), well informed about Covid-19 (82,7%USA; 80,8% Turkey), connected to world (85,6% USA; 81,5%Turkey) and they don't feel alone in the pandemic (62,8%USA; 75,2% Turkey). In other words, most of Turkish and American people have strong and positive feelings towards their countries even under this stressful pandemic.

Table 8: Comparison of Community Resilience Results-II

		The USA		TURKEY	
		Freq	%	Freq	%
I can depend on people in my country.	Maybe	220	28,5	201	26,3
	1. Yes	397	51,5	427	55,9
	2. No	154	20	136	17,8
	Total	771	100	764	100,0
I can cope with anxiety in this Covid-19 crisis.	Maybe	72	9,3	58	7,6
	1. Yes	581	75,4	517	67,7
	2. No	118	15,3	189	24,7
	Total	771	100	764	100,0
I believe in the ability of my community to overcome an emergency situation.	Maybe	242	31,4	256	33,5
	1. Yes	397	51,5	347	45,4
	2. No	132	17,1	161	21,1
	Total	771	100	764	100,0
I have faith in the decision makers about Covid-19.	Maybe	198	25,7	198	25,9
	1. Yes	375	48,6	392	51,3
	2. No	198	25,7	174	22,8
	Total	771	100	764	100,0
My country is organized for emergency situation.	Maybe	154	20	249	32,6
	1. Yes	397	51,5	357	46,7
	2. No	220	28,5	158	20,7
	Total	771	100	764	100,0
I feel a sense of belonging to my country and community.	Maybe	141	18,3	78	10,2
	1. Yes	517	67	638	83,5
	2. No	113	14,7	48	6,3
	Total	771	100	764	100,0

When the answers to the statements in Table 8, which were formed on the basis of mentioned scales, are evaluated, it is seen that more than half of the popularity of both countries can depend on people in their countries (51,5%USA; 55,9% Turkey), can cope with anxiety in this Covid-19 crisis (75,4% USA; 67,7% Turkey) and feel a sense of belonging to their countries and communities (67% USA; 83,5% Turkey). Despite a little bit doubt is felt, approximately half of the participants, in other words half of the population, believe in the ability of their communities to overcome an emergency situation (51,5% USA; 45,4% Turkey), have faith in the decision makers about Covid-19 (48,6% USA; 51,3% Turkey) and think their country is organized for emergency situation (51,5% USA; 46,7% Turkey). As a result of these findings, it is obvious that communities of the USA and Turkey are resilient. In addition, when the relationship between the expressions of community resilience in Table 8 and the use of social media for information purposes is examined, a positive and significant relationship emerges (t=4,371; sd.=762; p<.05).

CONCLUSION

Community resilience is crucial in adapting to sudden, unexpected events that impact society, such as pandemics, which induce widespread panic and necessitate robust crisis communication strategies. Effective crisis communication, which involves timely and accurate messaging, is essential for crisis management and is heavily dependent on social media. Social media provides interactive communication that is not bound by time or place, making it indispensable for successful crisis management.

This study explored how social media is utilized for information dissemination during the Covid-19 crisis, identifying which communication tools are deemed most reliable, and how community resilience is fostered through social media in the USA and Turkey. The research included qualitative and quantitative analysis based on an online survey of 800 participants from each country.

The findings reveal that people in both countries spend significant time online daily, frequently using social media platforms such as Instagram, YouTube, Facebook, and Twitter to obtain information about Covid-19. The study concludes that both Turkish and American societies are resilient, with a significant relationship between community resilience and social media use for information during the Covid-19 crisis.

In light of these findings, it is evident that governments and authorities must actively engage on social media to communicate effectively with the public and manage crises, thereby fostering resilient communities.

BIODATA

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The Importance of Friendship; Storytelling in Korean Music Industry by SEVENTEEN

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ABSTRACT

Hallyu or K-Pop or pop culture from South Korea divided into several generations, the third generation that truly blasted through their most distinguishable of developing and storytelling concepts, conveying more than music, but stories and own concepts. SEVENTEEN's storytelling conveyed messages about friendship lead to being a support system in the community seek answering the where some researchers also mentioned having a strong support system led to many positive benefits and with many estimations of adult over the world experienced loneliness to mental illness. Using the narrative paradigm and observing SEVENTEEN's concerts and its contents to discover the meaning of SEVENTEEN's storytelling. Based on Friendship research by Parker & Asher, founded SEVENTEEN growth, relationships, and life are all embodied in performances the members create together becoming the value they brought to the world. Their shared moments, music and performances lead to a positive special and unique relationship with their audience and establishing a supportive and affective environment throughout the community. SEVENTEEN lights up the positive energy, as a support system were it being able to minimize the negative effects from youth-hood period.

Keywords: *Friendship, Support system, Storytelling, Narrative Paradigm, SEVENTEEN.*

INTRODUCTION

Hallyu or the Korean wave was the concept of pop culture from South Korea that has grown up and predominant becoming one of the major culture drivers with mainly focus in their music or known as K-Pop which has become increasingly phenomenal to global audiences within the past 10 years. Several South Korean artists have hit the Billboard charts, perform in American TV Shows, and sell out world tour shows (Romano, 2018).

In the mid 1990s, the first generation of K-POP Group, the earliest generation of idols in history. During this time, Korean dance and hip-hop music are the most popular, and idols are debuting even without systematic training. The second generation of K-POP started during the mid-2000s to early 2010s that can be seen helping shape the global K-POP industry today and the next Korean Wave. During the second-generation era, complex choreography and addictive songs were introduced under the guidance of a strict training system. 2011 marked the start of the 3rd generation of K-POP, within this generation, the concept of their songs received attention as it uses "K-POP" to provide inspirational topics that stick to fans such as encouraging self-love, support system, friendship, and other unique concepts (Abrar, 2022).

The most distinguishable trait of third-generation boy and girl groups is more into developing and storytelling the group concepts and or "universes" to attract their target audiences or fans and being on an international scale, targeted to those who want and need more than just the music, but it has stories and own concepts (Hayati & Afriani, 2022). K-POP as a genre saw an unprecedented growth in the quality of not only the songs themselves, but also the stories that linked in every choreographies, music videos, promotional content, merchandise, and many more (Kang, 2020). The third generation mixed the differences and bright with their storytelling through all the album concepts that visually and musically set them apart from others and made the third generation groups gained a lot of attention and initially got a lot of support as well (Sharma et al., 2022).

During the third generation, with the experiment of their creative concepts and narratives, storytelling across different contents is used by the groups to captivate their audiences; Groups and their companies are constantly finding new ways to up their levels of engagement as the industry grows and becomes more popular such as VIXX, BTS, GOT7, SEVENTEEN, MONSTA X (hgordon, 2020).

K-pop storytelling developed in emphasizing empowerment, self-confidence, and social consciousness. For example, many people become K-pop fans for the first time because they experience and establish a personal connection to BTS through their "love yourself" message, albums series, and the universe. BTS in particular has told fans to love themselves and to speak their own truth, while taking an active role in addressing larger social concerns. The sense of empowerment through K-Pop encourages the fans to be more revealing in every aspect of their lives that could lead into a movement (Park, 2020).

Included in one of the storytelling in K-Pop, girl group BLACKPINK proudly have a strong and unapologetic stage presence, unique sound and style. Through their single Ddu-Du Ddu-Du in 2018, they convey a deeper meaning about empowering females and motivates women to actively contribute in various parts of society. BLACKPINK conveys a message to become a strong woman and build one's own identity and be proud of it alongside portraying to be a strong and proud woman who has the identity. Leading to proof and proving that women with all their talents and ambitions could be an

inspiration and a new figure of a tough woman in the modern era and be the part of the feminism act in the postmodern feminism (Isabel et al., 2022).

SEVENTEEN is known for its title of "self-producing idol" where all the members actively contribute to their storytelling of the music, albums, choreographies, production, performances, etc (Pawa, 2020; Imaji, 2022; Bell, 2019). The special thing within SEVENTEEN is their "friendship ring", it symbolizes them as SEVENTEEN. SEVENTEEN have been really proud to brag the deep meaning behind the rings, their leader Scoups (Seungcheol) has mentioned one of SEVENTEEN's strengths is their friendship rings (Wolfe, 2022). Their inseparable friendship by having spent years together, even before their debut their love for each other runs deep, these rings represent their bond and even though they are distancing they always feel the members are always there, their pure friendship develops a great teamwork for their success (Eum, 2022). SEVENTEEN describing their teamwork "We have so many members that even when we're apart, there's at least one other member next to each member (U.Kim, 2019). Whenever one of us has a hard time, we pull him forward from the front and push him forward from the back."

Friendships and love relationships develop as a result of interpersonal attraction. It is proposed that resemblance, proximity, and attractiveness can also have adverse effects: In the presence of these elements, people may start to loathe a person. When choosing intimate friends, similarity, closeness, and attractiveness are significant, but other considerations weigh greater importance (Roberts-Griffin, 2011). Rook (1985) emphasized that the support system is part of the social function in relationships that describe the quality of bonds between individuals. In addition, this support system relationship could provide emotional satisfaction in someone's life.

Support systems could lead people to be better prepared in facing problems and difficulties that occur as having a support system makes people feel safe and protected from the various things that might happen. At a much further point, a support system can make you feel cared for, loved, calmed, and even gain more confidence. Many psychologists and mental health experts shared how support systems establish an important role in someone's life because, as social beings, people need support from the one closest to them to face hardships and achieve goals. A study by the American Psychological Association found having a strong relationship support system could lead to various aspects of health and well-being. On the other hand, having poor social support could cause depression and loneliness, risk of depression, drug abuse, suicide, various diseases, and significant changes in brain function. By having a good support system, everything will feel easier (Nouval, 2023).

Throughout acts and discography, SEVENTEEN's trying to convey the importance of friendship as a support system not only within each other but also for their surroundings, started from their fans. Being a support system is when people have others that could provide them with practical or emotional support, having people to rely on when in a tough situation and having the right people to spend time with. Some of researchers also mentioned having a strong support system led to many positive

benefits, such as higher levels of well-being, reduced depression, anxiety and stress, having better coping skills, and establishing a longer healthier life (Hood, 2020).

SEVENTEEN friendship rings change every time they release Full albums, their fifth ring they proudly showcasing the concept by incorporating their fans CARAT into the concept in recognition of the love and support they have showered through the years. During their debut project, they're asked to take off the rings and regain them back by showing their loyalty and belief in the promises the rings held (Wolfe, 2022). Having a total of 4 full albums, 3 repackaged albums, 11 Korean mini albums and 4 Japanese mini albums, they dedicated their song about themselves to the fans. Member Vernon mentioned that any of SEVENTEEN's songs are fan dedication songs containing the messages of love, support and consolation for an unnamed "you", the listener as a person and ways of showing love and support toward each other (Song, 2022).

In every concert they hold, SEVENTEEN always carries a message about friendship. In 2022, SEVENTEEN received a grand prize in "Best Concert" in the 9th E-Daily Culture Awards for their recent World Tour concert Be The Sun, with total of 2 shows in South Korea with approximately sold out all the 50.000 tickets, 12 concerts in the USA, 8 shows in Asia, and 6 stadium tours in Japan and selling out 270,000 tickets during the Japan Tours. Additionally, they will have another stadium concert in Philippines (Bulacan) and Indonesia (Jakarta) which proves the success of their Be The Sun concert (Ya, 2022).

Maatota et al. (2019) highlight that, in the context of brand management, storytelling has evolved into a powerful tool for creating impact. Their findings indicate that storytelling approaches are highly relevant to everyday settings, fostering public engagement and building relationships based on shared experiences. Furthermore, storytelling used to communicate messages should reflect the company's core values. Nicoli et al. (2021) examine how digital storytelling can be utilized in social media campaigns to create more engaging content. Digital storytelling has been employed to enhance learning environments, pedagogical methods, and participatory democracies.

Given the public's recognition of the importance of support systems and how SEVENTEEN's storytelling effectively conveys messages about friendship, this study aims to address the following problem statement: What is the meaning of SEVENTEEN's storytelling about friendship?

LITERATURE REVIEW OR RESEARCH BACKGROUND
Narrative Paradigm
Walter Fisher in (West & Turner, 2014) conceptualized ideas to address issues that arise in the public which suggests that humans are natural storytellers and how good stories are more persuasive than arguments. Fisher added how humans are storytellers with values, emotions, and appealing considerations as the basis for how a good story is stronger than an argument. Revealing that humans prefer narrative logic over traditional logic in arguments as narrative logic indicates that a person judges the credibility of a speaker based on the suitability of what they are telling in a coherence manner and

having accuracy or fidelity. Fisher stated that the narrative paradigm approaches on how all meaningful communication is in the form of storytelling. Fisher believes the fundamental nature of human beings is that humans are storytellers and they perceive their lives in a narrative form.

Fisher lays the groundwork for reclaiming the importance of the narrative, or story, without denigrating logic and reason, and he establishes a new way of conceptualizing rhetoric. Furthermore, Fisher asserts that stories, or mythos, are imbued in all human communication applications, even those involving logic because all arguments include "ideas that cannot be verified or proved in any absolute way. Fisher thus attempts to bridge the divide between logos (rational argument) and mythos (story, or narrative).

Storytelling

According to Denning (2016), storytelling has been a powerful means of spreading ideas for decades. This universal phenomenon exists across all peoples, societies, and cultures, providing personal cognition, narration, resolutions, and explanations by allowing people to interpret presentations through their own experiences. Stories enable audiences to draw on their experiences and reach the same conclusions as the storyteller, making it a natural and engaging method of connecting with diverse audiences. Previous research adds that strategic narrative or storytelling is useful for communicators, such as governments and brand owners, to convey the value of their brands and policies (Arceneaux, 2024)

Sinclair (2005), Stories can be rich in media through a number of contexts and have both a high social presence that brings people closer to one another physically and psychologically. Stories enhance commitment and memory significantly, as well as carrying symbolic information and conveying meaning. Stories can use personal characteristics that help the communicator build a convincing picture for listeners that is in line with their own views and aspirations. This makes the narration more compelling. Storytelling minimizes the probability of a covert plan, resulting in actual influence.

Corporations have been using storytelling more and more as a strategy to try and bridge the gap between employees and organizations or between customers and companies and build a bridge of longevity, loyalty, understanding, connection, and trust. It is possible to awaken something that's already dormant in each of us by using stories to deliver a message. By using stories to explain ideas, corporations can make sure everyone is working toward the same objectives and upholding the same core values.

Friendship

Friendship involves sequences of interaction between two or more people who know each other and with a characterized bond with one of the primary motivations to have a companionship. In most cultures, friendship is marked as one of the important phases for a person's life span as friendships have an important effect on individuals'

socioemotional adjustment. In particular, friends have served as a significant source of social support starting from childhood, adolescence, and adulthood. Especially, during a person's childhood and adolescence, friendship plays a notable role in developing an individual's sense of self-worth as in friendship people share personal thoughts and feelings with one another. In addition, social support from friends has significant positive effects on well-being in increasing life satisfaction and happiness, contributing to the ability to successfully cope with stress, and even decreasing vulnerability as in friendship offering the opportunity to give and take validation for individuals' self-worth. Moreover, youth who develop friendships have a better sense of self-worth than those who do not have it (Berger et al., 2017).

Friends offer closeness, support, and protection leading to the quality of friendship as one of the factors that could influence an individual's trust in creating relationships with others. (Waldrip et al., 2008) Furthermore, Fosenburg (2018) supports that the quality of friendship is necessary in simplifying complex individual development ways for example organizing independent succession, establishing positive competition, building and maintaining relationships with others, and increasing the freedom for each individual. People with high-quality of friendships tend to have higher self-esteem and show fewer symptoms of psychopathology as having understanding friends helps each person to complete the development process and accommodate independence. Furthermore, Parker & Asher (1993) stated the 6 aspects of friendship:

a. Validation and Caring. How big is the relationship characterized by care, support, and interest
b. Conflict and betrayal. How big the relationship characterized by arguments, disagreements, distractions, and distrust
c. Companionship and recreation. How much time spending a good time together in or outside school within friendship
d. Help and guidance. Friendship is characterized by mutual assistance to one another and not hesitating to help each other in everything.
e. Intimate exchange. Marked by to what extent the disclosure of personal information and feelings within the friendship.
f. Conflict revolution. The way in dealing with the differences of opinion is resolved efficiently and fairly.

