



## CONTENT MARKETING STRATEGY IN BUILDING ENGAGEMENT OF INSTAGRAM FOLLOWERS OF CEK FAKTA

Moura Saffanah<sup>1</sup> Asep Suryana<sup>2</sup>

Universitas Padjadjaran<sup>12</sup>

[mourasaffanah@gmail.com](mailto:mourasaffanah@gmail.com)

### ABSTRAK

Perkembangan teknologi memudahkan orang untuk saling mengirim informasi, menciptakan informasi, dan mereduksi informasi. Melimpahnya informasi dibarengi dengan pertumbuhan hoax yang tak terbendung. Salah satu upaya untuk mengimbangi penyebaran hoax adalah dengan menyebarkan berita yang sudah teruji kebenarannya. Sehingga berita yang teruji kebenarannya perlu dipasarkan dengan kemasan yang unik dan disebarluaskan melalui media yang mudah digunakan dengan strategi yang bertujuan untuk membangun interaksi dan keterlibatan audiens dengan konten berita yang teruji kebenarannya. Keterlibatan menjadi faktor penting untuk melihat ketertarikan dan respon audiens. Tujuan dari penelitian ini adalah untuk mendeskripsikan, menganalisis dan memahami strategi content marketing akun Instagram @tempo.cekfakta dalam membangun engagement followers. Pengumpulan data penelitian ini dilakukan dengan menggunakan teknik wawancara kepada 6 informan penelitian, observasi terhadap akun @tempo.cekfakta, dokumentasi konsep-konsep yang relevan dengan penelitian yang diangkat, dan informan ahli. Hasil penelitian ini menunjukkan bahwa @tempo.cekfakta menerapkan tahapan content marketing yang meliputi penetapan tujuan, pemetaan audiens, perencanaan konten, produksi konten, distribusi konten, penguatan konten, evaluasi konten, dan penguatan konten dalam membangun engagement followers. Dapat disimpulkan bahwa engagement pengikut @tempo.cekfakta dapat lebih tinggi dibandingkan akun sejenis karena pengaruh konsistensi unggahan akun, format konten yang berupa video pendek, penggunaan host sebagai storyteller, dan penggunaan audiovisual.

**Kata Kunci:** Konten Pemasaran, Hoax, Keterlibatan

### ABSTRACT

*The development of technology makes it easier for people to send information to each other, create information, and reduce information. The abundance of information is accompanied by the unstoppable growth of hoaxes. One of the efforts to counterbalance the spread of hoaxes is by spreading fact-checked news. So fact-checked news needs to be marketed with unique packaging and distributed through easy-to-use media with strategies aimed at building audience interaction and engagement with fact-checked news content. Engagement is an important factor to see the interest and response of the audience. The purpose of this study is to describe, analyze and understand the content marketing strategy of the @tempo.cekfakta Instagram account in building follower engagement. This research data collection was carried out using interview techniques to 6 research informants, observation of the @tempo.cekfakta account, documentation of concepts relevant to the research raised, and expert informants. The results of this study show that @tempo.cekfakta applies content marketing stages which include goal setting, audience mapping, content planning, content production, content distribution, content amplification, content evaluation, and content reinforcement in building follower engagement. It can be concluded that the engagement of @tempo.cekfakta followers can be higher than similar accounts due to the impact of the consistency of account uploads, the content format in the form of short videos, the use of hosts as storytellers, and the use of audiovisuals*

**Keywords:** Content Marketing, Hoax, Engagement



## INTRODUCTION

In this triple era, social media platforms have become an important medium in building brand engagement with audiences. Social media is a platform that allows organisations or companies through digital marketing strategies through the exchange of information in various formats such as audio, photos, videos, and text (Rahmasari & Lutfie, 2020).

Various kinds of social media are often used by Indonesian people, one of which is Instagram. Instagram is one of the most popular social media today, especially in Generation Z. There are 90 million Instagram users in Indonesia in 2020. There are 90 million Instagram users in Indonesia in 2024 (garuda.website, 2/01/25). Instagram is a great opportunity in business marketing, allowing the dissemination of information through images and videos that attract audiences.

