VIRTUAL ETHNOGRAPHY STUDY ON THE USE OF SOCIAL MEDIA FOR EDUCATION ON PREVENTION OF STUNTING IN CHILDREN

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Abstract

Most cases of malnutrition in the city of Serang are in Banten village. This study discusses the factors that cause malnutrition of children toddler in fisherman families in the Banten village, the majority of them are fishing labor who live in poverty. This research used a qualitative approach with descriptive type. Data collection was conducted through in-depth interviews, observation and documentation search. Research results show that the majority of fishermen's family's education and understanding of nutrition is very low. Low income makes fishermen unable to meet their family's nutritional needs properly. The majority of fishermen do not have other job alternatives when they cannot go to sea due to extreme weather. Cultural factors and local habits are still very strong regarding restrictions on certain types of food for children toddler, especially fish and eggs, which are believed to badly affect toddlers'health and skin. Also, there is still a value that fathers must be given first priority in any case, including in terms of eating compared to other family members. Their environment has poor sanitation and it is difficult to find clean water sources. The most striking obstacles faced are economic factors, low accessibility, and knowledge as well as a lack of personal awareness in the family in overcoming the malnutrition problem of children toddler.

Keywords: Local Culture, Poverty, Malnutrition, Fisherman.

Background

I n this era of globalization, technology is developing very rapidly, as is the case with communication and information technology. This has become a solution for the community related to information needs. These developments affect the communication patterns that occur in the community. Things that were previously traditional are now modern and completely automated, and those that were previously complicated become much better and easier. The following is an illustration of the number of internet user populations in Indonesia.

Sumber : https://www.boc.web.id , 2019

Figure 1. Statistics of Digital and Internet Users in Indonesia 2019

The presence of the internet has a significant impact on people's lives, not only in getting information but also in the business world to education. New media is a term that has emerged from the internet. New media is a medium that offers digitalization, convergence, interactivity and

ISSN: 2721-6888
PROCEEDING INTERNATIONAL CONFERENCE ON SOCIAL SCIENCES
Faculty of Social Sciences and Political Sciences, Universitas Muhammadiyah Jakarta
The 2nd International Conference on Social Science 2019
Jakarta, 5-6 November 2019
Indonesia

networks related to communication. The term new media is used for media that are different from previous media (old media) such as television, radio, print media. Reality and virtual communities become phenomena that often form as new media becomes available. Communities can use new media and show identities that are different from their real world (Flew, 2002: 25).

Today's public perspective also differs with regard to communication, especially since the advent of social media. Communication is no longer limited by demographics or distance and space, but people can communicate anytime, anywhere through social media. Not even a few users who can communicate with friends or relatives who have long lost contact. Its use is easy, making social media as a popular communication medium in the community. Van Dijk in Nasrullah (2017: 11) explained that social media is a media platform that focuses on the existence of users who facilitate them in their activities and collaborations. Therefore, social media can be seen as an online facilitator that strengthens the relationship between users as well as a social bond.

Social media has features that are able to influence and shape public opinion that develops in society. Social media is able to garner support and mass movements such as the success of several social media accounts in raising funds and assistance for social activities. In addition to the features and conveniences of online social media above, Mayfield (2008) describes the characteristics of social media as follows.

1. Participation. One of the most prominent characteristics of social media is its participation in nature which enables interested parties to engage in interaction. Thus encouraging contributions and feedback from all who are interested. Despite varying levels of participation, social media has been utilized by a number of organizations to facilitate participatory culture (Rosso et al., 2008). Specifically, participation can be measured through social media user involvement and frequency of visits (Koh & Kim, 2004).

2. Interactivity. Compared to traditional media, social media allows two-way communication. Interactivity or two-way communication can be measured by focusing on the key dimensions of feedback, as a component of interactivity, active control, and synchronicity (Liu, 2003; Liu & Shrum, 2002).

