

Managing the @humas_jabar Instagram Account as a Media for Innovation Diffusion

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Article Info	ABSTRACT
<p>Keywords: Public Relations, Humas Jabar, Public Dissemination, Social Media, Diffusion of Innovations, Digital Communication</p>	<p>The rapid development of information and communication technology has significantly transformed public relations practices within government institutions. Social media has emerged as a strategic instrument for disseminating public information, emphasizing transparency, interactivity, and community participation. This study aims to analyze the role of the Public Relations Office of the West Java Provincial Government in managing the Instagram account @humas_jabar as an instrument for public dissemination. This research employs a qualitative approach with a case study design, using data collection techniques such as observation, in-depth interviews, and documentation. Data were analyzed using the interactive analysis model proposed by Miles, Huberman, and Saldaña (2019), while Rogers' (2003) Diffusion of Innovations theory served as the conceptual framework to understand the communication strategies implemented by Humas Jabar. The findings reveal that the @humas_jabar account is managed systematically through stages of planning, production, and content distribution, emphasizing message relevance, visual strength, and participatory public engagement. The communication strategies adopted reflect the five key attributes of innovation diffusion: relative advantage, compatibility, complexity, trialability, and observability. Through a visual and interactive approach, Humas Jabar successfully establishes two-way communication between the government and the public, enhances public trust, and strengthens the image of the regional government as a transparent and responsive institution. Therefore, Instagram functions not only as an information medium but also as a strategic platform for realizing accountable and human-centered public communication governance in the digital era.</p>
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INTRODUCTION

The development of public relations practices in government circles shows a significant shift has occurred as social media's role as a public communication channel has increased. One example is the West Java Provincial Government, which utilizes the @humas_jabar

account as its primary channel for disseminating public information. Social media, particularly Instagram, has become a strategic platform for bridging two-way communication between the government and the public. Through this platform, public relations not only communicates development policies and programs but also receives direct feedback from the public in the form of comments, messages, or other digital participation. This phenomenon demonstrates a transformation. function public relations from just transmitter message become facilitator participatory communication oriented towards transparency and community involvement.

This transformation did not occur suddenly. Rapid advances in information and communication technology (ICT) have transformed the way individuals and organizations interact. The internet and social media are now the primary means for people to obtain and share information (Tawaqal et al., 2024). In the context of government, digital technology opens up significant opportunities for public relations to build more efficient, equitable, and accountable communication systems. Accordingly, Firmana (2024) emphasized that government public relations must adapt to new communication patterns that demand speed, accuracy, and closeness to the public.

Social media has become the most dynamic space in the digital communications ecosystem. It enables real-time interaction, provides broad access to information, and creates unprecedented public participation. Kaplan and Haenlein (2010) define social media as a group of internet-based applications that enable the creation and exchange of user-generated content. (user generated content). Definition This show change fundamental in the communication paradigm: from one-way to two-way, even multi-way, where society plays an active role as both producer and consumer of information.

In the context of public organizations, social media serves not only as a means of information but also as a strategic instrument in building public image and trust (Firmana, 2024). The main functions of social media can be broken down into four aspects: communication, information, participation, as well as promotion And image (Tawaqal et al., 2024). Through these functions, the government has a great opportunity to create more open and collaborative communication with the public.

As one of the most popular platforms, Instagram is chosen by many government agencies due to its superior visual delivery. Its aesthetic, interactive, and accessible characteristics make Instagram effective for disseminating information to a wide range of audiences. (Ayutiani et al., 2018) emphasize that Instagram's main strength lies in its ability to capture audience attention through powerful visualizations and rapid message dissemination. In this case, West Java Public Relations utilizes Instagram to disseminate public information systematically and structuredly, with the aim of ensuring that the message is received and understood by a wide target audience (Humas et al., 2020).

