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## The Effectiveness of an Anti-Corruption Content Plan Strategy on Audience Engagement for the West Java Inspectorate's Instagram Account

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### ABSTRACT

This study explores the effectiveness of anti-corruption content strategies implemented through Instagram by the West Java Inspectorate using the Think-Feel-Do framework. Employing a quantitative approach with correlational methods, data was collected through observation, documentation, and analysis of Instagram engagement metrics—likes and comments—on posts using the @inspektorat\_jabarprov account. The study assessed engagement rate (ER) on three types of content designed to stimulate cognitive (Think), emotional (Feel), and behavioral (Do) responses. Results show that Feel content elicited the highest engagement rate (6.58%), followed by Think (5.66%) and Do (5.54%) content. These findings indicate that emotionally driven messages are more effective at increasing public engagement on social media platforms. The research underscores the importance of strategic content planning in public communication, especially in promoting anti-corruption education. Insights from this study offer guidance for public institutions in crafting impactful digital campaigns to foster civic awareness and participation.

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## 1. INTRODUCTION

The Corruption Eradication Commission (KPK) received 21,189 complaints related to corruption in the 2020-2024 period. Of that number, the five regions with the most complaints were DKI Jakarta, West Java, East Java, North Sumatra, and Central Java. During that period, the KPK has named 691 suspects, with 36 sting operations and 29 TPPU cases. Based on data recorded by the KPK from 2004 to 2020, West Java is the province with the highest number of corruption cases, namely 101 cases (occupying a significant position in the number of cases handled by the Corruption Eradication Commission (KPK) (Pramono and Aruzzi, 2023).

Eradicating corruption in West Java is not only the responsibility of the KPK Institution, but West Java also has an integrated corruption eradication program that coordinates with the West Java Inspectorate. The regional government's action plan for integrated corruption prevention in the West Java region was designed by the West Java Inspectorate by forming a task force in the form of preventive actions. The West Java Inspectorate, through its website, namely [Inspektoratjabarprov.go.id](http://Inspektoratjabarprov.go.id), explains that its institutions are organized as regional apparatuses tasked with assisting the Governor to carry out coaching and supervision of the implementation of government affairs that are the authority of the provincial region and assist tasks by regional apparatuses (Faisal, et al., 2022; Idrus, firman and Rahmawati, 2024).

Educational message strategy is one of the important components that must be considered, which will be used in the communication strategy of educational accounts on social media (Wibowo and Wijaya, 2023; Alberta and Wijaya, 2021). The message strategy in this study refers to the planning of anti-corruption content that will educate the public through posts on Instagram. The message strategy used will also differ depending on the objectives that have been determined. (Bandpey et al., 2021) explained that in general, the purpose of communication that aims to form audience engagement needs to pay attention to communication strategies that prioritize the principles of awareness, attitude, action, and relationship building. This principle is related to the think-feel-do model in communication that is often carried out by the audience before making a decision (Sharma et al, 2022).

The strategy adapted from the development of the think-feel-do model above will optimize communication that aims to form audience engagement. According to (Demydyuk and Carlbäck, 2024) explains that user engagement in traffic is an emphasis on the positive aspects of this interaction tied and collected in a web application to create a quality user experience, as well as being added with motivation in using it. (Himawan, Priadana and Murdiyanto, 2020) "Want to focus that engagement in online activities has different manifestations depending on the features of the website or web application. For example, on an email site, engagement is indicated by the email open rate; On news sites, engagement is shown by clicks on news headlines or comments on news items". Because the form of online activity has different manifestations depending on the features of the website or web application. For example, on an email site, engagement is indicated by the email open rate on a news site, and engagement is indicated by clicks on news headlines or comments on news items (Vu Cao and Cao, 2025).

Based on (Kongar and Adebayo, 2021) how to identify several indicators of social media engagement, namely by looking at the number of active users, the number of comments, the number of application uses, the number of application uses and the number of likes. I'd used (such as how many users edit biodata, profiles, etc.). This identification method has been carried out in the research of (Dhaoui and Webster, 2021) using the number of comments, likes, duration of interaction, and shares in their Facebook research (Tanaltay, Ozturkcan and Kasap, 2025) only used the number of likes; while Sebate et al. (2014) used the number of comments and likes. Meanwhile, (Peker, Menekse Dalveren and Inal, 2021) used Click-Through-Rate (CTR) to penetrate the engagement rate on a general website. This resulted in (Demydyuk and Carlbäck, 2024) having the view that engagement on a website is influenced by various features of this website.

