

The Effect of Content Quality on the @Tanyakanrl Account on Followers' Interest in Responding on the X App

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ABSTRACT

This study aims to analyze the effect of content quality on followers' interest in replying (behavioral intention) to posts on the @tanyakanrl account on the X app. This study employs a quantitative approach using a correlation method. The population for this study consists of 3,204,423 followers of the @tanyakanrl account, with a sample of 100 respondents determined using the Slovin formula. Data were collected via a questionnaire using a Likert scale and analyzed using simple linear regression with SPSS version 26. The results indicate that content quality has a positive and significant influence on followers' interest in replying, with a p-value of 0.004 (<0.05). The coefficient of determination (R^2) was 0.436, indicating that content quality accounts for 43.6% of the variation in followers' interest in replying, while the remaining 56.4% is influenced by other factors outside the model. These findings suggest that higher content quality—measured through aspects of relevance, presentation, language, and design—can increase followers' interest (intent, prediction, and willingness) to actively engage through replies. This study contributes to the development of digital communication research by highlighting the role of content quality as a primary determinant of active engagement on social media platforms.

Keywords: *Content Quality; Autobase Account; X Apps; @Tanyakanrl Account; Follower's Interest*

INTRODUCTION

The development of social media has fundamentally transformed the global communication landscape, creating more participatory and democratic patterns of interaction. According to the 2022 We Are Social report, 202.6 million people in Indonesia spend an average of 3 hours and 17 minutes per day accessing social media (Hayati et al., 2024). Social media platforms, particularly the one now known as the X app (formerly Twitter), have evolved into a vital space for self-expression and interaction in the digital realm (Bakry, 2023). Social media enables users to present themselves, collaborate, share information, and interact with others, creating a complex and dynamic communication network (Lubis & Rorong, 2023). This

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transformation marks a shift from one-way communication to multi-directional communication that enables active participation from all users (Fathan & Aminudin, 2021).

Within the social media ecosystem, replies represent the most active form of interaction, reflecting a high level of user engagement. Unlike "likes" or "shares," which are passive in nature, replies indicate deeper engagement because they require more cognitive effort and time from users (Buchory & Sukmawati, 2024). Engagement on social media is typically found on platforms like Instagram and X, generally taking the form of "—such as likes, comments, and shares—that audiences provide in response to an account's content (Permatasari & Saputro, 2024). Interaction through replies serves as a key indicator in measuring content effectiveness, as it demonstrates that users are not merely consuming information but are actively participating in discussions and conversations (Setya & Boer, 2024).

The @tanyakanrl account is an autobase-driven social media phenomenon that has become a dynamic digital interaction space on the X app. This account plays a crucial role in sharing content that encompasses various dimensions of life, fostering broad and diverse discussions. Based on research on the style of sarcasm in comment sections, the @tanyakanrl account serves as an interactive platform that explores various aspects of daily life, including social, political, and societal issues (Bakry, 2023). In the context of social media analysis regarding the Cianjur Earthquake, @tanyakanrl was identified as one of the key non-institutional information actors playing a vital role in information dissemination and disaster impact mitigation (al-Mujtahid, 2023). The existence of user-generated accounts like @tanyakanrl reflects a transformation in content consumption and production patterns on social media, where content is created by users (user-generated content) and distributed through unique curation mechanisms (Ricko & Junaidi, 2019).

Although autobase accounts have great potential to generate engagement, not all content is able to elicit replies from followers. Research indicates that an account's popularity, as measured by the number of followers, does not always correlate directly with the level of interaction generated (Tania & Laksono, 2022). In the context of government accounts, it has been found that low social media engagement and the absence of real-time interaction constitute significant issues (Rahmah et al., 2022). This phenomenon also occurs in autobase accounts, where high content volume does not always result in active interaction from followers in the form of replies (Adheliana & Sandy, 2023). This issue of low active interaction can impact the effectiveness of communication and information dissemination, as well as reduce the account's potential as a productive public discussion space (Alfarizqi et al., 2023). The gap between the number of followers and the level of active interaction indicates the presence of certain factors influencing users' interest in replying to published content (Suparto & Habibullah, 2021).

Content quality on accounts within the X app is the primary factor influencing users' interest in interacting. Research indicates that high-quality content stems from information monitoring, which is then packaged attractively through the selection of language styles for captions and the choice of images for visual design—elements that enhance user interaction (Adheliana & Sandy, 2023). Content marketing strategies that prioritize content creation by

applying good visual design and copywriting can significantly increase engagement (Permatasari & Saputro, 2024). In the context of social media, content that is informative, educational, and interactive has proven to be more effective in building user engagement compared to content that is purely promotional (Mangifera, 2023).

Content quality comprises various interrelated aspects, including content, presentation, language, and design, which determine the effectiveness of the message. The content aspect covers the relevance, accuracy, and depth of the information conveyed to the audience (Nadifah & Indayani, 2024). Content presentation relates to the structure and format of information delivery, including the use of available social media features (Saraswati & Hastasari, 2020). The language aspect includes the choice of writing style, tone of voice, and alignment with the characteristics of the target audience (Qisthian & Widiarti, 2023). Visual design encompasses elements such as color, typography, layout, and composition that influence the visual appeal of the content (Refiswal et al., 2024). Research indicates that the use of friendly or informal language aims to make content easily understood and accepted by other account users, thereby increasing interaction (Setya & Boer, 2024). The harmonious integration of these four aspects is key to creating high-quality content that drives user engagement (Sabriana & Irhandayaningsih, 2023).