Social media such as Instagram is used to open up great opportunities for media to build interactions and create relationships with audiences, one of which is through content marketing strategies. Content marketing strategy is a marketing approach that includes selecting, sharing, and amplifying content that is interesting, relevant, and useful to a clear audience in order to create a conversation about its content (Kotler, 2017).

In Indonesia, local media such as @tempo.cekfakta use Instagram to popularise cek fakta news through creative content formats that are constructive. Based on a survey conducted by the Indonesian Cyber Media Association and Google News Initiative in 2022 examining the preferences of fact checking news formats produced by journalists in Indonesia. This survey involved more than 1,500 audiences representing provinces from all over Indonesia.

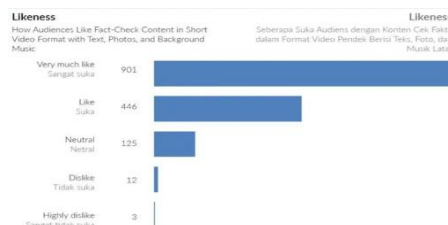


Figure 1.1 Fact Check Content Form Preferences  
Source: The Conversations Official Website, 2025

Based on this survey, it was found that Indonesian audiences prefer fact-checking content that is dominated by visual elements such as photos and videos. A total of 901 respondents "really liked" fact-checking content in the form of videos combined with text, photos and background music. A total of 853 (60.8%) of the respondents chose Instagram as a social media to view fact-checked news because this application allows fact-checked content to be packaged in the form of short videos coupled with background music when compared to the long narrative of fact-checked news. This is an advantage of the @tempo.cekfakta account as a special fact-check account with content using video format. Until now, the @tempo.cekfakta account has 75.5 thousand followers and has uploaded 840 contents.

Research conducted by Dhealda Ainun Saraswati and Chatia Hastasari (2020) explains the use of content marketing strategies carried out by Mojok.co to maintain brand

engagement on Instagram, Content marketing strategies are focused on provoking engagement and reach and considering content that suits the audience of Mojok.co Instagram accounts. Mojok.co also continues to vary content to remain consistent. Efforts in varying this content can expand audience reach, so that it can increase web traffic and become a consideration for other clients or brands to advertise products on Mojok.co.

Research conducted by Dandy Mahendra and Doan Widhiandono (2023) describes the content marketing process carried out by Daily Disway consists of segmentation and targets, brainstorming, making content planning, content creation, content distribution, content strengthening, content marketing evaluation, and content marketing improvement. The implementation of content marketing consists of maximising Instagram features and every day the @harian.disway admin will monitor the interaction of the development of content that has been uploaded using various analytic tools.

Previous research has the object of research, namely online media that do not have fact-checking channels in an effort to combat the abundance of information that exists in social life. This research focuses on the content marketing strategy of the fact-check account used to disseminate fact-checked news through interactive content so as to build attention and be redistributed by the target audience to a wider audience.

Research on fact-checking in Indonesia is increasingly crucial and necessary. Fact-checking is a powerful solution to combat misinformation and hoaxes by verifying information and providing quality information to the public. However, until now there is not much research on the content marketing strategy of fact-checking accounts or news channels in Indonesia.

Tempo's Instagram account, @tempo.cekfakta, was chosen as the object of research because in the sustainability of its Instagram account, it carries out an interesting, unique, and interactive content strategy through various approaches. This research will examine in depth the application and reasons for Cek Fakta Tempo to use content marketing strategies. Therefore, the title of the article carried out is "Content Marketing Strategy in Building Engagement of Followers of the Fact Check Account (case study on @tempo.cekfakta account)".

## RESEARCH METHODS

The approach used by the author is a qualitative approach. A qualitative approach is a type of research whose findings are not obtained through statistical procedures but are concerned with data that is not a number, collecting and analysing data that is narrative in nature (Sugiyono, 2018). In the research conducted, the author uses a qualitative approach to find out and describe how the content marketing strategy carried out by the @tempo.cekfakta Instagram account in building engagement with followers. This research is a qualitative research with a case study method. According to Creswell (Wahyuningsih, 2013) the case study research method is used to identify a case for study, the case is a system bound by case study research methods involving "rich" sources of information in a context. The questions asked in the case study approach are why (why) and how (how).