The presence of social media also marks an evolution towards Cyber Public Relations (Cyber PR) practices. Cyber PR is a form of public relations adaptation to the digital era, where communication no longer relies on conventional media such as newspapers or television, but rather through digital channels such as websites, social media, and other

interactive platforms (Theaker, 2020). In this context, public relations plays a role not only as a conveyor of information but also as a manager of digital relations between organizations and the public. The government utilizes Cyber PR to strengthen transparency, build a positive reputation, and foster public trust. through interactive communication (Tawaqal et al., 2024).

Furthermore, Cyber PR also functions as a public opinion management strategy. Public relations has the ability to influence public perception by designing narratives, issues, and communication agendas. in accordance with institutional interests. Alzaira et al. (2024) emphasized that the role of public relations in the digital era includes issue management and message framing so that government policies are positively received by the public. In practice, this is reflected in the activities of West Java Public Relations, which produces educational visual content, such as reels , infographics, and carousels , tailored to the information needs of the West Java community.

This phenomenon can be explained using Everett M. Rogers' (2003) Diffusion of Innovation theory. This theory explains how a new innovation, idea, or practice is spread through communication channels and adopted by members of society within a social system. In the context of this research, the digital communication strategy implemented by Public Relations West Java via Instagram can viewed as form innovation that spreads gradually in society. The five main attributes of this theory *are relative advantage , compatibility , complexity , trialability , And observability* become key to understand how government digital content can be received and responded to by the public (Siregar & Harahap, 2021; Pratama, 2022).

Several previous studies support the relevance of this theory. Amalia and Hartono (2024) found that the diffusion of innovation in a digital context is influenced by perceived ease of use and usefulness of information. Oktaviana, Warsono, and Astuti (2024) added that the dissemination of public innovation will be more effective if the communication strategy is multi-layered and visual-based. Meanwhile, Rohmah et al. (2022) showed that community involvement and opinion leaders strengthen aspect observability , namely ability public For see results real from government policy. In other words, West Java Public Relations' visual-based, interactive, and participatory communication strategy aligns with the diffusion of innovation theory because it encourages widespread message adoption in the digital space.

Thus, this study attempts to analyze the role of West Java Public Relations in managing Instagram social media as a public dissemination instrument through a descriptive qualitative approach. The main focus of this study is to understand how West Java Public Relations implements its digital communication strategy. reflects the process of innovation diffusion, as well as how public interaction with such content can shape the dynamics of communication between government and society in the digital era.

Review Library

Diffusion of Innovation Theory was developed by Everett M. Rogers (2003) to explain how a new idea, practice, or technology spreads through communication channels and is

adopted by members of society. In the context of public communication, this theory is used to understand how government messages and innovations are received by the public through digital media such as social media (Pratama, 2022).

According to Rogers, the diffusion of innovation is a social process consisting of four elements. main , namely innovation , channel communication , time , And system social . These four elements are interrelated and determine the speed and level of success of an innovation in being accepted by society (Siregar & Harahap, 2021).

1. In the innovation section, the emphasis on innovation diffusion, according to Rogers' theory, needs to be directed entirely at media content that is perceived as novel, provides added value, and is relevant to societal needs. The innovation referred to in the context of the @humas_jabar Instagram account relates to the novelty, creativity, and relevance of the content presented to the public (Amalia & Hartono, 2024).
2. A communication channel is a medium or pathway used to convey information about an innovation to members of a social system. The effectiveness of diffusion depends heavily on the type of communication channel used, whether mass media, digital media, or interpersonal communication. In the digital era, social media such as Instagram has become the most strategic communication channel due to its ability to reach the public quickly, visually, and interactively (Oktaviana, Warsono, & Astuti, 2024).
3. Time refers to the period required for a society to adopt an innovation, encompassing the stages of awareness, interest, evaluation, trial, and acceptance. Time also determines the speed at which new ideas spread within a society. In the context of digital public relations, time plays a crucial role in determining communication effectiveness; the faster a message is published and responded to, the greater its chances of adoption (Firmana, 2024).
4. A social system is a social network through which innovations are disseminated, such as community groups, organizations, digital communities, or government agencies. This element serves as a space where social interactions take place and perceptions of innovation are formed. In managing the @humas_jabar account , for example, the social system includes: public Java West, follower media social, as well as stakeholders interest the public who participate through digital comments and messages (Rohmah, Setyaningsih, & Syahril, 2022).

