

# *The Influence of Social Media on Interpersonal Communication Patterns in Communication Students*

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**Abstract**—This study aims to determine and analyze the influence of social media use on interpersonal communication patterns in communication students at IPB Vocational School. There are two variables that will be tested in this study, namely the independent variable (X) social media and the dependent variable (Y) interpersonal communication patterns. This research uses a quantitative approach with a descriptive type of research. Data collection by distributing questionnaires with a Likert scale to 75 student respondents. Social media-related questionnaires are based on the theory of Uses and Gratification and the effectiveness of interpersonal communication patterns. All respondent data was processed using SPSS version 25 for Windows. Data analysis using the Pearson Product Moment correlation technique using normality tests, validity tests, and simple linear regression tests. The normality test shows results of  $0.099 > 0.05$  means the data is normally distributed, the linearity test shows results of  $0.838 > 0.05$  means that both variables are linear, simple linear regression tests show that the results of  $0.000 < 0.05$  mean that there is an influence of social media variables on interpersonal communication pattern variables. The results of the research data analysis showed that the interpersonal communication patterns of students at IPB Vocational School were influenced by social media with a correlation coefficient value of 0.410. The closeness of the relationship between two variables is medium or sufficient and the relationship is positive.

**Keywords**—Influence; Interpersonal Communication Patterns; Social Media.

## I. INTRODUCTION

The development of technology has presented various opportunities to create new methods in various aspects of human life. One form of technology is an internet network that can access everything from all over the world. Ease in the process of accessing media is one of the important factors in the use of technology (Wijaya, *et al.* 2023). The use of the internet as a medium of information can be accessed through several platforms, one of which uses social media applications. Social media is a type of online media where people can easily share, participate, and create content. Some examples of social media include blogs, social networks, wikis, forums, and virtual worlds (Rafiq, 2020). In the past, social media was used only as a friendship media to give news (Dharmawan, *et al.* 2019). Now, social media has several functions that support human life. According to data from *We Are Social: Indonesian Digital Report 2023* (*We Are Social*, 2023), the number of internet users in Indonesia continues to increase significantly. Social media platforms that are widely used by Indonesians in 2023 are, Whatsapp at 92.1%, Instagram at 86.5%, Facebook at 83.8%, and Tiktok at 70.8%. The increasing use of social media in Indonesia requires targeted content in accordance with the segmentation of community characteristics (Santoso, *et al.* 2022).

Social media that is often used is Instagram because it has features to provide open feedback and provide access to information in a fast and limited time so that many are chosen as *online platforms* for the community. Instagram comes from the word "insta" means instant and "gram" means telegram (Feroza and Desy, 2020). The Instagram platform is not realized to have an impact on its users, which can be in the form of behaviors, habits, and perspectives both in positive and negative directions. Communication patterns can also have an impact on social media users so that they can create a new habit. This is because the communication process serves to analyze a message and media carried out by the community so that it becomes a factor that can influence habits (Pranata, *et al.* 2022).

Interpersonal communication patterns are types of communication that occur directly between individuals; the way a person sees other people's communication is influenced by people talking to each other (Anggraini, C., *et al.*, 2022). Interpersonal communication also includes communication whose message is conveyed verbally or non-verbally. The content and manner in which the message is delivered or carried out are also included in this type of communication. (Suwatno, 2023). Interpersonal communication has functions (Ritonga, 2019), knowing oneself and others, allowing to understand our environment effectively, establish and maintain good relationships with others, change attitudes and behaviors, play and seek entertainment with different types of personal pleasure, and help others solve problems.

The use of social media can certainly have an impact on changes in interpersonal communication patterns, especially the use of language in adolescents. The rise of phenomena that are not worthy of being displayed through social media can affect the attitude of adolescents who are still emotionally unstable because they are still included in the transition period. Along with the times, the use of popular slang is widely used by teenagers and not infrequently the language comes from words that are impolite to express. In addition, sometimes abusive language or swear words are used to spread hate speech.