Music Industry

Tschmuck (2012) stated about music as a symbol that is shifted into a product for trade which led to the depiction of the music industry as the network that facilitates the production and distribution of music as the product, through the process of labor and communication with the support of technologies to bring the product available to the public and the mass consumption as the result. Creating a more complex, multidimensional, and heterogeneous sector rather than a simple term. Supported by Kellogg (2014) where music was a product that was sold in two forms: live at concerts

and printed on sheet music, Kellogg implied the music industry as the intersection of art and business that was built around technology and entrepreneurship innovation. Furthermore, Hesmondhalgh (2012) Music Industry is separated into three sub-industries; Publishing, Recording, and Live Performance. Although the three industries have separately proceeded, their interface and interaction are included in the music industry that engages in creation and culture.

As mentioned above, having a world tour concert is a time-honored way to promote an album for an artist. Performing is the second essential thing for most artists and groups thus many groups start out by playing in their local hometown, then region, and going worldwide. At each stop along the world tour, the artists seek to build support for their records, with the help of local promoters which ensure the occurrence of the concerts by choosing good venues, services, and other accommodations and managing good promotion regarding the acts. Although the expenses for doing tours are often high, tours have the potential to generate lots of money, from the sales of official merchandise and even albums creating the total income that came from a concert could be surprisingly high (Turow, 2009).

METHODOLOGY

This research adopts a constructivist paradigm to understand how cultural meanings are formed through interactions between communicators and receivers, focusing on the active interpretation of messages within society (Eriyanto, 2015). Utilizing a qualitative approach, the study explores the meanings constructed through SEVENTEEN's content, aiming to understand the phenomena in a holistic manner (Moleong, 2018). Specifically, a descriptive-qualitative method is used to analyze SEVENTEEN's concerts, investigating facts and concepts about the events and their impact on the Korean music industry (Nazir, 2009).

Secondary sources, such as books, journals, news articles, websites, and prior research, support the findings obtained from observations (Nuzirwan & Sukandar, 2021). The research focuses on elements of friendship depicted in SEVENTEEN's concert content, including validation, conflict, companionship, help, intimate exchange, and conflict resolution. The analysis draws evidence from concert messages, promotional materials, content, set lists, and achievements.

The primary object of study is the content from SEVENTEEN's World Tour 'ODE TO YOU' held in 2019-2020, providing a comprehensive understanding of how their storytelling conveys messages of friendship and builds connections with their audience.

RESULTS AND DISCUSSION

SEVENTEEN (세븐틴) debuted on May 26, 2015, under Pledis Entertainment, comprising 13 members and 3 sub-units forming one cohesive team. The hip-hop team is led by S.Coups, consisting of Wonwoo, Mingyu, and Vernon. Woozi, who is also the group's main producer, leads the vocal team, including Jeonghan, Joshua, DK, and Seungkwan. Hoshi heads the performance team with members Jun, The8, and Dino. Known as a "self-

producing idol" group, SEVENTEEN members actively participate in creating their own music and performances, with Woozi as the primary producer and Hoshi and the performance team leading choreography design. Additionally, all members contribute to various aspects, with hip-hop and vocal units participating in lyric writing (PLEDIS Entertainment, 2023; kpopping, 2023).

SEVENTEEN's concerts are known for conveying messages of friendship and the importance of a support system. This was evident when they achieved 27th place on the Midyear Billboard Boxscore charts for shows between November 2022 and April 30, 2023, being the only K-Pop artist on the chart. Their tour grossed approximately 30 million USD, attracting over 300,000 attendees across just 8 shows (Frankenberg, 2023).

Friendship Storytelling Analysis Parker & Asher (1993)
To analyze the friendship messages conveyed by SEVENTEEN through their concerts, we used Parker & Asher's (1993) framework, focusing on six aspects of friendship: validation and caring; conflict and betrayal; companionship and recreation; help and guidance; intimate exchange; and conflict resolution.

a. Validation and Caring
Parker & Asher (1993) highlight validation and caring through 10 points, such as making each other feel important and special (The Korea Times, 2019), expressing support (Seventeen Concert 'Power Of Love': Power Version, 2021, 19:31; (Seventeen, 2021, 2:59; (Seventeen, 2021, 6:46) and caring about each other's feelings (Seventeen Concert 'Power Of Love': Japan Edition, 2021, 2:33:04; (Seventeen World Tour [Be The Sun] - Seoul Dvd, 2023, 13: 25; 19:12). During their "Ode To You" tour (2019-2020), SEVENTEEN expressed strong feelings of love and respect for their fans, evident in their messages and performances (The Korea Times, 2019). The "In-Complete" online concert in 2021 further exemplified this by including every fan song they had released, creating a personal and intimate experience (The Britannica Dictionary, 2023).

During the "Be The Sun" tour, SEVENTEEN aimed to create a concert where everyone could participate, emphasizing the fans' importance to TEAM SVT. The "Power of Love" concert included special surprises, such as personalized autotune greetings from each member, showcasing their creativity and support for each other's ideas (Seventeen Concert 'Power Of Love': Power Version, 2021). Members constantly praised each other's contributions, such as Dino's solo performances and Woozi's songwriting skills (Seventeen World Tour [Be The Sun] - Seoul Dvd, 2023).

b. Conflict and Betrayal
The second aspect of SEVENTEEN's relationship involves the intensity of their interactions, characterized by arguments, disagreements, distractions, and distrust.
   a. Bug each other a lot. The members frequently annoy each other, starting from early stages such as during their "Incomplete" concert, where

members like Hoshi, Joshua, Seungkwan, Jun, and Dino were often teased for their actions or mistakes (2021 SEVENTEEN ONLINE CONCERT 'IN-COMPLETE', 2021, 30:45). In their "Power of Love" concerts, Hoshi and Woozi playfully bothered SCOUPS, and the members mimicked his actions, while Woozi was also teased (SEVENTEEN CONCERT 'POWER OF LOVE': POWER Version, 2021, 24:40). Fans, known as CARATs, also engage in this playful bugging, as seen when DK teased Mingyu about his triceps at a soundcheck event (SEVENTEEN WORLD TOUR [BE THE SUN] - SEOUL DVD, 2023, 25:21).

b. Argue a lot. SEVENTEEN is known for constant bickering. Members like Seungkwan-Dino, Mingyu-Jeonghan, and SCOUPS-Mingyu have well-known love-hate relationships. Their quarrels appear in daily life, variety shows, and concerts. For instance, DK teased Jeonghan about his age (SEVENTEEN, 2021, 1:31), and the group teased Dino for his "Dino three member TMI Talkshow" (SEVENTEEN, 2021, 6:15). SCOUPS and Mingyu had a notable quarrel during a VCR shoot for the "IN-COMPLETE" online concert (SEVENTEEN, 2021, 0:47).

c. Get mad a lot. Members mentioned Jeonghan's sensitivity during their "Ode To You" world tour, where he got mad frequently, even at his shoes or the automatic faucet in the hotel. Both SCOUPS and Jeonghan were noted for being sensitive and anxious, leading to hiatuses during the tour ("EP. 03 On An Unfamiliar Road," 2020; "EP. 11 Come To Me," 2020).

Despite these minor conflicts, they maintain a strong bond, often resolving disagreements through humor and camaraderie (Basbas, 2021).

c. Companionship and Recreation

This aspect focuses on the intensity of SEVENTEEN's bond, emphasizing the joy and connection they experience together, whether during work or leisure.

a. Always play together at recess. The members have fun even during short breaks, such as Dino and DK entertaining others with just a guitar. DK mentioned that the members are his main motivation during concerts, making hard work enjoyable ("EP. 13 I'll Be With You To The Finish Line," 2020, 1:48). During preparations for concerts like INCOMPLETE and Power of Love, Jun noted that the members constantly joked around due to their long-standing familiarity with each other (Lee, 2021).

b. Do fun things together a lot. DK highlighted the encore stage's atmosphere of happiness and passion, emphasizing the joy of performing together (Billboard Staff, 2020). Dino mentioned that the goal for their "Be The Sun" concert was to entertain their fans without any worries (SEVENTEEN WORLD TOUR [BE THE SUN] - SEOUL DVD, 2023, 15:06). Pham (2022) described how the group's most genuine moments often occur off-stage, demonstrating that SEVENTEEN is a group of close friends who enjoy spending time together.

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c. Go to each others' houses. On the show "Ask Us Anything," Joshua shared that Hoshi once visited his home in LA and had a meal with his mother. Mingyu added that The8 spent time with his father fishing and having lunch, even without Mingyu's presence (Yoo, 2020, 52:05-53:38). During their world tour in Jakarta, members' families attended the concert, with Seungkwan singing a birthday song for his mother (SEVENTEEN WORLD TOUR 'BE THE SUN' in Jakarta, 2022).

For instance, they find joy in simple activities like playing the guitar together or joking around during rehearsals (Lee, 2021). Their encore stages often highlight this sense of fun and connection with the fans (Billboard Staff, 2020).

d. Help and Guidance

The fourth aspect of SEVENTEEN's friendship highlights their mutual assistance, emphasizing how they help each other with various tasks and challenges, both routine and complex.

a. Helps me so I can get done quicker. SCOUPS assisted Jeonghan with timing during a dance break, providing ideas and support (SEVENTEEN, 2021, 4:32). The group works together to support any member who falls behind during practice, maintaining balance and harmony despite their different personalities.

b. Help each other with schoolwork a lot. When a member is missing, the rest cover their spot, working harder to maintain performance quality. Wonwoo discussed how, despite Dino's absence, he persevered through their show (Hit The Road, "EP. 02 Speed Isn't All That Matters," 2020, 8:32). During the "Be The Sun" tour, JUN and The8 learned new choreography with help from other members, including Dino and SCOUPS (SEVENTEEN WORLD TOUR [BE THE SUN] - SEOUL DVD, 2023, 8:54).

c. Gives advice with figuring things out. Joshua shared in a Billboard interview how being part of SEVENTEEN taught him negotiation, compromise, and support, predicting a bright future due to their teamwork. SCOUPS emphasized the confidence gained from having 12 trusted friends (Benjamin, 2022). The8 reflected on the positive impact of their tours on his motivation and emotions (Cha, 2020; SEVENTEEN, 2021, 4:24). Wonwoo noted their maturity growth through these experiences (SEVENTEEN, 2021, 8:03).

d. Count on each other for good ideas on how to get things done. Joshua appreciated Dino's contributions post-quarantine, highlighting how they rely on each other to enhance performances (SEVENTEEN, 2022, 0:49). Jun gained confidence and improved communication skills from his interactions with other members, who often praise and spend time with him (Lee, 2021). Jeonghan expressed his motivation to improve and

contribute to the team, inspired by the other members' strengths (Kang, 2021).

e. Come up with good ideas on ways to do things. Hoshi explained how SEVENTEEN generates many good ideas by goofing around and tossing ideas freely. Often, the best ideas emerge when collaborating with other members (Lim, 2021). They frequently offer advice and encouragement, fostering a supportive environment (Benjamin, 2022).

e. Intimate Exchange

The intimate exchange aspect of SEVENTEEN's friendship is marked by the extent of personal disclosure and emotional sharing among members.

a. Talk about the things that make us sad. SEVENTEEN's special single "Us, Again" was emotionally significant as it highlighted their sadness during the COVID-19 pandemic when they couldn't meet fans in person. During the IN-COMPLETE concert, CARATs surprised the members by singing this song, causing an emotional reaction. The members shared their feelings about the heartbreaking situation and the concert's theme of feeling "incomplete" without direct interaction with fans (2021 SEVENTEEN ONLINE CONCERT 'IN-COMPLETE', 2021, 2:09:40).

b. Tell each other secrets. In the "Hit The Road" documentary, members shared personal moments and thoughts from their Ode To You World Tour. SCOUPS discussed his anxiety during a hiatus, Wonwoo revealed his insecurities, Seungkwan shared his preference for solo nighttime walks, and other members disclosed their struggles and intimate emotions ("EP. 03 On An Unfamiliar Road," 2020; "EP. 02 Speed Isn't All That Matters," 2020; "EP.07 The Road We Walk Together," 2020; "EP. 06 After Passing This Halfway Mark," 2020; "EP. 10 A Time To Face Myself," 2020; "EP. 04 at the End of This Road," 2020; "EP. 01 For You To Walk Comfortably," 2020)

During the Be The Sun in Seoul commentary, The8 discussed their contract renewal and Seungkwan emotionally shared their deep bond and ambition after 10 years together, highlighting their seriousness about the team and mutual support (SEVENTEEN WORLD TOUR 'BE THE SUN' in SEOUL Day 2, 2022, 2:49:45; 3:17:33).

c. Tell each other private things. During the ODE TO YOU concert, the song "Space" conveyed feelings of loneliness and the importance of support systems. The members also performed "Smile Flower," which holds special meaning for them, expressing happiness, worries, and gratitude for their fans and each other. They shared how the song evokes warmth and sorrow, and how it symbolizes their emotional journey and strength from CARATs (SEVENTEEN World Tour 'ODE TO YOU' in Seoul, 2020, 1:23:50).

f. Conflict Resolution

The last aspect of SEVENTEEN's friendship involves how they handle differences of opinion, resolving disagreements fairly and efficiently.

    a. Make up easily when we have a fight. During their 7th anniversary dinner live, SEVENTEEN members discussed how they have learned to resolve conflicts effectively, which has allowed them to stay together for over 10 years and renew their contracts. They emphasized the importance of openly discussing issues and resolving them immediately. Their performance director, Yoon Hye Lim, noted that this willingness to talk things out is a key factor in their enduring relationship (Song, 2022).

    b. Get over our arguments really quickly & Talk about how to get over being mad at each other. In the "Ode To You" off the record, Jeonghan explained that they mediate disagreements by having extensive conversations to find a middle ground. JUN added that understanding each other's differences has made it easier to communicate and resolve conflicts (SEVENTEEN Ode to You, Off the Record, 2020).

From the messages of concerts above, a support system can be defined as the presence or availability of individuals one can rely on, demonstrating concern, value, and affection for others (Sarason et al., 1983). SEVENTEEN exemplifies a support system for each other and their fans, CARATs, providing emotional and practical support from their trainee days to now. Their growth, relationships, and lives are embodied in their performances, showcasing the value they bring to the K-pop world.

Concerts are a space for SEVENTEEN to express love and emotion, spending time with each other and their fans. They ensure everyone, including members, audiences, and staff, feels valued and respected. This companionship creates happiness and reduces stress, establishing self-esteem and motivation through compliments and support. CARATs reciprocate this support, reinforcing their strong relationship.

SEVENTEEN members have grown up together, experiencing arguments and fights that strengthen their bond and understanding. They embody growth, honest emotional exchange, comfort, and love in their music, performances, and interactions. The8 once said SEVENTEEN is his youth, where he learns, starts, grows, and feels strong emotions ("EP. 10 A Time To Face Myself," 2020, 2:34).

Adolescence is a formative time with physical, emotional, and social changes. Supportive interactions among friends significantly impact adolescent mental health (Mitic et al., 2021). Social support systems help reduce negative effects of mental illnesses like anxiety and depression, and promote self-esteem and well-being (Field & Schuldberg, 2011; Gariépy et al., 2018; Scardera et al., 2020; Liu et al., 2021; Alcantara et al., 2017). Support systems exist in emotional, affective, and informational forms, contributing to youthful well-being and life satisfaction.