On the @tanyakanrl account, content quality is crucial due to the high volume and nature of user-generated content (UGC). A fundamental characteristic of social media is the formation of networks among users, where content is entirely owned and based on contributions from account holders (Ricko & Junaidi, 2019). In the context of autobase, the main challenge is how to curate and present content from various sources with varying quality (Mulyani et al., 2024). Research shows that in-depth news is more effective at enhancing public understanding and increasing the number of followers (Adheliana & Sandy, 2023). Consistency in posting is also a key factor in retaining and increasing followers and engagement (Widyaswari & Widnyana, 2018). Effective content management requires a strategy that includes goal setting, target market mapping, content planning, content creation, distribution, reinforcement, evaluation, and content improvement (Noventia et al., 2023).

The intention to reply is a form of behavioral intention influenced by users' perceptions of content quality. Within the framework of the Theory of Planned Behavior (TPB), behavioral intention is influenced by three main factors: attitude toward behavior, subjective norms, and perceived behavioral control (Febridianti & Pribadi, 2023). Using TPB as a conceptual framework in this study allows for a deeper analysis of the psychological mechanisms linking content quality to reply interest, thereby providing a more comprehensive understanding of the engagement phenomenon on social media. Research indicates that engaging and relevant content can elicit cognitive, affective, and behavioral responses when accessing, viewing, and searching for social media posts (Mangifera, 2023). The interest in replying is also influenced by contextual factors such as the topic of discussion, posting time, and user community characteristics (Setya & Boer, 2024).

Although numerous studies have examined the relationship between content quality and engagement on social media, several research gaps remain to be addressed. First, most studies focus on Instagram and Facebook, while research on the X (Twitter) app—particularly

regarding autobase accounts—remains limited (Permatasari & Saputro, 2024); (Saraswati & Hastasari, 2020); (Noventia et al., 2023)). Second, previous research tends to measure engagement broadly (likes, shares, comments) without distinguishing between different types of interactions, even though replies have distinct characteristics and implications compared to other forms of engagement (Buchory & Sukmawati, 2024); (Setya & Boer, 2024). Third, there has been little research specifically analyzing content quality on autobase accounts, which possess unique characteristics regarding the volume and nature of user-generated content (Bakry, 2023); (al-Mujtahid, 2023). Fourth, the use of comprehensive and validated content analysis indicators is still rarely applied in the context of Indonesian social media (Nadifah & Indayani, 2024); (Sabriana & Irhandayaningsih, 2023). Fifth, the integration of communication theories (such as TPB) with empirical content analysis still needs to be strengthened to provide a more holistic understanding of the factors influencing reply interest (Febridianti & Pribadi, 2023).

Based on this discussion, this study focuses on how followers of the @tanyakanrl account on the X app respond to conversations as a form of engagement, examined through the quality of content presented on the @tanyakanrl account. This study is expected to contribute to enriching the literature on digital communication, particularly within the context of engagement on Indonesian social media. The integration of content analysis with an interest-to-reply analysis adapted from TPB will provide a more comprehensive theoretical model for understanding the factors influencing interaction behavior on social media. Practically, the findings of this study can serve as a guide for social media account managers, content creators, and digital communication practitioners in designing more effective content strategies to increase engagement. This study is also expected to contribute to the development of public digital literacy, particularly regarding the ability to assess content quality and participate constructively in social media discussions.

LITERATURE REVIEW

Content Quality in Social Media

The concept of content quality in the context of education and digital media in Indonesia cannot be separated from the assessment framework developed by the National Education Standards Agency (BSNP). BSNP is an autonomous and independent agency tasked with developing, monitoring the implementation of, and evaluating national education standards throughout the territory of the Republic of Indonesia (Mukarromah et al., 2021). This assessment framework developed by the BSNP has subsequently been widely adapted by researchers to evaluate the quality of various types of content, including social media content (Saputra et al., 2021)

Regulatory-wise, the legal basis for the BSNP's content quality assessment framework is stipulated in Government Regulation No. 19 of 2005, Article 43, Paragraph 5, which states that the suitability of the content, language, presentation, and graphics of textbooks is assessed by the BSNP and established by ministerial regulation (Nurdeani, 2014); (Nufi et al., 2021).

Furthermore, this provision is reinforced by Regulation of the Minister of Education and Culture of the Republic of Indonesia No. 8 of 2016, Article 3, Paragraph 5, which affirms that the content of textbooks must meet criteria regarding subject matter, language, presentation of material, and graphic design (Ahqaf, 2021); (Hermansyah, 2021).

Content quality, within the BSNP framework, is defined as the level of suitability of a content or instructional material, measured based on four main aspects: (1) content suitability, (2) presentation suitability, (3) language suitability, and (4) graphic/design suitability (Ahqaf, 2021); (Amaly et al., 2022); (Albab, 2021); (Hermansyah, 2021). These four aspects collectively form the minimum standards that must be met by a piece of content to be deemed high-quality and suitable for use (Nurdeani, 2014).

(Saputra et al., 2021) define content quality in the context of social media as the extent to which the presented content meets evaluation criteria covering the aspects of content appropriateness, presentation appropriateness, linguistic appropriateness, and design appropriateness. In their study of the Instagram content @kursusarabalazhar, these four indicators were operationalized to assess the quality of videos and pamphlets used in online Arabic language learning.

(Febriani et al., 2021) assert that there are four components of content/book appropriateness: content, presentation, language and readability, and graphics. A professional writer or content creator must truly master these four components of appropriateness to produce content suitable for the type and target audience.

(Marsudi & Sunarso, 2019) reinforce this definition by stating that the suitability of content, language, presentation, and graphics are criteria developed by the National Education Standards Agency (BSNP) as a theoretical foundation for assessing the quality of content. These various criteria have been developed both by experts and institutionally by the BSNP.