Based on the article Culture of Commenting on Social Media: Hate Speech as a Trend (Yumni, 2022), hate speech activities generally often occur on social media. One example of hate speech occurred during the 2024 election in February. According to data released by *Monash Data and Democracy Research Hub* (MDDRH) and also the Alliance of Independent Journalists (AJI) (Cahyadi, 2024), hate speech during the election period from September 2023 to January 2024 on Instagram was 3.34%. A total of 61,340 texts or around 9.05% related to election issues where as many as 46.31% contained hate speech.

Based on the events that are rife, researchers are interested in observing communication students at the IPB Vocational School, researchers found the use of the Instagram social media platform in the daily lives of students or female students. The high intensity of Instagram use does not rule out the possibility that it can have an impact or effect on interpersonal communication of IPB Vocational School communication students. This phenomenon makes researchers interested so they want to know the extent of the influence of social media on the interpersonal communication patterns of communication students at the IPB Vocational School. Based on this explanation, the following is the formulation of the problem to be discussed: is there an influence of social media on interpersonal communication patterns in communication students at IPB Vocational School? and how much influence does social media have on interpersonal communication patterns in communication students at IPB Vocational School? Based on the formulation of the problem, the objectives of this study are: analyzing the influence of social media on interpersonal communication patterns in communication students at IPB Vocational School and analyzing the level of influence of social media on communication patterns in interpersonal communication students at IPB Vocational School.

### Thinking Framework

The frame of mind in this study explains related to the Influence of Social Media on Interpersonal Communication Patterns in IPB Vocational School Communication Students. In the frame of mind of this study, researchers refer to the *theory of uses and gratifications* to the use of mass media, namely Instagram. There are assumptions or logical bases that are at the core of the idea of *the theory of uses and gratification* (Hadi, *et al.*, 2021), namely: frequency in the use of Instagram social media, the use of Instagram social media, and the effects of social media use. Indicators contained in Instagram social media have a relationship with interpersonal communication patterns in adolescents. Indicators of interpersonal communication patterns according to DeVito (2016) are: openness, empathy, supportive attitude, positive attitude, and equality. All indicators of each variable in this study can see whether there is an influence and how much influence Instagram social media has on communication patterns in communication students at IPB Vocational School. Here is the frame of mind from this study:

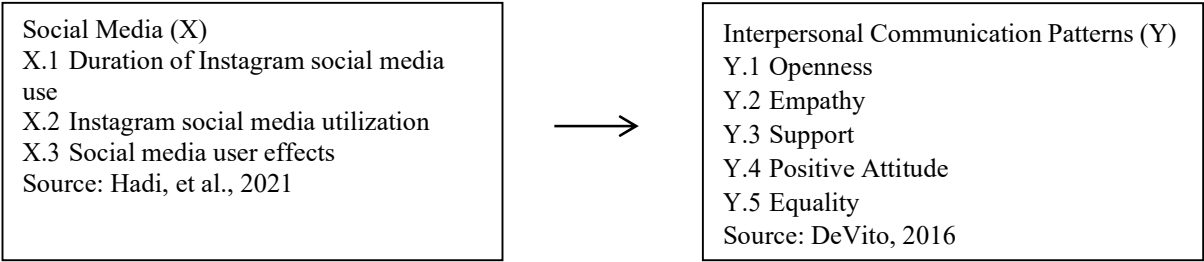


Fig 1. Thinking Framework

Hypothesis

These two research hypotheses are temporary conjectures about the formulation of research problems written in the form of question sentences.

- Ha : Social media has positive effect on the interpersonal communication pattern of communication students at IPB Vocational School
- H<sub>o</sub> : Social media does not have a positive effect on the interpersonal communication patterns of communication students at IPB Vocational School

II. RESEARCH METHODS

This research uses a quantitative—descriptive approach that uses statistics to process data and produce numbers (Sahir, 2021). The type of descriptive research is to examine by analyzing and presenting a fact systematically whose results are easy to understand and conclude (Putra and Diah, 2018). The independent variable (X) i.e. social media and the dependent variable (Y) i.e. interpersonal communication patterns are components of this study. The location and time of the research were carried out at the IPB Vocational School from February to April 2024. This research involved students of the Digital Communication and Media study program batch 57 as a population. The sample technique used is *Simple Random Sampling*, which has the same opportunity to be selected as a sample for each member of the population that has been selected. The number of samples that the author will obtain can be calculated through the formula of *Slovin* theory and get a total of 75 respondents. Respondent data is the primary source and literature studies are the secondary data used.