SEVENTEEN's storytelling about friendship and support resonates with audiences, reflecting modern values and social issues. Korean idols, including SEVENTEEN, engage in these discussions through their content, aiming for wider acceptance. The importance of support systems is highlighted as a defense for youth

mental health, aligning with the stress-buffering hypothesis. High levels of support are linked to greater well-being, emphasizing the value of informal supportive relationships, particularly within a family (Dinisman et al., 2013).

CONCLUSION

Through the moments shared in their concert, SEVENTEEN's friendship tells the storytelling about their youth, how their struggle for being the person and group they're now. Even each of the members is really fond of each other and even through their stories, their process. But SEVENTEEN not only enhance that special bond between himself but they also encourage their fans to do the same, they also do similar things to their audience, building up a friend relationship by supporting and caring by the way of their word of affirmation and quality time.

SEVENTEEN's storytelling also marked the differences with the older generations of K-Pop that only consist of going with the flow of trends consisting of the melded of western cultural influences and wider issues rather than only as a protest to the current government. The Korean music industry nowadays have their uniqueness and message to differentiate themselves from others due to the overwhelming amount of idol and music. Therefore, storytelling is one of the current trends used by the artists and idols in the Korean music industry.

BIODATA

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Marketing Government: X-raying Nigerian Government's Use of Disinformation in Citizen-Engagement (2015-2023)

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ABSTRACT

The goal of citizen/public engagement is to make develop trust between the government and the governed. However, evidence shows that citizens are losing trust on the government owing to misleading information. Thus, it has become imperative to investigate the underlying aim of government communication and the consequence of the approach adopted by the governments in engaging with their citizens. This paper sought to peripherally investigate the approach adopted by the Nigerian government between May 29th 2015, and May 29th 2023. Since the work of marketing the government is predominately domiciled within the official functions of the Minister of Information and Culture, this paper focuses on the speeches made by the then Minister. The study adopted agenda setting theory and propaganda model as the theoretical framework that guided the research. To attain the basic aim of this paper, qualitative content analysis was adopted by the researcher, which allows for the speeches made by the Minister within the timeframe being studied to be examined. This study found that most of the information and speeches made via interviews, press releases and press conferences for public consumption by the then Minister of on issues about security and economy were generally misleading. Thus, the study recommended that the government adopt a different but balanced approach, as its current strategy will likely cause general disillusionment amongst the citizenry. The balance must keep the citizens gainfully informed, even considering public safety, interest and the government's official secrets.

Keywords: Government, citizen engagement, disinformation, Nigeria, Media

INTRODUCTION

Globally, the goal of public or citizenship engagement is to promote trust between the governed and the government (Colomina et al., 2021). Similar to how Indonesia

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leveraged its diplomatic strength in the Rohingya case, successfully earning trust by drafting a five-point consensus on Myanmar that was endorsed by ASEAN countries (Marlina, et al., 2024). Unfortunately, in most cases, citizens' trust and confidence in their government are on a decline, which is traceable to 'marketing-the-government' approach which often leads to misleading information (Jackson, 2018; Iroanusi, 2019).

In Nigeria, public engagement is implemented by the government through its Ministry of Information (Ajimotokan, 2023), with focus on communicating government's initiatives on issues of public concern. In the context of Nigeria in general, and the study period in particular, these concerns bordered majorly on issues with security, power generation, fuel scarcity, corruption, crude oil theft, economy, foreign relations, education, health, and mining (Ibekwe, 2015; Agomuo, 2023). On these outlined challenges, the Nigerian government made a number of statements and claims to the citizenry on strategies and achievements in handling these challenges (Ibekwe, 2015; Ajimotokan, 2023).

On the surface, this willingness to share information and engage with the citizenry represents the expectation of democracy, where the popular assumption is that an informed citizenry is necessary for democracy to thrive (Dame Adjin-Tettey, 2022). A thriving democracy, therefore, must create situations where citizens will have access to credible information due to its power to "guide" public opinion and form consciences and preferences. This perhaps informs this position by Akinfeleye (2003) who stressed that:

> Information is even more necessary for effective governance and administration. Lack of information, misuse of information, or hoarding of information will be counterproductive in governance and/or administration". It is sufficient to say that in modern society, information occupies a very important position in the day-to-day activities of modern man. Any inadequacy in information gathering, processing, and dissemination will give room for rumor networking.

However, it would appear that the reality is that governments' communication is generally steered towards disinformation (Bradshaw & Howard, 2019). A cynical view of the modern democratic state is that it is run by politicians whose objective, among others, is to feed citizens misleading information to create a notion that such a thing can be a reliable fact (Butcher, 2019). The outcome is that disinformation broadly defined as false, inaccurate, or misleading information designed, presented, and promoted intentionally to cause public harm or achieve an objective (Colomina et al., 2021) is more prevalent, with the impact now exacerbated due to the rise of social media platforms. The 2019 Bradshaw & Howard report indicates that political parties or leaders in countries where democracy is practiced, including Nigeria, "used computational propaganda tools by amassing fake followers to gain voter support."

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Given this context, it is logical to assume that the Nigerian government has adopted disinformation at various points in its engagement with citizens. This study investigates disinformation and propaganda as citizen engagement strategies between 2015 and 2023 by examining selected speeches, releases, and reports from the Minister of Information and Culture, Alhaji Lai Mohammed. Citizen engagement involves acting-by-listening, where interactions enhance self-determination in taking action. It is a combination of two-way involvement and two-way communication by the government (Canel et al., 2022).

The Federal Minister overseeing the Ministry of Information and Culture is responsible for public engagements on behalf of the Presidency, aiming to build citizens' trust in the country's leadership, an essential construct in the social contract under which government and the governed live, especially in democratic societies (Kumagai & Iorio, 2018). However, the 2022 Trust Barometer by the Edelman Group suggests that more citizens globally are losing trust in their governments, with 66% of respondents indicating their governments have been misleading in their information (Kehoe, 2022). This raises questions about the underlying aim of government communication and the consequences of the approach adopted by most governments in engaging with their citizens. Thus, this study aims to determine if the Nigerian government has engaged in using disinformation as a citizen-engagement strategy, focusing on the activities of the Nigerian Minister for Information, Culture, and National Orientation, Alhaji Lai Mohammed, from 2015 to 2023.

The broad objective of this study is to ascertain if, and the extent to which, the Nigerian government, through Alhaji Lai Mohammed, has used disinformation in its communication with Nigerians about the administration's activities and achievements from 2015 to 2023. Specific objectives include determining key claims made by the Minister on government activities and achievements and establishing the use of disinformation by verifying these claims against independent data.

This study's novelty lies in its insightful discourse on the idea of marketing the government in Nigeria through evaluations of statements credited to the Minister of Information under President Buhari's administration. No other study has investigated the exact objectives of this research. The content analytical approach provided a wide variety of sources, adding to the study's novelty.

LITERATURE REVIEW OR RESEARCH BACKGROUND
Disinformation: Conceptual clarifications
Disinformation is a current phenomenon (Rodríguez-Fernández, 2019). The concept of disinformation has been variously defined with the same variables by individuals and organisations. Disinformation is defined as "deliberately misleading or biased information; manipulated narrative or facts; propaganda" (Citron, 2023). Disinformation is not different from misinformation. The difference is in the motives. The UNESCO handbook on journalism training states that while disinformation is intentionally created to mislead, harm or manipulate someone or a group of people,

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misinformation is false information created or shared without the intention to cause harm. Disinformation is also different from malinformation, as malinformation is based on fact but used out of context to mislead, harm, or manipulate (Dame Adjin-Tettey, 2022).

Santos-D'amorim and Miranda (2020) give a graphical representation of disinformation, misinformation and misinformation as shown below.
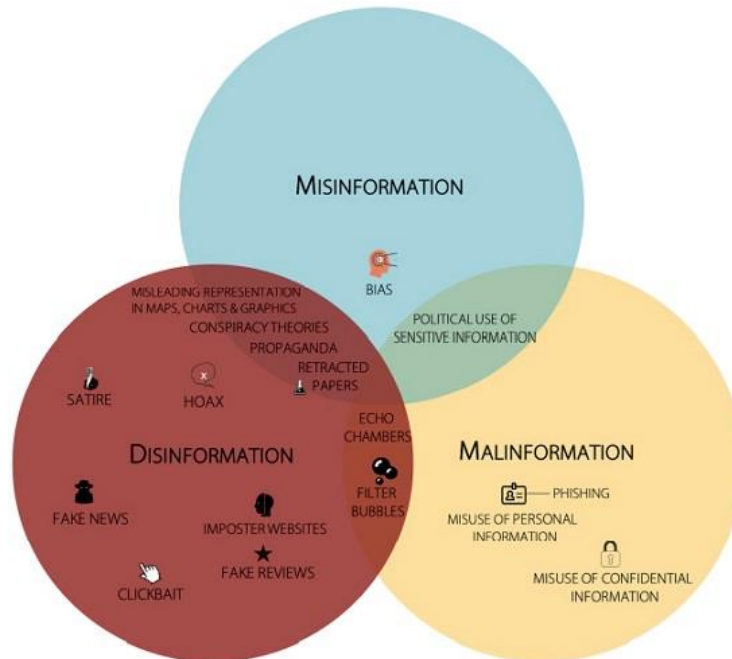
Figure 1: Santos-D'amorim and Miranda's Practical incidences about mis-, dis-, and mal-information according to their intentionality (2020).

However, for the purpose of this study, Jackson's (2018) definition which sees disinformation as *the use of half-truths and non-rational arguments to manipulate public opinion in pursuit of political objectives*, will serve to guide the understanding of the concept and its application in the arguments going forward.

Democracy, information and disinformation
According to Gibson and Rommel (2007), the characterisation of modern societies as "information societies" has become commonplace; in general, all societies are constituted by communication, as all social processes are performed by exchanging information. Quoting Bell (1973) and Salvaggio (1989), they admit that more than ever before, the control of information and communication has become a central determinant of political power and social structure (Success and failure of individual and collective actors alike depend increasingly on their ability to communicate properly.

Freelon and Wells (2020) feel that disinformation is part of political communication. Due to the nature of politics, disinformation has become a citizen's engagement strategy widely used by politicians. Although its usage is not restricted to politics, Santos-D'amorim and Miranda (2020) give the scenarios where disinformation

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has been used. They include the 2016 election campaign in the United States of America, Brexit in the United Kingdom, and, more recently, the 2018 presidential elections in Brazil, where disinformation was credited to have helped Bolsonaro as the winner (Riberiro, 2018). It can also be said that it played out in general election campaigns in Nigeria. For instance, in the build-up to the 2023 elections (a trend that had started from the 2015, and continued in the 2019 general elections), Luckscheiter (2022) quoted Dr. Tobi Oluwatola, executive director of the Centre for Journalism Innovation and Development (CJID) as saying that key political players used bots to grow their social media following and engagement, which had negative implications for the proliferation of fake and unverified news, before, during and after the elections. Iroanusi (2019) cites a Premium Times newspaper fact check of how political actors used social media in during the 2019 presidential elections to present false narratives of their popularity; for instance, the use of other events – either very well or scantily attended – to show how popular their candidates were, and how unpopular the opposition was.

The United States Agency for International Development (USAID) has observed that the practice of disinformation, while not new to democracies, is a core challenge to democracy, rights, and the promotion of good governance (Reppell & Shein, 2019). As Bennett & Livingston (2018) stated, this concept, as a political communication strategy, is gaining ground significantly as many democratic nations are experiencing increased levels of false information circulating through social media and political websites that mimic journalism formats, especially with the democratization of media ownership. In many cases, the authors submitted, disinformation is associated with the efforts of movements and parties on the radical right to mobilize supporters against center parties and the mainstream press that carries their messages.

In today's world, it has become very common in Western societies and, indeed, in every democratic society, candidacies for public office depend on candidates' abilities to reach voters through the mass media. In a similar vein, Zavala (2011) expands the gamut of political communication by saying that the new technology has increased the sophistication of political communication in political campaigns and governmental communications. New media technologies extend the potential for matching political messages and private interests, permitting greater effectiveness in marketing its candidate or cause (Zavala, 2011). New media offer communication channels between citizens, politicians, and institutions more effectively than the mass media.

Akers et al. (2019) classify that the current mis- and dis-information situation is due to six factors: (1) democratization of content creation, (2) rapid news cycle and economic incentives, (3) wide and immediate reach and interactivity, (4) organic and intentionally created filter bubbles, (5) algorithmic curation and lack of transparency, and (6) scale and anonymity in online accounts.

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Theoretical framework
  a. *Agenda setting*
  The media's influence on society has been the focus of a considerable number of theoretical postulations. The role of the media in governance and politics is the focus of one of the most popular media-effects theories: agenda setting. Malcheff (2010) identifies that the agenda-setting theory is a product of studies into what he termed the 'pervasiveness of media.' Postulated by Valenzuela and McCombs (2019), agenda setting captures the general perception of the media's capacity to influence the public's dominant thoughts. Zain (2014) described the theory in stating that the media may not tell people to think, but can influence what they think about. Ojo et al. (2021) opine that the theory postulates that the opinions people hold on public importance are largely influenced by the information provided by the media about those issues. They believe whether an issue is worthy of public importance is generally determined by how much the media pay attention and cast their spotlight on those issues. Littlejohn and Foss (2009) identify that what agenda setting does is that it shows the relationship between the media and society concerning what people should generally think about. These 'agendas', which are identified as media's, public's or policy's, are generally geared towards influencing the general direction of public opinion, which is a key construct in agenda setting.

  What is clear from this is that if there are agendas, then there will be entities behind these agendas that aim to shape or channel public interest and opinion in the direction that best serves them. These interests, according to Klaehn (2002) are largely political and economic and wield significant power over how the media engage with the public to shape their opinion. This study's position is largely how political interests use the media, with specific attention paid to how the government engage, using the media to sell its agendas. The ideal situation is that the position of the government concerning how they will engage with the citizenry using the media will be driven by the public interest (Blankertz, 2020). Public interest here symbolises the 'common good' or the 'general well-being of the people. However, the actual situation is that altruistic objectives like public interest do not always drive the government's agenda (Blankertz, 2020).

  While the government also uses the media to set agenda for policy, there are strong pointers to the fact that the government also uses the media to drive the agenda of perpetuating itself, which, in many instances, would mean attempting to shape public opinion on issues that do not advance the wellbeing of the generality of the populace (Resodihardjo, 2021). The government's – in this case, the Nigerian government – use of the media to frame issues of public importance has been the focus of many empirical endeavours, and a consensus is that the government often seek to control media apparatuses – either directly by ownership or indirectly, through regulations and laws – with the view to

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ensuring that the media are, essentially, mouthpieces for their agenda. This will describe the motivation behind the proliferation of government-owned broadcast media stations by different state governments before and even after the deregulation of the Nigerian broadcast industry, which allowed for private ownership of broadcasting stations (Sunday, 2008). A direct implication of the need for the government to control the narrative is the tendency to twist, distort, misrepresent or embellish facts to bend them to fit the agenda/frame the government is trying to promote at the time. This best introduces the second theoretical leg this study is standing on.

b. *Propaganda Model*

Propaganda has been described by Jefkins (2003) as a benign information, communication, education and persuasion strategy, who added that the negative perception that is now being attached to the term can be traced to its use by notorious characters, such as Adolf Hitler. However, the extent to which people have adopted this 'strategy' created the need to provide an empirical attempt to understand how the media helps shape opinions and drive narratives.