(Nurdeani, 2014) explains that according to Government Regulation No. 19 of 2005, Article 43, Paragraph 5, the assessment of content quality must take into account key aspects, namely the appropriateness of the content, language, presentation, and graphics (). If a piece of content does not meet these criteria, there is a risk that the audience's understanding will differ from the intended meaning of the content presented.

(Nufi et al., 2021) also confirm that the indicators of the appropriateness of content are based on Government Regulation No. 19/2005, Article 43, Paragraph 5, which explains that the appropriateness of content, language, presentation, and graphics is assessed by the National Education Standards Agency (BSNP) and established by ministerial regulations. This government regulation explains that the suitability of learning media in the form of content lies in the suitability of the content, language of presentation, and graphics.

According to the National Standards Agency for Education (BSNP) in (Saputra et al., 2021), to ensure that the material is reliable, relevant, and provides added value to its followers, the content displayed must be of a quality suitable for public consumption. Maintaining the account's credibility and ensuring that messages meet the audience's information needs depend on the quality of this content, as follows:

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- a. Content Suitability Aspects. Four factors that indicate how appropriate the content is are:
 - 1) **The relevance of the content to the audience's needs**
 - 2) **Accuracy of information**
 - 3) **Content Quality**
 - 4) Stimulating Curiosity
 - b. Presentation Suitability Aspects. The following three indicators show whether the content presented on the account is appropriate:
 - 1) Presentation Techniques
 - 2) Information Presentation
 - 3) Presentation Support
 - c. Language Appropriateness Aspects. To ensure it is easily understood by the audience, the language used must meet the standards of proper and effective Indonesian and be presented in an engaging and effective manner. Users can accept, fully understand, and responsibly share the information if it is presented appropriately. The following metrics can be used to evaluate the appropriateness of language in the content:
 - 1) Concise
 - 2) Communicative
 - 3) Appropriate for the Audience's Level of Understanding
 - 4) Use of Terms and Symbols
 - d. Design Suitability Aspects. Appropriate visual design can capture users' attention, reinforce the message being conveyed, and increase audience engagement with the topic at hand. Therefore, content design must be optimized to appear appealing while remaining informative. Design suitability can be assessed based on the following two indicators:
 - 1) Content Size, namely the suitability of the format and length of the tweet to the characteristics of the Twitter/X platform (such as character limits, use of images, videos, or threads)
 - 2) Content Design, namely the balance between text and visual elements (images, infographics, or short videos). The placement of the title or main elements does not interfere with the display and readability. The use of fonts should be consistent and not excessive so that the content is easy to read on various devices.

The Autobase Account @tanyakanrl on the X (Twitter) App

Autobase accounts are a rapidly growing digital communication phenomenon in Indonesia, particularly on the X social media platform (formerly known as Twitter). Autobase is an acronym for the words "automatic" and "fanbase" that functions as a community account facilitating the anonymous sending of messages (Safira & Hasan, 2023). This system allows users to send messages via direct message (DM), which are then automatically published on the autobase account's timeline without revealing the sender's identity (Asari & Mukhoyyaroh, 2024); (Safira & Hasan, 2023); (César & Aprilia, 2023). The X app itself is the result of a

rebranding of the app previously known as Twitter, with the number of users in Indonesia reaching 24 million in early 2023, placing Indonesia as the 5th largest user base of X worldwide (Asari & Mukhoyaroh, 2024)

Autobase accounts serve various functions within the X social media ecosystem. First, autobases function as a platform for followers to submit topic-specific questions anonymously (Zakiyah & Rochim, 2024). Second, autobases bring together people with shared interests or hobbies to gather, discuss, and share information regarding the topics covered on that base account (César & Aprilia, 2023). Each autobase account typically has its own rules and criteria regarding the messages and posts that are permitted to be sent and discussed within that base (Nurkamila et al., 2023). Autobases can also serve as an information channel and a platform for interacting with fans or other users (Andaru & Aesthetika, 2024); (Avdijan & Rummyeni, 2022).

The features available on the X app support dynamic interaction on autobase accounts. Users can interact by commenting, liking, or replying. In addition to comments, the “like” feature on X is frequently used as a reaction by social media users, including on autobase accounts. Although the heart-shaped “like” icon signifies approval, the meaning of this symbol cannot simply be interpreted as an indication of liking the post in question (Avdijan & Rummyeni, 2022).

The @tanyakanrl account on the X platform (formerly Twitter) is an autobase account that automatically posts content based on messages sent by its followers. This account receives anonymous messages, often referred to as “menfess,” and then publishes them without admin involvement in each post. Followers can send messages using the format provided by the system, and if the message meets the requirements, it will be automatically posted to the account’s timeline. The primary purpose of this account is to provide a space for followers to share experiences, questions, or opinions without revealing their true identities. When interacting with this account, followers are required to adhere to applicable rules, such as avoiding the submission of messages containing promotional content, pornography, hate speech, or the dissemination of others’ personal data. Additionally, this account serves as part of a broader online community phenomenon, alongside various similar accounts aimed at facilitating anonymous communication among followers. Therefore, @tanyakanrl is not a personal account with manually curated content, but rather a platform that facilitates the sharing of anonymous and organized messages (Putri & Wibowo, 2024).