(Mukti and Putri, 2021) explained that there are two indicators of increasing interaction on Instagram, namely, first, the likes feature is a type of notification on Instagram that appears when users like certain posts. Second, comments, the total comments shows that users are discussing content, and the number of comments can be defined as a single point (threshold) of discussion. From this statement, the conclusion is that the engagement rate on Instagram is a large or small indicator of the amount of involvement and interaction of followers (the public) in the form of comments and likes in posts on Instagram accounts.

## 2. METHOD

This study will use user engagement to calculate the relationship between content plan strategy variables and audience engagement. (Demydyuk and Carlbäck, 2024) explained that user engagement in traffic is an emphasis on the positive aspects of this interaction, tied and collected in a web application to create a quality user experience, as well as added motivation in using it. (Kongar and Adebayo, 2021) identified several indicators of social media engagement, including: number of active users, number of comments, number of application usage, number of application usage and number of likes. In this study, the correlational method will analyze the relationship between content plan strategy variables and audience engagement based on engagement rate data from the West Java Inspectorate Instagram account.

The data collection technique used in this study comes from information that can be commented on and viewed directly by users in every West Java Inspectorate Instagram post @inspektorat\_jabarprov. The data collection technique in this study is in the form of observation, field notes, and documentation.

(Mukti and Putri, 2021) explains that there are two indicators of increased interaction on Instagram, including:

- a. Likes are a type of Instagram notification that occurs when a user likes a particular post.
- b. Comments, the number of comments shows that the user is discussing the content, and the number of comments can be defined as a single point (threshold) of discussion.

Based on the understanding above, it shows that the engagement rate on Instagram is an indicator of the level of public interaction with the form of information they receive, with the following calculations in **Figure 1**.

$$Er = \frac{\sum_{i=1}^n L_i + 2C_i}{3nPF} \times 100$$

Source: (Zayani, 2021)

**Figure 1.** Engagement Rate Formula

Er : Engagement rate

L : Like

C : Comment

n : Posts Total

P : Chances of followers seeing posts

F : Followers Total

Following is an explanation of each variable contained in the Formula based on literature studies according to (Reuter et al., 2021) as in **Figure 2** below.

No	Variable	Literature Study
1	Likes (L)	According to Atmoko (2012) [15], Araujo et al., (2014) [16].
2	Comments (C)	
3	Weight Value (1 for likes, 2 for comments)	Vadivu and Neelamalar (2015) [12], Kim et al., (2017) [17]. Azmi and Budi (2018) [7], Mariani et al., (2018) [13].
4	Weighing Value (3)	
5	Posts (n)	Bonson & Ratkai (2013) [10], Vadivu and Neelamalar (2015) [12], Mariani et al., (2018) [13].
6	Followers (F)	
7	Probability (P)	Twitter @instagram (2019) [18]
8	Indeks (100)	Supranto (1990) [ 19], Santoso (2003) [20].

Source: (Reuter et al., 2021)

**Figure 2.** Formula Variables Based on Literature Studies

In the implementation stage of the anti-corruption content strategy for engagement rates, several stages will later be used as a reference in calculating the engagement metric using the Engagement Rate calculation based on reach. In this engagement rate calculation, the number of reaches will be more accurate than just calculating based on followers. Not all followers can see the content (posts) published on the Instagram social media platform because Instagram has a chance value for a post to be seen by the audience, with a value of 0.7 (Peng, 2021). After calculating the engagement rate on the West Java Inspectorate Instagram post @inspektorat\_jabarprov, the results of the calculation were analyzed using the standard engagement rate with the following **Table 1** rates:

**Table 1.** The Standard Engagement Rate

Followers Total	Engagement Rate Average	Engagement Rate Gap	Engagement Rate Quality
< 5K	7,58%	< 7,58	Low
		7,58 - 8,58	Medium
		> 8,58	High
5K – 20K	4,98%	< 4,98	Low
		4,98 – 5,98	Medium
		> 5,98	High
20K – 100K	2,65%	< 2,65	Low
		2,65 – 3, 65	Medium
		> 3,65	High
100k – 300K	2,37%	< 2,37	Low
		2,37 - 3,37	Medium
		> 3,37	High
> 300K	1,72%	< 1,72	Low
		1,72 – 2,72	Medium
		> 2,72	High

