

## Social Media Literacy Assistance to Ponorogo Instagram Admins as Citizen Journalism Activities

### *Bantuan Literasi Media Sosial kepada Admin Instagram Ponorogo sebagai Kegiatan Jurnalistik Warga*

Asna Istya Marwantika<sup>1</sup>, Galih Akbar Prabowo<sup>2</sup>, Ahmanda Fitriyana Fauzi<sup>3</sup>

<sup>123</sup>Institut Agama Islam Negeri Ponorogo; Indonesia

\* Correspondence e-mail; marwantika@iainponorogo.ac.id

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#### Abstract

Instagram administrators @ponorogo.update, @setenpo, @iloveponorogo, and @infoponorogo have played an active role in an organic movement of citizen journalists in Ponorogo. This Instagram admin has actively amplified Ponorogo locality-themed information that residents need, especially during the COVID-19 pandemic. Instagram in Ponorogo has been accessed with a high engagement rate. Besides that, the Instagram admin acts as a curator of information and has been able to determine the behavior patterns of netizens in Ponorogo. The social media literacy assistance service uses the Community-Based Participatory Research (CBPR) method, which consists of laying the foundation, planning research, gathering and data analysis, and acting on findings. The CBPR method is then synthesized with a theoretical framework for digital literacy levels. The result of this service program is that the Instagram Ponorogo admin and the service team succeeded in formulating a guidebook for managing Instagram as a medium for disseminating information on Ponorogo residents. This social media literacy guide booklet has been synchronized based on social media regulations and can be used applicatively. All stages of community service are practical strategic steps so that Ponorogo residents are accustomed to receiving credible and valid information (a well-informed society) and minimizing the occurrence of misinformation, disinformation, and hoaxes.

#### Keywords

Community-Based Participatory Research; Instagram Ponorogo; Social Media Literacy.



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## **1. INTRODUCTION**

Instagram, as one of the social media, is needed by the Indonesian people as a medium for disseminating information and entertainment during the COVID-19 pandemic. During the pandemic, Instagram metamorphosed as a medium for disseminating local information/news for the community, both in terms of information about partitioning areas, hospital conditions, transmission areas, and vaccination programs (Tapsell, 2021).

Data from We Are Social shows Instagram as the third most widely used and accessed social media by Indonesians in 2020. While numbers one and two are occupied by YouTube and WhatsApp (Hootsuite, 2021). Instagram is widely accessed because it has the advantage of visual features in image and video posts accompanied by various kinds of image and text filters, geo-tagging, hashtags, swipe-ups in the feed column, stories, reels, and there are also live broadcasts (Instagram, 2021). Community members can operationalize these features' advantages to share various information around them. Sharing this information is capital for citizen participation in journalism activities. The function of Instagram is also included in the category of citizen journalism. Instagram is marked by producer-consumer interaction in disseminating information on websites and social media (Marwantika, 2019; Marwantika, 2022; Tapsell, 2021).

Citizen journalism on social media, especially Instagram in Ponorogo regency, began appearing in 2012 by @setenpo accounts by Miftahul Jannah and Arifin as admins with 20,900 followers as of August 16, 2021. Then came the @infoponorogo account initiated by Deni Eko Nur Cahyo was recorded to be active in 2014; and currently has 148,000 followers and is managed by two helper admins. While the @ponorogo.update account appeared in 2018 with 88,200 followers, it has two official admins: Ahmad and Suryadi. In 2019, @iloveponorogo accounts appeared with a temporary total of 16,200 followers.

The Instagram account of Ponorogo Regency functions as a medium to channel the aspirations of Ponorogo residents, content posted in the form of events around residents, events held by Ponorogo Regency, lifestyle and culinary, and things that are viral in the world or Indonesia are posted on the Instagram account and then asked for follower comments. Ponorogo Instagram accounts can be an alternative medium for finding citizen information quickly by accessing Instagram. Not infrequently, what is trending and viral on the Instagram account is then used as a source of news for print media in Ponorogo, such as Matraman, Seputar Ponorogo, Radar Ponorogo, and also followed up the information by Songgolangit FM radio and Gema Surya FM

Radio (these two radios are parameters of radio journalism in Ponorogo (Marwantika, 2019).

