

Research Article

Analysis of Hashtag Utilization Based on Campaigns on the Instagram Account of the Ciliwung Depok Community

Dian Nurdiansyah ^{1*}, Shafa Kamiliya ², and Muslim ³

^{1,2,3} Departement of Communication Sciences; Faculty of Communication Sciences, Universitas Pancasila;

Email: diannurdiansyah@univpancasila.ac.id

* Corresponding Author : Dian Nurdiansyah

Abstract: Technological advances have brought about major changes in the world of media communication, influencing the way we interact, obtain information, and share content. The internet has become the main pillar of today's communication revolution. With easier and faster internet access, information can now be disseminated in real time to all corners of the world. The emergence of broadband technology, 5G networks, and satellite-based internet has further enhanced accessibility, even in areas that were previously difficult to reach. The rise of Instagram has provided an opportunity for environmental conservation communities to continue their advocacy efforts, and this has become a tangible example of the development of Digital Communication. The research conducted focuses on the use of hashtags in campaign types on Instagram. This research method employs a qualitative descriptive approach and a simple experiment using the tools slice.id. Data collection techniques include observation, interviews, and document studies from previous research conducted by the researchers and other researchers relevant to the study. The Ciliwung Depok Community is a community that plays a significant role in raising public awareness about the importance of preserving river ecosystems. The Ciliwung Depok Community is not involved in any political agenda; it is an independent NGO established to address concerns about the increasing transformation of the Ciliwung River from a source of life into a source of problems.

Keywords: Digital Communication; Hashtag; Instagram; Ciliwung Depok Community.

1. Introduction

In today's information age, people live in a landscape heavily influenced by data flows and digital technology. We are not only consumers of information but also producers and disseminators on an unprecedented scale. Society is inextricably linked to technology, particularly social media, as an online communication tool that facilitates access to information and communication in the virtual world (D Nurdiansyah, 2023). Social media requires an internet-connected network and smartphones. According to Krisno Wisnuadi (2025), the development of social media, particularly in Indonesia, will continue to grow, as evidenced by the current 190 million social media users in Indonesia, nearly reaching 80% of the total population. The highest dominance in social media remains on the Instagram platform, with 150 million users, followed by TikTok, with an estimated 140 million users, Facebook with approximately 120 million users; Twitter (X), with an estimated 40 million users; and LinkedIn, with a total of around 25 million users (Hidayat, 2025).

Technological developments have profoundly transformed communication media, changing the way we interact, consume information, and share content. As the foundation of the modern communications revolution, the internet has paved the way for global connectivity (SR Fahira: 2023). Increasingly widespread and fast internet access has enabled information to spread instantly worldwide. Broadband technology, 5G networks, and internet

Received: May 08, 2025

Revised: May 22, 2025

Accepted: June 09, 2025

Published: July 14, 2025

Curr. Ver.: July 14, 2025



Copyright: © 2025 by the authors.

Submitted for possible open

access publication under the

terms and conditions of the

Creative Commons Attribution

(CC BY SA) license

([https://creativecommons.org/li](https://creativecommons.org/licenses/by-sa/4.0/)

[censes/by-sa/4.0/](https://creativecommons.org/licenses/by-sa/4.0/))

satellites have expanded accessibility, even reaching remote areas that were previously difficult to access.

Changes in how users interact with each other in utilizing digital communication technology or platforms, one of which is the use of Instagram, have led to high connectivity in the flow of information. Users can now send various forms of communication, including voice chat. This feature allows users to communicate without typing messages, simply using their voices, which are automatically converted into digital communication messages (NS. Ramadhan, 2024).