The uniqueness of the case in this study is to understand the phenomenon that is interesting to study what happens so that the @tempo.cekfakta account gets high engagement when compared to other fact check accounts through data collection through



various sources both directly observed and heard by the author.

In this study, researchers used several techniques to obtain information, namely interviews, observation, and documentation. The data collection techniques used in this research are interviews, observation, and documentation. Interviews are primary data obtained by interviewing 4 parties from tempo and 2 followers of the @tempo.cekfakta account. The four informants from tempo are parties involved in the production, management, and post-distribution of the @tempo.cekfakta account. Two followers of the @tempo.cekfakta account were chosen because they met the criteria of having interacted with the @tempo.cekfakta account and following the @tempo.cekfakta account for more than 2 years.

The interviews conducted were in-dept interviews or in-depth interviews because the discussion of the problem is complex, can dig up complete information and explore the position, flow, knowledge, and views of the informant (Wahyuningsih, 2013). Observation is done by analysing the activities of the @tempo.cekfakta account. Observation techniques are not limited to people, but also other natural objects that allow researchers to observe phenomena in real time (Sugiyono, 2018).

Documentation can be useful for gaining a deep understanding of the research, confirming findings obtained from other data sources, and providing a wealth of information that complements the researcher's insights (Sugiyono, 2018). Documentation is done by reviewing previous similar research that is relevant to this research and books.

The data collected will be analysed using the Miles and Huberman data analysis technique. This model is a data analysis engineering model that works interactively and continuously until the activity is completed and the data becomes saturated (Sugiyono, 2018). The Miles and Huberman data analysis technique consists of three flows, namely data collection, data reduction, data presentation, and conclusion drawing/verification.

## **RESULT AND DISCUSSION**

### **Content Planning @Tempo.Cekfakta**

Planning in content marketing is divided into 3 parts, namely goal setting, audience mapping, and content planning. In the @tempo.cekfakta account, the content marketing strategy is aimed at building engagement with account followers. Philip Kotler in the book "Marketing 4.0" discusses building engagement with the audience. The involvement or engagement in question is that the content @tempo.cekfakta is designed to be able to attract the target audience to spread fact check news to a wide audience not only to their circles or peers. This is supported by research by Dhealda Ainun and Chatia Hastasari (2020) showing that the content marketing strategy by Mojok.co is aimed at provoking the development of engagement and reach or reach by considering content that suits the target audience.

Check fact tempo in making content @tempo.cekfakta has determined its target audience, namely generation Z. Generation Z is an active user of social media so they have great potential to become digital literacy agents. This content marketing strategy is aimed at adjusting the presentation so that it can be accepted by the target audience, namely generation Z, so that they can spread it to the older generation while maintaining the quality of the news so as not to cause new mistakes.

In new media theory, understanding the audience is an important element in



developing content strategy. New media platforms allow personalisation of content based on audience preferences and characteristics, as @tempo.cekfakta does where they focus on visuals and narrative styles that appeal to gen Z.

In the content of the @tempo.cekfakta account, the news raised is not news that is made from scratch but is taken from the fact check news on the tempo.co website. There are several factors that are considered in having news articles that will be used as @tempo.cekfakta content. Based on interviews that have been conducted, the selected articles must fulfil 3 factors, namely warmth or relevance, virality, and the social impact of the news. This process shows that the @tempo.cekfakta account prioritises issues that are of public concern in order to build engagement with the audience.

From the perspective of new media theory, this goal setting can reflect the role of digital platforms as a tool to improve quality information literacy. In this case, Instagram is chosen as a medium to disseminate news results that have passed fact-checking because it can reach a wide audience. In accordance with one of the 3 C's in new media, namely communication. In communication, there is a globalisation of communication where new media can erase geographical boundaries and allow the dissemination of information quickly and in real-time, which is very important to combat hoaxes that have a fast cycle to go viral.