These Instagram accounts act as producers of information/news, bridging citizen participation in reporting information and conversations in commenting on information (user engagement), curating information (Luik, 2020) from Ponorogo residents as well as information dissemination from local and national information/issues that are trending. The roles of Instagram accounts @infoponorogo, @ponorogo.update, @iloveponorogo, and @setenpo become an extension of information disclosure efforts, as mandated by a democratic society (Rahmawati, 2016). Social media function that facilitates users, in this case, the community, to create networks between users, as a medium of information, archiving media, interaction, can do social simulations, content by users (user-generated content), and as a medium of dissemination (Nasrullah, 2016). In addition, the function of social media, especially Instagram, can present local information/content.

This service program uses the Community-Based Participatory Research (CBPR) method. The reason for using this CBPR method is because the involvement of Instagram Ponorogo admins is not top-to-down research but instead applies active-participatory community-based service from the planning, implementation to dissemination of research results to encourage the realization of social transformation (Ansori & Dkk, 2021; Hanafi, 2015).

The basis and purpose of Community Based Participatory Research (CBPR) itself is social change by the wants and needs of the community itself. The preliminary research results observed by the service team from the @infoponorogo Instagram account manager case, @ponorogo.update, @iloveponorogo, and @setenpo as citizen journalism activities still have gaps. One of them is news credibility, and citizen journalists are not professional journalists who must master the technique of covering and writing news based on a journalistic code of ethics. Here residents are often found in reporting information, sometimes only with the capital of the devices they have, such as photos and videos of events, but are not equipped with a description of events that at least includes 5W + 1H (what, who, where, when, why and how).

Second, regarding copyright issues, some Ponorogo Instagram accounts only repost/repost information without writing in detail the repost from which account or including credit to / thank you to the first time posting information. So it can cause misinformation and disinformation. Third, Instagram account admins become central actors in processing and disseminating information. If the mass media (newspapers, radio, television) have gatekeepers or information managers who must comply with

the rules of the Press Law and the Code of Journalistic Ethics, the Broadcasting Law, and P3SPS. At the same time, the Admin on social media is not a Gatekeeper but must be guided by the ITE Law with restrictions on not disseminating information that smells of SARA, slander, and pornography.

The results of preliminary research from the service team regarding gaps in the management of @infoponorogo, @ponorogo.update, @iloveponorogo, and @setenpo Instagram accounts are the initial data for the theme of service in the form of "Social Media Literacy to Instagram Account Admins @infoponorogo, @ponorogo.update, @iloveponorogo and @setenpo as Journalism Activities of Ponorogo Citizens ."The focus and purpose of this service is a strategic step so that Ponorogo residents are accustomed to receiving credible and valid information (well-informed society) and minimizing the occurrence of misinformation, disinformation, and hoaxes.

## 2. METHODS

The method used in this service is Community-Based Participatory Research (CBPR). The primary key in community service with the CBPR approach is community involvement in the entire service process (Ansori & Dkk, 2021; Susilawaty, 2016). In addition, the CBPR method is flexible and can be synthesized with other methods. CBPR was then synthesized by the service team with the concept of social media literacy to form a social media literacy mentoring program. Three levels of digital literacy levels, as follows: 1) Digital Competence, which is about competence, concepts, approaches, and attitudes/ethics; 2) Digital Usage in the form of literacy applications; and 3) Digital Transformation in the form of innovation/creativity (Donny, 2018; Sulthan & Istiyanto, 2019).

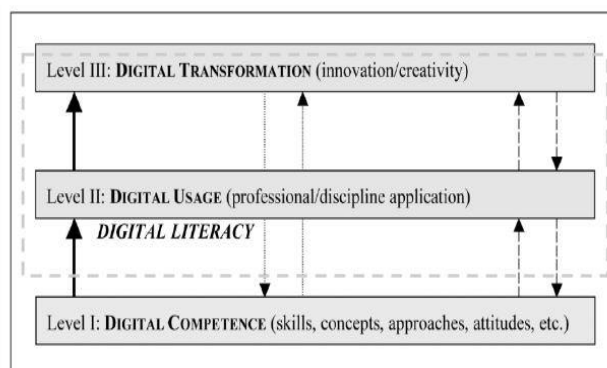


Figure 1. Digital Literacy Framework

The stages of this service refer to the stages of CBPR, namely: laying the foundation, research planning, data collection and analysis, and acting on findings are generally described as follows.