In the data collection process, Google forms were used to create questionnaires that combined social media questionnaires and interpersonal communication patterns and then distributed to respondents. Technique Analysis of respondent sample data for validity test using *Pearson Product Moment* technique and product samples for reliability test This study was conducted with *Alpha Cronbach* technique. To analyze the prerequisite tests, normality tests with Kolmogorov-Smirnov One- Sample and linearity tests with *Anova Table* are used. Furthermore, to find out whether the variable under study has an influence, a simple linear regression test is used. The SPSS version 25 program for Windows is used to process the collected data.

III. RESULTS AND DISCUSSION

The results of this study were obtained based on the results of the distribution of questionnaires. There are 2 types of questionnaires distributed, namely related to Social Media as an independent variable (X) and Interpersonal Communication Patterns as a dependent variable (Y). This questionnaire was distributed to students who were used as research subjects, namely students of the Digital Communication and Media Study Program of IPB Vocational School batch 57 of 2020. The overall data of respondents is presented in the following tables:

TABLE 1

| Respondent Gender Data |        |     |                |
|------------------------|--------|-----|----------------|
| No                     | Gender | Sum | Percentage (%) |
| 1                      | Man    | 5   | 6,7            |
| 2                      | Woman  | 70  | 93,3           |
| Total Amount           |        | 75  | 100            |

Source: Data processed (2024)

Based on the table above, the results of the study found 6.7% male respondents with 5 respondents and 93.3% female respondents with a total of 70 respondents among 75 Digital Communication and Media students batch 57 who filled out the questionnaire. From this data, it can be seen that female respondents dominate the use of Instagram social media

TABLE 2

| Age Data of Respondents |          |     |                |
|-------------------------|----------|-----|----------------|
| No                      | Age      | Sum | Percentage (%) |
| 1                       | 21 Years | 40  | 53,3           |
| 2                       | 22 Years | 35  | 46,7           |
| 3                       | 23 Years | 0   | 0              |
| Total Amount            |          | 75  | 100            |

Source: Data processed (2024)

Based on the table above, respondents aged 21 years were 53.3% with 40 respondents, 22 years old was 46.7% with 35 respondents, and none of respondents were 23 years old. From the data above, the majority of Digital Communication and Media students batch 57 are 21 years old. The data that has been obtained from respondents is then tabulated using the help of Microsoft Office Excel and scored each answer from each respondent. The score that has been obtained will be equated to the classification that has been made using interval calculations. The answer score in this questionnaire uses a Likert scale so that it consists of numbers 1 to 5. The number of question items presented using the help of Google Form consists of 10 items of questions related to social media and 20 items related to interpersonal communication patterns.

TABLE 3

| Social Media Frequency Distribution |                |     |                |
|-------------------------------------|----------------|-----|----------------|
| No                                  | Classification | Sum | Percentage (%) |
| 1                                   | Very High      | 21  | 28             |
| 2                                   | Tall           | 40  | 53,3           |
| 3                                   | Keep           | 13  | 17,3           |
| 4                                   | Low            | 0   | 0              |
| 5                                   | Very Low       | 1   | 1,4            |
| Sum                                 |                | 75  | 100            |

Source: Data processed (2024)

Based on data from the results of filling out the free variable (X) questionnaire related to Social Media, from 75 respondents who have filled out the Social Media questionnaire. The data classifies respondents' scores, namely there are 28% of respondents who get very high scores, 53.3% of respondents get high scores, 17.3% of respondents get medium scores, 0% of respondents get low scores and 1.4% of respondents get very low scores. The results also showed that the indicator on variable X predominantly reached the high category, namely with a score between 35 – 42 which had been calculated using interval calculations of 53.3% of all respondents' answers. This can be interpreted that communication students at IPB Vocational School agree to the use of Instagram social media which is carried out regularly. Students also stated that Instagram social media can be used as a means of information, entertainment and as a means of self-understanding. The use of Instagram by communication students is intended to follow trends that are currently happening in society.