Klaehn (2009) states that these 'news-defining' factors (or filters, as they called them) as including ownership, advertising, information sourcing, flak, and anti-communism. For Klaehn, the sum of these filters is that they explain the hegemonic relationship between those who control the media – Pedro-Carañana (2011, p. 1865) refers to them as 'elites', in particular, those with "financial-economic power, political-state power, and military power, although it is not limited exclusively to these three sectors" – seek to have with the general public, especially concerning how public opinion is shaped through the instrumentality of news. The propaganda model assumes intentionality about how news is gathered and who is considered a worthy information source, all contributing to how the 'mainstream news' appetite is built up in media audiences. For instance, Klaehn (2008) cites Herman (2000) as saying that press releases (and other PR activities) constitute a significant source of news, which means that every press conference or media briefing is an attempt to control the narrative and shape social reality, often to the benefit of the 'elites'.

Nigeria perfectly fits the environment's profile that Pedro-carañana et al (2018) describe as conducive for the hegemonic relationship that the propaganda model thrives. The government now operates commercial broadcasting (under the guise of public service broadcasting) often in direct competition with private economic interests who control media. It is not uncommon to see government-owned media accounts of public events noticeably different from the same reports by privately-owned media organisations, which is a manifestation of attempts to drive a narrative – garbed as news – that will advance the economic and/or political interests of their sponsors.

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METHODOLOGY

This paper adopts qualitative content analysis. The study period was from 2015 to 2023, the period during Alhaji Lai Mohammed was spokesperson – as Minister of Information – on behalf of President Buhari's government. The population was comprised all the speeches, press releases and press conferences undertaken by the Minister, as reported in newspapers, magazines, government websites and blogs. However, the sampling frame was further restricted to two themes: security and the economy, based on the position of the Buhari administration that these two directions will be main focus of their operational policy (Shehu, 2021), and the total items that fell into the scope of the sampling frame were 245 items.

Selection of entries in the study was done using the purposive sampling method, described as a non-probabilistic sampling technique where the basis of selection is the perception that study subjects will deliver the required type of information (Campbell et al., 2020). Data were collected until the point where data saturation was achieved, where the researchers deemed that the information gathered was sufficient for analysis to achieve the research objectives (Saunders et al., 2018). In this case, saturation was reached when over 90% of the speeches and reported credited to the Minister within the period of the study were collected from official sources, inlcuding the Ministry's website, as well as newspaper/online archives. The speeches and press releases are analysed using a narrative approach

RESULTS AND DISCUSSION

Data Presentation

This section focuses on presenting the data ascertained from the search. The speeches, press releases and press conferences officially made by Lai Mohammed (the then Minister of Information under the immediate past administration of Former President Buhari) in his official capacity focusing on security and the economy were searched, and the findings are presented in the tables below:

Table 1: Security

Variables	Newspaper	Blogs	Magazines	Government's Websites	Social Media	Total
Interviews	46	14	3	6	7	76
Press Release/Conference	11	2	0	7	2	22
International Briefings	9	2	1	2	3	17
Total	66	18	4	15	12	115

Table 2: Economy

Variables	Newspaper	Blogs	Magazines	Government's Websites	Social Media	Total
Interviews	44	11	2	9	9	75
Press Release/Conference	13	4	1	11	3	32
International Briefings	12	1	2	5	3	23

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Total	69	16	5	25	15	130

From Tables 1 and 2, 115 speeches were recovered on security, and 130 speeches were recovered on the economy covering 2015 and 2023. However, the researcher understands that some of the publications (newspapers, blogs, websites, social media posts and magazines) reported same/similar matters/issues. Therefore, the facts of the reportages were evaluated to streamline the focus of this analysis to core reportages on diverse matters and issues. The core/key claims made as identified are presented in the next subsection.

Key Claims
1. "Today we are here to tell you that … our military and other security agencies have succeeded and are succeeding – in substantially restoring security across the nation. Regarding the daunting security challenges we face, we can tell you that the worst is over. Never again will terrorists, bandits, and their cohorts hold sway in our country" (Oyeyemi, September 5, 2022).
2. "The military and other security forces have been very proactive in tackling security issues… Terrorists have been hard hit and put on the run. Bandits have been decimated and scattered. Our country is safer today than any time in recent times…" (Tolu-Kolawole, October, 25, 2022).
3. "There is no reason for any Nigerian to feel unsafe anywhere in the country… Nigerians, irrespective of where they reside, to go about their daily activities without fear." (Unini, June 7, 2017).
4. "The worst of insecurity in the country is over… We are proud that in our time, Nigerians are once again able to travel by rail, this time in total comfort and safety… The camps of the terrorists have been decimated, and thousands of the terrorists and their families are surrendering in their droves." (Onwukwe, September, 13, 2022).
5. "I can say without hesitation that… the security situation is far better than what we met in 2015." (Adetayo, 2021).
6. "Nigerians will soon begin to feel the impact of the country's improved economy in their daily lives… We are winning the battle to revive the economy… Nigeria has moved up 24 places to 145th in the World Bank's Doing Business report… And the country is recognised as one of the world's top 10 most improved economies." (Gorge, November 6, 2017).
7. "Nigeria's economy is better now than in the previous administration. Nigeria would not have any economy if you were still in power…" (Olafusi, November 7, 2022).
8. "Nigerian economy witnessed strong performance in 2019… the Nigerian economy grew at an average rate of 2.2 per cent over the first three quarters… the oil sector grew at an average of four per cent over the three quarters… and oil production rose to its highest in the last three years… Inflation rate steadily trending downwards." (Ships & Ports, 2019).

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9. **"**Millions of New Jobs added to the economy since 2015." (NTA News, February 4, 2018).

Analysis: Disinformation as citizen-engagement strategy

The areas where the immediate past government of Buhari used disinformation most are security and economy. The key claims in the preceding section evidently shows the speeches made the government's Minister of Information and Culture, Alhaji Lai Mohammed regarding security and economy. In the analysis done in this section, the identified key facts as made by Lai Mohammed alongside other relative speeches will be fact-checked or evaluated through other verifiable sources to ascertain the veracity of the claims made.

Contrary to the assertion made by the then Honorable Minister for Information and Culture, as captured in key claim 1, a recent survey showed that 77% of Nigerians feel unsafe in the country (Cited in Musa, 2023). The security situation in Nigeria has deteriorated in the two tenures of the past administration, affecting every region of the country. In a complied data comparing the records between May 2007 to May 2015 (Before the assumption of office by Lai Mohammed as Minister) and the records from 29 May 2015 to May 2023 (During Lai Mohammed's tenure), fatalities from security-related incidents were at over 25,000 difference-indicating a worse situation than the preceding eight years (Musa, 2023). The foregoing contradicts the assertion of the then-minister as captured in key fact 6 above, presenting the minister's claim as basically untrue intentionally stated to mislead the public and present the administration in good light.

"The worst is over" as seen in the key claims above is largely misleading as Nigeria still suffers security woes (Agomuo, 2023). Between January and July 2022, over 7,000 Nigerians were killed and over 3,000 abducted, with Boko Haram contributing over 1,000 of the casualties. While Nigeria was merely battling with Boko Haram in the North East and had almost subdued militancy in the Niger Delta under the previous administration, the Buhari-led administration saw the spread of non-state armed groups across various regions of the country (Musa, 2023). The minister's speech reads, "Never again will terrorists and bandits and their cohorts hold sway in our country", however, the recently held general elections were not held in some locations because they are terrorised areas under the control of terrorists, unknown gunmen and bandits (Eboh, 2023).

Agreeably with the key claim above, the military and other security forces have made tremendous efforts to tackle security challenges in the country; however, it amounts to an exaggerated claim to say that the "…country is safer today…" as Nigeria has experienced an increased rate of insecurity owing to increasing terrorism attacks, inter-communal clashes, criminal banditry, herdsman attacks, unknown gunmen attacks, and abductions (US Department of State, 2023).

The speech in key claim 4, that there is no reason for any Nigerian to feel unsafe anywhere in Nigeria is a mockery of Nigerians and their security woes (Agomuo, 2023).

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For instance, few days following the publication of key claim 5 stating that "the worst of insecurity in the country is over…" about nine victims were abducted in Ondo State (Onwukwe, 2022). Exactly two days before the speech was made, the convoy of a serving senator (Senator Ifeanyi Ubah) was mercilessly attacked, leading to the death of his security aides (Onwukwe, 2022). Also, barely few hours after the claim that "… Nigerians are once again able to travel by rail, this time in total comfort and safety", an Abuja-bound train from Kaduna carrying about 900 passengers was attacked by terrorists with few killed, others injured, and hundreds of them abducted (Onwukwe, 2022).

Another key claim in the area of security was made in 2015 with the statement that:

> Boko Haram has been largely defeated. They (Boko Haram) know they are on their way out," Mohammed told journalists in Lagos. They cannot launch horrendous attacks they used to do in the past. We have succeeded in dislodging them. Our problem is resetting the internally displaced people (AFP, 2015).

However, events from 2015, when he first made the statement; and 2019, when he reiterated it; till the present showed Boko Haram members have continued to kill residents and kidnap school children in the northeast region. In the days leading to the end of 2015, Boko Haram bombed Maiduguri, killing 21 people and injuring scores of others. In 2020 alone, Professor Babagana Zulum, the Governor of Borno State, was attacked twice by Boko Haram terrorists, first on the 30th of July 2020 and 28th September, 2020 (Odesola, 2021).

Government has invested significantly in developing the security infrastructure of the country to meet the challenges of internal security, not limited to Boko Haram terrorists, insurgents, Fulani herdsmen, bandits and unknown gun-men (Ogunlesi, 2022; TheCable, 2021). This has resulted in the progress of the country on the Global Terrorism Index, dropping from 9.2 in 2015 to 8.2 in 2022 (Institute for Economics and Peace, 2023). However, the reality is that even though Boko Haram has been restricted – which would lend credence to the 'technically-defeated' position of the government– the terror group has been replaced by the impact of bandits in the North West, Fulani herdsmen in different parts of the country, kidnapping rings in different parts of the country (particularly in the South-South and South-East), and the ESN/unknown gunmen in the South East. This means that unlike previous times when the insecurity threat was largely limited to the Northeast and sporadic attacks in other parts of the country (a number of attacks on Abuja, including the bombing of the UN building in Abuja, provide a case in note). The situation has worsened, with threats now manifesting in different parts of the country due to the activities of multiple aggressors besides Boko Haram. The activities of these elements have had significant negative implications on the extent to which Nigerians feel safe, with the World Risk Poll survey in 2022, showing that 61% of Nigerians feel less safe than they felt in 2017 (Toochukwu, 2023; Yusuf, 2022).

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The safe conclusion on this argument thus would be that on the issue of security, the government's impact on security has not been as far-reaching as the claims the Minister has made, which would speak to the use of disinformation in engaging with Nigerians on the state of security in the country.

Beyond security issues, the economy is another area of focus where the government has made a number of claims in its engagements with Nigerians. As captured in key claim 7, Lai Mohammed had stated that the economy of Nigeria under the Buhari administration (2015-2023) was better than the previous administration's (2011-2015). A fact check was conducted using the World Bank indices for GDP growth, which revealed that the GDP rate and growth of Nigeria was at its all-time best and highest rate/growth in 2014 (previous administration) and its all-time lowest in 2017 (Buhari administration) (World Bank, 2023). Comparing the economy at the end of the previous administration (May 2015) and the end of Buhari's administration (May 2023), using inflation, GDP, etc. as indices, the economy of Nigeria was better in 2015 than it was at the end of the administration (World Bank, 2023).

Another claim was concerning the creation of millions of jobs. Lai Mohammed attempted to aver that the President fulfilled its promise of creating millions of jobs and reducing unemployment rate. In 2019, the Minister had asserted that their administration had created two million job opportunities since 2016, and as a result, five million Nigerians had been lifted from extreme poverty (Fakoyejo, 2019). Between 2019 and 2021, Nigerians were told that the government had lifted 10.5 million Nigerians out of poverty. If the five million people between 2016 and 2019 are added to the 10.5 million between 2019 and 2021, the results will be 15.5 million. That should have significantly reduced Nigeria's poverty level.

On the contrary, Bailey (2023) observed that Nigeria's unemployment rate increased more than fourfold during the Buhari administration. Existing data from the National Bureau of Statistics (NBS) before August 2023 showed that the unemployment rate in the country rose to over 14% in 2016, and to over 33% under the administration, skyrocketing the number of unemployed persons to over 23.2 million from 6.1 million between 2015 and 2021. However, even though this does not apply to the Buhari administration, new data from the NBS, based on new parameters for determining unemployment, appear to support the government's claim in this respect, with current unemployment rate standing at 4.1%, while youth unemployment rate stands at 18.1%. While there are concerns on the bases for computing the new unemployment rate (e.g. the determination of who is employed was reduced from one who worked 40 hours a week to working 20 hours a week), coupled with the fact that, as Omale (2023) alleges, the new figures were not reached based on evidence that new jobs had been created; the statement in The Vanguard Newspaper of October 6, 2023, credited to the Minister of Budget and Economic Planning, Sen. Atiku Bagudu, that the Tinubu administration wanted to 'reduce' unemployment to 6.3% by 2030 and 2050 (Okogba, 2023) – from 4.1% - might suggest that a subterfuge is in play.

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The fact-check carried out by Premium Times, an online investigative news portal, proved that the claims of the Buhari government on the poverty alleviation programmes of his government did not match the reality on ground, with more Nigerians poor now than in 2015 (Olawoyin, 2021). Whilst agreeably, in early 2021, the President Buhari's administration had inaugurated the National Council on Poverty Reduction, with the bold claim that it will lift at least 100 million people out of poverty by 2030. However, this was adjudged to be unrealistic by the Director-General of the African Development Bank Group's Nigeria Country Department, Mr. Lamin Barro, given the high rate of unemployment and income inequality in Nigeria, as well as the fact that the requisite 30 million jobs required to achieve this was also impossible (Sun Newspaper, 2021). The reality is the fact that Nigeria became the country with the highest number of poor people in the world, with official data from the NBS showing that 63% of Nigerians – 133 million people – slipped into multidimensional poverty in 2022 (Ubanagu, 2023; National Bureau of Statistics, 2022; Akinkuotu, 2022). However, this figure has improved, with World Bank data on global poverty affirming that Nigeria now has more than 37% of its population living in poverty, with the real figure put at 84 million, which makes the country second behind India as the residence of the poorest people in the world (World Bank, 2023)

A logical conclusion from the foregoing is that the position painted of the Nigerian economy by the Minister is based largely on half-truths and exaggeration of the impact that the economic policies. While there is proof that the economic plans of the administration in question had created millions of jobs across different sectors, the numbers given by the government at different times do not match the actual number as confirmed by verifiable data. For instance, Odifa (2023) expresses skepticism at the claim by the administration to have created 13 million jobs across the agricultural value chain, stating that data from the sector did not lend any credence to this claim. For instance, World Bank data shows that there has been a consistent drop in the contribution of the agricultural sector to the overall employment figures, dropping from 38% in 2015 to 35% as at 2021 (World Bank, 2021; Oyaniran, 2020). Furthermore, even though jobs were created, it failed to meet targets set by the government itself (Akanbi, 2023).

While this may have been worsened by the impact of COVID-19 in 2020 which caused millions of job losses globally and in Nigeria, recovery efforts through interventions like the Micro, Small and Medium Enterprises (MSME) Survival Fund (which according to Daudu et al. (2023) helped to restore job losses by up to 70% by 2022), the poor economic performance of the administration – which witnessed two recessions, one in 2016 and another in 2020, according to the NBS (Majeed, 2021; Okwe, 2020) – has consistently been excused away by the government.

CONCLUSION

The objectives of this paper was to determine if disinformation had been adopted by the Nigerian government between 2015 and 2023, as a public engagement strategy, by

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identifying the assertions made by the spokesperson of the government – Alhaji Lai Mohammed and President Muhammadu Buhari - in the areas of security and the economy, and determining if these claims were based on actual facts and data. From the findings and discussions above, this paper concludes that disinformation has been adopted by the administration to mislead or confuse Nigerians into believing that the government was working. In reality however, the security situation in the country was not encouraging and had not improved to match the government's claims; while Nigerians slipped deeper and deeper into poverty and economic hardship, ranking No. 2 behind India on the World Bank's global poverty rankings, contrary to the government's positions.