The issue of climate change as a campaign in the Sustainable Development Goals (SDGs), especially in environmental ecosystems such as rivers, has always been a trending topic on social media, particularly with a social media style that combines copywriting and hashtags. The presence of institutions and non-governmental organizations (NGOs) has always been a centre of interaction and a source of hope for the community in anticipating their role in raising awareness and encouraging audiences digitally to preserve river ecosystems, especially in maintaining their usefulness as a source of life. In Dian Nurdiansyah's (2024) research, several unique aspects were identified in environmentally conscious communities that have generally adopted and adapted content patterns based on a copywriting approach. For instance, content patterns use single-post content and carousel content, where the content consistently provides information related to the conservation and protection of the Ciliwung River ecosystem to the audience. However, weaknesses are still identified, such as the scepticism and lack of environmental conservation efforts among communities living along the Ciliwung River, which stretches through major cities like Bogor, Depok, Bekasi, and Jakarta. Instead of preserving the river, communities and industries engage in environmental pollution by disposing of waste indiscriminately.

The existence of the Instagram platform has had a significant impact, especially in shaping the messages conveyed to audiences (Hidayat et al., 2025). The real-time nature of communication allows users to connect instantly. Social messaging on Instagram has grown rapidly in recent years, with various groups, organizations, and individuals using the platform to convey social messages covering multiple issues. On Instagram, social messages can be campaigns, educational content, or calls to action delivered through photos, videos, and text. This phenomenon is highly influential because Instagram is one of the largest social media platforms with a vast audience, including young people who are highly active on social media, particularly using hashtags to amplify campaigns addressing climate change issues affecting river ecosystems, especially the Ciliwung River, which consistently trends due to its ecological degradation.

Research related to hashtag reinforcement on the Instagram platform by the Ciliwung Depok Community is an interesting topic to explore. One objective of this research is to use established research techniques to observe and measure the benefits of the interaction between the Ciliwung Depok Community and its audience through the use of the Instagram platform as a form of adaptation to rapid technological developments.

2. Literature Review

Environmental conservation has always been a hot topic among real and virtual communities, especially in river ecosystems. This is because the management process often overlaps, especially for those living in areas adjacent to riverbanks, who are the first to be affected by the inability of the river basin (DAS) to function correctly due to significant changes in the river ecosystem from its original condition. Public awareness of the importance of river ecosystems remains very low, leading to challenges in virtual spaces, as the messages often fail to resonate with the audience. However, in the era of Society 5.0, society has become

increasingly integrated with technology. It is moving toward pro-environmental behaviour actions are driven by concern for natural resources and the daily environment (Ali: 2020).

In the research journal “Revitalizing flood-prone areas through socioenvironmental strategies: A qualitative approach to urban flood management,” it is explained that the most dangerous damage caused by the instability of the Ciliwung River can have negative impacts, such as overflowing water causing flooding. This is a real consequence of modern humans' lack of awareness and disregard for the sustainability of river ecosystems, particularly rivers that flow through large urban areas such as the Ciliwung River (P.J. Pamungkas: 2025).

A hashtag is the # symbol followed by a word that describes a post or who the post is for. Hashtags (#) are a powerful tool in social media, especially for environmental communication. Hashtags enhance searchability, encourage community engagement, and amplify the reach of campaigns and movements. By strategically using relevant, specific, and trending hashtags, organizations and environmental advocates can raise awareness, educate the public, and inspire collective action to address pressing environmental issues. Through the thoughtful integration of hashtags, social media platforms such as Instagram, Twitter, and Facebook can become dynamic hubs for ecological advocacy and change (Phillips, 2023: p.60). Hashtags are essential in organizing and amplifying content on social media platforms. Hashtags help categorize posts, making them easier for users interested in specific topics to find. In environmental communication, hashtags can significantly increase the reach and impact of messages.