Based on these four elements, it can be concluded that the success of innovation diffusion in the context of public communication is very dependent on the ability of public relations to manage messages creatively through appropriate communication channels, taking into account characteristics social And time reception public. In matter This, The West Java Provincial Government Public Relations acts as the main facilitator in connecting government policies with the public through adaptive, participatory, and transparent digital communication innovations.

METHOD

This research uses a qualitative approach with a case study design. This approach was chosen because it provides a deep understanding of the communication phenomena occurring in the social media management practices of the West Java Provincial Government Public Relations, particularly through the official Instagram account @humas_jabar. The case study was deemed appropriate because the research object is contextual and specific, and requires exploration of the social dynamics and digital communication strategies used in disseminating public information.

The research object focused on the Instagram account @humas_jabar, which is managed by the Administration Bureau of the Leadership of the Regional Secretariat of West Java Province. The research subjects involved the West Java Public Relations content management team responsible for planning, producing, and distributing content, as well as interacting with digital audiences. The research focused on three main aspects, namely: (1) the content planning and production process, (2) message delivery techniques and visualization strategies, and (3) forms of public interaction and involvement through comments, direct messages, and response to public issues.

Data collection techniques were carried out through three methods, namely observation, in-depth interviews, and documentation. Observations were conducted on the activities of the @humas_jabar account during the period January–May 2025, by paying attention to the frequency of uploads, variations in content formats (photos, videos, reels, infographics), and interaction patterns with the audience. In-depth interviews were conducted with the Jabar Public Relations social media management team to explore their communication strategies, obstacles, and experiences in disseminating public information through Instagram. Documentation in the form of digital archives of uploads, engagement data, and screenshots of interactions were collected to strengthen the analysis.

Data analysis was carried out using the interactive analysis model of Miles, Huberman, and Saldaña (2019), which consists of three stages: data reduction, presentation Data analysis and drawing conclusions. In the data reduction stage, information from observations, interviews, and documentation is filtered according to research themes, such as content diffusion strategies, public response, and message effectiveness. The data presentation stage is realized in the form of a descriptive narrative that describes the communication and interaction patterns between West Java Public Relations and the digital community. Next, conclusions are drawn by linking the research findings to the attributes of innovation diffusion proposed by Rogers.

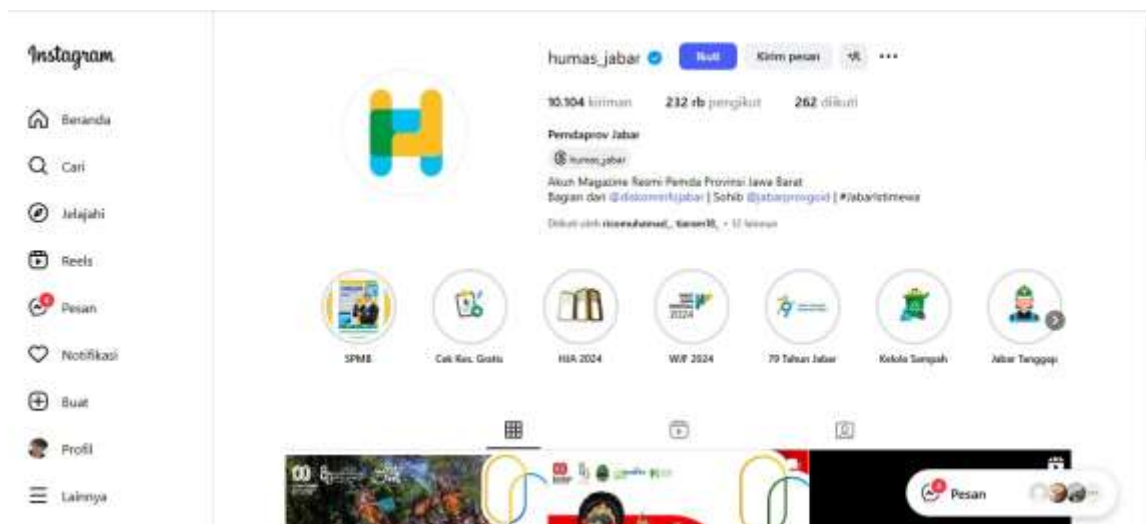
To ensure data validity, this study employed method and source triangulation techniques. Method triangulation was conducted by comparing the results of observations, interviews, and documentation, while source triangulation was conducted by verifying data obtained from the public relations team, digital archives, and public responses on Instagram. This ensured the validity and objectivity of the research results.

