

## Social media for Indonesian and Philippines students

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### ABSTRACT

**Background:** The digital era has changed the behavior of students who are very responsive to technology, especially social media. However, social media has a different role and impact on their life. **Purpose:** This study aims to find out the interest of Indonesian and Philippines students in using social media, to find out their activities and their opinions about their social media usage. **Method:** This study used qualitative descriptive with purposive sampling resulting in eight people as informants spread across Indonesia and the Philippines. **Results:** This study found that almost all students use and have social media accounts. They use it to access education, and entertainment and to increase their local, national, and international knowledge, especially among those who participate in the Merdeka Learning program, while Philippines students participate in the international lecture program. With the existence of social media, they rarely watch television, radio, and newspaper, although there are some Indonesian informants who still like to read newspapers, there are differences in the interest in using social media by Indonesian and Philippines students. Indonesian students use social media such as Facebook, Instagram, YouTube, and Telegram, Meanwhile, Philippines students use Facebook more when interacting with their campus friends. The students see social media changed the pattern of their daily life, for example, the lack of direct social interaction and the increase of cybercrime, while the positive impact of social media is the ability to do storytelling on social media, making it easier to communicate. **Conclusion:** Philippines students use Facebook more than popular social media such as Instagram and Tiktok, in contrast to Indonesian students who primarily use Instagram and Tiktok. **Implication:** That both Filipino and Indonesian students utilize social media, but there are differences in their preferences and usage pattern.

**Keywords:** Social media; students; used, interest, opinion

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## INTRODUCTION

In the digital era, social media, including students, has a strong position in people's daily lives. However, it is often an exciting topic of conversation because it can have a positive and negative impact, especially for students as most social media users to understand different social media's essential benefits and functions for students and students. Through social media, students find many new ideas so that they broaden their horizons. Social media is a medium with various functions. In addition to communicating, it is also a means of seeking information and building connections that are beneficial for their careers (Sasikala, 2021). The same is true for research (Peters et al., 2022). Social media is a technology more widely used to bridge teaching and learning goals and other student interests.

Thus it is clear that the results of research conducted by Al-Anshari & Munthe (2022) show that social media does not have an entirely negative effect; it still has its role and function in every individual's life. According to (Henderi & Abas, 2007), social media is a web-based social networking site that allows individuals to build their branding, both personal and institutional profiles in the system, with whom they can connect and view and explore the list of connections and can view profiles created by others in the same system. Thus social media makes it easier for everyone to disseminate and create their content so that other users know it.

Based on the above explanation, the use of social media is related to the context of the language and content of the messages used, such as the photos they upload, of course, have something to do with the theme of the upload, as well as when replying to comments or reposting to other people, so that friendship is established which is also followed by personal chat. Therefore, social media users, ranging from children to teenagers and adults, keep growing. Based on survey results, social media users are dominated by teenagers (APJII, 2017). It happens because Indonesian teenagers tend to follow the contemporary lifestyle. Internet users in Indonesia in 2020 will reach 197 million people, or 74% of Indonesia's population. This number increased to 8.9% compared to 2019 because the learning system is online. APJII

also explained that in the second quarter of 2019, there were 171.2 million internet users in Indonesia, or around 64.8% of Indonesia's 267 million population, based on a survey from June 2 to June 25 of 7,000 respondents, which was conducted randomly. (Wulandari et al., 2021). The highest motive for using the internet in Indonesia based on data for information search, internet use regarding lifestyle shows that 87.13% of users actively use social media (APJII, 2017). APJII research data (2016) explains that internet user penetration is 89.70%, namely students who quickly bring cyberspace to bedrooms, study rooms, and dining tables while on the road or in vehicles. Accordingly, the aims of this research are; 1. To find out Indonesian and Philippines students' interest in using social media. 2. To find out the activities of Indonesian and Filipino students in using social media, 3. To find out opinions about the use of social media by Indonesian and Philippines students.