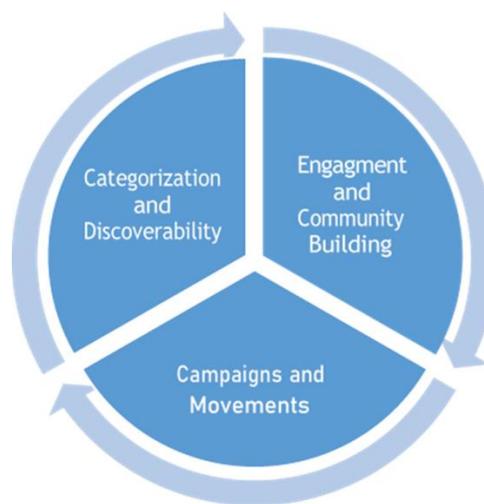


Figure 1. The Role of Hashtags on Social Media. Results of Reflection (Phillips:2023)

Hashtags in categorization and discoverability function as keywords that categorize content, making it easier for users to find posts related to specific topics. For example, hashtags such as #ClimateChange or #Sustainability connect posts to broader conversations about these topics. This categorization helps content reach targeted audiences actively searching for or following these hashtags. Hashtags also encourage engagement by creating a sense of community among users interested in the same topic. Users who see hashtags they like are more likely to engage with the content by liking, commenting, or sharing it.

Additionally, hashtags can encourage user-generated content, where users contribute their posts under the same hashtag, building a community around shared interests. Campaigns and Movements are actions taken to gain support and track participation. Campaign-specific hashtags help track the reach and impact of a movement and mobilize collective action.

The Ciliwung Depok Community (KCD) has played an appropriate role as an agent of change in the preservation of the river ecosystem, especially in an era where society is increasingly losing awareness and indifference towards the environment, let alone the sustainability of the ecosystem. According to Dian Nurdiansyah's research (2024), the role

and existence of KCD have the potential to become one of the most effective digital groups in preserving and maintaining river ecosystems. This is evidenced by their creating a digital communication channel based on the Instagram platform. KCD's role in utilizing hashtags has already taken shape (pattern) and can be communicated to the audience repeatedly. However, there is a phenomenon where hashtags, especially those used in campaigns, face complex issues. One of these is that local communities cannot be sensitive to changes in their surroundings. Therefore, this study formulates a problem statement and conceptualizes it into a question: How can hashtags based on campaigns be utilized on the Instagram account of the Ciliwung Depok community?

The Ciliwung Depok Community (KCD) has played an appropriate role as an agent of change in preserving the river ecosystem, especially in an era where society is increasingly losing awareness and indifference towards the environment, let alone the preservation of the ecosystem. According to Dian Nurdiansyah's research (2024), the role and existence of KCD have the potential to become one of the most effective digital groups in preserving and maintaining river ecosystems. This is evidenced by their creating a digital communication channel based on the Instagram platform. KCD's role in utilizing hashtags has already taken shape (pattern) and can be communicated to the audience repeatedly. However, there is a phenomenon where hashtags, especially those used in campaigns, face complex issues. One of these is that local communities cannot be sensitive to changes in their surroundings. Therefore, this study formulates a problem statement and conceptualizes it into a question: How can hashtags-based origins be utilized on the Instagram account of the Ciliwung Depok community?

3. Method

This study will use a qualitative approach. This means that the qualitative approach always places the researcher in a position to explore the subject and object of the study. According to Creswell (2014), a qualitative approach is research that places the researcher in a position to directly observe the research so that hidden data can be discovered. Meanwhile, according to Hennink et al. (2011), the qualitative approach seeks to obtain knowledge and understanding of reasons, beliefs, motivations, and perceptions. Regarding data collection, the researcher uses a data collection process employing several techniques to fulfil and validate all findings in the field. The techniques used are semi-structured interviews, virtual and non-participatory observation, and documentation. Creswell (2014) emphasizes that data collection is essential in limiting research activities, particularly in qualitative research, which heavily relies on phenomena occurring in the field. This is a distinctive characteristic of descriptive qualitative research approaches.

In terms of data analysis techniques, the researchers used Miles and Huberman's (2014) technique with interactive modelling. Interactive modeling is a technique that allows researchers to interact directly with data and actively participate in the analysis process (continuously). According to him, there are three stages of analysis, namely: data condensation, data display, and drawing conclusions/verification.