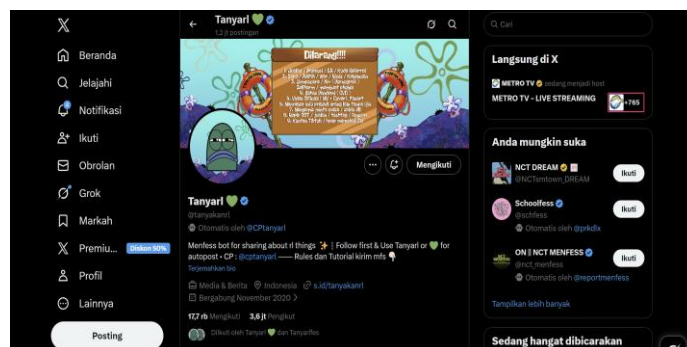


Figure 1. @tanyakanrl Account Display

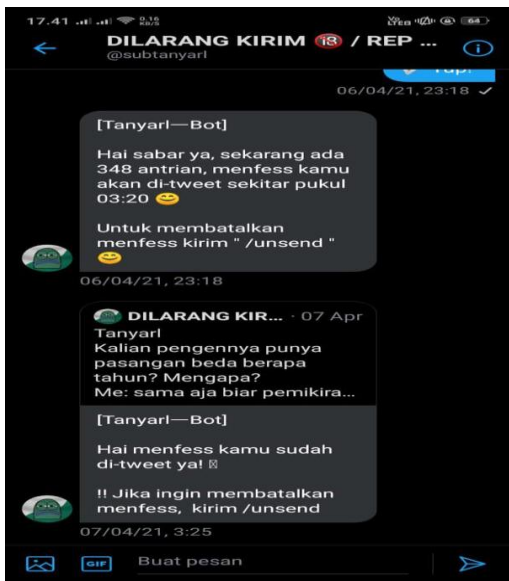


Figure 2. @tanyakanrl Chatbot Display Twitter Display



Figure 3. Screenshot of the @tanyakanrl

The @tanyakanrl account, which aims to share various information, media, and news on trending topics, has rules and penalties that apply to all followers to ensure the digital space remains a positive environment. The rules for using the @tanyakanrl account are outlined in the image below:

Rules & Sanksi

1. Dilarang Berjualan/ Jual Beli/ Promosi/ Menyebarkan Kode Referral / Giveaway
2. Dilarang mengirim Menfess berisi konten 18+ (Pornografi)/ Sara/ Politik/ Kebencian / Teror/ Rasisme/ Membuat keributan
3. Dilarang menyebar privasi orang lain tanpa ijin. (Foto, Identitas Pribadi, Nomer hp, dll) Jika kasus penipuan atau sejenisnya, silakan kirim thread yang ada kronologi dan bukti secara lengkap.
4. Dilarang mengirim menfess dengan foto Self Harm/ Hantu/ Jumpscare
5. Dilarang Spamming/ Latah
6. Dilarang mengirim menfess yang bisa membuat Phobia.
7. Dilarang mengirim menfess bertagar/hashtag
8. Dilarang mengirim Fanart/ Konten dari app berbayar/ VIDEO OFFICIAL (Cth : Music Video & Cover Video from original artist).
9. Dilarang reply OOT/ Jualan/ Hashtag/ Fancam/ Promosi thread sendiri
10. Dilarang mengirim link selain link dari twitter.
11. Dilarang mengemis (Minta atau pinjam pulsa, saldo)
12. Dilarang mengarahkan kebencian terhadap komunitas tertentu.
13. Harap memakai Trigger Warning/ Content Warning yang jelas dan benar.
14. Dilarang reply LINK AFFILIATE atau mempromosikan thread/tweet pribadi apapun. Contoh: promosi tweet rekomendasi, review dll yang nanti berujung SPILL LINK AFF. (Jika ingin merekomendasikan toko atau barang, bisa reply dengan screenshot toko atau barangnya saja.)
15. Dilarang hate speech.
16. Dilarang kirim menfess HOAX atau yang belum pasti kebenarannya.

SANKSI

> 1x pelanggaran : Warning

> 2x pelanggaran : Block permanen

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Figure 4. Rules and Penalties on the @tanyakanrl Account

Followers' Intentions

Intention reflects the motivational factors that influence a person's willingness to engage in a behavior and indicates the extent of effort they plan to exert to carry it out. Intention serves as an indicator of how strongly someone is willing to try and the level of effort they plan to exert to perform a specific behavior. Generally, the stronger a person's intention to engage in a behavior, the higher the likelihood that the behavior will actually be carried out. An intention can only materialize into actual behavior if the behavior is under volitional *control*—that is, when a person can freely decide whether or not to perform the behavior. Intention itself is determined by three determinants that conceptually refer to the Theory of Planned Behavior, namely: (1) *attitude toward the behavior*: an evaluation of whether the behavior is beneficial or not; (2) *subjective norm*: the perception of social pressure to perform or not perform the behavior; (3) *perceived behavioral control*: the perception of the ease or difficulty in performing the behavior. (Ajzen, 1991).

Limitations in the application of the TPB and its integration with other concepts are highlighted by various previous studies. The use of TPB both as a conceptual framework and as a model—with limitations in measuring intention, for example—is demonstrated by the study (Mamun et al., 2021), which examined the influence of insurance literacy, perceived utility, attitude toward health insurance, subjective norm, and perceived behavioral control on the intention to purchase and actual purchase of health insurance among adult workers in Malaysia. A study (Cayaban et al., 2023) showed that attitudes toward fast fashion are the most significant factor contributing to purchase intention. While social media has a positive impact on purchase intention, sustainability advocacy has a negative impact on consumers' intention to purchase fast fashion. Furthermore, a study (Belida et al., 2024) aimed to establish a model to identify the factors influencing Filipino job seekers to change careers and seek better opportunities by holistically analyzing variables using the Theory of Planned Behavior and the Values-Beliefs-Norms framework. There is also a study conducted by (Duy Phuong et al., 2025) that explores the influence of Fear of Missing Out (FoMO) on young people's shopping intentions within the TikTok social commerce environment. Findings indicate that FoMO positively influences shopping intentions, both directly and indirectly, through a negative impact on perceived behavioral control. Furthermore, a recent study by (Zhou et al., 2026) examined the psychological and informational factors influencing Chinese social media users' intentions to purchase eco-friendly products. The findings indicate that attitudes, subjective norms, and perceived behavioral control are significant predictors of the intention to purchase eco-friendly products.