With this design, the research is expected to be able to provide a comprehensive

understanding of how West Java Public Relations utilizes Instagram as an instrument for disseminating public information, as well as how digital communication strategies are implemented. which is applied can be understood through the perspective of innovation diffusion.

RESULTS AND DISCUSSION

The West Java Provincial Government's Public Relations is an integral part of the regional government's public communication structure, playing a crucial role in building reciprocal relationships between the government and the public. Public relations functions beyond conveying policy messages, but also as a facilitator of participatory communication that bridges the public's information needs with the principles of transparency, accountability, and data openness (Firmana, 2024). In the digital era, West Java Public Relations has transformed into a strategic actor in shaping the government's image through the use of social media, particularly the official @humas_jabar account on Instagram.



Picture 1 Account Instagram @Humas_Jabar

The account is professionally managed by the Leadership Administration Bureau of the West Java Provincial Secretariat. Based on observations and interviews, the account has grown into one of the most influential public communication channels in West Java, with over 228,000 followers and nearly 10,000 posts as of May 2025. Objective main from account management this is create proximity emotional connection between the government and the public through visual, interactive, and easily accessible messages for the public across ages, especially the younger generation who are active on social media.

Results study This analyzed using the theory of Diffusion of Innovation put forward by Rogers (2003) with four main elements: innovation, communication channels, time, and systems social. Fourth element the used For interpret How West Java Public Relations utilizes Instagram as a public dissemination medium and a means of building public trust in the performance of the regional government.

Dimensions Innovation in Strategy Communication Public Relations West Java



Picture 2 account Instagram @Humas_Jabar

The innovation dimension of West Java Public Relations' communication strategy is reflected in its primary focus on novelty and added value in the content it produces. Innovation is understood not only from the technical side of managing an Instagram account, but also lies in West Java Public Relations' ability to present new government programs, policies, and services in informative and educational content that is easier to understand and engaging for the digital audience.

Innovative content is evident in the presentation of various new government programs and policies, such as digital public services, the innovative New Sambara (West Java Mobile Samsat) application, the development of Transit Apartment housing, village food barns, free health education, as well as digital literacy initiatives and collaborations with local communities. All of this content uses West Java's distinctive visual formats, such as infographics, reels, short videos, carousels, and more, accelerating the diffusion of information and increasing the potential for innovation adoption in the community.

Optimizing social media features such as polls, Q&A, comments, and live sessions is a concrete step by West Java Public Relations in encouraging public participation and building an active two-way dialogue. Collaboration with local creators and digital communities in content creation also increases the scope of innovation, focusing on conveying new government ideas in a transparent, responsive manner and supporting digital literacy. This innovative, content-oriented approach has strengthened the relationship between the government and the public and built public trust, in accordance with Rogers' principle of innovation diffusion, where the success of diffusion is determined by the suitability of new ideas to the needs and social values of the community.