## RESEARCH METHODS

Social media for Indonesian and Philippines students can be mapped in a procedural framework through activity in the form of an interest in using social media and opinions about it (Arikunto, 2011) and (Nasir, 2005) said that the term descriptive comes from English words, namely to describe something in the form of circumstances, situations, conditions, activities, events, based on data obtained with a more holistic, inductive and naturalistic approach. This type of research uses descriptive-qualitative to discover what is hidden behind phenomena that are sometimes difficult to understand considering the ever-changing life. Validity test using data analysis triangulation technique, namely obtaining data from different sources. Whether a report is valid is based on what happened in the field based on the degree of trust, transferability, dependability, and certainty criteria. This qualitative approach opens opportunities to better understand the phenomenon under study, considering that life is constantly changing and human behavior is dynamic. Samples in qualitative research are called informants or research subjects; people selected to be interviewed and

observed according to the research objectives. It is a research subject because informants are considered active in constructing reality, not just objects that only fill out questionnaires (Kriyantono, 2014).

Research subjects from research informants were determined based on purposive techniques as many as seven students, four from Indonesia and three from the Philippines. Having a focus group as data for research usually uses a sample of 6-12 people whose results cannot be generalized (Rofiah & Bungin, 2021). The type of data used in the research is primary data obtained directly from informants, while the research object is on Social Media for Indonesian and Philippines Students. In addition, references from secondary data are in the form of book references related to research and interviews. The technique for testing the validity of the data that researchers use is a triangulation of data sources by digging up the truth of certain information through various methods and data acquisition sources. Researchers only used tests by utilizing sources that were carried out using a “purposive sampling” technique of seven people spread across several universities in Indonesia and the Philippines.

## RESULTS AND DISCUSSION

The informants consisted of students in Indonesia from Universitas Negeri Makasar and some universities in Maluku and Denpasar. At the same time, those from the Philippines came from the Philippines—Tarlac University with various study programs.

Activities of Indonesian and Philippines Students using social media are Interaction Activities by using social media for lectures; WhatsApp and Instagram are used for group assignments; Facebook is used for conversations with college friends, and video calls are used for discussion. Students can share and interact through these networks by incorporating social media plug-ins. Whether students are working on an assignment, working on a project, or trying to gain more insight into a subject, some of the best information and results can be extracted from social media (Sasikala, 2021).

Some educational values that can be obtained are mental health education and general lessons



Source: personal documentation, 2022

**Figure 1 International Programs for Student Tarlac University and UGJ**

about health. The other education obtained is about college life. There is also language education through online videos and Facebook. There is also a how-to video on professions and education, such as how to finish college assignments. Some knowledge of psychological facts can also be found on the internet, which is helpful for everyday life. Social media can also provide entertainment, such as content from YouTube about artists' lives, final-year students' stories, and people playing games such as UNO. Facebook and Instagram also provide the media to watch friends and see their actions. Student Informants from Indonesia suggest it:

“The social media chat (WhatsApp) groups range from 3 groups to 300 groups; the group chats are labeled as Students and Organizations, Courses, Community, family, events, friends, Independent Campus, student exchange, MSIB, class groups, internationalization, “Kampus Merdeka“ group telegraph, class 1 teaching campus, batch 1 student exchange, south Sulawesi competition event, college program, and photography, college friends group, internship, international programs”.

On the other hand, Line chat application groups are used differently as two informants, namely from Indonesia and the Philippines, said:

“I did not have schools, colleges, family and discussion groups, elementary groups,

college friends groups.”

Instagram groups cannot be used for online groups as it is more personal, while Indonesian students often use this. However, they cannot use it in group talk, while Philippines students use Facebook Messenger group chats of around 20.

There are three levels of media in social media; the first is media documents, for example, *menfess*, which gains interactions, activities, and user feedback—secondly, the media object level. Where account like *@collegemenfess* is used for discussions such as exchanging stories and expressing themselves; lastly, the level of experience, focusing on the reason for the account owner creating this account as a forum for students to communicate and the culture of communication users use anonymous identity (Avdijan & Rumenyeni, 2022).

After using social media, several changes were found in daily life, such as the informant rarely watching television. Social media has so many benefits in making it easier to get information from various parts of the world and making it easier to interact remotely, too; they can also watch news via YouTube and Netflix. As mentioned (Nurudin & Jalil, 2019), the shift in interaction with the environment using Instagram media is because it is easy to reach and has no boundaries.