TABLE 4

| Frequency Distribution of Interpersonal Communication Patterns |                |     |                |
|----------------------------------------------------------------|----------------|-----|----------------|
| No                                                             | Classification | Sum | Percentage (%) |
| 1                                                              | Very High      | 1   | 1,4            |
| 2                                                              | Tall           | 19  | 25,3           |
| 3                                                              | Keep           | 51  | 68             |
| 4                                                              | Low            | 4   | 5,3            |
| 5                                                              | Very Low       | 0   | 0              |
| Sum                                                            |                | 75  | 100            |

Source: Data processed (2024)

Based on data from the results of the study, it can be shown in the table above, namely there are 75 respondents who have filled out the Interpersonal Communication Pattern variable questionnaire. The data classifies respondents' scores, namely there are 1.4% of respondents who get very high scores, 25.3% of respondents get high scores, 68% of respondents get medium scores, 5.3% of respondents who get low scores and 0% of respondents who get very low scores. The results of the study were dominated by the medium category with an average of 68%.

This study makes interpersonal communication patterns as variable Y because the purpose of the study is to determine the frequency of Instagram social media use by Communication students at IPB Vocational School. The results of calculating respondents' responses regarding the Interpersonal Communication Pattern variable showed that the average presentation value was in the medium category. Based on the results of this questionnaire, it shows that communication students at IPB Vocational School have a responsible attitude towards what they do, especially on Instagram.

The influence of social media can have a positive or negative impact. The negative impact that occurs in accessing Instagram on students such as following bad trends that cause hate speech from how to comment through social media pages. The positive impact that can be felt by students so that they can improve interpersonal communication skills towards the environment. Based on the theory of *uses and gratifications* (Suherman, 2020), Instagram social media affects interpersonal communication patterns due to the activities of communication students due to certain goals. This theory if related to the effectiveness of communication according to DeVito (2016), the results of the study show that communication students use Instagram social media to increase or strengthen individual values which can be described based on the duration of use, utilization, and effects of social media that affect the effectiveness of interpersonal communication patterns as follows:

#### 1) Openness

Openness points are one of the influences on interpersonal communication patterns because of the feeling to accept criticism, input, honesty, and also respect from others. This is done by students communicating openly with each other starting from the environment and through social media.

#### 2) Empathy

Empathy is influential because there is mutual respect for other people's opinions or stories through social media and can understand what others are feeling. This is done by communication students in order to take care of each other's feelings or with social media users.

#### 3) Support

Support is influential because of commitment and also provides support to someone who is experiencing a bad event through social media. Points of support attitude, for example, when someone tells stories through social media related to the disaster that occurred, then give a supportive response.

#### 4) Positive Sense

A positive sense is influential, namely that no one follows bad *trends* and also does not use abusive swear words that cause hate speech actions through social media.

5) Equality

Equality is influential with a sense of respect for others and communicating with each other in two directions. This can be done when students are telling their friends both through social media and getting responses so that students are happier because they feel what they are telling is heard by their friends or social media users.

The Influence of Social Media on Interpersonal Communication Patterns in Communication Students at IPB Vocational School

The influence between Social Media variables and Interpersonal Communication Pattern variables can be proven through data analysis of normality tests and linearity tests as follows:

1) Normality Test

The normality test is carried out with the aim of knowing residual values or differences in studies that have normal or abnormal distributions (Machali, 2021). The following table 5 shows the variables of Social Media and Interpersonal Communication Patterns from the normality test results in this study.