In addition to using the Miles and Huberman technique, researchers developed other data analysis techniques relevant to the study, namely the Peer Debriefing technique, which is a technique for seeking credibility and validity of research findings (research data) by involving independent peers in the process of reflection, evaluation, and validation. This technique allows researchers, particularly in qualitative research, to share their findings and research processes with peers who can provide objective, critical feedback, identify potential biases, and offer new perspectives (D. Nurdiansyah: 2024). In addition to these two validation techniques, to strengthen field findings, researchers will use simple experiments by manually measuring the engagement rate of hashtags and utilizing the digital tool slice.id, which is one

of the tools capable of providing useful analytical descriptions for researchers in measuring hashtags and Instagram accounts of the Ciliwung Depok Community. This approach ensures that the research incorporates diversity in data collection and data validation processes, thereby addressing the objectives of the current study.

4. Results and Discussion

4.1. Community Ciliwung Depok in Instagram Platform

In an article written by Dian Nurdiansyah (2024) entitled "Digitalization of CDC Environmental Communication in Handling Ciliwung River Ecosystem Sustainability through Instagram," it is mentioned that the Ciliwung Depok Community has a pattern of existence on the Instagram platform, as evidenced by the use of digital media focused on the internal or specific interests of the community in achieving their goals related to their role and presence in cyberspace, particularly in digital environmental conservation campaigns for digital audiences. However, in the current study, several issues have emerged as the focus of discussion based on the results or findings in the field through virtual observation, namely the focus on research on hashtags. The @komunitasciliwungdepok account already has a strong community foundation and a clear message focus. With optimized content strategies and hashtag performance analysis, this account has the potential to increase awareness and community participation in river conservation and environmental issues in Depok.

The Ciliwung Depok community began its existence on social media, particularly on Instagram, in 2016. Based on the results of virtual observations by researchers, the number of followers in 2025 has reached 4,144. Social media in the form of Instagram accounts has the potential to allow users to explore river basins and observe the actions taken by the community (Gupta:2022).

The results of the observation, documented by the researcher, indicate that the Ciliwung Depok Community will continue to survive and advocate for the preservation of the river ecosystem.

"Currently, the Ciliwung River continues to undergo significant changes, especially in the surrounding areas. Almost the entire riverbank of the Ciliwung River that runs through the city of Depok has been transformed into residential areas. This concern has driven us to work together to preserve its existence, especially through advocacy efforts to protect the Ciliwung River's ecosystem across various media channels" (Mr. Taufiq, Founder of the Ciliwung Depok Community).

The use of digital communication platforms, specifically Instagram, has opened up opportunities for the Ciliwung Depok Community to provide direct and targeted advocacy by leveraging hashtags as a powerful tool to reach audiences and help them find the Ciliwung Depok Community account, with a focus on the campaign hashtags shared. Sustained existence will provide opportunities to enhance and strengthen the reach of the audience in conveying messages about the conservation of the Ciliwung River ecosystem.

4.2. Hashtag and Community Ciliwung Depok

Hashtags (#) on Instagram as a means of communication Categorizing information on social media requires the use of hashtags (#) in each post to collect relevant content. Utilizing hashtags in social media content, especially on Instagram, allows content creators to communicate successfully with their audience. Communication is sending messages to influence attitudes, opinions, and actions through direct contact or by using different media channels. The use of hashtags in digital communication, especially on Instagram, demonstrates these digital markers' diverse functions, including communicative, social, and marketing aspects. Hashtags on Instagram function as a form of metadata that categorizes content, allowing users to navigate large amounts of information. These hashtags enable users to connect with individuals with similar interests, encouraging community engagement.