The negative implications of this for public trust in the government are far-reaching, especially given the arduous task the current – and arguably, subsequent – government has to turn around the fortunes of the country, a task for which national unity towards a common purpose is imperative. This means that all stakeholders must see disinformation for the long-term harm that it portends, and thus must address the problem from the perspective that applies to them.

Thus, the recommendation to the government is that government spokespeople to change the current disinformation strategy while engaging with Nigerians. It is dangerous and harmful to Nigerians who are becoming disillusioned by the reality in the country. Whilst 100% honesty in divulging details of issues of national importance cannot realistically be expected, especially with considerations of not compromising national security to be made, having the public interest – rather than political objectives and ambitions – at heart will inform a balanced approach to information sharing that will satisfy the public's need to know and the government's obligation to engage. It will also be apt that public relations professionals – rather than journalists, however experienced – should be tasked with interfacing between the government and the people. PR professionals are more suited for information and communication management than journalists due to their professional training; which is why it is not surprising that some of the best information ministers in the nation's history such as late Sir Alex Akinyele were registered public relations professionals, registered with the Nigeria Institute of Public Relations (NIPR).

As the fourth estate of the realm saddled with the responsibility of holding governments accountable, the media must own up to its contribution to the spread of disinformation by political actors, and recommit herself to the ethos of truthful, fact-based, accurate reporting. While there are political economy factors to consider – per the postulations of the propaganda model – the media must honor its sacrosanct obligation to factual reporting, and clearly indicate and distinguish opinion from editorial; they must fact-check before reporting, and where an error is reported (especially where it came from 'sponsored' information), the media must provide corrective action. Self-regulation among the media must spell out, and implement, stiffer punishments for non-compliance to serve as a deterrent. Fines gotten can be put to better use in training media professionals on how to actively work against the use of

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disinformation to the detriment of the public good. Furthermore, the media can – where it does not have the resources – foster relationships and engage with independent fact checking organisations, where they can leverage on the resources and work of these fact-checking organisations to improve on the veracity of their reporting.

Finally, while this study reviewed and found evidence of government's use of disinformation, there is need to determine the implications of this on citizens' (mis)trust of the government. Further quantitative and qualitative studies can be conducted on this area, with findings likely to be useful for government information management functionaries, public (government) relations professionals, and the general public on how best to manage information sharing with the citizenry for the purpose of trust building.

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The Influence of Promotion Content at Shopee Indonesia's Instagram Account on Consumptive Behaviour for Late Adolescent Girls in Jakarta

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ABSTRACT

The rise in online shopping in Indonesia is significantly linked to National Online Shopping Day (Harbolnas), launched on December 12, 2012, by the Indonesian E-commerce Association (idEA). Harbolnas has become essential for both sellers and buyers, with the "8.8" August 2020 promotion alone increasing transactions by 66%. Monthly twin date promotions by platforms like Shopee Indonesia drive consumer engagement. Instagram plays a key role in influencing late adolescent girls' shopping behavior in Jakarta. For that, this study wanted to see how the impact of promotional content on Instagram accounts @shopee.id on late adolescent consumptive behavior of girl in Jakarta. This study uses a post-positivist paradigm with quantitative methods, collecting data through surveys targeting this demographic. The correlation table results indicate that the content has an influence on consumptive behavior, as the obtained value is 0.544, which falls into the category of moderately correlated. Furthermore, based on the coefficient of determination formula, the contribution of the content variable (X) to consumptive behavior (Y) is found to be 29%, while the remaining 71% is influenced by other factors outside the variables in this study. In this study, the linear regression equation can be observed as Y = 14059 + 0.800 (11) = 14067.8. This indicates that in this study, the value of consumptive behavior will increase as the value of promotion content increases.

Keywords: *Promotion, Social Media Marketing, Instagram, Marketplace, Content Marketing*

INTRODUCTION

Harbolnas or National Online Shopping Day is an annual online shopping campaign in Indonesia, where several e-commerce websites offer special deals and discounts during a specific period. It was first held on December 12, 2012 (12.12.12) by the Indonesian E-commerce Association (idEA) as a response to the growing popularity of online shopping in Indonesia. After receiving a positive response from the public, e-commerce players

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decided to organize a similar celebration in the following years and eventually established December 12 as the National Online Shopping Day. In each Harbolnas celebration, more parties participate in enlivening the event, such as telecommunication companies, banks, logistics providers, and media. According to the idEA website, in 2020, more than 250 online shopping platforms across Indonesia took part in the Harbolnas celebration (Pertiwi, 2020).

Quoting Bisnis.com, in August 2020, the twin date promotion "8.8" resulted in a 66% increase in transactions. Due to the high consumption level, various marketplaces see twin date promotions as a significant opportunity to boost the quantity of interactions between sellers and buyers online. With extraordinary discount offers, twin date promotions benefit not only the marketplaces aiming to increase traffic but also loyal users who want to shop at pocket-friendly prices (Evandio, 2020). In the following year, data from iPrice Group, an e-commerce research company in Southeast Asia, showed that during Harbolnas 2021, online shopping transactions in Indonesia increased by 42% compared to the same period the previous year. From December 12 to 14, 2021, there was a 33% increase in online shopping transactions on major e-commerce platforms in Indonesia, such as Shopee, Lazada, Tokopedia, Bukalapak, and JD.ID.

According to Soeprapto Tan, the Managing Director of Ipsos Research Institute, one of the highly anticipated days for e-commerce users is Harbolnas. He also mentioned that Harbolnas is no longer only held on December 12 but also on other twin dates like October 10, September 9, and other similar dates. Soeprapto also expressed that the monthly occurrence of Harbolnas with attractive dates might eventually make consumers feel bored. However, despite the twin date promotions being conducted every month, the enthusiasm of users towards these significant discounts remains high (Evandio, 2020).

The COVID-19 pandemic, which has affected the world since early 2020, has changed consumer behavior in many countries, including Indonesia. To minimize the risk of virus transmission, many people have turned to online shopping as an alternative to physical stores. This has led to the surge of online shopping phenomenon in Indonesia during the pandemic. According to a survey conducted by the Association of Internet Service Providers in Indonesia (APJII) in 2020, around 82.9 million Indonesians made online purchases during the COVID-19 pandemic, marking an increase of 11.16% compared to the pre-pandemic period. This indicates that many people have shifted to online shopping during the pandemic. Additionally, data from the e-commerce platform Shopee Indonesia also shows an increase in online shopping transactions during the COVID-19 pandemic. In 2020, Shopee recorded a 30 million increase in new users and a three-fold increase in transaction volume compared to the pre-pandemic year.

Promotional activities, or what can be referred to as twin-date campaigns, are also celebrated by Shopee Indonesia. This is done to maintain its leading position in the market. Shopee became the marketplace with the highest monthly visits in Indonesia in the fourth quarter of 2020, according to iPrice data. The twin date campaigns are

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accompanied by program names and themes tailored to the timing and promoted products, such as the 2.2 Men Sale, 3.3 Fashion Sale, and 11.11 Big Sale in 2021. Handhika Jahja, the Director of Shopee Indonesia, promises that as the year draws to a close, the promotions they hold will be even bigger. Moreover, there has been a shift in people's behavior towards online shopping during the pandemic. "Therefore, the campaigns we present aim to meet the needs of the Indonesian people," he said (Pingitaria, 2020). Shopee's campaigns on twin dates offer various deals, including free shipping vouchers with all payment methods, discount vouchers from collaborating sellers, flash sales, Shopee coin cashback vouchers, and many more. This orange-themed marketplace provides multiple payment methods to facilitate the checkout process for potential customers.

In addition to being the marketplace with the highest visits, in the fourth quarter of 2020, according to iPrice data, Shopee also became the most popular marketplace on Instagram. Shopee had a total of over 8 million followers, followed by Tokopedia with a total of 4 million followers, Lazada with 3 million followers, and Blibli with 1.9 million followers. These four e-commerce platforms have successfully maintained their popularity on the Instagram platform and consistently promoted themselves through social media since the third quarter of 2020.

Promotion, as defined by Kotler and Armstrong (2016), is a marketing activity aimed at introducing, influencing, and persuading consumers to purchase or use specific products or services. Social Media Marketing, according to Tuten and Solomon (2018), leverages social media platforms to achieve business goals through activities like creating engaging content, building relationships with followers, and analyzing data to measure campaign performance. Research by Tyas and Hutagaol (2021) indicates that the integration of social media and e-commerce forms a critical part of digital marketing strategies, significantly influencing buying decisions. Complementing each other, social media, websites, and e-commerce platforms play crucial roles throughout the customer journey (Herari, 2023). Digital media, whether social or e-commerce, offers higher personalization, enhancing not only likelihood of sales (Aksoy et al., 2023), but also changing behavior (Putri & Oktaviani, 2022).

Based on iPrice's Q3 2020 data on the most popular e-commerce rankings on Instagram, it can be said that Shopee is one of the e-commerce platforms actively promoting through Social Media Marketing using the Instagram platform. Shopee utilizes various features such as Instagram Feeds, Instagram Stories, Instagram Reels, and IGTV to convey information, promotions, or campaigns to potential customers or followers.

Instagram remains an effective social media platform for communication as individuals can directly interact with their friends or family through photos, videos, or live broadcasts. With the development of social media platforms like Instagram, distance is no longer a barrier to sharing information and can even be used as a means for online business or promotion, including campaigns (Prihatiningsih, 2017). The twin date

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campaigns by Shopee are seen to consistently utilize the Instagram platform in the hope of reaching a large number of potential consumers.

Shopee is known for actively using Instagram to carry out campaigns every month. It can be seen from the 10.10 campaign to the 12.12 campaign in 2022, where Shopee consistently posts twin date campaign content. The content takes various forms, including images and videos/reels that provide information ranging from daily app promotions, mini quizzes with Shopee voucher prizes, electronic products, and even giveaways with the latest smartphones as prizes. The campaign periods are aligned with the twin dates each month, resulting in varying amounts of campaign content depending on the campaign period. There were 50 twin date campaign content for 10.10, 58 for 11.11, and 53 for 12.12. Shopee's Instagram content is packaged attractively.

A study conducted by Snapcart to identify Shopee customers revealed that 77% of female respondents preferred to shop on Shopee, compared to 52% of male respondents. The study also showed that the age group of 19-24 was the most active in shopping on Shopee, accounting for 72%, followed by the age group of 25-30 with 69%, the age group under 19 with 69%, the age group of 31-35 with 63%, and the age group over 35 with 53% (Husaini, 2020). Based on the age categorization established by the Indonesian Ministry of Health, there are nine age categories, including the toddler stage (0-5 years old), childhood (5-11 years old), early adolescence (12-16 years old), late adolescence (17-25 years old), early adulthood (26-35 years old), late adulthood (36-45 years old), early elderly (46-55 years old), late elderly (56-65 years old), and the oldest age group (above 65 years old) (Nurmaya, 2021). Based on these categories, the age group that conducts the most transactions on Shopee falls under the late adolescence category.

The strong inclination of society towards online purchasing in recent years has helped to revive the economy during the pandemic. However, at the same time, this phenomenon has led to consumptive behavior, especially among the younger generation. Such consumption patterns expose Indonesian society to serious financial vulnerability, especially when coupled with inadequate financial literacy and savings. According to a 2020 survey involving 5,592 respondents from various segments of society, around 21% of the respondents admitted to saving very little from their monthly income. On average, Indonesian households save only about 8.5% of their total income. Saving can provide financial security in facing unexpected situations. However, particularly among the youth, the desire to display higher social status often outweighs financial considerations for the future (Naghavi et al., 2021)

The twin date campaigns with attractive offers, packaged and promoted through Shopee's official Instagram account, have the potential to reach the late adolescence age group. Transactions can be easily and quickly carried out considering that this age group is generally more tech-savvy. Furthermore, according to the "Digital 2021: Indonesia" report published by Datareportal, the largest user age group on Instagram in Indonesia in 2021 is 18-24 years old, which falls under the late adolescence category. Consequently, the phenomenon of consumptive behavior is inevitable. According to

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Islamy (2015) in Ajiningtyas (2022), consumptive behavior refers to excessive and irrational buying behavior without considering needs. Adolescents are among the groups that exhibit consumptive behavior. They make excessive purchases without considering their needs, but rather to be accepted by their environment, to enhance prestige, and to stand out from their peers.

Previous research conducted by Ajiningtyas (2022) titled "The Influence of Instagram Social Media Usage Intensity on Fashion Product Consumptive Behavior with Self-Control as a Mediator among Psychology Students at UIN Malang in 2018" showed a positive influence on consumptive behavior among psychology students at UIN Malang in 2018. This can be interpreted as high Instagram usage being associated with high levels of consumptive behavior among students. When someone frequently accesses Instagram, consumptive shopping behavior becomes a common occurrence. Individuals who are influenced by this tendency tend to buy unnecessary items. Other studies have also shown a positive and significant relationship between social media usage intensity and consumptive behavior. This means that the more frequently users use social media, the greater the likelihood of high consumptive behavior (Hidayatun, 2015).

Based on the above description, the researcher is interested in examining the Influence of Twin Date Promotion Content on the @Shopee_ID Instagram Account on Consumptive Behavior (Correlational Study among Late Adolescent Girls in Jakarta) because, according to Fajriah (2022), Jakarta still ranks first among the five cities with the highest online shopping activity. This research aims to find out how and how much the impact of Instagram promotional content on consumptive behaviour, in particular for Shopee Indonesia's Instagram content on late adolescent girls in Jakarta.

This research is interesting to conduct considering the competitive landscape in the marketplace, which is currently quite high. However, utilizing the Instagram social media platform to target the right audience can maximize promotional programs without incurring costs as long as the uploaded content is appropriate. The research problem in this study is: To what extent does the content of twin date promotion programs on the @shopee_id Instagram account influence the consumptive behavior of late adolescent girls in Jakarta?

LITERATURE REVIEW OR RESEARCH BACKGROUND
Digital Marketing Communication
According to Kotler, P., & Armstrong, G. (2017), marketing communication is a process of communication between a company or organization and consumers or potential markets to promote their products or services effectively and persuasively. Its goal is to influence consumer behavior, build brand image, and increase sales. Marketing communication involves activities such as advertising, sales promotion, public relations, public relations, and direct marketing. It is important to target the right audience, use clear and easily understandable messages for the target market, and use relevant and effective communication media. Some sources that can be referenced for this definition are books or journals discussing marketing or business strategies.

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Currently, marketing has evolved through digital marketing. Digital marketing refers to the use of digital technology to carry out marketing activities with various tactics and channels in online media. The purpose is to build connections with customers and potential consumers through valuable content and experiences, and to acquire new customers and increase sales (Chaffey, 2019).

According to the Digital Marketing Institute (DMI), digital marketing refers to marketing products or services through digital channels using strategies and tactics that involve digital technology, such as SEO, SEM, social media marketing, email marketing, and mobile marketing. In a broader sense, digital marketing encompasses all marketing activities conducted through digital media and technology, with the goal of creating, communicating, and delivering value to customers. This includes various channels and tactics, often requiring data analysis to evaluate the effectiveness of marketing campaigns.

One of the media that companies can utilize for free to conduct promotions is owned media. Owned media refers to media owned by a brand, including websites, blogs, company-owned emails, applications, or presence on social media platforms like Facebook, Instagram, LinkedIn, or Twitter. Offline media can include brochures or retail stores. It is useful to think of a company's own presence as media in the sense that it is an alternative investment to other media and offers opportunities to promote products using similar advertising or editorial formats to other media. This emphasizes the need for all organizations to become multi-channel publishers (Ellis-Chadwick, 2022).