3. Connectedness. Although physical presence is considered ideal in social relationships (Stafford, Kline, & Dimmick, 1999), interpersonal relationships can be maintained without face-to-face communication but can be mediated through communication technology (Stafford et al., 1999; Wellman & Gulia, 2003). Social relationships can be defined as "personal, community, and general social relations" (Teixeira, 1992, p. 36).

4. Community and Similarity. Social media allows individuals and organizations to identify and communicate with people they want to know. Social media also offers a mechanism for individuals and organizations to form communities quickly and develop effective relationships with others who have similarities with them (Mayfield, 2008). In fact, many consider social media an effective tool for developing communities.

5. Transparency or openness. Another proven characteristic of social media is its openness to user feedback and participation in accessing information or making comments. Rogers (1987) Openness involves three types of behavior: asking for information, receiving information, and acting on the information received.

There are two conditions that can illustrate how the existence of individuals and their consequences in interacting on the internet, namely (1) To connect to cyberspace, everyone must log in to open access to email, social networking sites, or other web pages. When through this procedure, individuals get a special page that can only be accessed by that individual. (2) Entering the virtual world sometimes involves openness in self-identity while directing how the individual identifies or constructs himself in the virtual world (Jordan in Rulli Nasrullah (2012: 126).

One of the social media that is widely used by the people of Indonesia is Instagram. Instagram is a photo and video sharing application that allows users to take photos, take videos, apply digital filters and other networking activities. The name Instagram comes from the words 'Instant' and

ISSN: 2721-6888
PROCEEDING INTERNATIONAL CONFERENCE ON SOCIAL SCIENCES
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'Telegram'. The word 'instant' which underlies the naming 'insta' is meant like a polaroid camera which was better known as "instant photo" at the time. This is the same as the Instagram function that can upload photos with an Internet connection, so the information you want to convey can be received quickly (Ayu Anugerah: 2019)

Instagram is the second most popular social media platform, with 59% of online users aged 18-29 years using Instagram. (A. Jackson, 2017). Data from users in Indonesia reached 56 million people or 20.97% of the total population in the country. Most instagram users come from the age range of 18 years to 24 years for men and women (Andhika: 2019). For more details, below is a picture explaining Instagram user data in Indonesia.
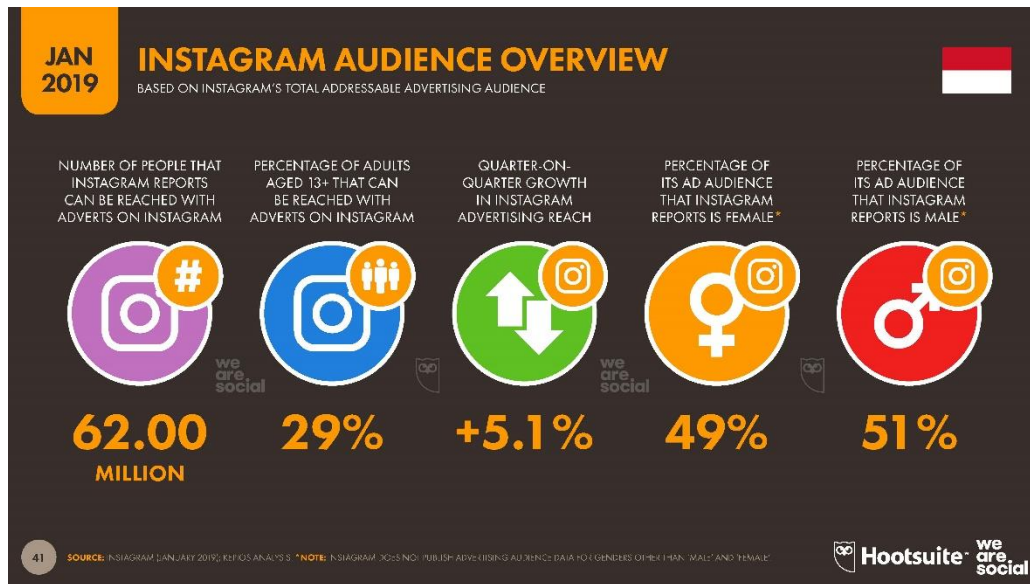
Sumber: https://websindo.com, 2019