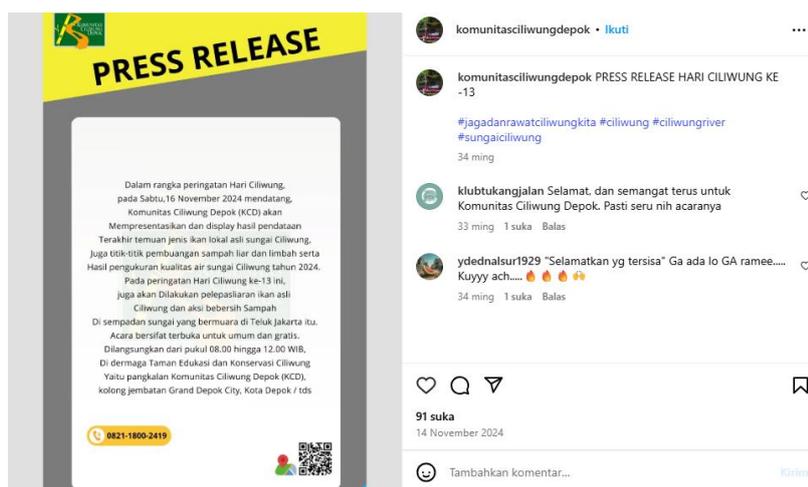


Figure 2. Example of Hashtag Usage in the Instagram Account of the Ciliwung Depok Community

Based on the research reference entitled “Disaster Hashtag in Social Media” (Nikita Murzinctev: 2017), it is explained that hashtags have a function that allows audiences to find information accurately and quickly using keywords more popularly known as hashtags. In the study, the researcher employed a hashtag selection technique using a purposive sampling approach, which allows the researcher to determine the research objects (hashtags) in a study (Norman K, Denzin: 2015). Therefore, based on these considerations, the researcher selected the hashtag #jagadanrawatciliwungkita as the focus and sample used by the Ciliwung Depok Community in its official Instagram account.

The results in the form of the documentation above provide an understanding that the Ciliwung Depok Community has implemented hashtags in posts or content on its Instagram platform. A study conducted by Bogdan Cristian Onete (2020) found that using hashtags in digital communication platforms provides opportunities for effective campaigns and makes it easier for audiences to obtain information. The study also explains that hashtags have a substantial impact in the new era of the digital revolution, making concepts such as “sustainability” more visible and efficient in reaching audiences. This means that by using the hashtag #jagadanrawatciliwungkita, the researcher represents the role of the Ciliwung Depok Community in the virtual world through the Instagram platform. In the table below, the researcher conducted an identification process related to volume using virtual observation techniques to obtain direct virtual data from the account. The data distribution was collected over three years, from 2022 to 2024.

Table 1. Identification of the #jagadanrawatciliwungkita campaign hashtag in the Instagram account of the Ciliwung Depok Community (Data 2022–2024)

2022	2023	2024
9 post	3 post	12 post

¹ Researcher processed data.

Using a simple formula to calculate hashtag engagement on the Instagram account of the Ciliwung Depok Community, this formula is a modification of Anderson's (2012) social media engagement rate theory, which explains that the quality of user experience is focused on positive aspects of interaction, These interactions are collected and aggregated within a web application. They are also motivated to use it. This constitutes the researcher's experiment, which can strengthen the perspective of mixing research methods.

$$\text{Average} = \frac{\text{Total Post Hashtag}}{\text{Post/Year}}$$

Total Year Identification

$$\text{Average} = \frac{9+3+12}{3} = 8 \text{ Post/Year}$$

3

The use of the hashtag #jagadanrawatciliwungkita on the Instagram account of the Ciliwung Depok Community over the past three years has shown significant dynamics. The results indicate that a decrease in the number of posts in 2023 may reduce the visibility of environmental issues being raised, while a sharp increase in 2024 strengthens the public agenda on the importance of preserving and maintaining the Ciliwung River. The surge in posts in 2024 is likely a response to the audience's need for environmental information and education, or the presence of a specific momentum (e.g., a major campaign, collaboration, or special event). Consistent and increasing use of hashtags can expand the digital network of the community, increase opportunities for interaction, and strengthen the position of accounts as centers of environmental information in Depok. The role of the hashtag #jagadanrawatciliwungkita serves as an issue marker and content aggregation tool that makes it easier for audiences to find and follow campaign developments. Consistent use of hashtags also strengthens the identity and digital community around environmental issues.