TABLE 5

| One-Sample Kolmogorov-Smirnov Test |                |                         |
|------------------------------------|----------------|-------------------------|
|                                    |                | Unstandardized Residual |
| N                                  |                | 75                      |
| Normal Parameters <sup>a,b</sup>   | Mean           | .0000000                |
|                                    | Std. Deviation | 7.73802538              |
| Most Extreme Differences           | Absolute       | 0.094                   |
|                                    | Positive       | 0.094                   |
|                                    | Negative       | -0.042                  |
| Test Statistics                    |                | 0.094                   |
| Asymp. Sig. (2-tailed)             |                | <b>0.099</b>            |

a. Test distribution is Normal  
Source: Data processed (2024)

In a good regression model, there are graphical analyses and statistical tests that show that significance values or probability values greater than 0.05 indicate that the hypothesis is accepted because the data is normally distributed. Conversely, a significance value or probability value less than 0.05 indicates that the hypothesis is rejected because the data is not normally distributed.

The normality test results calculated with the help of SPSS version 25 using the *Kolmogorov-Smirnov One-Sample Test* above can show a significance value for two variables of 0.099. Based on the results of the normality test, the data has a significance or probability value of >0.05, then the hypothesis is accepted because the data is normally distributed. The normality test result of this study is **0.999** which is greater than **0.05**, so the results are considered **normally distributed**.

2) Linearity Test

The linearity test is a tool used to determine whether the influence between the variables studied is linear or not (Muchali, 2021). Linearity will be fulfilled if the plot between the residual value can be standardized and the standardized prediction value does not form a random or certain pattern. To analyze the linearity test, significance values were used at a significance level of 95% ( $\alpha=0.05$ ). A significance value above 0.05 indicates that there is a linear relationship between the variables and a significance value below 0.05 indicates that there is a nonlinear relationship between variables.

The following figure shows the results of the linearity test on the variables Social Media and Interpersonal Communication Patterns:

TABLE 6

| ANOVA Table                                         |                 |                          |                |    |             |        |              |
|-----------------------------------------------------|-----------------|--------------------------|----------------|----|-------------|--------|--------------|
|                                                     |                 |                          | Sum of Squares | Df | Mean Square | F      | Sig.         |
| Interpersonal Communication Patterns * Social Media | Betwe-en Groups | (Combined)               | 1788.414       | 21 | 85.163      | 1.276  | 0.234        |
|                                                     |                 | Linearity                | 895.766        | 1  | 895.766     | 13.418 | 0.001        |
|                                                     |                 | Deviation from Linearity | 892.648        | 20 | 44.632      | 0.669  | <b>0.838</b> |
|                                                     | Within Groups   |                          | 3538.252       | 53 | 66.759      |        |              |
|                                                     | Total           |                          | 5326.667       | 74 |             |        |              |

Source: Data processed (2024)

Table 6 shows the results of linearity tests performed with SPSS. The result obtained a value of 0.838 which is greater than the significance value (>0.05) indicating that there is a linear or unidirectional relationship between social media variables and interpersonal communication patterns.

3) Simple Linear Regression Test

Simple linear regression analysis is used to assess the impact of one independent variable on the dependent variable (Sahir, 2021). The following are the results of a simple linear regression test of social media variables with interpersonal communication pattern variables:

TABLE 7

| Coefficients <sup>a</sup> |              |                             |            |                           |       |             |
|---------------------------|--------------|-----------------------------|------------|---------------------------|-------|-------------|
|                           |              | Unstandardized Coefficients |            | Standardized Coefficients |       |             |
|                           |              | B                           | Std. Error | Beta                      |       |             |
| Model                     |              |                             |            |                           | t     | Sig.        |
| 1                         | (Constant)   | <b>40.264</b>               | 6.415      |                           | 6.276 | <b>.000</b> |
|                           | Media Sosial | <b>.627</b>                 | .163       | .410                      | 3.842 | <b>.000</b> |

a. Dependent variable: Pola Komunikasi Interpersonal

Source: Data processed (2024)