Source: (Reuter et al., 2021)

The standard set in Table 2 refers to (Reuter et al., 2021) with the intention that the higher the engagement rate value, the better the quality of the Instagram account, because the engagement obtained from followers will also be higher (High). Next, for accounts that get a good quality engagement rate (good), this illustrates that the account already has good performance and can influence followers to get involved. For accounts that get a low-quality engagement rate (low), this illustrates that the account has underperformed, and the account has not been able to optimize the potential of followers to be able to engage more.

ER results will show how good the quality of the content is reflected in a previously determined ranking. ER calculation with the formula total reactions (likes, comments) divided by the total number of followers of the account. The determination of the ER result ranking of an account can be seen in Table 1. In the West Java Inspectorate account, there are 10,700 followers, so referring to the standard engagement rate above, the average engagement rate is 4.98%. So the results of the research on the effectiveness of the content plan strategy on the engagement rate will be declared high if the data calculation results show > 5.98%. Furthermore, the results of the research on the effectiveness of the content plan strategy on the engagement rate will be declared good if the data calculation results show 4.98% - 5.98%. If the data calculation results show <4.98%, then the results of the research on the effectiveness of the content plan strategy on the engagement rate will be declared low.

### 3. RESULTS AND DISCUSSION

This study was conducted for one month by observing the Instagram account @inspektorat\_jabarprov. From the results of initial observations, it was found that the Public Relations Division of the West Java Inspectorate did not yet have a strategy for updating its content. Therefore, the researcher observed for one month regarding the

characteristics of the audience of the followers of @inspektorat\_jabarprov. In this study, the researcher selected respondents who were followers of the Instagram account @inspektorat\_jabarprov. The respondents selected were active followers in using Instagram. The active category is given to those whose data opens their Instagram account 2 to 5 times or more just to look at the homepage to find information, IG stories, or post photo or video content (Suryana et al., 2024).

The results shown below are the results of the calculation of each post that implements the anti-corruption content strategy. The researcher created a think-feel-do strategy instrument, which was implemented in a post on the @inspektorat\_jabarprov account. The data collection technique used is by observing posts that implement the think-feel-do strategy, followed by calculating the relationship between content plan strategy variables and audience engagement using user engagement. The following are the ER calculation results based on their categories for Instagram accounts with 10,700 followers in **Table 2 and Table 3**.

**Table 2.** ER count table with Low category for 10,700 Followers

$$\begin{aligned} Er &= \frac{\sum_{i=1}^n Li+2Ci}{3nPF} \times 100 = < 4,98 \\ Er &= \frac{\sum_{i=1}^n Li+2Ci}{3(3) \times 0,07 \times 10.700} \times 100 = < 4,98 \\ < 4,98 \times 3(3) \times 0,07 \times 10.700 &= Li + 2 (Ci) \\ < 335,7 &= Li + 2 (Ci) \\ Li + 2 (Ci) &=< 336 \text{ (rounded up)} \end{aligned}$$

**Table 3.** ER count table with High category for 10,700 Followers

$$\begin{aligned} Er &= \frac{\sum_{i=1}^n Li+2Ci}{3nPF} \times 100 = > 5,98 \\ Er &= \frac{\sum_{i=1}^n Li+2Ci}{3(3) \times 0,07 \times 10.700} \times 100 = > 5,98 \\ > 5,98 \times 3(3) \times 0,07 \times 10.700 &= Li + 2 (Ci) \\ > 403,1 &= Li + 2 (Ci) \\ Li + 2 (Ci) &=> 403 \end{aligned}$$

The anti-corruption content strategy in this study was implemented in three posts uploaded by @inspektorat\_jabarprov. In Duncan's Think-Feel-Do framework, the think strategy targets audiences who have started considering solutions, but are not yet ready to buy. The focus is on building awareness and active consideration, as well as forming an image and trust in the content.