During the research process, the researcher conducted validation using the peer debriefing technique with a colleague (lecturer) who has expertise in copywriting and focuses on sustainability. The colleague provided excellent arguments in response and became one of the validation processes for the data. The data collected during the research process ensures that the findings are unbiased and relevant to real-world conditions, rather than mere opinions, as they are based on scientifically and conceptually relevant measurement tools.

"It is very interesting to observe the phenomenon occurring on digital communication platforms, particularly on Instagram, where many people have become part of the digital community but may not fully understand their role. Environmental issues, particularly those related to rivers (Ciliwung), which have been neglected and ignored, are often met with silence. The use of hashtags is a great idea on Instagram, as it can lead to new trends and information. The Ciliwung Depok community has done well in maintaining its digital presence, but consistency is key." Data collected from peer debriefing sessions, May 20, 2025.

In Dini Kumalawati Sarjani's (2023) research, hashtags make it easier for social media users to express their opinions on current issues, such as environmental issues. Social media users will be connected to the same topic through hashtags. The role of hashtags is a practical perspective that has developed as a way to organize and exchange information (A.A Irwanda: 2025). The hashtag #jagadanrawatciliwungkita used by the Ciliwung Depok Community on their Instagram account provides a concept that can be implemented, emphasizing the importance of strengthening and maintaining consistency in using campaign hashtags, especially regarding river ecosystems that are increasingly concerning and remain a significant issue, particularly in rivers that flow through cities such as Jakarta, Bogor, Depok, and Bekasi. One of the largest is the Ciliwung River, which originates in Bogor Regency and flows into Bekasi Regency.

4.3. Optimization and recommendations for campaign hashtags to support the sustainability of the Ciliwung River ecosystem

In the research, there were several conditions where researchers needed time to describe the data, particularly regarding the analysis of campaign hashtags. The campaign hashtags on the Instagram account of the Ciliwung Depok Community (KCD) were filled with strategic messages about river ecosystem conservation, such as in this study, which focused on the hashtag #jagadanrawatciliwungkita. Hashtag patterns will evolve into an indexing system that enables users to focus on important messages from a large volume of communication and participate in relevant conversations in an era of rapidly advancing technology, which will undoubtedly influence societal changes (Khalil & Storie, 2021).

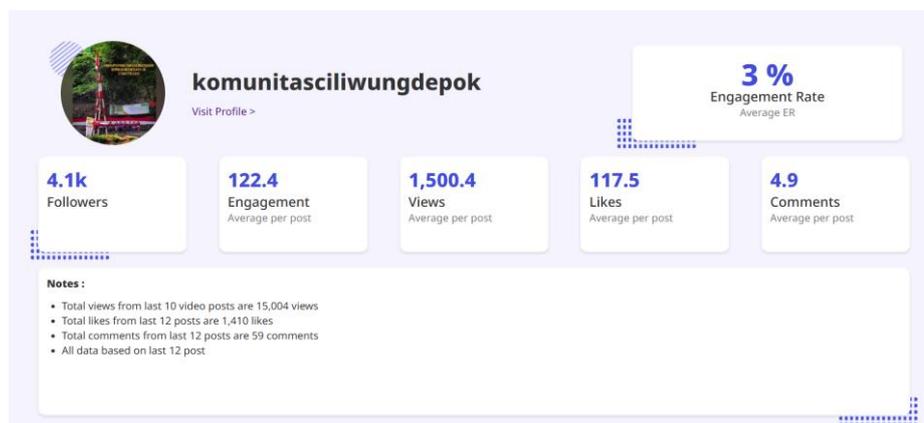


Figure 3. Preview Instagram Engagement Rate for the Ciliwung Community Account in Depok using slice.id tools

Based on the data above, the researcher experimented using the slice.id tool on the Ciliwung Depok Community's Instagram account. The result was an engagement rate of 3%. An article titled Analyzing Instagram Metrics states that Instagram accounts with an average engagement rate of 3% are considered quite good (Ferdianto:2021). This means that the visibility of the Komunitas Ciliwung Depok Instagram account is good. Still, some areas require attention, such as consistency and the account's presence on Instagram. Despite this, the data from the last 12 posts accumulated 1,410 likes and 15,004 video views.