### **Content Implementation @tempo.cekfakta**

The implementation process is divided into three parts: production, distribution, and amplification. According to Philip Kotler in the book "Marketing 4.0", the content marketing strategy includes a content production process that includes how the content is produced, with whom the content is produced, and the schedule of content airing.

In @tempo.cekfakta, the content production process involves a series of structured yet dynamic steps. The content of @tempo.cekfakta is produced not through an agency or 3rd party production house, but directly by tempo itself. Starting with the creation of content scripts to video editing until it is finally published on Instagram social media. Articles that have been selected to be featured in @tempo.cekfakta will be turned into scripts that will be delivered by the host. Scripts are fact-checked articles that are simplified into spoken language or conversational. Conversational language builds conversations that engage or involve content with the audience such as providing comments, likes, and shares. In new media theory, the main characteristic of new media is interactivity, where audiences are not only passive recipients but also have an active role in responding to content. Audiences who engage with content are seen from comments, likes, and shares.

The shooting process of @tempo.cekfakta content includes a DSLR camera, clip-on mic, tripod, and lights. During the shooting process, improvisation elements often emerge. Gimmick ideas or additional memes can be inserted by the host. Memes refer to cultural units of transmission that propagate themselves by imitation (Utami, 2019). Content that has been completed in production will then be edited. In the editing process, @tempo.cekfakta video content is accompanied by news reinforcement using support assets such as photos and links containing news sources. The reinforcing assets used are taken from several sources. The main source comes from the tempo fact check article, if the assets are deemed insufficient then Adit will use relevant assets taken from tempo TV. The





finalised content will be uploaded to Cek Fakta Tempo's Instagram, TikTok, and Facebook accounts.

According to Philip Kotler in the book "Marketing 4.0", it is explained that media distribution channels are divided into 3, namely owned media, paid media, and earned media. In the distribution of @tempo.cekfakta, paid media and earned media are owned by @tempo.cekfakta. Paid media includes social media and the tempo fact check web which consists of Instagram, youtube, X, facebook, and the tempo.co website. @tempo.cekfakta content is also uploaded on Youtube social media, but the @tempo.cekfakta content uploaded on the youtube channel is uploaded by the multimedia team, not the fact check team. This is because the tempo fact check is still on the tempo.co channel and does not yet have an independent channel such as Instagram, tiktok, and youtube which are separate from the main media account.

The amplification of @tempo.cekfakta content is designed to increase the reach of audience interaction by implementing strategies to expand the content distribution network. In @tempo.cekfakta, amplification is done by utilising interactive features on Instagram such as Instagram stories to create quizzes, polls, and guesses about the issues being discussed. In addition, the tempo fact check link is also embedded in the description or embedded in the caption and bio of the @tempo.cekfakta account. @tempo.cekfakta account has a link.tree which is used so that audiences can connect to one link consisting of a combination of tempo fact check links from various mediums.

Amplification is also done by optimising visual elements, such as enlarging subtitles and using a colour palette that is pleasing to the eye. Amplification of @tempo.cekfakta content is supported by the concept of the 3 C's in new media, namely content where amplification is carried out through visual elements, subtitles, and the use of attractive colour palettes so as to increase the attractiveness of the content.

### **Content Evaluation @tempo.cekfakta**

The results of this study show how @tempo.cekfakta evaluates its content through a dynamic process of reflection and analysis, this process not only aims to improve the quality of content but also ensures that content remains relevant to developments or changes in audience references. Content evaluation on @tempo.cekfakta is done not regularly but through unscheduled internal observations and discussions. There are no specific targets such as KPIs or the number of views that must be achieved, reflecting the flexibility in evaluation. The main focus of @tempo.cekfakta is to ensure that the content packaging and approach remain relevant to the development of audience preferences and keep up with the birth of new features from Instagram so as to build engagement with its followers.