Figure 2. Instagram User Statistics in Indonesia, 2019

Through Instagram, people, especially teenagers, are not reluctant to upload all kinds of activities, complaints, personal photos and short videos to be conveyed to the wider community through Instagram social media accounts in shaping their personal identities. Although this application was just launched in 2010, but this application is able to survive and develop well. Then the data states that young people today spend more time on Instagram than Facebook (Salomon, 2013). This happens because of an interest in photos or pictures using cell phones and sharing them with others instantly (Abbott et al., 2013). On another note, by connecting the physical and digital world, various motivations of the community to use or be active in Instagram social media, whether it's just building an online identity, channeling hobbies as well as with business or business goals.

The ease of use starts from joining, and loading pictures or videos quickly, then through Instagram this information dissemination is spread quite quickly and instantly. Therefore Instagram users continue to grow, many companies or organizations are starting to use it to facilitate the achievement of their goals. By using Instagram, organizations can make promotion more easily, building interaction and engagement directly with the community.Not only that, there are many other fields that also take positive benefits from Instagram such as academics, religious leaders, government and the medical industry.

Since its establishment in 2011 until now Instagram has developed quite well by having quite a lot of feature updates. Now users can not only share photos or videos on their pages (feeds) but also can load photos, videos and text information in stories and IGTV. Instagram strongly supports the occurrence of two-way communication or interactivity from fellow users, be it in the old comments column, comments or replies in the story and also in direct messages that are more personal. So many people who use these features.

As has been said above that Instagram is no longer used to load personal photo works, but many also use it for business or educational purposes, for example by a pediatrician from Surabaya, Meta Hanindita, who tries to use Instagram to educate the public about stunting, how to prevent and handle it.

Stunting is a chronic nutritional problem in toddlers characterized by shorter height compared to children of the same age. Children who suffer from stunting will be more susceptible to disease and as adults at risk of developing degenerative diseases. The impact of stunting is not only in terms of health but also affects the level of intelligence of children.

It can be imagined, how the condition of Indonesian human resources in the future if at present there are many Indonesian children who suffer from stunting. It is certain that this nation will not be able to compete with other nations in facing global challenges. To prevent this, the government has launched an integrated stunting prevention intervention program involving cross ministries and institutions. In 2018, 100 districts in 34 provinces were designated as priority locations for stunting reduction. This number will increase by 60 districts in the following year. This cross-sector collaboration is expected to reduce the number of stunting in Indonesia so that the Sustainable Development Goals (SDGs) target in 2025 can be achieved, namely a reduction in stunting to 40% (Ministry of Health Republic of Indonesia: 2018).

This study aims to describe and examine the use of Instagram for education in preventing stunting in children. The @MetaHanindita account was chosen because it is the only Instagram account owned or used by medical personnel, pediatricians who focus on public education for stunting prevention. The @MetaHanindita account has been verified which is marked with a blue check on its profile, in addition, this account also has a considerable number of followers of 264,000.

Research Methods

This study uses a qualitative method. This method is used to examine a person in a natural way, as opposed to experimentation, where the researcher plays as a key instrument. This method also provides an overview and understanding of how and why a communication phenomenon or reality occurs. The results of qualitative research are more natural activities. Therefore this method is often referred to as the naturistic method.

Data in this study were obtained from various sources. According to Sutopo (2002, pp. 50-54), data sources can be grouped into: informants (informants), events or activities, places or locations, objects, various images and recordings. Data for the purpose of this study was obtained directly from Meta Hanindita and his Instagram account.