Shopee utilizes Instagram social media to create promotional content for its twin date campaigns by creating engaging content. The content uploaded varies, ranging from visual to audiovisual content.

Utilizing Social Media as a Marketing Tool

In the book "Social Media Marketing: A Strategic Approach" by Barker, Barker, Bormann, and Neher (2018), Social Media Marketing is defined as the use of social media and related platforms to interact with customers and prospects, build brands, and promote products and services. As a central topic in commercial marketing (Antric et al., 2019) it involves creating and sharing engaging and relevant content, utilizing social media features such as advertisements, and using measurement tools to achieve marketing goals. The main objective of Social Media Marketing is to build strong relationships with customers and prospects, increase brand awareness, boost sales, and expand brand reach in the digital world.

Another definition of Social Media Marketing is the use of social media and related platforms to communicate, promote, and market products or services to relevant consumers or audiences. This includes activities such as creating engaging content, managing social media accounts, placing advertisements, analyzing data, and interacting with customers to build strong relationships. In Social Media Marketing, the interaction between brands and customers is the main focus, with the goal of strengthening relationships and building better brand awareness (Sayyadi, 2017).

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Marketing through social media is widely done by companies, including Shopee Indonesia. Shopee actively uploads Instagram content for various promotional activities. Twin date promotion content is one of the contents featured on the @shopee_id Instagram feed.

Instagram as a Medium for Promotional Content Distribution
Instagram is a platform used for sharing photos and videos that allows users to capture, edit, and share images with their followers. Additionally, Instagram enables users to interact with their followers through comments, likes, and direct messages. Therefore, Instagram is considered one of the best platforms for building a brand, communicating with customers, and increasing sales (Maarek, 2018).

The combination of narrative and visuals on Instagram makes promotional content visually appealing. The selection of the Instagram feed color of the @shopee_id account, often in orange, often catches the attention of Instagram users as the content appears on their timelines. The visual power is not limited to images alone, as short audiovisual content can appear on the feed with more interactive content.

There are indicators that a piece of content must possess in order to measure its suitability, including relevance, accuracy, value, ease of understanding, ease of discovery, and consistency (Milhinhos, 2015). Each of these indicators can be elaborated as follows:

a. Relevance
   Pertains to relevant information. The information provided is aligned with the needs and addresses the issues faced by consumers.
b. Accuracy
   Pertains to content that provides accurate information. The information conveyed aligns with the facts and realities.
c. Value
   Pertains to information in the content that provides benefits to consumers and holds value for them.
d. Ease of understanding
   Pertains to content that is easily comprehensible by consumers in terms of readability and other aspects.
e. Ease of discovery
   Pertains to the process of sharing content through appropriate media, ensuring that the disseminated content can be easily accessed or reached by consumers.
f. Consistency
   Pertains to the process of maintaining the quantity of shared content for consumers and involves updating information available in the content in a timely manner.

Twin Date Promotions on @shopee_id Account
Promotion in marketing can be defined as an effort to convey information about products or services to an audience through various communication channels, such as

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advertising, direct sales, direct marketing, sales promotion, and publicity. Promotion aims to build brand awareness, attract consumer attention, and influence consumer purchasing behavior. In promotion, strategies and tactics are selected based on campaign goals, target audience, and available budget. An effective promotional campaign should create clear messages, build brand credibility, and motivate consumers to take desired actions, such as purchasing products or using services (Kotler, 2017).

Promotion in marketing is the activity carried out by companies to introduce and promote their products or services to potential consumers. The purpose of promotion is to increase brand awareness, consumer interest, and sales of products or services. Promotional activities include various forms such as advertising, sales promotion, publicity, and direct marketing. Advertising is usually done through mass media such as television, radio, and newspapers, while sales promotion includes discounts, giveaways, and loyalty programs to boost sales. Publicity is done through media such as magazines and websites to increase brand visibility, while direct marketing involves direct communication with potential consumers through mail, phone, or email. All forms of promotion aim to influence consumer behavior and help companies achieve their marketing goals.

Shopee has become the most visited marketplace in Indonesia since the fourth quarter of 2020, according to iPrice data. To solidify its position, Shopee has been consistently running promotional campaigns every month since February. The program names are also tailored to the timing and the promoted products, such as the 2.2 Men Sale, 3.3 Fashion Sale, and the upcoming 11.11 Big Sale. Shopee Indonesia's Director, Handhika Jahja, promises that the promotions will get even bigger as the year comes to an end (Aria, 2020).

Consumeristic Behavior

Consumer behavior theory suggests that consumers possess comprehensive information about each product, evaluate this information meticulously, and ultimately select the product that offers the greatest utility, considering constraints like budget and availability (Allen & Ng, 2004). It involves both mental and physical activities that consumers undertake when searching for, evaluating, purchasing, and using products and services (Cole, 2007). Research in consumer behavior has addressed fundamental questions about human motives and highlighted significant disparities in charitable contributions across different causes and organizations (Small & Cryder, 2016). Additionally, it has examined sensory inputs such as visual, tactile, auditory, olfactory, and gustatory modalities (Jansson-Boyd, 2024).

Indicators of Consumeristic Behavior

According to Sumartono (2002), there are eight indicators of consumeristic behavior, namely:

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a. Buying products because of the promise of rewards: Individuals engage in consumeristic behavior due to attractive offers of rewards when purchasing certain products.

b. Buying products because of attractive packaging: Individuals are easily influenced to buy products that are neatly packaged and decorated with attractive colors and decorations.

c. Buying products to maintain personal appearance and prestige: Individuals have a high desire to buy products because they typically have distinct characteristics in terms of clothing, grooming, hairstyle, etc., to attract the attention of others. They spend more money to enhance their personal appearance.

d. Buying products based on price considerations (not based on benefits or utility): Individuals buy the product not because of its utility but because of the price offered.

e. Buying products solely as a symbol of status: Individuals engage in consumeristic behavior to maintain and enhance their social status. This is done by the upper-class group, which has the ability to buy expensive items and socialize with the elite. It supports their ability to purchase high-end items in terms of clothing, grooming, hairstyle, etc., to convey an exclusive image associated with being from a higher social class.

f. Using a product due to the influence of models advertising the product: Individuals tend to imitate the behavior of their idolized figures, including using the products promoted by those figures.

g. Believing that buying expensive products will boost self-confidence: Individuals believe that buying high-priced products will also boost their self-confidence in society. It is not uncommon for people to think that buying expensive products will enhance their self-confidence.

h. Trying to buy more than two similar products (different brands): Individuals tend to easily buy the same product even though the previous product has not been used up. This is done to compare the quality and price offered.

Late Adolescent Females
Late adolescence, also commonly known as young adulthood, is a transitional period from adolescence to adulthood characterized by ongoing physical, psychological, and social development. Late adolescence typically begins at the age of 18 and extends into the early 20s. During this period, individuals undergo significant changes in their lives, such as leaving the school environment and entering the workforce or higher education, building more mature and responsible social relationships, and facing pressures from the social environment and the demands of determining their life direction. In late adolescence, individuals are in the process of searching for their identity, determining life goals, and preparing themselves to face the complexities of adulthood (Santrock, 2016).

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In the age categorization established by the Indonesian Ministry of Health, there are nine age categories. These include the toddler stage, which is 0-5 years old; the childhood stage, which is 5-11 years old; the early adolescence stage, which is 12-16 years old; the late adolescence stage, which is 17-25 years old; the early adulthood stage, which is 26-35 years old; the late adulthood stage, which is 36-45 years old; the early elderly stage, which is 46-55 years old; the late elderly stage, which is 56-65 years old; and finally, the oldest-old stage, which is above 65 years old (Nurmaya, 2021).

Furthermore, studies have also shown that the age group of 19-24 years old is the group that engages in the most shopping on Shopee, with a significant percentage (Husaini, 2022). Additionally, according to the "Digital 2021: Indonesia" report published by Datareportal, the largest age group of Instagram users in Indonesia in 2021 falls within the 18-24 years old category, which includes the late adolescent age group. Consequently, the phenomenon of consumeristic behavior cannot be avoided. Based on these categories, the age group that conducts the most transactions on Shopee falls within the late adolescent category. The age group chosen by the researchers based on the above data is 18-24 years old.

Theory of Planned Behavior

The Theory of Planned Behavior (TPB) suggests that human behavior is influenced by three main factors: beliefs about the expected outcomes of the behavior (behavioral beliefs), beliefs about what others expect them to do (normative beliefs), and beliefs about the factors that may facilitate or hinder the performance of the behavior (control beliefs). When combined, behavioral beliefs contribute to a positive or negative attitude towards the behavior, normative beliefs result in perceived social pressure or subjective norms, and control beliefs lead to perceived behavioral control or self-efficacy.

The impact of attitude and subjective norms on one's intention is moderated by the perception of behavioral control. Generally, the more favorable the attitude and subjective norms, and the greater the perceived control, the stronger the person's intention to engage in the specific behavior. Additionally, when individuals have a sufficient level of actual control over the behavior, they are more likely to carry out their intentions when the opportunity presents itself (Bosnjak, Ajzen & Schmidt, 2020).

Research Hypotheses

Ho: There is no influence between twin date promotion content on the Instagram account @shopee_id and consumeristic behavior among late adolescent females in Jakarta.

Ha: There is an influence between twin date promotion content on the Instagram account @shopee_id and consumeristic behavior among late adolescent females in Jakarta.

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Conceptual Framework
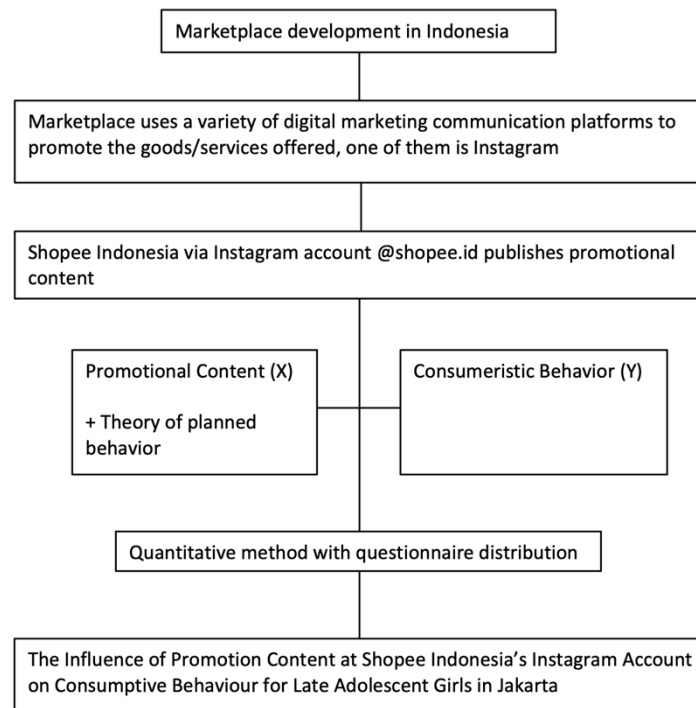
Figure 1: Conceptual Framework

METHODOLOGY

Research Stages

This research utilizes a positivist paradigm, which is quantitative research. In this study, the researcher employs a positivist paradigm. The positivist paradigm is a philosophical stream attributed to the thinking of Auguste Comte, a philosopher born in Montpellier, France, in 1798. The view of this paradigm is based on laws and standardized procedures; science is considered deductive, moving from general and abstract to concrete and specific; science is considered nomothetic, based on universal causal laws involving several variables. The positivist paradigm ultimately gave rise to the quantitative approach (Muslim, 2015).

The research approach used in this study is a quantitative approach. According to Creswell (2014), quantitative research is associated with a post-positivist worldview, experimental research strategies, and pre- and post-test behavior methods. In this scenario, quantitative researchers test a theory by formulating specific hypotheses and collecting data to support or refute those hypotheses. Experimental strategies are applied to assess behaviors both before and after the experiment. Data is collected using specialized instruments designed to assess behaviors, and the information is analyzed using statistical procedures and hypothesis testing.

Quantitative methods are used to test or verify specific theories. The data used in quantitative research consists of numerical data. This method identifies the variables to be studied and links them to the research problem and hypotheses. Because

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numerical data is used, the researcher in this study observes and measures information numerically. Quantitative research applies statistical procedures and unbiased approaches. This method is often used to test a theory, and as a result, it employs validity and reliability testing standards (Creswell, 2014).

Population & Sample
The population in this study is the followers of the Instagram account @shopee_ID, with the following criteria:
a.   Female
b.   Late adolescents (aged 18-24 years)
c.   Residing/studying/working in Jakarta
d.   Following the Instagram account @shopee_id
    Several techniques can be used to determine the sample size from a population, and the researcher will use the Slovin technique.
Slovin Technique: n = N / 1 + Ne2
Where n = sample size, N = population size, e = estimated error rate (Siregar, 2013)
Using the Slovin formula, the sample size for this study is as follows:
N = 8,862,244 (as of May 2, 2023)
e = 5%
n = 8,862,244 / 1 + (8,862,244 * 0.0025) = 8,862,244 / 22,156.61 = 399.98 (rounded to 400)
According to the Slovin formula, the sample for this study is 400.

Data Collection Technique
Data collection is a process of collecting primary and secondary data (Siregar, 2013). The data collection method applied in this study is a survey method using questionnaires. In a survey design, researchers quantitatively describe trends, behaviors, or opinions of a population by examining a sample from that population. From this sample, researchers make generalizations or claims about the population. (Creswell, 2014). Data is collected using a survey method through questionnaires distributed to the followers of the Instagram account @shopee_id.

Data Analysis Method
Data analysis is performed by conducting a Pilot Testing with 30 respondents, and then the data is analyzed using validity and reliability tests.
    From the validity test conducted, there are 11 statements in variable X that are all declared valid. Then, there are 17 statements in variable Y with 2 invalid statements, namely item Y2 and Y17, therefore variable Y has 15 statement items. Thus, the total questionnaire statements are 26.

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a. *Reliability Test Table*

Reliability Statistics

Cronbach's Alpha	N of Items
.880	11

Figure 2: Reliability Test of Variable X

Reliability Statistics

Cronbach's Alpha	N of Items
.873	17

Figure 3: Reliability Test of Variable Y

Reliability Statistics

Cronbach's Alpha	N of Items
.923	28

Figure 2: Reliability Test of Variable XY

b. Correlation Analysis

According to Siregar (2013), correlation analysis is a form of data analysis in research that aims to determine the strength or direction of the relationship between two or more variables, and the extent of the influence caused by one variable (independent variable) on another variable (dependent variable).

This study aims to examine the relationship between twin date promotion content and consumptive behavior among late adolescent girls, thus the appropriate form of relationship for this study is a causal relationship. According to Siregar (2013), causal relationship is a relationship between two or more variables that is influential, where one variable (independent variable) affects another variable (dependent variable). In this form, it is known with certainty or distinguishable which variable is the independent variable (the one that influences) and which variable is the dependent variable (the one that is influenced). Correlation analysis includes correlation coefficient statements and coefficient of determination.

c. Coefficient of Determination

According to Siregar (2013), the coefficient of determination (R-squared) is a number used to determine the contribution or contribution given by one or more independent variables (X) to the dependent variable (Y).

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The formula for the coefficient of determination is KD = $(r)^2$ x 100%.

d. Regression Analysis

According to Siregar (2013), one of the tools that can be used to predict future demand based on past data or to determine the influence of one independent variable on one dependent variable is linear regression. Linear regression is divided into two categories: simple linear regression and multiple linear regression. Simple linear regression is used for one independent variable and one dependent variable, while multiple linear regression is used for one dependent variable and two or more independent variables. The purpose of applying these methods is to forecast or predict the value of the dependent variable influenced by the independent variable(s) (Siregar, 2013).