This finding shows its relationship with new media theory where there is the concept of 3C's, one of which is computing. Platforms such as social media utilise algorithms to measure the results of content distribution and see the engagement rate with their followers. It was also found that in the management of the @tempo.cekfakta account there was no special team but collaboration between the fact check team of 2 people and the tempo multimedia team of 2 people which made it sometimes found obstacles in determining the right production time for both parties because of their respective busy schedules. This contradicts the findings of research by Dandy Mahendra & Doan



Widhiandono (2023) where the results of this study found that high engagement was obtained by Disway Daily because of the existence of a special division that handles Instagram social media so that the distribution and utilisation of features are maximally used and maintained consistency.

The improvement of content marketing seen from the @tempo.cekfakta account has also gone through various changes both in terms of format and content approach. Philip Kotler in the book "Marketing 4.0" explains that content is dynamic so periodic improvements or changes need to be made. The @tempo.cekfakta account started with a slideshow narrative format until it took the form of a video. However, since March 2023 until now the @tempo.cekfakta account has presented content in the form of vertical videos. There was an addition in October 2024 at the beginning of the video which opened with an interactive dialogue or meme relevant to the news being discussed. Inge also said that the use of features on Instagram is not maximised considering that only she manages this Instagram account. So that it becomes an improvement so that in the future Instagram features are more actively used such as responding to audience comments, being active in Instagram stories, creating and tidying up highlights in the hope of building engagement with followers.

### **Implementation of Content Marketing Strategy @tempo.cekfakta**

The choice of content marketing strategy by @tempo.cekfakta is based on the aim to build audience engagement while spreading the news of fact checking. An adaptive content marketing strategy is an important effort to reach a wide and relevant audience. Content marketing strategy is a strategy that @tempo.cekfakta uses to disseminate information to the audience for various reasons that are relevant to the conditions of social media, the target audience, and the need to deliver news that has passed the fact-checking process.

Instagram is an effective platform to disseminate information to the younger generation, especially generation Z. Mourat, Manager of media lab tempo, explained that audience growth on Instagram is faster than other platforms such as YouTube and TikTok. Michelle, Video journalist and host of @tempo.cekfakta, Instagram was chosen because of its higher interaction rate compared to other social media, especially the gen z target audience. This is supported by features such as reels and story highlights that facilitate extensive and interactive content.

In the context of @tempo.cekfakta, engagement is an important indicator because the higher the engagement indicates the wider the spread of news that has gone through the fact-checking process. This content marketing strategy is used to produce content that is not only informative but also visually appealing so as to encourage interaction with the audience.

The use of memes or gimmicks in certain content to suit the tastes of gen Z. For example, Michelle as the host used a stone on the side of the road as a gimmick in the health hoax content about massage therapy using stones. This approach makes the content easier to accept. The host also delivers information in a conversational style so that the audience is more comfortable and does not feel patronised. This creates a sense of familiarity and personalisation

This is corroborated by previous research by Tassah Aulya Sakti and Iva Fikriani



Deslia (2024) which explains that MOP Beauty applies consistent use of hashtags and taglines and maintains visual consistency so that content is interactive and persuasive to build engagement compared to other types of content. In addition, interactive content is also supported by a consistently used tagline, namely "filter before sharing". This tagline is related to the new media concept of community or communication where the use of the tagline "filter before sharing" can create a community identity and help audiences feel part of the Movement against hoaxes.

Content marketing strategy is used to counterbalance the massive spread of hoaxes on social media. By using interesting and informative visual content, @tempo.cekfakta not only conveys correct information but also builds audience awareness of the importance of media literacy. For example, on election-related hoaxes, @tempo.cekfakta inserts visuals showing the comparison between hoax information and actual facts, complete with article links from tempo.co as a credible source.

Generation Z as the main target has a low interest in reading and prefers audiovisual-based content. Therefore, content marketing strategies are used to utilise visual media such as short videos with light and conversational narratives. The format that was originally in the form of slideshow photos with long narratives is now a short video using the reels feature that adapts to audiences who prefer short and to the point content.

Content marketing strategies used by @tempo.cekfakta are able to answer challenges in the digital era, such as the rapid spread of hoaxes, changes in information consumption preferences, and the need to reach audiences in a more relevant and interesting way. By adjusting the format, presentation style and distribution platform, @tempo.cekfakta applies a content marketing strategy to build engagement and expand the reach of cek fakta content. Based on the discussion of the four sub-chapters, a holistic model is formed that illustrates how content marketing is a strategy carried out by tempo through Instagram social media @tempo.cekfakta in building follower engagement.