The strategy used in the first content uploaded to X uses the following Think Strategy **Table 4**. Er calculates the engagement rate in the Er table with Think Content for 10,700 Followers:

**Table 4.** ER count table result for Think Content

$$Er = \frac{\sum_{i=1}^n Li+2Ci}{3nPF} \times 100$$

$$Er = \frac{\sum_{i=1}^3 362+2(10)}{3(3) 0,07 (10.700)} \times 100$$

$$Er = \frac{362+20}{6741} \times 100$$

$$Er = \frac{382}{6741} \times 100$$

$$Er = 5,66\%$$

Based on the calculation results, it shows that the engagement rate of think content is 5.66%, which is interpreted as being in the middle category. The audience responds quite well to educational content, which means that there is interest in information about anti-corruption, but this type of content does not always trigger high emotional interaction or follow-up actions. Based on observation data, there are audience comments as follows **Figure 3**.



Source: Instragram

**Figure 3.** Comments of Think Content

The strategy used in the second content uploaded on X uses the following feel strategy. Er calculates the engagement rate in the Er table with Feel Content for 10,700 Followers in **Table 5**.

**Table 5.** ER count table result for Feel Content



$$Er = \frac{\sum_{i=1}^n Li+2Ci}{3nPF} \times 100$$

$$Er = \frac{\sum_{i=1}^3 412+2(16)}{3(3) 0,07 (10.700)} \times 100$$

$$Er = \frac{412+32}{6741} \times 100$$

$$Er = \frac{444}{6741} \times 100$$

$$Er = 6,58\%$$

Based on the calculation results, the engagement rate of feel content is 6.58%, which is considered high. Based on this post, it shows that an emotional approach tends to produce higher interactions. Audiences are more motivated to like, comment on, or share content that touches their emotional side. This supports the basic principle that emotions can be a powerful trigger in shaping public opinion and social participation in digital media. The calculation results are supported by the following **Figure 4** observation data:



Source: Instagram

**Figure 4.** Comments of Feel Content



The strategy used in the third content uploaded on X uses the following do strategy. Er calculates the engagement rate in the Er table with the Do Content for 10,700 Followers in **Table 6**.

**Table 6.** ER count table result for The Do Content

$$Er = \frac{\sum_{i=1}^n Li+2Ci}{3nPF} \times 100$$

$$Er = \frac{\sum_{i=1}^3 364+2(5)}{3(3) 0,07 (10.700)} \times 100$$

$$Er = \frac{364+10}{6741} \times 100$$

$$Er = \frac{374}{6741} \times 100$$

$$Er = 5,54\%$$

Based on the calculation results it shows that the engagement rate of the content is 5.54%, which is interpreted as being in the middle category. This strategy encourages the audience to take real action, for example by inviting them to report acts of corruption, join a campaign, or spread anti-corruption messages. The audience response based on observation data is as follows **Figure 5**.



Source: Instagram

**Figure 5.** Comments of The Do Content

This study aims to analyze the effectiveness of the anti-corruption content strategy implemented by the Instagram account @inspektorat\_jabarprov through the Think-Feel-Do approach, and its relationship with the engagement rate (ER) as an indicator of audience involvement. The process of implementing the message strategy aimed at this

goal includes creating trust, developing content images, influencing feelings and emotions, developing positive attitudes and opinions towards content, and influencing KOL (Key Opinion Leaders) among the audience (Bandpey et al., 2021). In achieving the cognitive level, message strategies are classified into transformational message strategies, which are divided into association, lifestyle, credibility, and emotion strategies. The connotative purpose of communication in the third strategy refers to motivation that results in a tendency to react and behave towards something from a combination of an individual's feelings and beliefs.

The motivation given in this effort is to influence and provide information to the audience, and in this process must be encouraged and given confidence so that they can make decisions based on their emotions or intellect. The implementation of this message strategy aims to reach the process, namely motivating to do a trial, stimulating certain attitudes and adding or bringing up attitudes to content with the audience, increasing audience preferences for content in order to increase loyalty, increase repeat account visits and encourage increasing positive dialogue and word of mouth from content with the audience (Bandpey et al., 2021).