Researchers elaborating on two sets of data from the study found that the average use of the hashtag #jagadanrawatciliwungkita and the engagement rate of accounts had sufficient capital to maintain their existence. However, important aspects such as consistency in using campaign hashtags have strategic implications for accelerating content recognition and becoming memorable for the audience. Given the ability of hashtags to create a sense of urgency around issues, particularly in sustainable topics such as preserving river ecosystems in major cities in Indonesia one of which is the Ciliwung River, which the researchers used as the focus of this study hashtags play a crucial role in raising awareness and driving action toward addressing these challenges.

6. Conclusions

The conclusion of this study is that the Ciliwung Depok Community, through its Instagram account, has a fairly good presence, as evidenced by the researcher's analysis of the engagement rate, which achieved 3% based on the calculation of likes, followers, comments, views, and posts. However, the average score for campaign hashtags focused on the hashtag #jagadanrawatciliwungkita is low. This indicates the need to improve and maintain consistency in using and leveraging campaign hashtags. Public recognition in the virtual world has the highest rate because strategic messages are no longer limited to traditional media but are increasingly shifting to new media as a communication process, or more accurately referred to as digital communication among Instagram users.

The advocacy efforts by the Ciliwung Depok Community toward the Ciliwung River ecosystem deserve high appreciation, as any imbalance in nature will eventually lead to disasters for humanity itself. One example of the impact of ecosystem instability is the decline

in water quality due to pollution and frequent flooding. This is particularly evident in the Ciliwung River, which flows through major cities such as Jakarta, Bogor, Depok, and Bekasi.