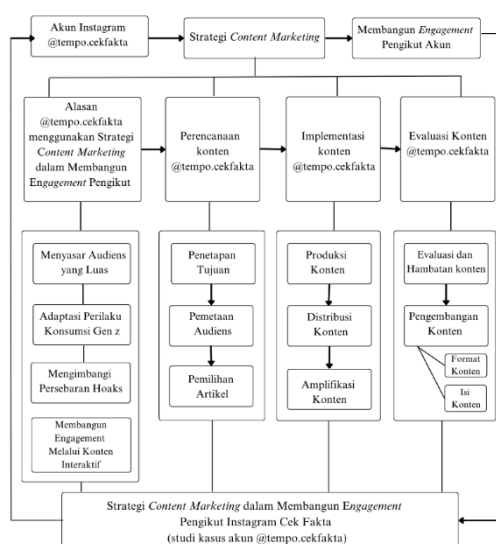


Figure 1.2 Preference for Fact Check Content Form

Source: Processed by Researcher, 2025



The reasons or background for the use of content marketing strategies in building engagement of @tempo.cekfakta account followers include the existence of social media that is able to target a wider audience, adaptation of gen z consumption behaviour that already uses social media, offsetting the increasingly massive and increasing spread of hoaxes, and building engagement or account follower involvement through interactive content produced by @tempo.cekfakta. The process of implementing content marketing strategies in building engagement of @tempo.cekfakta account followers starts from the content planning stage, the content implementation process, and the content evaluation process. In the planning stage, @tempo.cekfakta determines the goal of popularising fact check news so that more people read and build engagement through content that is re-shared by the target audience. The planning stage continues with audience mapping, namely gen Z, and the selection of articles that will be lifted into @tempo.cekfakta content based on 3 indicators, namely virality, impact, and warmth.

Furthermore, the content implementation stage consists of content production, content distribution, and content amplification. The content was produced by tempo itself without the help of external parties consisting of cooperation between the fact-check team and the tempo multimedia team. The implementation stage continued with the content distribution stage where the content was uploaded on the Instagram platform and several other social media such as YouTube, X, Facebook, and TikTok. The implementation stage ends with content amplification, namely expanding the content distribution network through redirect links or tempo.co website links embedded at the end of the video and caption of each upload. In addition, @tempo.cekfakta also has a link.tree that is included in the Instagram bio so that the audience can be facilitated by having one link that contains several links to cek fakta content on other social media. Amplification is also done by strengthening content through features on Instagram such as instastory, polls, and quizzes.

The last stage is the evaluation stage, which consists of internal evaluation or the team involved in the production process and external evaluation coming from the followers of the @tempo.cekfakta account. The internal evaluation consists of a small team and is a combination of 2 divisions so that it has obstacles in finding the right schedule. External evaluation consists of maximising the use of Instagram features such as neat highlights and categorising news, actively using Instagram stories, and actively responding to comments on Instagram. In the evaluation stage, there is content development carried out so that the content continues to be relevant to gen z's content consumption preferences. changes are applied both in terms of content content which includes presentations and audio visuals as well as audience formats from photos to videos.

## CONCLUSION

Based on the research results obtained through interviews, observations, and documentation, the researcher found that a content marketing strategy is applied by the @tempo.cekfakta Instagram account to build engagement with generation Z audiences in spreading credible fact-check news. The content planning process involves determining the goal to popularise fact-checked news and is tailored to the characteristics of gen Z who like audiovisual content in short-duration video format. Content implementation is carried out independently by Tempo, with collaboration between the fact-check team and the



multimedia team. The resulting content is distributed through various social media platforms. The content was uploaded consistently using interactive features on Instagram to expand its reach. Evaluation was conducted on an unscheduled basis with measurements based on the number of views and shares but no formal KPIs were set. Some changes in content format and approach were made to suit audience preferences, such as the use of memes and gimmicks as hooks at the beginning of videos.

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