The innovations implemented not only strengthen information delivery but also build a more open and responsive communication dynamic. Through the use of adaptive and

collaborative digital features, the @humas_jabar account initiated a transformation in how the government interacts with the public, bringing public communication to a more participatory and humanistic realm. This approach positions social media not simply as a platform for news dissemination, but as an interactive space that enriches the relationship between the government and citizens, while also serving as a means of strengthening information democracy in the digital age. Thus, the adopted content innovation strategy serves as a crucial foundation for strengthening public trust and expanding the reach and impact of government programs in society. This in line with principle theory diffusion of innovation, in where success innovation determined by as far as where idea new able to adapt to the needs and social values of society (Amalia & Hartono, 2024).

Dimensions Channel Communication via Instagram

The second element, communication channels, highlights how information is disseminated to the public. Observations show that the Instagram account @humas_jabar is the primary channel for disseminating public information for the West Java government. Content posted includes policy news, regional leadership activities, public education, and social campaigns related to current issues such as health, education, and disaster management.



Picture 3 Interview Source person

According to Fauziah, all content goes through a structured planning process: from idea development and issue screening to publication. Each message is tailored to the context and urgency of public policy. In practice, West Java Public Relations prioritizes message visualization as it is considered more effective in reaching younger audiences. "Instagram is the primary choice because it's more visual, easily reaches the younger generation, and goes viral faster," said one informant (Interview, 2025).

Instagram's communication channels enable a two-way relationship between the government and the public. Documentation shows that each important post receives thousands of interactions in the form of *likes*, comments, and *shares*. Through *polling*, *Q&A*, and *live session features*, West Java Public Relations is able to create a participatory space where the public not only receives information but also directly submits questions, criticisms, and suggestions.

This proves that the diffusion of public communication innovation is no longer limited to conveying information, but also creates a digital ecosystem that involves the public. in process dialog And taking decision policy (Oktaviana, Warsono, & Astuti, 2024).

Dimensions Time And Speed Adoption Information

The third element in the theory of diffusion of innovation is time, namely the period it takes for society to adopt an innovation. Observations show that the speed of information dissemination and public adoption is greatly influenced by *the timing* of publications and public relations responses to current issues.



Picture 4 interview Manager Public Relations West Java

West Java Public Relations is trying to take advantage of the momentum by uploading content at the time issue currently crowded discussed public. For example, moment happen disaster natural, The team immediately produced infographics and short videos containing government appeals or clarifications. This swift action demonstrated the effectiveness of a real-time communication strategy that strengthens public trust.

In an interview, the West Java Public Relations manager emphasized that the public responds more quickly to information delivered directly and concisely. Therefore, the PR team strives to maintain a consistent and relevant posting rhythm to meet public needs. This approach demonstrates that timing is a crucial variable in the diffusion of innovation because it influences the rate of dissemination and the level of public engagement with digital messages (Firmana, 2024).

Dimensions System Social And Involvement Public

The final element, social systems, describes how social networks influence the process of innovation diffusion. In this context, West Java Public Relations' social system includes Instagram account followers, the West Java digital community, and regional agencies collaborating on content production.

Laras Annisa Wahyuningtyas, an informant from the Garut Communications and Information Office, the success of the @humas_jabar account as a public communications innovation lies in its ability to build interactive relationships with the public. According to her, account This capable change pattern communication conventional Which nature one-way into a two-way participatory one. He believes that the public is now part of from system social play an active role disseminate information And help maintain the credibility of government messages.



Picture 5 Interview Informant

Furthermore, West Java Public Relations utilizes this social media system through *direct message* (DM) mechanisms and public comments as material for policy evaluation. Every incoming public message is summarized and forwarded to the relevant agencies for follow-up. This practice reflects the integration of digital communication and transparent, participatory governance (Rohmah, Setyaningsih, & Syahril, 2022).