In the Theory of Planned Behavior (Ajzen, 1991), behavioral intention is the primary predictor of individual behavior. In this study, the concept of behavioral intention is operationalized as followers' interest in replying, which reflects an individual's readiness to take the action of replying. The application of TPB enables a deeper analysis of the psychological mechanisms linking content quality to the intention to reply, thereby providing a more comprehensive understanding of the phenomenon of engagement on social media. The

use of the concept of intention in other research contexts has also been employed in previous studies. One such study was conducted by (Hu et al., 2025a), which revealed the internal relationship between the quality of tourism information on social media and the intention to travel abroad by integrating two main theories: HSM and TPB. This study examines content on social media platforms (such as TikTok, Weibo, or Xiaohongshu) that presents promotional material about Portugal. In the survey, the researchers even provided links to promotional videos about tourism in Portugal so that respondents could effectively assess the quality of the tourism information.

The measurement of the follower interest variable (behavioral intention) in this study was adapted from a scale used in a previous study by (Hu et al., 2025a) that measured intentions to travel abroad. Intention in that study was defined based on *the Theory of Planned Behavior*, wherein *behavioral intention* is considered an indicator of the extent of effort a person plans to exert to perform a specific behavior. Intention is a "psychological black box" that forms after tourists obtain tourism information and is jointly influenced by three main determinants: attitude, *subjective norm*, and *perceived behavioral control*. Subsequently, this study measured the intention to travel abroad, which consists of three main indicators: plan, prediction, and willingness. These three indicators were measured using a 5-point Likert scale, ranging from "strongly disagree" to "strongly agree."

In this study, followers' intention to reply (behavioral intention) refers to an individual's psychological tendency reflecting a conscious decision to reply to content on the @tanyakanrl account on the X app, as evidenced by the presence of plans, predictions, and a willingness to act. The intention to reply is measured by the conscious decision to plan, anticipate, and desire to provide a response to content, comments, or even previous replies received. This is a form of interactive engagement between users and social media that reinforces engagement. Therefore, in this context, the use of TPB is emphasized as a helpful concept for analyzing followers' responses to the quality of content on the chatbot, measured by their interest in replying to content within the @tanyakanrl account on the X app.

Research Framework

In this study, the independent variable identified is content quality, measured using indicators of content appropriateness, presentation appropriateness, design appropriateness, and language appropriateness. Furthermore, the dependent variable is followers' interest in replying to the @tanyakanrl account. The independent variable is hypothesized to influence followers' interest in replying to the @tanyakanrl account, comprising three indicators: planning, prediction, and willingness. Thus, this study has the following research hypothesis: the content quality of the @tanyakanrl account significantly influences followers' interest in replying on the X app. The higher the content quality on the @tanyakanrl account, the higher the followers' interest in replying on the X app. For a clearer overview of the research framework, please refer to the figure below:

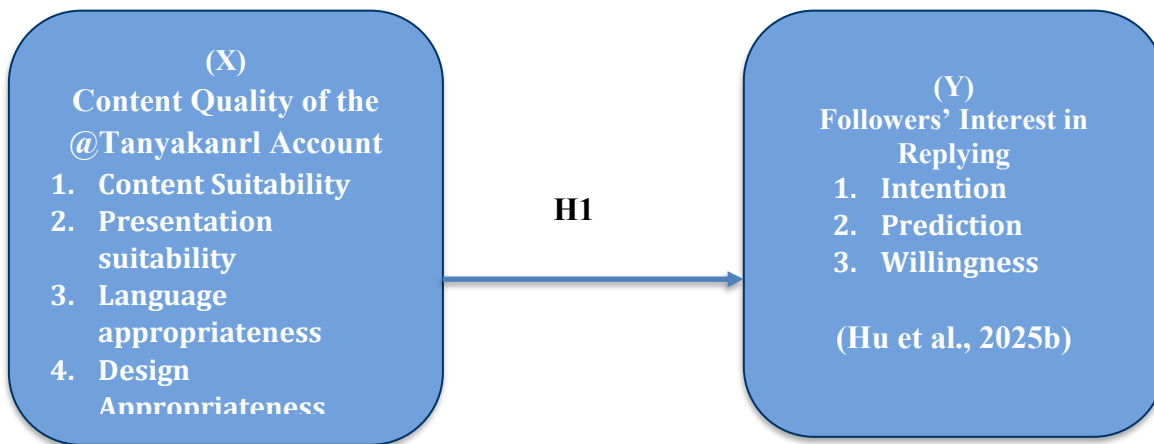


Figure 5. Research Framework

METHODOLOGY

This study is a quantitative correlational study. A quantitative approach was chosen because it involves studying a specific population or sample, collecting data through research instruments, and conducting statistical analysis to test predetermined hypotheses. This study uses one independent variable, namely the content quality of the @tanyakanrl account, and one dependent variable, namely followers' interest in replying on the Twitter/X app. Each variable is broken down into indicators and parameters to facilitate measurement via the questionnaire, as outlined in the operational definitions in Table 1.