One way to obtain research data is by conducting in-depth interviews. This type of interview contains questions that are "open-ended", leading to the depth of information, and conducted in an unstructured way. This is to explore the depth of view of the subject under study. Furthermore, by making observations or direct observations. Then, documentation and literature study techniques.

This research uses a virtual ethnographic method and data collection is done through online observation. This research was carried out on the Meta Hanindita Instagram account (username @MetaHanindita), with the upload period studied from January 2019 to August 2019, at that time the @MetaHanindita account had uploaded as many as 40 uploads on various profile pages (feeds).

As stated above, that, this research uses virtual ethnography as a knife of analysis to find out how to use Instagram for education in stunting prevention. Ethnography itself is an application of anthropological science derived from Greek, which is a combination of the word ethnos which means the citizens of a nation or society and the word graphien which means writing. In ethnographic research, ethnographers are involved to participate as observers, either openly or secretly to observe what is happening in people's daily lives (Bate, 1997). Not just as a research discipline based on culture, but as a combination of organizing concepts between observation and interview techniques to record the dynamics of community behavior. So ethnography has the ability to explore digital relationships.

Whereas virtual ethnography is an online research method adapted from ethnography that is applied to understand social interaction in the context of digital communication (Nasrullah, 2018).

However, there is another term for research that explores the digital world, namely netnography (Kozinets, 2002). Netnography is the latest study of consumer communication and behavior using computers, contributing to the debate on the definition of ethnography on the internet.

The following are some definitions of ethnographic virtual experts who have their own understanding and terms, namely: (a) Robert Kozinets states that netnography is a special or special form of ethnographic research that is adapted to reveal the unique habits of various types of social interaction mediated by computers (internet) are also included in the field of marketing (Kozinets, Marketing Nethnography, 2012). Netnography can also be defined as a qualitative research methodology that adapts ethnographic research techniques to study culture and community that occurs in computer-mediated communications (Kozinets, 2002) and then develops into research techniques for the field of social media (Kozinets, 2015); (b) Virtual ethnography (Hine, 2000) is a methodology used to investigate the internet and explore entities (users) when using the internet. In virtual ethnography the phenomenon raised is merely fragments, not describing how real life on the Internet takes place. For Hine, there are complexities in terms of reaching the informant, the location and even the culture itself completely; (c) According to Jörgen Skågeby in (Daniel, 2011), online ethnographical is a method used qualitatively to understand what happens to virtual communities.

Communication in the cyber world also needs to build strong engagement so that the content to be loaded also needs to be noticed. The right timing and selection of the right visual types also need to be considered. Netnography is derived from the internet (internet connection network) and ethnography.

Results and Discussion

The discussion of this study is explained using a review of the theories and concepts previously discussed. Based on interviews conducted, researchers obtained supporting data related to research discussions, namely about public education in cyberspace for the prevention of stunting on Instagram. Through this research, it will also be seen how responses from other Instagram users to education or information uploaded by the @MetaHanindita account related to the stunting.

Developments in social media have become one of instagram being an effective place to share information to the wider community. Similarly, a statement from an informant related to the reason for using Instagram to educate the community in preventing stunting in children. The informant stated that:

> Sebetulnya saya sudah lama mengedukasi masyarakat mengenai kesehatan lewat blog. Hanya saja karena sekarang eranya lebih ke sosmed, saya beralih ke sosmed supaya yang membaca bisa lebih banyak. (Meta Hanindita, interviewed on July 31)

So, Meta Hanindita (informant) has long been doing public education related to health, especially stunting in cyberspace, before using Instagram, informants have used blogs for these educational activities. Even so, the informant is still actively writing on his professional blog, www.metahanindita.com. As stated by the informant above, one of the reasons for using Instagram as a means of stunting education is that the population of Instagram users is quite large, even now more loved than blogs, including by mothers or parents. The informant provided information related to children's stunting and nutrition so that parents were aware that nutrition and their feeding patterns were very important to prevent stunting in children.