After the occurrence of social media, it became rare to use the radio as a medium because social media provided everything needed, from entertainment to news, through videos without having to use the radio again. There has been a significant decline in the number of people who prefer to listen to the radio since the advent of social media. They prefer to listen to music on YouTube or other digital music platforms like Spotify, where people can listen to podcasts about a topic they are interested in. However, many people, especially the older generation, still enjoy listening to news and music on the radio. Furthermore, after social media, newspapers/print media are also affected, but some informants answered that they are still reading newspapers and books.

“I rarely buy and read print media or newspapers now. It is because there is already a digital version of this written

medium that you can download online. In addition, now the broadcasting media publish some of their news and updates online via Facebook, so people no longer need to spend money to buy newspapers.”

The costs incurred for purchasing internet data quota in one month vary from 40 thousand to 70/80 thousand rupiahs, or even 108 thousand monthly. At the same time, for Filipino Students, it is 100 php in a month, and other Informants from the Philippines spend around 1,200 PHP (Rp 321.202.37), besides using their home internet., but personally spending almost 100 PHP (26766.86 IDR) for mobile data when they have acted outside the house.

When accessing the internet, informants also use campus Wi-Fi because it is included in the facilities; Filipino students use Wi-Fi at home because it is much cheaper than buying mobile data, so they decide to set up a Home Wi-Fi at the start of online classes in the Philippines. However, the challenges for teachers (Johari et al., 2022) with the extensive use of digital communication, namely an increase in stress, message disruption, and misuse of working time, could burden some teachers.

In the term Interest in Using Social Media by Indonesian and Philippines, Students all agreed on the term that they use social media every day; some said they had used social media since elementary school, and the majority of them had been using it since junior high school, which is between the year of 2011-2015. As one of the informants added, the first social media they use is Facebook.

As for their intensity in using social media, some said it took at least 10 minutes, some said it took 2-3 hours to view Facebook, Instagram, and YouTube, and some even said up to six hours. The majority took around 8 hours, while the statements of some informants with the longest time using social media is around 20 hours. While sleeping, most informants state that their cellphones are active; only one informant, an Indonesian student, said he was using airplane mode when sleeping.

While the dominant function of social media is for work and as an information medium, most informants said it is for communication and entertainment. The



informants also suggested using it for education and studying while doing business. Another informant from the Philippines said that the function is to contact friends, relatives, and classmates, as the informant is the head of the class; others suggested that it can also increase knowledge, especially by watching educational documentation through videos on YouTube. On the contrary, the research conducted by (Al Arif, 2019) and indicated that a range of social media, especially Instagram and Facebook, are used by students. The research also suggested that social media (six popular social media, i.e., Facebook, WhatsApp, Snapchat, Instagram, Telegram, and Twitter) are perceived as tools for learning English as a foreign language. The students felt that social media was influential in improving their English skills as an additional (optional) language learning tool in their free time.

Regarding access to information using social media, most informants said it was for lectures and lessons and an inquiry about current conditions. Some say to get information on student-level competitions. Some say access to Tiktok and Instagram, Facebook Messenger for interaction with friends, and YouTube. In addition (Hassan et al., 2022) added that young people with media literacy skills showed a stronger preference.

Thus Indonesian and Philippines students' interest in using social media is similar; they have been using it for several years, which is also frequently a daily habit, starting from only 10 minutes to 20 hours. The media is used to access information, communication, and entertainment, starting with Facebook, Instagram, Tiktok, and YouTube. The social media applications owned by most of their cellphones are Instagram, WhatsApp, YouTube, Facebook, Twitter, Telegram, Line, and Tiktok. UNM students who study Arabic also added that the Indonesian Arabic Dictionary is an additional application installed apart from social media. WhatsApp is the most often used application by most Indonesian informants as it is considered practical. At the same time, Philippines students prefer Facebook because it is fun, and other social media, YouTube, is used to get the latest information about current events, for entertainment purposes, and to get

new information that can be used for their studies. The results of the (Mu'alifah, 2023) research indicate that each informant has many differences in the process of self-disclosure, depending on the situation and conditions being experienced.

"The social media that Indonesian students rarely use are Line and Telegram, while Filipino students use other apps besides Telegram, TikTok, and WhatsApp. They use TikTok for educational purposes. Although Telegram and WhatsApp are rare, Filipinos use these apps to communicate with classmates, professors, and international coordinators."