The population is the domain of generalization consisting of: objects/subjects possessing specific qualities and characteristics defined by the researcher for study, from which conclusions are subsequently drawn (Sugiyono, 2012). The population is not limited to the number of subjects or objects under study but encompasses all characteristics possessed by the subjects or objects. The population of this study consists of *followers* on the @tanyakanrl account on the X app, totaling 3,204,423 people as of June 4, 2025. For sample selection in this study, *simple random sampling* was used, resulting in 100 X *followers* of @tanyakanrl, determined via the Slovin formula.

The research data were collected through a questionnaire using a 1–5 Likert scale and semi-structured interviews. Data analysis was conducted using SPSS 26. To test the hypotheses, a partial t-test and simple linear regression analysis were used. In this study, the validity and reliability of the research instruments were also tested before the study began. Each question was designed to explore the relationship between followers and the owner of the @tanyakanrl account. This study also tested classical assumptions, namely normality and linearity. For data analysis, this study used simple linear regression analysis using SPSS Version 26 software.

Table 1. Operational Definitions of the Study

Variables	Operational Definition	Indicator	Parameter
Quality of Content on the @Tanyakanrl Account (X)	Content quality refers to the extent to which digital content is composed of relevant, accurate, engaging, and easy-to-understand material, presented in language and design that align with the audience’s characteristics, encompassing aspects of content appropriateness, presentation, design, and language.	Content Suitability	<ul style="list-style-type: none"> - Alignment of content with audience needs (comprehensiveness and breadth) - Accuracy of information (facts, clarity of concepts) - Relevance to real life - Content appeal - Stimulates curiosity
		Presentation suitability	<ul style="list-style-type: none"> - Presentation techniques - Information presentation - Presentation Support
		Design Suitability	<ul style="list-style-type: none"> - Content Size - Content Design
		Language Suitability	<ul style="list-style-type: none"> - Concise - Communicative - Appropriate for the audience’s level of understanding - Use of terms/symbols
Followers' Interest in Replying on X (Y)	Followers' interest is an individual's psychological tendency toward a conscious decision to take the action of replying, as demonstrated by the presence of plans, predictions, and a willingness to act	Plans	<ul style="list-style-type: none"> - Likelihood of replying to displayed content - Likelihood of replying to displayed comments - Likelihood of replying to displayed replies
		Prediction	<ul style="list-style-type: none"> - Estimated likelihood of replying to displayed content - Prediction of replying to displayed comments - Prediction of replying to displayed replies
		Willingness	<ul style="list-style-type: none"> - Willingness to reply to displayed content - Willingness to reply to displayed comments - Willingness to reply to displayed replies

Source: Researchers (2025)

RESULTS AND DISCUSSION

Validity Test

Table 2. Results of the Content Quality Variable Validity Test

Variable	Statement Item	Calculated r	Table	Description
Quality of Content on the @Tanyakanrl Account (X)	1	0.610	0.195	<i>Valid</i>
	2	0.560	0.195	<i>Valid</i>
	3	0.527	0.195	<i>Valid</i>
	4	0.576	0.195	<i>Valid</i>
	5	0.619	0.195	<i>Valid</i>
	6	0.613	0.195	<i>Valid</i>
	7	0.622	0.195	<i>Valid</i>
	8	0.643	0.195	<i>Valid</i>
	9	0.631	0.195	<i>Valid</i>
	10	0.608	0.195	<i>Valid</i>
	11	0.600	0.195	<i>Valid</i>
	12	0.668	0.195	<i>Valid</i>
	13	0.670	0.195	<i>Valid</i>
	14	0.679	0.195	<i>Valid</i>
	15	0.600	0.195	<i>Valid</i>
	16	0.560	0.195	<i>Valid</i>
	17	0.592	0.195	<i>Valid</i>
	18	0.225	0.195	<i>Valid</i>
	19	0.246	0.195	<i>Valid</i>
	20	0.536	0.195	<i>Valid</i>
	21	0.420	0.195	<i>Valid</i>
	22	0.447	0.195	<i>Valid</i>
	23	0.315	0.195	<i>Valid</i>
	24	0.417	0.195	<i>Valid</i>

Source: Processed Data, 2025. SPSS version 26.

Based on the data in Table 2, the results of the SPSS version 26 *nonparametric correlations* output show that the correlation between the statement items and the total scores of each media literacy variable indicates a calculated correlation coefficient (r) greater than the table r value (0.195), thus all these indicators are valid.

Table 3. Results of the Validity Test for the "Followers' Interest" Variable

Variable	Statement Item	Calculated r	Table r	Notes
Followers' Interest in Replying on X (Y)	1	0.597	0.195	<i>Valid</i>
	2	0.563	0.195	<i>Valid</i>
	3	0.542	0.195	<i>Valid</i>
	4	0.596	0.195	<i>Valid</i>
	5	0.61	0.195	<i>Valid</i>
	6	0.625	0.195	<i>Valid</i>
	7	0.615	0.195	<i>Valid</i>
	8	0.673	0.195	<i>Valid</i>
	9	0.688	0.195	<i>Valid</i>
	10	0.6	0.195	<i>Valid</i>
	11	0.581	0.195	<i>Valid</i>
	12	0.635	0.195	<i>Valid</i>
	13	0.64	0.195	<i>Valid</i>
	14	0.711	0.195	<i>Valid</i>
	15	0.581	0.195	<i>Valid</i>
	16	0.635	0.195	<i>Valid</i>
	17	0.64	0.195	<i>Valid</i>
	18	0.22	0.195	<i>Valid</i>

Source: Processed Data, 2025. SPSS version 26.