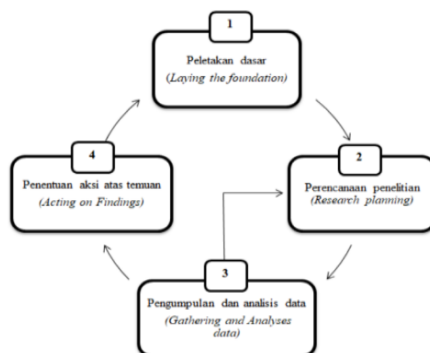


Figure 2. Community-Based Participatory Research Model

### 3. FINDINGS AND DISCUSSION

#### 3.1. Social Media Literacy Model

The presence of social media provides many conveniences for its users. However, behind the many conveniences offered by social media, various problems arise related to the use of social media. One of them is the spread of false information (hoaxes). The large spread of false information (hoaxes) should encourage social media account managers, who are used as a medium for sharing information, to be more thorough in processing information under journalistic principles. Journalism is where the importance of journalistic training for managers of social media accounts is used as a medium for sharing information. Different from mainstream media, in the production process, several parties select news, and news on social media can only be processed by one person; this makes mistakes in the news very likely.

Several approaches can be taken to apply the concept of social media literacy. One of them is the Citizen Education and Digital Citizenship approach. This approach aims to realize an information-aware and responsible society through learning about rights, freedoms, and responsibilities. The purpose of this approach is to provide understanding to the community regarding their rights in the political, social, and cultural fields, individually and in groups, including the right to express opinions and social consequences that will occur (Juliswara, 2017). In addition to this approach, it is also necessary to implement media literacy models to prevent errors in reporting through social media carried out by citizen journalists.

There are at least two media literacy models that can be adopted. The first media literacy model is the media literacy model developed by the Sumatra Information, Education, and Publishing Study Foundation (KIPPAS), which can be described as follows (Poerwaningtias et al., 2013):

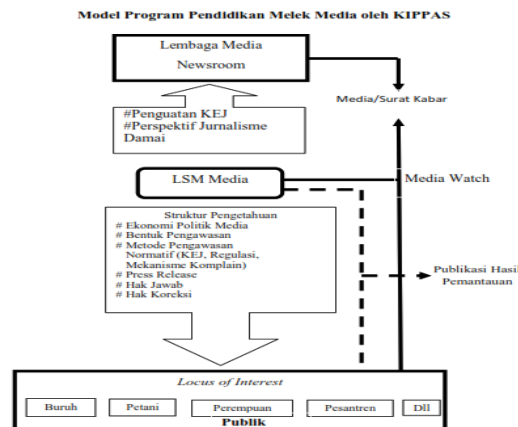


Figure 3. The Media Literacy Model developed by KIPPAS

The media literacy model developed by KIPPAS emphasizes the two roles media NGOs perform. First, Media NGOs become supervisors of media practices; in this case, what is observed is the aspect of strengthening the Code of Journalistic Ethics and developing a peaceful journalism perspective. Second, the role carried out by the NGO Media is to educate media literacy workers, farmers, women, and the pesantren environment as the public. Then, the results of media supervision and the implementation of media literacy are published.

The second media literacy model is a media literacy model developed by the Remotivi institution, which is described as follows (Poerwaningtias et al., 2013):

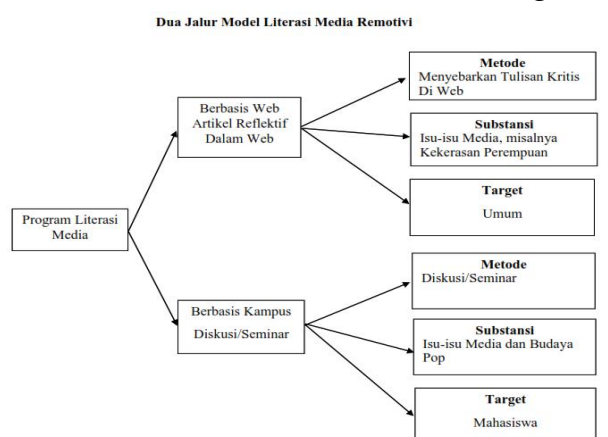


Figure 4. Media Literacy Model developed by Remotivi

The media literacy model developed by the Remotivi institution can be divided into two types of activities. The first is a web-based activity where the Remotivi institution invites the general public to write by raising critical themes such as violence against women. The second activity is media literacy through discussions or seminars with themes in the form of media and pop culture issues, with the target being students. The two media literacy models above are examples of models that can be adopted and implemented to realize media literacy in citizen journalism on social media.