From January 2019 to July 2019 there were 40 uploads on the main profile page (feed) of the @MetaHanindita account. However, because this account is a personal or personal account of Meta Hanindita, not all uploads are related to stunting education. Of the 40 total uploads, only 6 uploads are information for community education related to stunting and prevention. 3 of them are information or uploads in the form of videos and 3 others are images. The following table is about the upload data:

Table 1. List uploads of Instagram account @ MetaHanindita in January 2019 - June 2019

Date	Upload Data	Likes	comments

ISSN: 2721-6888
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1	10 January	Video from IDAI about the MPASI Terms	4591	258
2	18 February	Video of IDAI's Nutrition and Metabolic Diseases	3261	178
3	18 February	Video of IDAI's Nutrition and Metabolic Diseases	1913	139
4	5 May	Photo of Challengung Stunting Seminar	1718	161
5	30 Jun	Photo Talkshow mother & baby care Bukalapak	4063	194
6	29 July	MPASI Talk Show Photo Poster	4041	167

Source: Instagram account @MetaHanindita

Although the @MetaHanindita account is not very active in providing information or education related to stunting and prevention on the main page (feed), the upload is quite successful and has a good engagement rate. Engagement rate is an indicator of the interaction between a social media account and followers, where the formula involves the number of comments, likes and followers.

Table 2. Classification of Engagement Rates

| Engagement Rate	Classification
< 1 %	Low
1 % - 3,5 %	Average / Good
3,5 % - 6 %	High
> 6 %	Very high

Source : Mee, 2018

From these 6 uploads, the maximum engagement rate of @MetaHanindita account is 4.6% (High) and the minimum is 1.7% (Good). In general, the information contained is related to nutrition or MPASI for babies, because this is an important point in stunting prevention. Nutritional errors in children, especially infants has the potential to cause growth failure in children.[1]

Even though the @MetaHanindita account does not have a lot of research-related uploads on its main profile page, this account is very active and has a large number of stunting education and prevention uploads on hinglight. The highlight feature (story archive) allows users to display stories indefinitely, in contrast to the stories feature which can run only for 24 hours. There are 19 categories of highlights with a total of 367 uploads. The highlight categories or titles are (1) stunting; (2) 14 Single Days; (3) Salt Sugar; (4) BLW; (5) MPASI WHO ORI; (6) PERMPASIAN; (7) Toddler Milk; (8) Types of MPASI; (9) Dairy; (10) Stunting 2; (11) BB Drag; (12) Chicken Livers; (13) Subspecialty; (14) Online Consul; (15) EBM; (16) MPASI Puree; (17) RUM; (18) Cow Milk Allergy; (19) Fish Oil; (20) MSG; (21) Single Menu.

The number of uploads in the highlight above is far more than the @MetaHaninda account upload on the main page (feed). This was done, because the informant wanted to provide detailed and clear information related to the highlight category or title. So the informants assume that through this highlight feature can make several uploads for one category or one theme only. For example just the highlight with the title "stunting" there are 33 uploads in it.

In addition, because this highlight feature is a collection of uploads to stories, uploads will be displayed 24 hours on the homepage (timeline), so that it will be easier for other users to find it. Furthermore, the informant also actively builds interactions with followers of the @MetaHanindita account through uploading stories, often uploading them in the form of QnA (question and answer) related to stunting. In the QnA, account followers can ask informants directly, who will later be answered by informants. Enthusiastic involvement of followers of the @MetaHanindita account is very high in this QnA upload, it can be seen from many responses.