Based on the data in Table 3, it can be seen that the correlation between the statement items and the total score of each variable of follower interest shows a calculated correlation coefficient or r that is greater than the table r (0.195), so all of these indicators are valid. Since all questionnaires in the study have been declared valid, all statements in the questionnaire are suitable for distribution and use to reveal what the questionnaire intends to measure as data results.

Reliability Test

The reliability test is used to determine whether the questionnaire is consistent when measurements are taken repeatedly using the same questionnaire. The basis for the reliability test is that a questionnaire is considered reliable if the *Cronbach's Alpha* value is greater than 0.6. As shown in the reliability test results in the following table;

Table 4. Reliability Test Results

Reliability Statistic			
Variable	Cronbach's Alpha	Status	Category
Content Quality	0.710	Reliable	<i>Acceptable</i>
Follower Interest	0.720	Reliable	<i>Acceptable</i>

Source: Processed Data, 2025. SPSS version 26.

Based on Table 4, the results of the reliability test using SPSS version 26 show that all variables have a sufficiently high *Cronbach's Alpha* above 0.60, specifically 0.710 for the content quality variable and 0.720 for the follower interest variable. The results of the reliability test indicate that all measurement concepts for each variable in the questionnaire are reliable; therefore, the items within each variable concept are suitable for use as measurement tools. This finding demonstrates that the consistent reliability of each statement in the questionnaire allows them to serve as a reliable means of data collection.

Normality Test

The study found a normal distribution through the relationship between the dependent and independent variables, which was tested using the non-parametric *Kolmogorov-Smirnov* (K-S) statistical test. Since the significance value (*Asyp. Sig, 2-tailed*) was greater than $\alpha = 5\%$ or 0.05, it can be concluded that the data are normally distributed.

Table 5. Results of the Normality Test

One-Sample Kolmogorov-Smirnov Test		
Variable	Asymp. Sig. (2-tailed)	Description
Content Quality	0.144	Normal
Follower Interest	0.146	Normal

Source: Processed Data, 2025. SPSS version 26.

From, the results of the normality test using the *Kolmogorov-Smirnov* method showed significance levels of 0.144 for the content quality variable and 0.146 for the follower interest variable. Since these results are greater than the 5% significance level ($\alpha = 0.05$), it can be concluded that the data in this study are normally distributed.

Heteroscedasticity Test

The heteroscedasticity test was conducted to determine whether there is unequal variance in the residuals from one observation to another in the regression model. In this study, this was performed using the *Glazer* test. The *Glazer* test is a hypothesis test to determine whether a regression model shows signs of heteroscedasticity by regressing the absolute values of the residuals.

Table 6. Heteroscedasticity Test Results

Heteroscedasticity-Glejser Test		
Variable	Sig.	Description
Content Quality	0.377 > 0.05	Met
Follower Interest	0.804 > 0.05	Met

Source: Processed Data, 2025. SPSS version 26.

From , the results of the normality test using *the Glejser* method showed significance values of 0.377 for the content quality variable and 0.804 for the follower interest variable, both of which are greater than the 5% significance level ($\alpha = 0.05$). It can be concluded that the Glejser heteroscedasticity test in this study has been met.

RESULTS AND DISCUSSION

Simple Linear Regression Analysis

Table 7. Results of the Simple Linear Regression Test

Model		Coefficients ^a				t	Sig.
		Unstandardized Coefficients	Standardized Coefficients	Standardized Coefficients			
		B	Std. Error	Beta			
1	(Constant)	7.333	2.136		3,433	,001	
	Content Quality	,466	,157		2,974	,004	

a. Dependent Variable: Follower Interest

Source: Processed Data, 2025. SPSS version 26.

Based on Table 7, it can be seen that the constant (a) has a value of 7.333, while the content quality variable (regression coefficient) has a value of 0.466, resulting in the following regression equation:

$$Y = a + bX$$

$$Y = 7.333 + 0.466 X$$

This equation can be interpreted as:

- The constant (α) has a value of 7.333, meaning that if content quality is constant or remains the same, then follower interest is 7.333
- The regression coefficient β (X) is 0.501, meaning that if content quality increases by one (1) unit, then *follower* interest will also increase by 0.466, and the direction of the influence of the content quality variable (X) on *follower* interest (Y) is positive.

Coefficient of Determination (R²) Test

Table 8. Results of the Coefficient of Determination Test

Model Summary ^b					
Model	R	R-Square	Adjusted R-Square	Standard Error of the Estimate	Durbin-Watson
1	,660 ^a	,436	,424	1,712	1,751

a. Predictors: (Constant), Content Quality

b. Dependent Variable: Follower Interest

Based on the regression analysis results, an R-Square value of 0.436 was obtained, indicating that Content Quality contributes 43.6% to Follower Interest, while the remainder is influenced by other factors outside the model. An R value of 0.660 indicates a strong relationship between Content Quality and Follower Interest. The Adjusted R-Square of 0.424 confirms that this model is still quite good. The Standard Error value of 1.712 indicates the model's prediction error rate. Meanwhile, the Durbin-Watson value of 1.751 indicates the absence of autocorrelation, so the regression model can be deemed valid.

Hypothesis Test (Partial T-Test)

Partial testing, or the t-test, is intended to determine whether the independent variables individually have a significant effect on the dependent variable. This study uses a two-tailed test. With a 95% confidence level ($\alpha = 5\%$) and 3 degrees of freedom (df), the critical t-value is 1.660. Based on the results of the Simple Linear Regression analysis, the partial hypothesis regarding content quality, as indicated by the calculated t-value, is as follows:

- Content quality variable: calculated t-value > table t-value ($2.974 > 1.660$)

Partially, the content quality variable has a significant effect on *followers'* interest in *replying to the X @tanyakanrl app*.