RESULTS AND DISCUSSION

Table 1: Correlation Analysis between twin date promotion content (X) and consumptive behavior among late adolescent girls (Y)

Correlations

		Konten Program Promosi Tanggal Kembar	Perilaku Konsumtif
Konten Program Promosi Tanggal Kembar	Pearson Correlation	1	.544**
	Sig. (2-tailed)		.000
	N	400	400
Perilaku Konsumtif	Pearson Correlation	.544**	1
	Sig. (2-tailed)	.000	
	N	400	400

**. Correlation is significant at the 0.01 level (2-tailed).

Correlation Analysis: The influence of X on Y is 0.544, which is considered moderate.

Coefficient of Determination

KD = r^2 x 100%

KD = 0.544^2 x 100%

KD = (0.29) x 100%

KD = 29%

This indicates that X contributes to Y by 29%.

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Table 2-5: Simple Linear Regression Analysis

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Konten Program Tanggal Kembar[b]	.	Enter

a. Dependent Variable: Perilaku Konsumtif

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.544[a]	.295	.294	6.728

a. Predictors: (Constant), Konten Program Tanggal Kembar

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	14.059	2.236		6.288	.000
	Konten Program Tanggal Kembar	.800	.062	.544	12.920	.000

a. Dependent Variable: Perilaku Konsumtif

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7555.963	1	7555.963	166.938	.000[b]
	Residual	18014.277	398	45.262		
	Total	25570.240	399			

a. Dependent Variable: Perilaku Konsumtif

b. Predictors: (Constant), Konten Program Tanggal Kembar

Regression Analysis:

Y = a + bx

= 14059 + 0.800 (11)

= 14059 + 8.8

= 14067.8

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This indicates that in this study, the value of consumptive behavior will increase as the value of promotion content increases.

Based on the Theory of Planned Behavior, human behavior is influenced by three main factors: beliefs about the expected outcomes of the behavior (behavioral beliefs), beliefs about what others expect them to do (normative beliefs), and beliefs about the factors that may facilitate or hinder the performance of the behavior (control beliefs). This study shows that consumer behavior in consuming promotional content conducted by Shopee Indonesia through Instagram can influence an individual's consumptive behavior. The results of this study are also in line with previous research conducted by Ajiningtyas (2022), which found that high Instagram usage is associated with high levels of consumptive behavior among students. This study shows that Shopee Indonesia's double date promotional content influences the consumptive behavior of late adolescent females.

CONCLUSION

Based on the presented research background, the objective of this study is to answer the research problem, which is to determine the influence of twin date promotion content on the @shopee_id Instagram account on the consumptive behavior of late adolescent females. The correlation table results indicate that the content has an influence on consumptive behavior, as the obtained value is 0.544, which falls into the category of moderate correlation. Furthermore, based on the coefficient of determination formula, the contribution of the content variable (X) to consumptive behavior (Y) is found to be 29%, while the remaining 71% is influenced by other factors outside the variables in this study.

Next, according to the research hypotheses divided into H0 and Ha, where H0 states that variable X has no effect on variable Y, while Ha states that variable X has an effect on variable Y. Therefore, H0 is rejected and Ha is accepted, indicating that the hypothesis has been tested and aligned with the data results, which conclude that twin date promotion content on the @shopee_id Instagram account has an influence on the consumptive behavior of late adolescent girl in Jakarta.

The linear regression model used in this study is employed to predict the level of consumptive behavior among late adolescent females in Jakarta influenced by twin date promotion content. In this study, the linear regression equation can be observed as $Y = 14059 + 0.800 (11) = 14067.8$. This indicates that in this study, the value of consumptive behavior will increase as the value of promotion content increases. The linear regression also reveals the presence of an influence between the two variables.

The recommendations from this research are that Shopee Indonesia can maintain its promotional content style by considering the interests of late teenage girls in consuming Instagram content. Additionally, similar companies can conduct promotions through Instagram by taking into account the characteristics of their target market.

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BIODATA

Reni Dyanasari, S.Ikom, M.Si completed her undergraduate education in the field of public relations, followed by postgraduate studies in marketing communication, which was successfully completed at the end of 2011. She has experience in the Marketing division as a Marketing Planner at one of the Mass Media companies in Indonesia. Currently, she is a full-time lecturer at Universitas Pembangunan Jaya, teaching several communication courses, particularly in the field of public relations. Reni's research focus began as a member of a team investigating virtual communities on social media, and to date, she continues her research in the field of communication and public relations.

Dewi Silvialestari, S.Kp.M., M.Si., completed her Bachelor's degree at the Department of Communication and Community Development Science, IPB University in 2011, and her Master's degree in Communication Science at the University of Indonesia in 2015. Dewi has extensive experience in the field of communications, including broadcasting, marketing communications, social media, and teaching various courses related to communication management and social media. Her research focuses specifically on marketing communications, public relations, and digital communications.

Fasya Syifa Mutma, S.I.Kom., M.I.Kom completed her bachelor's degree in Communication Science, actively involved in various extracurricular activities. Her dedication to maintaining strong academic records, paved the way for her to graduate with honors (Cum Laude) and receive recognition for her outstanding academic achievements. Fasya pursued her passion for education, Fasya pursuing a master's degree in Strategic Corporate Communication, graduating with honors (Cum Laude). Now, as a dedicated educator, she imparts her knowledge in public relations, event management, environmental communication, and public speaking, and contributes to research and community service. Her research focus on marketing communication, public relations, and environmental communication.

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JOURNAL OF
COMMUNICATION &
PUBLIC RELATIONS

Comparative Analysis of Government Communication Strategies in Environmental Law Enforcement: A Case Study of Indonesia (DKI Jakarta) and Singapore

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ABSTRACT

This study explores the communication strategies of Indonesia and Singapore in enforcing environmental law, particularly in the context of the Awyu and Moi tribes' refusal to give up their customary forests for palm oil plantations. Using a descriptive-comparative qualitative method, it highlights the differences in the two countries' environmental legal frameworks and communication approaches. With a low Environmental Performance Index (EPI) rating, Indonesia struggles with bureaucratic challenges in implementing its environmental laws, based on the 1945 Constitution and the 2009 Law on Environmental Protection and Management (UUPPLH). In contrast, Singapore ranked fourth globally for environmental quality, uses a common law system and specific legislation, such as the Environmental Protection and Management Act, with specialized regulatory agencies ensuring effective law enforcement and communication. Based on the WHO Strategic Communications Framework, the analysis reveals that Indonesia faces infrastructure and internet access issues and a lack of coordination between community initiatives and the central government. Conversely, Singapore effectively uses technology and media to spread environmental information, supported by well-structured community programs and strong government support. The study emphasizes the crucial role of strategic communication in enforcing environmental law and the need for Indonesia to streamline its law enforcement and improve its communication strategies for better environmental protection.

Keywords: *strategic communication, environmental law, government relations, communication framework, Singapore*

INTRODUCTION

In recent months, the Indonesian media has been filled with reports about the Awyu (Southern Papua) and Moi (Southwest Papua) tribes refusing to relinquish their customary forests for palm oil plantation development (Elisabeth, 2024). The customary forest in Boven Digoel, covering an area of 36,094 hectares or half the size of Jakarta, is

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targeted for expansion by Malaysia's PT Indo Asiana Lestari (Novita, 2024). This issue is not the first instance of deforestation in Papua; between 2001 and 2019, the natural forest area in all of Papua has decreased by 663,000 hectares (Koalisi Indonesia Memantau, 2021).

Deforestation, or the conversion of forests from environmental preservation to exploitation for human interests (Silak, 2023) not only results in the loss of trees but also the livelihoods, food sources, medicines, and cultural identities of the Awyu and Moi tribes. For them, the forest is more than just a place to live; it is a perpetual intergenerational account (yla/fra, 2023).

The deforestation case in Boven Digoel is closely related to other environmental issues, such as deforestation that threatens biodiversity and ecosystem sustainability, and its impact on river water quality through erosion, sedimentation, and chemical pollution. Research in 2022 indicated that tropical deforestation significantly contributes to global warming, affecting global climate change and local adaptation by both human and non-human species (Lawrence et al., 2022).

In response to these environmental issues, the Indonesian public has not remained silent. Sparked by the viral content #alleyesonRafah on social media X (Twitter) and Instagram, concerning the genocide in the Rafah refugee camp (Gaza, State of Palestine), similar momentum was used by several non-profit organizations and public figures to voice deforestation issues experienced by the Awyu and Moi tribes through the hashtag #alleyesonPapua (Utama, 2024). The #alleyesonPapua hashtag successfully engaged 2.8 million Instagram users nationwide to voice concerns about the "forest half the size of Jakarta" narrative (Sanita, 2024). This hashtag also prompted national figures to comment on the issue of Papua's customary forests, embodying the sentiment "no viral, no justice" as a symbol of public concern for legal injustice through digital spaces (Oktariani, 2023).

Environmental issues in Indonesia, a tropical country, seem never-ending. Koons (2024) mentions that Indonesia, home to the world's third-largest rainforest, has lost 18% of its trees since 2000. Similarly, in the fisheries sector, since 2017, 53% of Indonesia's fishing industry has been deemed overexploited, with an estimated 30% decline in fish numbers by 2050.

Additionally, a Yale University analysis of global environmental performance in 2022 ranked Indonesia 164th out of 180 countries, with a score of 28.20 points. This indicates that Indonesia ranks very low in environmental preservation, comparable to countries typically facing crises or conflicts prioritizing economic growth over environmental sustainability (Humas FPKS, 2023). This is quite ironic, considering Indonesia, as a tropical country and one of the world's lungs (Patrianti et al., 2020) does not prioritize environmentally friendly development.

Conversely, neighboring Singapore is hailed as one of the countries with the cleanest air quality and excellent environmental health (ira/juh, 2022). This raises the question: what is happening with the legal conditions governing environmental sustainability in Indonesia, and what distinguishes it from the environmental legal

conditions in Singapore? Previous research by Jugo et al., (2013) and S. Kim et al., (2019), indicates that the legal aspect requires an appropriate communication strategy or public relations to function more optimally. Although there has not been much discussion about the legal aspect and strategic communication, it prompts the question: what communication strategies are employed by Indonesia and Singapore to optimize environmental law in their respective countries?

Strategic communication is essential in legal socialization, beginning with raising awareness and knowledge (Williams, 2019), changing public behavior (McKenzie-Mohr, 2000), building support and public participation (Tazin & Yaakop, 2018), combating misinformation, building trust (European Commission, 2018), and supporting environmental policies and regulations (Karunaratne, 2023). Especially in the context of digital media as a part of strategic communication tools, it is not only needed as an information hub but also proven powerful in changing individual intentions and behaviors (Putri & Oktaviani, 2022; Vardya & Nurhajati, 2022). Although this study does not specifically focus on digital media, the analysis will discuss how digital media, as part of strategic communication, can influence the enforcement of environmental laws in a country.

LITERATURE REVIEW OR RESEARCH BACKGROUND

This study employs two foundational approaches, namely normative legal analysis and communication strategies, to understand the approaches taken by Indonesia and Singapore. The analysis of government communication strategies on environmental issues is conducted through the lens of the WHO Strategic Communication Framework. This framework combines the perspectives of regulators, international organizations, individuals, communities, and healthcare providers to create effective communication.

Environmental Criminal Law

Environmental criminal law in Indonesia is a crucial instrument for preserving the environment and addressing various violations that can damage ecosystems. Generally, the legal basis for enforcing environmental law in Indonesia is found in the Preamble to the 1945 Constitution, Fourth Paragraph:

> "Therefore, to form a Government of the State of Indonesia that protects the entire Indonesian nation and all of Indonesia's bloodshed, and to promote the general welfare, educate the nation's life, and participate in implementing world order based on freedom, eternal peace, and social justice, Indonesia's national independence is arranged within the structure of the Republic of Indonesia, which is sovereign by the people, based on the belief in one supreme God, just and civilized humanity, the unity of Indonesia, and democracy guided by the inner wisdom of deliberation/representation, and by creating social justice for all people of Indonesia."

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More specifically, environmental regulations are outlined in Chapter XIV on National Economy and Social Welfare, particularly Article 33, Paragraph 3 of the 1945 Constitution:

> *"Oil and natural gas as strategic natural resources contained within the Indonesian mining law territory are national assets controlled by the state."*

Additionally, Chapter XA on Human Rights, specifically Article 28H, Paragraph 1 states:

> "Everyone has the right to live in physical and mental prosperity, to reside, and to obtain a good and healthy living environment and to receive healthcare services."

The most pertinent law is Law No. 32 of 2009 concerning Environmental Protection and Management (UUPPLH). According to Article 1, Clause 2 of UUPPLH, environmental protection and management involve systematic and integrated efforts to prevent environmental pollution and damage through planning, utilization, control, maintenance, supervision, and law enforcement. The main goal of UUPPLH is the integrated management for the utilization, recovery, and development of the environment. Environmental criminal acts are not only regulated in the Criminal Code (KUHP) but also in various other legislative regulations, provided they do not conflict with higher regulations (Rachmat, 2022).

WHO Strategic Communication Framework

Figure 1. WHO Strategic Communications Framework (WHO, 2017).

The WHO officially released the WHO Strategic Communications Framework in 2017, which supports proactive communication strategy planning in the health sector. This framework serves as a guide for various aspects of communication, including public relations, health information, advocacy, behavior change, risk communication, and

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various communication media such as websites, social media, print, and community interactions.

The WHO Strategic Communications Framework focuses on the goal of communication: to maintain the health of individuals, families, communities, and nations by providing information, advice, and guidance to decision-makers or regulators. This framework positions the WHO as a communicator playing a key role in disseminating information through various media, tailored to audience needs to ensure effective communication in health.

As illustrated in Figure 1, at the individual level, strategic communication is conducted through information access, enabling individuals to maintain and improve their health. Communicators must identify all available media access points and consider the capacity to reach audiences, ensuring they receive the necessary information to make health-related decisions.

At the community level, communicators design communications that can encourage the adoption of healthy behaviors and the implementation of health regulations. Understanding the current levels of knowledge, attitudes, and behaviors of the target audience can enhance the potential success of the communication materials and messages delivered.

At the third level, which involves healthcare providers, the WHO as a communicator must use various opportunities to strengthen trust in the information shared. Key components at this stage include ensuring the technical accuracy of information, transparency, coordination with key partners, and presenting a unified 'WHO' voice.

Internally, WHO staff must understand and listen to audience needs to create messages that motivate audiences towards better health. The international organization WHO must provide timely information, advice, and guidance so that audiences can make informed health decisions.

The final principle of the WHO Strategic Communications Framework is understandability, where the WHO communicates with decision-makers who have relevant backgrounds. Even if not technical, the WHO positions itself as a provider of relevant information, reflecting the actual situation so that decision-makers understand health risks and take appropriate action.

Although the WHO Strategic Communications Framework is used in the health sector, the author believes that this cross-audience and cross-media communication strategy framework can also be applied to analyze how the government communicate about environmental issues. In this study, the author uses this framework to analyze environmental communication strategies in Indonesia and Singapore.

METHODOLOGY

This study employs a descriptive-comparative research method, which involves comparing elements to answer the research questions posed (Zaenuri & Dhorifuddin,

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2022). As part of a qualitative study using a case study approach, this research explores social realities to enhance understanding of a phenomenon (Thelwall & Nevill, 2021).

Primary data collection was conducted through interviews with Amri Restu Rianto, Head of the Waste Processing Implementation Unit at the Integrated Waste Management Unit of Bantar Gebang, Jakarta Province Environmental Agency. The interviews were conducted from May to June 2024, both in person and online.

Secondary data collection was performed through a literature review, which involves seeking data from various references to gather information related to the research problem (Adlini et al., 2022). The literature review includes critical analysis by the author, synthesizing available information from previous research or data released by authorities.