### ***3.2. Characteristics of Citizen Journalism on Social Media***

Citizen journalism is a journalistic activity carried out by people who do not work as journalists and do not work in the media (Eddyono et al., 2019a; Ritonga & Syahputra, 2019; Wendratama, 2017). Citizen journalism developed as the antithesis of journalistic practice. Journalists are often criticized for their performance because of bias in reporting. It is undeniable that journalists in their journalistic practice are not truly value-free. Therefore, bias in the news is a common thing. Citizen journalism is a journalistic practice that opens opportunities for people who are not journalists to disseminate information related to various events on various online media platforms (Eddyono et al., 2019b). Cooper argues that citizen journalism is a manifestation of democracy and an erosion of public trust in mainstream media (Yuniar, 2018). The emergence of citizen journalism has made people who initially only acted as readers can now act as a source of news that is disseminated to a broad audience. One of the changes in this role is driven by the emergence of various media platforms that allow the public to distribute the news they make.

Citizen journalism is rapidly attracting considerable attention from online media users as a form of involvement in the latest news trends. Citizen journalism now has its position. Citizen journalism allows the distribution of information or news not covered by mainstream media. In citizen journalism, anyone can deliver news so that people have ample opportunities to report various things that contain news value. The news must prioritize the principle of immediacy or speed in delivering news because if it does not meet this principle, the news produced by citizen journalism will not be able to compete with news from significant media (Nuraryo et al., 2015).

Social media is one of the media platforms that is widely used to disseminate citizen journalism products. Along with its development, social media is not only a medium for interaction or expression but also used to disseminate information or news. So large the number of social media users is one of the considerations for using social media as a medium to publish citizen journalism products. Citizen journalism itself has characteristics, including 1) Citizens play a fully active role in the process of making

news, 2) The organization is fluid, unlike press organizations in general which are binding, 3) There is no definite organizational structure, 4) Does not recognize ownership of the media used because everyone can act as an owner, 5) Not bound by rules in the process of compiling news, 6) Not limited by a code of ethics, more emphasis on individual moral responsibility, 7) News content is entirely the authority of citizen journalists, 8) The character of news writing generally reflects the personality of citizen journalists, and 9) There are no deadlines for news production.

### ***3.3. Social Media Literacy Using CBPR Method***

The implementation of this service refers to the Community-Based Participatory Research method, which consists of four stages—first, laying the foundation through determining the role of the service team and observing the initial conditions or observing the content of Instagram accounts @infoponorogo, @ponorogo.update, @iloveponorogo, and @setenpo to determine the pattern of information dissemination in Ponorogo district. Second, research planning is in the form of observation and focus group discussion with the Instagram admin. Third, Data Collection and Analysis through Focus Group Discussion. Fourth, Act on Findings through the socialization of social media literacy and evaluation of Instagram accounts @infoponorogo, @ponorogo.update, @iloveponorogo, and @setenpo. The implementation of activities in detail is described as follows:

#### **3.3.1. Laying the Foundation**

At this stage, the service team with the Instagram Admin @infoponorogo, @ponorogo.update, @iloveponorogo, and @setenpo do laying the foundation. Then the role determination between the Instagram admin and the service team. Instagram admin is a subject of service as a media practitioner who works as a producer-consumer, curator of information, and sharing information on Instagram. At the same time, the service team is academic in media and communication. The Instagram Admin and the service team have opened intense communication and shared knowledge according to their experience and knowledge.

#### **3.3.2. Research Planning**

In the second phase of this service, the service team conducted observations and Focus Group Discussions in April-May 2021. At the observation stage, the service team obtained results using Instagram Analytics, @infoponorogo, and @ponorogo.update Instagram accounts had a stable average conversation with the number of followers and diligently posted information daily. Meanwhile, @iloveponorogo and @setenpo rarely posted information daily (Analisa.io, 2021).



This Focus Group Discussion (FGD) was conducted via Zoom after paying attention to the conditions of the COVID-19 pandemic. At this stage, the service team first presented the results of preliminary research in the form of observations on Instagram @ponorogo.update, @infoponorogo, @setenpo, and @iloveponorogo and obtained the results of three deficiency gaps in the form of; credibility of news/information, information/photo copyright issues, and how to write correct information according to the Cyber News Guidelines and Article 27 of the ITE Law.