Yasya found that mobile communication positively affected the students' learning and experience, mainly how it helps them to continue their education despite being disrupted by the pandemic (Yasya et al., 2022).

Cellphones, owned by students, have fulfilled their needs to access social media, which later affects self-interest in various statements, depending on the individual, as suggested by one Philippines informant.

"Yes, because it makes it easier to access information and insights, the effects causing less productivity; yes, because it gives happiness and affects interests and self-image of someone, which can affect the way Philippines students express themselves because sometimes they are influenced by other people's comments or appearances."

So they become more consumptive and forced to buy data packages every day. Other Philippines informant added, "Yes, because of that you can use Wi-Fi to access social media and an internet connection, because otherwise, some people who cannot afford prepaid internet data or internet connection will not be able to follow other people's developments, by looking at other people's posts on Facebook or Instagram. Using social media, they try to blend in and even imitate other people's lifestyles. Moreover, other individuals who do not know how to access the internet or technology will be left behind."

Social media is also related to politics, which depends on individual preferences; some agree, but others disagree. The current



Source: Personal Documentation, 2022

**Figure 2 International Programs for Student Tarlac University and UGJ**

political situation encourages individuals to take advantage, which is ethically not supposed to be done.

Similarly, the informant from Indonesia suggested:

“Agree on the connection of social media to politics because it could be used to influence people easily; it becomes a platform for the discourse of politicians that allows them to peddle fake news to destroy the image of their opponents. Since the advent of digital platforms, people have become more interested in topics about politics or political elections”.

In addition, Nugroho suggested that social media is connected to social factors, and informants are not on the same page; some concur, but some decline this notion (Nugroho, 2021).

“I agree because they get new relationships. Through watch and spend most of their time looking at their gadgets and browsing their social media accounts”. Therefore, it affects the way they communicate with others verbally without using the media. Some children also prefer to use their cell phones to watch cartoons or play online games rather than interact with their peers by playing with them physically.

“Yes, because people are watching it.”

Other statements coming from another informant on the Influence of cultural factors, which according to them, depends on the

individual:

“Yes, because some cultures can adopt other cultures through social media. Digitization also affects different cultural factors positively and negatively. In a positive sense, it has helped to promote other people’s cultures on social media. However, in a negative sense, it also neglects other cultural practices due to the rapidly changing technological era”.

Teenagers are becoming more active on social media, frequently posting their daily activities, which explains their lifestyle, and trying to keep up with the contemporary habit to be considered more popular in their environment. However, what they post on social media only sometimes reflects their true social life. Teenagers commonly feel lonely When they post the entire fun side of their life. Humans as creative actors who can create something, one of which is in the virtual world interaction space. (Putri et al., 2016)

Likewise, with research conducted by (Sulthan & Istiyanto, 2019), Students use social media according to the needs and characteristics of existing social media, both for exchanging information and maintaining friendships as well as reasons for the learning process, entertainment, economy, and self-actualization; even so, students also know the negative impacts and deviations that occur due to inappropriate use of social media because it has become a demanding habit in everyday life.

The data gathered on the opinion of social media usage by Indonesian and Philippines Students reveal some points: Social media today is an essential tool that individuals should be able to use. For one of the informants, social media has a positive impact as it enables them to access information quickly and communicate smoothly; it is also noted that it considerably facilitates rapid communication with others. It can be said that more use of social media, expanding not only for communication but also for other things such as: looking for work, but some use it negatively, such as fraud and other criminal acts. Social media is helpful but, in contrast, could be a dangerous tool for some individuals. Social media can affect everyone positively and negatively. It can help in various

aspects of daily life. However, despite the many advantages one can hear about using social media, the fast-changing world leaves others unable to keep up with the use of technology; it is also possible for people to abuse social media and use it for inhumane practices and crimes.

Based on the results of research conducted on housewives (Nurfalah et al., 2013), a similar result shows the motivation of homemakers to use social media as a medium of communication among other homemakers to support each other and share what activities they do. Ultimately, they can live, interact, and enjoy their daily activities through social media. In addition, increasing problem-solving ability and confidence has changed the pattern of everyday life. The less real-life social interaction as individuals use social media can have a positive or negative impact depending on the individual. Seeing other people's lives with their stories on social media makes others interested in following them. Social media provides another way of life, influencing how we communicate with others, especially friends and colleagues. It also affects how to handle daily tasks. Sometimes, you can spend so much time on social media that you must remember to do tasks and complete workloads. The same experience was felt by other students, especially when attending online classes, as practical discussions could not be reached through online media.