Bandpey combines two categories of message strategies in this process, namely behavioral, which is divided into added value, relational, and reminders, which encompass dialogue. The message strategy in this category is implemented in developing two-way communication between the content and the audience. Through the Think-Feel-Do approach, and its relationship with the engagement rate (ER) as an indicator of audience involvement, it is hoped that content can more easily attract attention and get responses from the audience.

In the first content using the Think approach, the ER obtained was 5.66%, which is included in the medium category. This strategy aims to provide education or increase audience knowledge about anti-corruption issues. In other words, this content is informative and invites the audience to think critically about the issues presented. Although it does not touch on emotional aspects or direct action, this educational content is quite successful in attracting the attention of active audiences.

According to (Chen, Zhang and Jia, 2024; Sharma et al., 2024) Engagement rate of 5.66% indicates that the audience is in the interest phase towards the issue being conveyed. This is in line with the function of THINK content, which is educational and informative, not transactional or directly persuasive. THINK educational content activates the central route. According to the Elaboration Likelihood Model (Wagner and Petty, 2022), the audience processes information through the central route, which means they are cognitively involved, although they do not necessarily show an explicit emotional response.

Although it does not always result in direct emotional interactions such as high comments or shares, this indicates significant cognitive involvement, which is an important stage before changing attitudes or behavior. In the second content that applies the Feel strategy, ER was recorded at 6.58%, which is categorized as high.

This strategy focuses on efforts to arouse the audience's emotions, such as empathy, anger at corruption, or pride in integrity. This type of content seems to be the most effective in increasing engagement because it is able to create strong emotional resonance with the audience. According to (Loh, Gaur and Sharma 2021) in the concept

of Emotional Branding, emotional attachment between the audience and the brand (or social message) creates higher loyalty and participation than just a rational relationship. When the message touches the values, beliefs, and emotions of the audience, engagement will be higher because there is emotional resonance.

An ER of 6.58% shows that the feel content has succeeded in touching the audience's affective response, thus increasing their tendency to interact—either through likes, comments, or shares. The feel strategy that arouses empathy, anger towards corruption, or pride in integrity creates strong emotional resonance, so that the ER (Engagement Rate) increases significantly. This proves that emotional involvement can be the main trigger for audience participation in social issues.

In the third content with the Do approach, the ER generated was 5.54%, also included in the moderate category. This strategy encourages the audience to take real action, such as reporting corruption or joining an anti-corruption campaign. However, according to the Theory of Planned Behavior (Hagger et al., 2022), the intention to act is not formed solely from an explicit invitation, but also from a positive attitude, social norms, and self-confidence. Although a call to action is an important strategy in building real change, content with this strategy does not always get a high response if it is not accompanied by emotional motivation or sufficient understanding. This indicates that a call to action needs to be built on a foundation of understanding (Think) and emotional involvement (Feel) (Ayeko-Kümmeth, 2024; Slavytska, Bilak and Kozii, 2022).

#### 4. CONCLUSION

This research underscores the critical importance of strategic message design in optimizing public engagement with anti-corruption content on Instagram. By employing the Think-Feel-Do communication framework, the study reveals that emotionally resonant content (Feel) consistently garners the highest levels of engagement. This finding reinforces the compelling influence of affective messaging in the context of digital public campaigns. While educational messages (Think) and action-oriented content (Do) also contribute to audience interaction and awareness, their impact is comparatively moderate, highlighting the unique persuasive power of emotionally driven narratives.

These insights carry significant implications for public communication strategies, particularly in the domains of governance, civic education, and institutional transparency. Effective communication in the digital era demands more than just the transmission of factual information or calls to action—it requires an emotional connection that resonates with audiences on a personal level. Such resonance has the potential to deepen user engagement, foster greater awareness, and potentially catalyze behavioral change. For public institutions seeking to combat corruption and build trust, incorporating emotional appeal into digital outreach is not merely advantageous but essential for maximizing impact and relevance.

Looking ahead, future research could investigate the role of specific narrative techniques, the use of diverse multimedia formats, or partnerships with digital influencers in enhancing message appeal and extending audience reach. Furthermore, longitudinal studies may be necessary to evaluate whether heightened social media

engagement translates into sustained shifts in civic attitudes and behaviors over time. Ultimately, this study points to the transformative potential of emotionally intelligent and strategically crafted communication as a foundational pillar for advancing transparency, accountability, and public trust within the digital landscape of modern governance.

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