Data about Instagram profiles, how to manage Instagram, and Instagram management constraints was also obtained at this stage. From this stage, it is also obtained the need to carry out social media assistance programs on Instagram @ponorogo.update, @infoponorogo, @setenpo, and @iloveponorogo as journalism activities of Ponorogo residents.

### **3.3.3. Data Gathering and Analysis**

This stage is a follow-up step (implementation) of the service planning that has been made. At this stage, the 2nd Focus Group Discussion was carried out, which contained the implementation of the second stage in the form of (research planning). The service team, Instagram Admin @ponorogo.update, @setenpo, @iloveponorogo, @infoponorogo, and online media practitioners <https://radioponorogo.org/> attended this FGD.

The thing presented in this FGD is digital literacy levels which guide this service program. Three levels of digital literacy levels, including 1) Digital Competence, which is about competencies, concepts, approaches, and attitudes/ethics; 2) Digital Usage in the form of literacy applications; and 3) Digital Transformation (Digital Transformation) in the form of innovation/creativity.

Digital Competency Level. This level discusses competencies, concepts, attitudes, and ethics in managing Instagram Ponorogo. Instagram admins @ponorogo.update, @setenpo, @iloveponorogo, and @infoponorogo explained that the management competence has mastered the characteristics and segmentation of their respective audiences, and this is evidenced by the existence of their Instagram that still exists, constantly updated every day and the average conversation with followers (engagement rate) is also still crowded. However, the sources of information/news they get consist of three, namely 1) Original Post (original coverage), 2) Reposting (reposting) from sources other than Admin, and 3) Paid Promoted and Endorsement (advertising).

The Admin's statement when posting the original post has several obstacles because this Admin is not a professional journalist who has legality and a press card recognized by the Press Council and press associations such as the Indonesian Journalists Association (PWI) and the Alliance of Independent Journalists (AJI).

Although according to their experience, the people of Ponorogo assume they are journalists when they meet in person and also often give information to them. Several attempts to report directly to several government agencies are also often rejected because they need legality.

Original post coverage has challenges, but these Ponorogo Instagram Admins are very legal and can get equal treatment in covering and sharing information. In this case, the Admins seriously discussed how to get this legality.

Things are different when these admins share information that is reposted, paid, promoted, and endorsed; rarely, there is persecution and told to take it down. However, admins agree they need to learn how to manage and share the correct information regarding regulation and ethics. Therefore, FGD participants agreed that there needs to be further action on socializing social media literacy in the ethics of disseminating information by existing regulations.

The second level of digital literacy is the use of Digital Media. Admin Instagram @ponorogo.update, @setenpo, @iloveponorogo, @infoponorogo has managed Instagram self-taught by armed with experience and also advice from his Instagram followers. All Instagram features are also very proficient in being mastered and applied. Various kinds of image and text filters, geo-tagging, hashtags, swipe-ups in the feed and story columns, and live broadcasts accompany the advantages of visual features in image and video posts. Every update of the Instagram application is also immediately and quickly mastered. It is this adaptive attitude that marks their existence all along.

However, there are still gaps in shortcomings revealed by the KPI service team, especially in reposting content; admins need to be familiar with the application to minimize the occurrence of misinformation, disinformation, and hoaxes such as; cekfakta.com, TurnBackHoax, check the authenticity of photos with the Yandex application, and the Mafindo platform.

The third level of digital literacy is digital transformation through innovation and creativity in managing Instagram. In this case, each Ponorogo Instagram account already has its creativity and innovation in providing information according to their segmentation. The gap in the lack is in the form of ethics in delivering information per the Cyber News Guidelines and ITE Law regulations. In addition, the research team, Instagram Admin Ponorogo, and FGD resource persons plan to collaborate to realize digital transformation.

This collaboration is in how to create soothing content during the COVID-19 pandemic. KPI IAIN Ponorogo is tasked with finding resource persons/experts who understand how to worship during a pandemic, such as how the law on masking when

praying, praying, and a series of Jurisprudence rules in a pandemic. At the same time, the Instagram account @ponorogo.update, @setenpo, @iloveponorogo, and @infoponorogo are tasked with spreading it to their followers. This consideration is under the experience gained by the Ponorogo Instagram Admin and the proposals of his followers. In addition, in this digital transformation, the Instagram account is also expected to collaborate with several agencies related to disseminating information in Ponorogo, such as District Government Public Relations and Ponorogo Communication and Information.