Based on research by Sulaiman (2018), the results show that most communication students prefer the mass media in obtaining information because the information reviewed in the mass media is considered more accurate. It is suggested that social media is used to build closer relationships. Social media, such as WhatsApp, has been used for several groups: lecture-discussion groups, school alumnus groups, organization groups, business-building groups, etc. Based on this, there is a tendency for communication students to get more information through social media than mass media; they even read information through social media more often than mass media which they rarely use. Suryawati & Alam (2022) research suggested that integrated Social media would be able to add insight as social media usually have the latest "news or issues."

Through social media, a new way of life enables multiple perspectives, as marginalized people now have a platform to discuss their needs and life experiences. Different perspectives enable people to see insight from a commonly ignored group.

Other research concerning the teenagers in the WhatsApp group named *Monster Rabbits'*, discussed four categories, namely, colloquial use, use of stickers facilitated by the application, use of screenshots of images from other websites, and usage of mixed language between Indonesian and English (Indriani & Prasanti, 2020). Students from Indonesia and the Philippines also use these stickers and screenshots to emphasize their communication, which is essential and suitable to today's trend.

Today's harmful impacts of social media are fraud, pornography, hate speech, and cybercrime. Individually, social media consumes most of the time and prevents physical connection with others. It has created an individual's anonymity, making creating fake news or other harmful acts easier. The anonymity has provided a world for bad people to commit cybercrimes as they will hide under false identities. It also affects how each person presents themselves, as individuals develop their digital identities considerably different from theirs. The research conducted by Nurfalah & Kurniawati (2015) shows that the communication model shapes the character of National Integrity in students by developing their attitudes and behavior. Students' appearance in everyday life on and off campus has a different stance, as each student's self-concept is different depending on the social and cultural context they are in. The relationship between self-concept and the use of social media by students was also found in research by Nurfalah, which explained that the model of student self-identity through Instagram social media occurs by introducing and strengthening their self-concept (Nurfalah et al., 2021). It is hoped that students will be able to use social media for positive student self-identity. As a late teenager and the successor of a nation with a firm stance with high integrity, it is also hoped that students would be able to avoid a highly "narcissistic" culture. Apart from this, the results of peer conformity research (Nugraheni, 2003) show that there is a tendency to change

attitudes, behaviors, and beliefs so that they are the same as those of peers or groups that have the same age as a result of a desire to be accepted or pressure from the group. High peer conformity will increase the student's hedonic lifestyle and vice versa. Peer conformity effectively contributes to the hedonic lifestyle by 19%, while the other 81% comes from other factors not disclosed in the study. Communication with other people is hampered if there are problems with the internet connection, so it also interferes with the activities.

## CONCLUSION

The discussion on interest in using social media by Indonesian and Philippines Students shows that almost all of them are social media users, although there is one informant from Indonesia and the Philippines who does not use social media accounts such as "line"; they use social media not much differently, namely as a means of communication to interact with friends and family. They use social media to access education and entertainment and increase local, national, and international knowledge, especially among them participating in the Merdeka Learning Campus Merdeka (MBKM) program; In contrast, Philippines students participate in the international lecture program, they use other social media except for Instagram for their group activities. With the existence of social media, they rarely watch television, radio, and newspaper mass media, although there are Indonesian informants who still like to read newspapers. There are differences in the interest in using social media by Indonesian and Philippines students. Indonesian students use social media such as Facebook, Instagram, Youtube, and Telegram. In contrast, Philippines students use Facebook more to interact with their campus's friends, but other Indonesian and Philippines students don't use Facebook. They also use Wi-Fi internet access and data quotas for lectures and lessons. Students' opinions about social media have changed the pattern of their daily lives, including the lack of social interaction and increasing crime in cyberspace. The positive impact is living life together with other people by telling stories on social media, influencing how they communicate, and adding

insights to others. Suggestions Students must be more innovative in media literacy, mainly social media use. Students should be able to check the truth about any information before reposting it again.

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