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[1] MPASI (Makanan Pendamping Air Susu Ibu) is complementary foods that are given to the baby, such as porridge
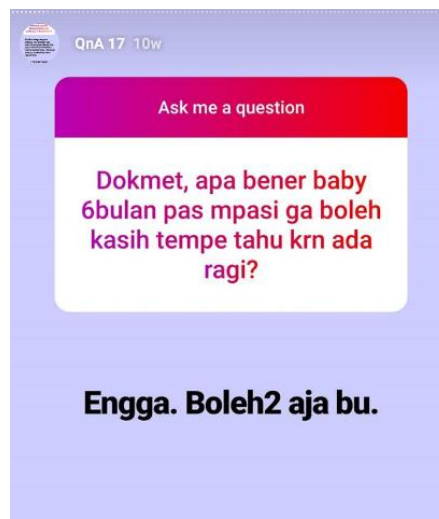
Source : Instagram Account @MetaHanindita

Figure 1. QnA on the Highlight account @MetaHanindita

Even so, it does not mean that the informant does not face problems or obstacles in the process of public education related to stunting and prevention, it is expressed by the informant herself.

> Awal-awal, banyak yang suudzon sih. Saya terbully maksimal pokoknya. Ada yang berpikir saya diendorse pubrik susu formula atau MPASI instan, ada yang bahkan bilang saya dokter palsu, hanya pernah kuliah di FK tapi tidak lulus, dan sebagainya. Tapi Alhamdulillah, seiring berjalannya waktu, responsnya oke banget.(Meta Hanindita,interviewd on July 31)

It can be seen from the statement of the informant above, that the stunting education that she did through Instagram was not always easily accepted by the public. Not a few of the people who have a bad view of the @MetaHanindita account, because the information submitted by the informant through his account is not in accordance with the knowledge held by the community or followers. This information or knowledge gap in the community regarding stunting is what the informant wants to correct, such as matters related to the provisions of MPASI (Makanan Pendamping Air Susu Ibu) for children or infants. In some uploads related to MPASI, the informant explained about MPASI fortivication or commonly known as instant MPASI (manufacturer) by the public. The informant tried to explain using data from WHO and journals about nutrition standards and marketing authorization from MPASI fortification of MPASI which is also safe for consumption by infants or children. Therefore, many people who disagree and even download account holders are fake doctors and doctors who are paid (endorse) by producers of instant MPASI and milk.

Even so, many obstacles and negative responses from the public, the informant kept trying because he also realized that the audience on social media like Instagram is very diverse. Starting from the diversity of levels of education, experience and culture adopted by the community. So that the informant felt that to overcome this, what he needed to do was to simplify medical language and explain it as clearly as possible to the audience. Over time, by continuing to share information in order to educate the public regarding this stunting, the informant assessed that his business was quite successful and effective. The informant said that:

> Efektif, karena orang tua jaman sekarang setiap hari pasti buka media sosial. Lebih efektif dibandingkan lewat buku (nobody reads anymore now adays :D), gratis dan praktis pula. (Meta Hanindita interviewed on July 31)

So the informant thinks that the education he does through Instagram is effective because at this time most of the parents are always using Instagaram every day. This is considered more effective than education through print media such as books, because there are not many people who take the time to

read books every day. Besides the advantages of education through social media is practical in its use and efficient in terms of costs incurred.

In addition to the informant's acknowledgment that stunting education and prevention through the media of this Instragram is effective, the author will also add data that reinforce the informant's statement. Effective or not communication carried out by someone can be seen from the response or feedback given by the audience. Therefore the author will show the results of an analysis of how the response of the community or followers of the @Metahanindita account is related to the stunting education conducted.

Response is interpreted as an outcome or result that is done by someone who receives a stimulus. This stimulus is something that can be received by a person through his senses. There are three categories of responses, stated by Steven M. Chaffee (Rachmat, 1999: 118) the first is cognitive response, related to one's knowledge, skills and information about something that arises when understood or described by someone. If seen from the response of the public, especially followers of the @MetaHanindita account to the education or information contained, the author considers that the cognitive response is quite good. This can be seen in several comments on uploads that discuss MPASI in accordance with IDAI and WHO regulations. Below is an example of a comment or response given by followers of the @MetaHanindita account.

Dokter Meta terima kasih sudah membagi ilmu kepada kami, banyak orang tua yang jadi tahu info penting ini (akun instagram @anitaruslim, 2019).