A qualitative study using the descriptive-comparative method has been previously conducted to understand Sharia Business Law in the Mechanism of Life Insurance Claims based on Kafalah Contracts at Bank Muamalat and Wakalah Bil Ujrah Contracts at BNI Syariah, Malang Branch (Hapsari, 2015). A similar descriptive-comparative study in the field of communication has also been conducted by Costa-Sánchez et al. (2020) found that there is an indication that the public sector predominantly utilizes communication as a strategy, a conclusion that could inspire interest for future research.

In this study, the author follows several steps in the descriptive structure. First, the author analyzes environmental issues from the perspective of criminal law, and then compares the legal norms between Indonesia and Singapore. In terms of communication strategies, the author analyzes both countries from the government's (decision-makers) point of view to understand what differentiates their success or failure in environmental communication. The descriptive-comparative analysis of environmental issues, using the perspectives of criminal law and communication strategies, provides the novelty of this study.

RESULTS AND DISCUSSION

Indonesia and Singapore, two Southeast Asian countries, have different approaches to their environmental laws. In this comparative context, we will outline the general legal framework for environmental protection in both countries, as well as compare and explore their fundamental differences. Below is a comparison of the normative environmental criminal laws between Indonesia and Singapore:

Table 1: Comparison of Normative Environmental Laws in Indonesia and Singapore (Data Processed by Author, 2024)

Norm Law	Indonesia	Singapore
Legal System	Civil Law System, 1945 Constitution Article 33 Paragraph 3	Common Law System, Environmental Protection and Management Act (EPMA) 1999

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Norm Law	Indonesia	Singapore
Regulatory	Ministry of Environment and Forestry (KLHK) and Environmental Agency (BLH)	National Environment Agency (NEA), Director-General of Environmental Protection (DGEP), Director-General of Public Health (DGPH), Public Utilities Board (PUB), Prevention of Pollution of the Sea Act (PPSA), dan Transboundary Haze Pollution Act (THPA)
Enforcement and Sanctions	Environmental Protection and Management Act (UUPPLH) Chapters on Criminal Provisions (Articles 97-121)	Public Utilities Board (PUB), Director-General of Environmental Protection (DGEP)

Indonesia follows a Civil Law System derived from Dutch law, which relies on legal codification, resulting in slower legal development compared to Singapore's Common Law System, inherited from British law (Maria & Prisandani, 2021). In Indonesia, judges are bound by legislation and have limited interpretive freedom, hindering legal progress. While judges can interpret laws, their interpretations do not set precedents for other cases.

Singapore's Common Law System, by contrast, allows for faster legal development. This system is connected to English law and its former colonies, providing a broader range of legal references. Singapore's legal system also offers greater flexibility for updates, enabling quick adaptation to changes.

Indonesia has never prosecuted a corporation for criminal acts committed by those in power within the corporation (directing mind and will) due to the difficulty process as our source. And to compare the two countries, author use the proof requirements for investigators, prosecutors, and judges in Indonesia to criminalize corporations:

a. Subject of Criminal Acts: The law must explicitly state that the subject includes corporations. Both the UUPPLH and the Anti-Corruption Law clearly state that corporations can be criminally liable.

b. Personal Suspect: A corporation can be included as a suspect if the investigator identifies the personal suspect as the director or manager, who represents the directing mind and will of the corporation.

c. Criminal Responsibility: A corporation cannot be held criminally liable if the directing mind commits a criminal act against their corporation and the corporation prosecutes that action.

Tantimin (2021) mentions that Indonesia's UUPLH, revised from several previous laws, can provide fair law enforcement for society and the environment. However, Fitriadi (2021) argues that unclear and non-alternative criminal sanctions in environmental law result in the application of general sanctions from the Criminal Code,

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failing to achieve environmental law's goals. The objective of environmental law, guiding the utilization, and preservation of natural resources, and environmental conservation, remains unmet with current sanctions.

Iswantoro (2020) and other sources share similar views. Environmental law in Indonesia faces many challenges due to unclear delict formulations, varied sanctions, and difficult proof unless caught red-handed. Environmental law enforcement in Indonesia has so far been limited to civil domains like written warnings and business permit suspensions or closures. The greatest challenge in environmental law enforcement in Indonesia generally lies in proving pollution with many measured parameters until sanctions are imposed.

Singapore adopts a different approach to environmental law with various laws covering specific issues like air pollution control, water management, and natural resource conservation. One major law is the Environmental Protection and Management Act (EPMA) 1985, which comprehensively regulates environmental protection. Besides EPMA, Singapore has other laws like The Environmental Pollution Control Act, Water Pollution Control and Drainage Act, and Wildlife Act (Heng, 1991; Tortajada & Joshi, 2014; Yew, 2020).

The comparison of basic environmental laws between Indonesia and Singapore shows significant differences. Indonesia takes a comprehensive approach with the UUPPLH as the main law, while Singapore adopts a more focused approach with specific laws for particular issues. Although effective, Singapore's approach tends to be more segmented compared to Indonesia's holistic approach.

In Indonesia, environmental management and supervision are conducted by the Ministry of Environment and Forestry (KLHK) and the Environmental Agency (BLH). KLHK is responsible for policies, regulations, and programs related to environmental conservation and natural resource management, including forestry. Meanwhile, BLH operates at the regional level, assisting in the implementation of national policies and addressing local environmental issues. The strength of this model lies in strong coordination between national policies and local implementation, allowing for a comprehensive and sustainable approach to environmental issues. However, its weakness lies in the complex and often slow bureaucracy, which can hinder quick responses to urgent environmental problems.

Conversely, Singapore has several specific and separate regulatory bodies addressing various environmental aspects. The National Environment Agency (NEA) is responsible for general environmental oversight, including air quality monitoring and waste management. The Director-General of Environmental Protection (DGEP) and the Director-General of Public Health (DGPH) handle specific aspects of environmental and public health protection, while the Public Utilities Board (PUB) manages water resources.

Additionally, Singapore has special regulations like the Prevention of Pollution of the Sea Act (PPSA) and the Transboundary Haze Pollution Act (THPA) to address sea pollution and transboundary haze issues. The strength of this model is high

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specialization and focus, enabling each body to work more efficiently and effectively in its respective field. The downside is the potential for a lack of coordination among agencies, leading to overlapping responsibilities or gaps in addressing more complex environmental issues.

Indonesia's centralized regulatory system provides the advantage of coordination between national policies and local implementation but is often hindered by complicated bureaucracy. Setting minimum sanctions and formulating more specific and severe sanctions are expected to be implemented (Daryani et al., 2020). The repressive approach to tackling environmental crimes is often unsatisfactory due to the high error rate of perpetrators, the significant impact of their actions, and the public unrest caused. Therefore, government officials need adequate understanding and appropriate solutions to address environmental issues (Pratjna et al., 2019). Legal proceedings are often complicated, expensive, and lengthy, while polluted environments require quick and accurate recovery (Daniel et al., 2020) adding to the complexity of environmental law enforcement.

Criminal law enforcement against formal offenses requires special procedures related to the principle of ultimum remedium, meaning that the use of criminal law must wait until administrative law enforcement is deemed ineffective. To avoid difficulties in environmental law enforcement, regulations must be clearly, firmly, and unambiguously drafted (S. W. Kim, 2013).

Strict sanctions in accordance with Law Number 32 of 2009 must be applied to polluters. Encouraging the development of environmentally friendly technologies and production practices, as well as fostering cooperation between the government, private sector, and civil society in tackling pollution, is essential. Polluters must also be responsible for environmental restoration, and transparency and access to information related to the environment must be improved (Yunita et al., 2024).

The role of the government is a powerful factor in reducing environmental damage, making it important for the government to maximize existing agendas to raise awareness among stakeholders about the importance of preserving nature and the environment. Criminal sanctions can be seen as one solution for environmental law enforcement (Dwiprigitaningtias, 2019).

Situmeang (2020) argues that the most effective sanctions for environmental crimes are through administrative law, by freezing or revoking the business licenses of corporations involved in environmental crimes. Firm, wise, and fair legal action is required, along with active participation between law enforcement agencies, the government, and the community in reporting projects that have the potential to damage the environment and ecosystem (Handoyo, 2020).

In contrast, Singapore, with a more segmented and specific approach, can provide quicker and more efficient responses to specific environmental issues, though it still must manage potential coordination gaps among different regulatory bodies.

Having analyzed the comparison from a criminal law perspective, the next step is to analyze the communication strategies of Indonesia and Singapore in maintaining

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their environments. In this discussion, Indonesia and Singapore will be examined as communicators engaging in cross-audience communication to identify differences or similarities in the strategies employed by both countries.

Table 1: Comparison of Communication Strategies Using the WHO Strategic Communication Framework: Indonesia vs. Singapore (Data Processed by Author, 2024)

Audiens	Indonesia	Singapore
Individuals	Public awareness campaign, but several areas in Indonesia still have issues with electricity and internet	Public Awareness campaign with a more integrated approach using various media channels and the latest technology
Communities	Local programs and community initiatives	Structured community campaigns supported by professionals and the central government
Local Environmental Agencies	Bureaucratic obstacles and lack of resources and capabilities	Strong and organized local agencies like NEA
Internal Staff	Capacity building through training	Continuous training from the center and access to the latest technology
International Organization	Collaborative projects and technical assistance	Singapore as a model in environmental policy implementation and active participation in international initiatives
Policy Maker	Implementation and enforcement challenges	Integrated and efficient approach with good coordination between government, private sector, and community

The WHO Strategic Communications Framework provides comprehensive guidelines for strategic communication involving various audiences. In this context, we will analyze how Indonesia and Singapore implement their environmental communication strategies based on this framework, focusing on individuals, communities, local institutions, internal staff of KLHK and BLH, international organizations, and policymakers.

In Indonesia, environmental communication at the individual level is still limited by technical issues. Although the government and non-governmental organizations frequently use digital media, such as social media and websites, and conduct public campaigns to raise awareness about issues like river pollution and deforestation, the information often fails to reach all segments of society due to infrastructure problems and uneven internet access.

In contrast, Singapore uses a more integrated approach. Environmental information is disseminated through various media channels, including government

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apps, social media, and public campaigns. The Singaporean government also actively uses technology to provide real-time information on air and water quality to the public, accessible to all societal levels (Lim et al., 2021).

At the community level, the Jakarta Provincial Government has specific programs and campaigns to raise environmental awareness, such as the implementation of Governor Regulation No. 77 of 2020 on RW-level waste management and Governor Regulation No. 142 of 2019 on the use of environmentally friendly shopping bags. These environmental campaigns aim to change behaviors and habits that harm the environment and promote the adoption of eco-friendly practices. The issues addressed include climate change, biodiversity loss, air and water pollution, and excessive waste.

In June 2024, the Jakarta Environmental Agency and the Health Agency organized the "Jakarta Berjaga" event in celebration of World Environment Day, encouraging residents to walk 7,500 steps daily for 14 days to increase physical activity, promote a healthy lifestyle, and reduce motor vehicle use for better air quality. Unfortunately, unlike in Singapore, simple practices such as using non-plastic shopping bags or disposing of trash properly are still not fully optimized in Indonesia.

On the other hand, Singapore implements well-structured community programs, often with direct government support (Wi & Chang, 2018). Initiatives like recycling campaigns and environmental clean-ups are professionally managed and well-resourced. For example, electronic waste management has become a milestone in Singapore's circular economy system (Andriessa, 2022). The government also provides platforms for community participation in environmental projects, ensuring high coordination and effectiveness (Prasetya & Falzon, 2023).

Local institutions in Indonesia, such as the Environmental Agency, often lack the resources and capabilities to run effective environmental programs. Communication between local institutions and the community is sometimes hindered by bureaucracy and a lack of training for field officers. Conversely, Singapore has strong and well-organized local institutions like the National Environment Agency (NEA). NEA has broad authority and sufficient resources to run environmental programs. Communication between local institutions and the community is conducted transparently and efficiently, using advanced technology and media.

Internal staff in Indonesian environmental agencies often face challenges in training and capability. A lack of continuous training and support from the central government can hinder the effectiveness of internal and external communication. In contrast, Singapore ensures that internal staff in environmental agencies receive ongoing training and access to the latest technology. This ensures they can perform their duties effectively and maintain good communication with all stakeholders.

The role of international organizations in Indonesia, particularly in Jakarta, is active in joint monitoring and supervision. The government facilitates this by creating complaint channels, reporting, and Focus Group Discussions (FGD) with NGOs such as Waste for Change, NAFAS, and Vital Strategies, which have successfully conducted waste reduction campaigns and air pollution control.

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Singapore also maintains close relationships with international organizations in environmental matters. The country often serves as a role model in environmental policy implementation and actively participates in international initiatives (Han, 2017; Leitmann, 2000; Susantono & Li, 2021). Effective communication with international organizations helps Singapore continually improve its environmental standards.

As explained before, policymakers in Indonesia face challenges in the implementation and enforcement of environmental laws. Communication between different levels of government and the private sector is often not well-coordinated, hindering the effectiveness of environmental policies. Singapore, on the other hand, has a more integrated and efficient approach to communication with policymakers. Environmental policies are often based on strong data and scientific evidence, with good coordination between the government, private sector, and community. This ensures that policies are effectively implemented and enforced.

The comparison of strategic communications between Indonesia and Singapore shows that Singapore has advantages in coordination, technology use, and resource support. Singapore's structured and integrated approach ensures that environmental information is accessible and understandable to all societal levels, while Indonesia still faces challenges in infrastructure, coordination, and resources. Adopting some of Singapore's communication strategies could help Indonesia enhance the effectiveness of its environmental communication.

Regarding government communication strategies, research by Yudarwati & Gregory (2022) found that empowering rural communities requires a combination of public relations and developmental communication approaches. For instance, the Indonesian government could focus more on community-based development to embrace collaboration with the public. Additionally, for potential policies, previous research suggests that politicians should be more transparent in the policy formulation process. This involves not only including citizen representatives but also understanding citizens' needs and expectations, thereby strengthening the democratic relationship in a country like Indonesia (Gelders & Ihlen, 2010; Sanders & Canel, 2016).

CONCLUSION

The issue of deforestation in Papua's forests in Bovem Digoel Regency came to prominence in 2024, following demonstrations by the Awyu and Moi tribes in front of Indonesia's Constitutional Court in May 2024. As a country often dubbed 'no viral, no judgment,' Indonesian social media, particularly Instagram, quickly popularized the hashtag #alleyesonpapua. This hashtag represented public opinion urging the state to protect the 'eternal heritage' on which these tribes rely for their intergenerational survival.

Previous research has found that building a better society requires not only regulations or legal frameworks but also communication strategies tailored to various societal layers. Taking Singapore as an example, one of the countries with the best environmental conditions in the world, this study compares the environmental laws in

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place and the differences in communication strategies employed by Indonesia and Singapore.

From a legal perspective, besides differences in approach, there are also significant differences in the effectiveness of environmental law enforcement. Indonesia often faces challenges in implementing regulations and monitoring environmental violations across its vast archipelago.

A comparison of communication strategies between Indonesia and Singapore shows that Singapore excels in coordination, technology use, and resource support. Singapore's structured and integrated approach ensures that environmental information is accessible and comprehensible to all societal levels. Meanwhile, Indonesia still faces challenges in infrastructure, coordination, and resources. Adopting some of Singapore's communication strategies could help Indonesia improve its effectiveness in environmental communication.

BIODATA

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Noprita Herari, M.Ikom pursued studies in Communication Science, earning a Diploma from Bogor Agricultural University (IPB), a Bachelor's degree from Universitas Terbuka (UT), and completing a Master's degree at LSPR Institute of Communication & Business. Her interest in applied Communication Science, particularly digital media, is reflected in her books published in 2024: "Advertising: Methods, Research, and Practices" by Adamas University India, and "Digitalisasi UMKM dan Koperasi (Transformasi Digital)" by Media Sains Indonesia.

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