The FGD on the three levels of digital literacy discussed the needs of Instagram Admin @ponorogo.update, @infoponorogo, @setenpo, and @iloveponorogo for the required digital literacy competencies, and this literacy material will be made a social media literacy booklet as a guide for managing Instagram. Urgent needs that can be followed up are ethical issues of information dissemination, and booklets can be made. However, the suggestion of collaboration can only be realized briefly and needs more mature discussion.



Figure 5. Focus Group Discussion Activities

#### **3.3.4. Acting on Findings**

This stage is the next stage after the second FGD. The service team compiled the results of the FGD and then followed up by making a guide in the form of a booklet for Instagram admins. This booklet is prepared following the digital literacy framework summarized by the service team from the ITE Law and digital literacy activists. This booklet contains material on the characteristics of hoax news, tips on avoiding hoax news, the spread of hoaxes, online writing models, inverted pyramid writing, online news regulations, cyber news guidelines, and the ITE Law. The following are the contents of the booklet compiled by the service team.



Figure 6. Social Media Literacy Booklet

After making the booklet, the service team socialized with Instagram admins @infoponorogo, @ponorogo.update, @iloveponorogo, and @setenpo.



Figure 7. Social Media Literacy Booklet Socialization

After socialization, an evaluation of Instagram account posts @infoponorogo, @ponorogo.update, @iloveponorogo, and @setenpo was carried out after receiving social media literacy assistance for two weeks (August 1-August 14, 2021). The @ponorogo.update post dated August 1 is a reposting content category and takes from the source of Gema Surya. In terms of inclusion, the source of information has been included in the post's content. The content narrative follows the social media literacy booklet on T model writing techniques and inverted pyramids. The @ponorogo.update post dated August 4 is a category of reposting content and takes from the source of the Whatsapp Group. This post is because it is still updated instantly and not the original coverage, so the 5W+1H element still needs to be completed. However, this information is very informative and warm. It opens up opportunities for public conversations who know the events of the case to comment and add information that needs to be added regarding the chronology of information. Ethically, writing is correct even though it is not complete under the social media literacy booklet on writing techniques T model and inverted pyramid, in terms of information sources, have been included in the post's content. After the chronology of events is complete, Admin tells in the comments section.

The post @setenpo dated August 6 is an original post content category from the Setenpo team. This post is under a social media literacy booklet on writing techniques, the T model, and the inverted pyramid. This original post can also be tested in terms of verifying facts and credibility of facts and is by cyber reporting guidelines. The post @setenpo August 11 is a category of original post content from the @setenpo team. This post is by a social media literacy booklet on writing techniques, the T model, and the inverted pyramid. This original post can also be tested in terms of verifying facts and credibility of facts and is by cyber reporting guidelines.

The post @infoponorogo dated is a category of reposting content and takes from the media source cncbindonesia.com. In terms of including the source of the information, it has been included in the narrative of the post, even though it is not listed in the image. The content narrative follows the social media literacy booklet about the T model writing technique and the inverted pyramid. However, @infoponorogo is indeed a segmentation of followers from Ponorogo residents, and usually, there is a snippet of text that uses Javanese. As a local media and adjusting its follower segment is permissible, @infoponorogo's post on August 2 is a category of reposting content and takes it from the source of the Instagram account @surdadijayapratama. In terms of including information sources, it has been included in the video and post narrative. The content narrative follows the social media literacy booklet about the T model writing technique and the inverted pyramid. @iloveponorogo's August 16, 2021, post is a repost content category and takes infographic sources from the Ponorogo Regency Government. In terms of the source of the information, it has been included in the narrative of the post. The content narrative is also under the social media literacy booklet.

The dissemination of information on accounts @ponorogo.update, @infoponorogo, @setenpo, and @iloveponorogo is under the social media literacy booklet that has been socialized. The sustainability of this community service program will continue to be monitored to create credible and valuable citizen journalism for residents.

#### **4. CONCLUSION**

The results of the implementation of dedication to social media literacy to the admins of Instagram accounts @infoponorogo, @ponorogo.update, @iloveponorogo, and @setenpo using the Community-Based Participatory Research method succeeded in carrying out the process of sharing knowledge about social media literacy and starting from the stage of identifying the shortcomings of Instagram as a journalism media for Ponorogo residents and socializing social media literacy by social media regulations, and then evaluating the results of social media literacy socialization. All stages of

community service are used as strategic steps so that Ponorogo residents are accustomed to receiving credible and valid information (well-informed society) and minimizing the occurrence of misinformation, disinformation, and hoaxes.

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