References

- [1] D. Nurdiansyah, Y. D. Anindira, S. S. Muhibin, and A. H. Putri, "Sosialisasi digital security dalam meningkatkan edukasi bermedia digital di lingkungan masyarakat Depok Baru," **Karunia**, vol. 2, no. 1, pp. 109–120, Feb. 2023.
- [2] K. Wisnuadi, "Statistik menarik industri digital di Indonesia tahun 2025," **Dipstrategy.co.id**, 5 Apr. 2025. [Online]. Available: <https://dipstrategy.co.id/blog/statistik-menarik-industri-digital-di-indonesia-tahun-2025/>
- [3] S. R. Fahira and D. Nurdiansyah, "Interaktivitas pengikut base account Twitter @Babufess pada pelecehan seksual oleh voice actor game online Genshin Impact," **Publish: Basic and Applied Research Publication on Communications**, vol. 2, no. 2, pp. 240–259, 2023.
- [4] N. S. Ramadhan and D. Nurdiansyah, "Komunikasi virtual dalam penyusunan strategi di game online Valorant (Studi pada Komunitas Komunikasi Gaming Universitas Pancasila)," **Jurnal Publish**, vol. 3, no. 2, pp. 130–243. doi: 10.35814/publish.v3i2.7349.
- [5] D. Nurdiansyah and S. Kamiliya, "Copywriting structure based on direct persuasive in Instagram posts of Hari Peduli Sampah Nasional 2024 Komunitas Ciliwung Depok," **ENVICOMM**, vol. 2, no. 2, pp. 55–67, Dec. 2024. doi: 10.35814/envicomm.v2i2.7698.
- [6] M. I. Ali, **Ecotopia 2.0: Kesadaran Mahasiswa Dalam Menjaga Lingkungan**. Widina Media Utama, 2004.
- [7] P. J. Pamungkas, A. Kristianto, M. D. Prianto, R. Z. Rahman, and R. T. Firmansyah, "Revitalizing flood-prone areas through socio-environmental strategies: A qualitative approach to urban flood management," **Calamity**, vol. 2, no. 2, pp. 87–99, Jan. 2025.
- [8] W. K. Phillips, **Ultimate Guide to Instagram for Business**. Entrepreneur Media, Inc., 2017.
- [9] J. W. Creswell, **Penelitian Kualitatif & Desain Riset: Memilih Di Antara Lima Pendekatan**. Pustaka Pelajar, 2015.
- [10] M. Hennink, **Qualitative Research Methods**. Sage Publications, 2020.
- [11] B. M. Miles and M. Huberman, **Qualitative Data Analysis: A Methods Sourcebook**, 3rd ed. SAGE Publications, 2014.
- [12] D. Nurdiansyah, M. A. Maharani, S. Kamiliya, and F. Musyafa, "Digitalization of CDC environmental communication in handling Ciliwung River ecosystem sustainability through Instagram," **IJESSM**, vol. 4, no. 2, pp. 545–558, Jun. 2024.
- [13] S. Gupta, "Instagram of rivers: Facilitating distributed collaboration in hyperlocal citizen science," **Proc. ACM Hum.-Comput. Interact.**, vol. 6, CSCW1, Article 97, Apr. 2022. doi: 10.1145/3512944.
- [14] N. Murzintcev, "Disaster hashtags in social media," **ISPRS Int. J. Geo-Inf.**, vol. 6, no. 7, p. 204, 2017. doi: 10.3390/ijgi6070204.
- [15] N. K. Denzin and Y. S. Lincoln, **The SAGE Handbook of Qualitative Research**. SAGE Publications, 2005.
- [16] C. B. Onete, S. D. Chița, D. A. Pleșea, and V. M. Vargas, "The use of hashtags to promote sustainability," presented at the **Int. Conf. New Trends Sustainable Business and Consumption**, Messina, Italy, 4–6 Jun. 2020, pp. 848–855.
- [17] A. A. Irwandi **et al.**, "Analisis engagement rate pada Instagram Universitas Lancang Kuning," **zn**, vol. 6, no. 2, pp. 390–399, May 2024. doi: 10.31849/zn.v6i2.17904.
- [18] E. W. Anderson, C. Fornell, and D. R. Lehmann, "Customer satisfaction, market share, and profitability: Findings from Sweden," **J. Mark.**, 2012.
- [19] D. K. Sarjani, "Understanding connective action in the Wadas Village conflict: Social network analysis on the #WadasSuing hashtag," **J. Gov. Soc. Politicol.**, vol. 12, no. 4, pp. 1300–1307, Oct. 2023.
- [20] A. Khalil and L. K. Storie, "Social media and connective action: The case of the Saudi women's movement for the right to drive," **New Media Soc.**, vol. 23, no. 10, pp. 3038–3061, 2021. doi: 10.1177/1461444820943849.
- [21] Ferdianto, "Analyzing Instagram metrics," **Sistem Informasi BINUS**, 2021. [Online]. Available: <https://sis.binus.ac.id/2021/10/04/analyzing-instagram-metrics/>
- [22] D. Nurdiansyah, S. Maharani, and R. R. Lolita, "Penguatan brand awareness melalui good visual e-katalog marketplace pada pelaku UMKM di Desa Tamansari Bogor," **jipm-nalanda**, vol. 2, no. 3, pp. 10–29, Jul. 2024.
- [23] N. Hidayat and J. U. Hadibroto, "Tradisi Tiatiki dan pemimpin opini: Analisis media vernakular dalam komunikasi, pelestarian lingkungan, dan politik lokal Papua," **JURRISH**, vol. 4, no. 3, pp. 967–979, Jul. 2025.
- [24] N. Hidayat, "Narasi kebangsaan di era media sosial: Relevansi Pancasila dalam ekosistem digital," **PACIVIC**, vol. 5, no. 1, pp. 105–118, Apr. 2025. doi: 10.36456/p.v5i1.10183.