Furthermore, the involvement of local creators in content collaborations also expands the social system of public communication. This collaboration focuses on digital literacy and fact-checking to prevent the spread of hoaxes. Cross-sector collaboration sector This show that system social in diffusion innovation nature dynamic, involving various actors who have a role in maintaining a credible and educational flow of information.

Based on the analysis, West Java Public Relations' application of the Diffusion of Innovation theory through Instagram reflects the integration of communication innovation,

effective digital channels, rapid public response, and an inclusive social system. These four elements form an adaptive and sustainable digital communication pattern.

Thus, it can be concluded that the role of West Java Public Relations in managing Instagram social media as an instrument for public dissemination is not only focused on disseminating information, but also on building public trust and Public participation. The adopted communication strategy demonstrates that the success of digital public communication depends on the institution's ability to manage message innovation, utilize communication channels effectively, manage publication timing, and strengthen collaborative digital social systems.

CONCLUSION

Study This show that Public Relations Government Province Java West through The Instagram account @humas_jabar has successfully utilized social media as a strategic tool in disseminating public information and building a positive image for local government. The digital communication process carried out by Humas Jabar reflects the consistent application of the four main elements of the Diffusion of Innovation theory (Rogers, 2003): *innovation, communication channels, time, and social systems*. First, from aspect innovation, West Java Public Relations' communication is closely linked to the novelty of the content presented on Instagram. West Java Public Relations has successfully presented the latest government program ideas in the form of informative, educational, and easily accessible visual content for the digital community. Digital content-based messaging models such as infographics, reels, and carousels not only enhance the appeal of information but also ensure government policies are more relevant and easily understood across generations. Second, from a communication channel perspective, Instagram has proven to be the most effective medium for strengthening two-way relations between the government and the public. Through interactive features such as comments, *direct messages*, and *live sessions*, West Java Public Relations has created a space for communication Which participatory as well as open opportunity for public For give input to policy government. Channel communication digital this is not only speed up process distribution information, but Also increase transparency and accountability of local government. Third, from a time aspect, the effectiveness of West Java Public Relations' digital communication depends on speed. publication And response to issue actual. Strategy *Real-time* communication strengthens public trust because people feel they are receiving information quickly and relevant to the current situation. Timeliness of publication is a critical factor in determining the successful adoption of public messages. Fourth, from the social system aspect, West Java Public Relations has succeeded in building a communication ecosystem. collaborative digital. Public No only Act as message recipients, but also become part of a social system that helps disseminate, respond to, and even criticize public policies. Support from digital communities, academics, And creator local show that practice communication public The government is now open, adaptive, and based on social participation.

Thus, it can be concluded that the success of West Java Public Relations in managing Instagram social media as a public dissemination instrument is influenced by This is achieved through the synergy of the four elements of innovation diffusion. The implemented digital communication strategy is not only oriented towards information delivery but also fosters a participatory, responsive, and sustainable government communication pattern. This also demonstrates the transformation of the government public relations paradigm from a one-way communication model to a transparent and humanistic two-way communication model. Public Relations public communication success West Java relies on its ability to innovate in how content is presented, by strengthening visual storytelling, using technologies such as AI and data visualization, and encouraging public participation through user-generated content. These efforts need to be supported by workforce skills development through regular training in digital data analysis, crisis management, and public communication ethics, so that the public relations team becomes more professional and adaptable to the digital environment. Furthermore, strengthening public engagement through collaboration with digital communities, academics, journalists, and local creators is crucial to increasing the credibility of information and building public trust. Evaluation based data Also required For evaluate effectiveness every posts using indicators such as engagement rate, reach, and public sentiment. By applying ethical communication principles that emphasize objectivity, accuracy, And not quite enough answer, public relations West Java can become model for practice innovative, participatory, and integrated digital public communication for other local governments in Indonesia.

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