Simple linear regression test analysis, there are two possibilities for decision making significance value <0,05 shows that variable X is an influence variable Y. The value of signification is >0.05 shows that variable X does not affect variable Y. Known constant value of 40.264, while for Social Media value of 0.627. The regression equation (1) is:

$$Y = a + bX$$

(1)

$$Y = 40.264 + 0.627X$$

The regression equation can be translated as a result of the regression equation, the researcher found that the consistency

value of the interpersonal communication pattern variable was 40.264, and the social media regression coefficient of 0.627 indicates that the result value of the interpersonal communication pattern variable will increase by 0.627 if the number of social media increases by 1%. The regression coefficient in this result is positive, it can be considered that there is a positive relationshipbetween variable X and variable Y. The results of data processing show that the significance value is  $0.000 < 0.05$ , so  $H_0$  is rejected. The decision was that Instagram social media has a significant impact on students' interpersonal communication patterns at IPB Vocational School.

**The Level of Influence of Social Media on Interpersonal Communication Patterns in Communication Students at IPB Vocational School**

The level of influence of social media variables (X) with interpersonal communication pattern variables (Y) can be known by data analysis through hypothesis testing using simple correlation analysis which can be known as follows:

**Test Hypothesis**

In this study, the hypothesis was tested using Simple Correlation Analysis (Bivariate Correlation), calculated with SPSS 25 for Windows. The Person or Pearson Product Moment method was used to test the hypothesis of this study. The image of the Pearson Product Moment test table is as follows:

Table 8

| Correlations                  |                     |               |                               |
|-------------------------------|---------------------|---------------|-------------------------------|
|                               |                     | Media Sosial  | Pola Komunikasi Interpersonal |
| Media Sosial                  | Pearson Correlation | 1             | <b>.410**</b>                 |
|                               | Sig. (2-tailed)     |               | .000                          |
|                               | N                   | 75            | 75                            |
| Pola Komunikasi Interpersonal | Pearson Correlation | <b>.410**</b> | 1                             |
|                               | Sig. (2-tailed)     | .000          |                               |
|                               | N                   | 75            | 75                            |

Source: Data processed (2024)

The value of *pearson correlations* is used to measure the closeness of the relationship. Based on calculations, there is an influence of the relationship between the independent variable (X) and the dependent variable (Y). It is evident in the table above that the value of *pearson correlations* obtained from this study is 0.410. Based on the research conducted, it can be concluded that social media factors affect interpersonal communication patterns in Communication students at IPB Vocational School. According to the research findings,  $H_a$  was accepted and  $H_0$  was rejected, namely social media variables affect the interpersonal communication patterns of Communication students at IPB Vocational School. The relationship between social media variables (X) and interpersonal communication pattern variables (Y) is positive, namely the higher students use social media, the more interpersonal communication patterns increase. In the results of data processing, the value of the correlation coefficient shows that the degree of influence between these variables is moderate or sufficient.

Table 9

| Correlation Coefficient Interval |                                     |
|----------------------------------|-------------------------------------|
| Correlation Value                | Correlation Rate Relationship Level |
| 0,00 – 0,199                     | Very Week                           |
| 0,20 – 0,399                     | Week                                |
| <b>0,40 – 0,599</b>              | <b>Medium/Sufficient</b>            |
| 0,60 – 0,799                     | Strong                              |
| 0,80 – 1,000                     | Very Strong                         |

IV. CONCLUSION

Based on the results of the hypothesis test of research data, results were obtained stating that the Social Media variable (X) and the Interpersonal Communication Pattern variable (Y) had a significant influence on each other. These results show that interpersonal communication patterns of students of the Digital Communication and Media Study Program at IPB Vocational School are influenced by social media variables and interpersonal communication patterns that can be known through a simple linear regression test with a significance value of 0.000 which is less than 0.05 (<0.05). The results of the study of the relationship between these variables are also positive with a moderate or sufficient level of influence closeness of 0.410 which canbe known through hypothesis tests.

According to the processed research data, there are several suggestions that need to be submitted, namely the next researcher to pay attention to the population so that the subjects to be used as research material are more and can represent the population. It is hoped that researchers can also take more samples with the aim that the data obtained can be better accurate and can produce research results that can describe the situation in general and broadly and are expected to be able to conduct research at different levels.

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