In addition to the comments above, there are many more responses that indicate that the information conveyed by informants through social media has succeeded in changing the audience's cognitive, which does not know to be known. Then the second affective response, the response related to emotional, someone's attitude towards something. In this response shows the attitude of someone like, or do not like, accept or not accept. If you pay attention to the affective response of the follower to the information or education provided by the informant, many good affective responses are found, as evidenced by the number of likes gained by the relevant upload. In addition, when the informants contained QnA stories, there were many responses that agreed with the education provided related to child development and stunting.

Furthermore, the third response is the conative response. This response is related to a person's actions or behavior towards the information received. This response can also be seen from the change in one's habits. Although this research is only on the objects of the cyberspace world (online), in which the author cannot see directly changes in habits or actions of the audience to the information and education provided by the @MetaHanindita account, but researchers can see the conative response from statements given by the audience to comments and highlight columns. In the @Metahanindita account, the informant has never positioned herself as a pediatrician who receives consultations from parents' complaints regarding his children's health or growth, but information and education provided by the author's informants judged that he was quite successful and effectively changed the actions and habits of parents of followers of the account, this can be seen from the following example;
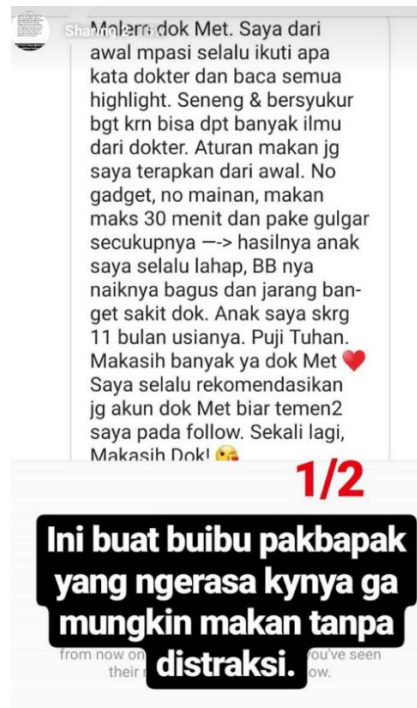
Sumber: Akun Instagram @MetaHanindita (2019)

Gambar 2. Respon Audien Akun Instagram @MetaHanindita

Can be seen from the picture above, which shows the audience's response to the educational upload provided by the @Metahanindita account is very interesting. Not only cognitive responses are obtained but also affective responses and conative responses. The audience stated that he had indeed given MPASI to his children by following along as suggested by the @MetaHanindita account. In addition, the audience was also diligent in reading all the highlights and felt grateful for a lot of knowledge from the informants. The audience applied all the knowledge delivered and got good results on their child's appetite and development. Do not stop there, even the audience also recommends the account @Metahanindita to her friends.

Based on the above discussion using virtual ethnographic methods, which observe interactions that occur in cyberspace on the Instagram account of @Metahanindita and its followers, the authors conclude that the use of Instagram social media for education in preventing stunting by informants is quite successful and effective.

Conclusion

After observing the results of the analysis conducted on research data, both obtained through in-depth interviews, literature review, as well as data from secondary sources, here are the conclusions the author obtained. The Instagram account @MetaHanindita actively provides education and information related to stunting, such as MPASI, child nutrition and its giving patterns with the aim of preventing stunting in children, through several uploads. Then the @MetaHanindita account also utilizes several features on the diagram for the education, for example stories, feeds and highlights. Not only providing information through uploads, but @MetaHanindita account also tries to build audience interaction and engagement (followers). Through interaction in the comments column, and the story can be seen how the response from the audience. Furthermore, by observing uploads and responses from the audience, be it cognitive, affective and conative, the authors conclude that the use of social media Instagram for stunting education and prevention is considered effective and quite successful. This was also confirmed by the informant, he acknowledged that education carried out through Instagram was successful and effective.

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