The Effect of Content Quality on the @tanyakanrl Account on App X on Followers' Interest in Replying

This study aims to analyze the influence of content quality on followers' interest in replying to the @tanyakanrl account on App X. The regression analysis results indicate that content quality has a positive and significant influence on the interest in replying (Sig. $0.004 < 0.05$) with a contribution of 43.6%. This finding confirms that followers' responses in the form of replies are not spontaneous actions but are influenced by their evaluation of the quality of the content received. In the context of social media, replies are a form of active engagement that indicates users' cognitive and social participation. Therefore, the willingness to reply in this study is understood as an indicator of followers' psychological readiness to participate in digital discussions or interactions. The higher followers' perception of content quality, the greater their tendency to respond.

Content quality, measured through aspects of message content, presentation, design, and language use, has been proven to be a factor capable of triggering such engagement. Relevant and timely message content fosters cognitive engagement because followers feel the discussed topics resonate with their personal experiences or perspectives. When a message establishes personal relevance, an internal urge to express opinions through replies emerges. Thus, the quality of message content serves as a stimulus that activates evaluative processes within the individual. Additionally, presentation and design play a role in capturing attention and maintaining the audience's focus amidst the dense flow of information on social media.

Content that is clearly structured and communicative is easier to understand, thereby reducing barriers to responding. The use of language that aligns with the audience's characteristics also strengthens emotional connection, thereby increasing the likelihood of participatory responses.

Theoretically, the results of this study can be explained through the Theory of Planned Behavior (TPB). Content quality influences the behavioral intention to reply, which encompasses the dimensions of planning, prediction, and willingness to engage in responding to content on the @tanyakanrl account on the X app. Followers' behavioral intention to reply—measured through likelihood, perception, and willingness—is significantly influenced by the content quality of the @tanyakanrl account. Furthermore, the results of this study indicate that content relevance is a key factor in driving user engagement. Content relevant to daily experiences or trending issues can enhance followers' cognitive engagement. This supports previous findings that information relevance can trigger personal connection and encourage individuals to express their opinions. Beyond content, presentation and design aspects also contribute to increasing the intention to reply. Amid the dense flow of information on the X platform, content presented systematically, concisely, and visually appealing has a greater chance of capturing attention and maintaining the audience's focus. This is crucial because attention is the initial stage before interactive responses form. Linguistic aspects also play a significant role in building emotional closeness between the account and its followers. The use of language that is communicative, casual, and aligned with the characteristics of Gen Z followers (who make up the majority of autobase account users) can foster a sense of belonging. This connection ultimately increases the likelihood of users actively engaging in conversations through replies.

The coefficient of determination of 43.6% indicates that content quality makes a substantial contribution to explaining the variation in reply engagement. This figure suggests that nearly half of the variation in followers' response tendencies can be explained by their perception of content quality. However, there are still 56.4% of other factors outside the model that potentially influence responses, such as emotional factors, individual characteristics, attachment to the account, intensity of social media use, and platform algorithmic factors. This demonstrates that reply behavior is complex and multidimensional. In the context of an autobase account like @tanyakanrl, these results also underscore the importance of content curation. Although the content originates from user-generated content (UGC), quality remains a key factor in determining whether the content can drive interaction. This reinforces the argument that high content volume alone will not generate high engagement without adequate quality.

These research findings offer several important contributions to the development of research in the fields of digital communication and social media user behavior. First, this study strengthens the empirical evidence that content quality is a significant determinant in shaping interactive behavioral intentions on social media. By demonstrating that content quality explains 43.6% of the variation in reply interest, this study provides a strong quantitative foundation for future studies to position message quality as a central variable in digital engagement models. These findings can serve as a reference for research aiming to re-examine similar variables on different platforms such as Instagram, TikTok, or YouTube to assess the

consistency of cross-platform effects. Second, this study opens opportunities for model development by incorporating mediating or moderating variables. Since this study positions content quality as a direct predictor of reply interest, future research can test whether this relationship is explicitly mediated by attitude, subjective norms, and perceived behavioral control separately within a structural model (e.g., using SEM). Thus, future research can examine psychological mechanisms in greater depth and comprehensively. Third, these findings encourage the exploration of additional variables that could explain the 56.4% of the variation in reply interest not accounted for in the model. Future research could include factors such as emotional attachment to the account, source credibility, perceived social closeness (parasocial interaction), or platform algorithmic factors as variables that could potentially strengthen or weaken the influence of content quality.

CONCLUSION

This study confirms that content quality is a key factor in shaping followers' interest in replying to the @tanyakanrl account on the X app. Replies do not emerge spontaneously but result from an evaluation of the content's substance, relevance, presentation, and clarity. When content is perceived as engaging, meaningful, and easy to understand, followers tend to demonstrate more active engagement. In the context of social media, replies represent a deeper form of participation because they involve the expression of opinions, experiences, and personal views. Therefore, content quality serves not only as a means of conveying information but also as a catalyst for the formation of dialogic interactions between an account and its audience.

For social media account managers, improving content quality should focus on topic relevance, message clarity, and a writing style that aligns with the audience's characteristics. Content that sparks discussion and provides space for the audience to express their opinions will be more effective in increasing reply engagement. For future researchers, it is recommended to develop research models by incorporating other variables that may influence follower engagement, such as emotional attachment to the account, source credibility, or platform algorithm factors. Additionally, the use of more comprehensive analytical approaches, such as Structural Equation Modeling (SEM), can provide a deeper understanding of the mediating mechanisms within the Theory of Planned Behavior framework. Future research may also expand the scope of study to different social media platforms to test the consistency of findings across diverse contexts and audience characteristics.

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