

## **COMMUNICATION DYNAMICS IN ENVIRONMENTAL CARE CAMPAIGNS (QUALITATIVE STUDY ON PANDAWARA TIKTOK ACCOUNT REGARDING BEACH CLEANING IN CIBUTUN-LOJI, SIMPENAN DISTRICT, SUKABUMI REGENCY)**

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### **Abstract**

Communication dynamics is the study of change and adaptation in the process of interaction between individuals or groups. It includes how messages are encoded, delivered, and received in various contexts, both in the real world and in the digital world. The development of technology and new media has added complexity to communication. The rapid development of social media, one of which is TikTok, has become the main platform for the Pandawara community to spread environmental messages. Pandawara is a community that uses TikTok as a medium for environmental campaign. One of the contents of the Pandawara environmental campaign on Cicutun-Loji Beach, Sukabumi, went viral due to a misunderstanding. The purpose of this study was to determine the dynamics of communication that occurred on Cicutun-Loji Beach and how to optimize the use of media. TikTok social media as an environmental campaign media. The method used by the researcher is a qualitative method by describing it thoroughly based on the data the researcher found. This study uses the Uses and Effects theory on how the results of the process of using mass media and its relation to media use affect individual decisions to use media. This study found that the Pandawara campaign experienced significant dynamics related to support and communication barriers. Semantic barriers, such as the mention of "the dirtiest beach," triggered misunderstandings with the local government. Support from the campaign produced cognitive, affective, and behavioral effects. The influence that occurs in this campaign can increase understanding, empathy, and environmental behavior in the community. This study found that sensitive and responsive communication in environmental campaigns on social media is very important for the success of messages and public acceptance.

**Keywords :** *Communication Dynamics, Environmental Care Campaigns. Pandawara TikTok*

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### **INTRODUCTION**

Communication dynamics is the process of change in interactions that occur through verbal and non-verbal messages. In the digital era, rapidly developing information technology, this dynamic allows for the rapid spread of messages, especially through social media (Manning, 2014). One of the popular social media is TikTok, with 109.9 million users in Indonesia. TikTok, which was launched in September 2016, allows users, especially school children and generation Z, to create short music videos (Handy & Wijaya, 2020). In addition to being a means of

entertainment, TikTok is also used for social campaigns, forming global communities, and raising awareness of social issues.

Social media campaign defined as a series of coordinated actions to achieve a specific goal within an overall strategy. Various types of campaigns, such as marketing, politics, and social movements, often use the web and social media as tools to achieve their goals. Pandawara, an environmental community formed by five young people from Bandung in 2022, aims to clean up trash from gutters and small rivers as a response to water pollution. This movement

reflects a collective rationality to raise awareness about the threat of environmental destruction. Involving the younger generation, Pandawara instills the values of cleanliness and sustainability and inspires agents of change. They use social media, especially TikTok, to spread their actions and raise public awareness about the importance of maintaining a clean environment, attract international attention, and encourage their followers to participate in environmental awareness campaigns. Through short video uploads, this community has succeeded in attracting public attention with their environmental awareness campaign.

One campaign that attracted public attention was the cleaning of Ciburun-Loji Beach, Sukabumi Regency, which was published via TikTok. The video calling the beach the "dirtiest beach" triggered a negative reaction from the local government, who felt that their image was being damaged. This reaction reflects a misunderstanding of communication between the Pandawara community and the local government, which was caused by differences in interpretation of the terms used. Pandawara aims to raise awareness about environmental pollution, but the term "dirtiest beach" without clear context gives rise to negative interpretations. This communication dynamic shows the complexity of delivering messages in the digital era, where the audience can respond diverse to the same message. Based on the uses and effects theory, social media such as TikTok not only conveys messages, but also influences audience responses and actions.

## RESEARCH OBJECTIVE (S)

The focus of this study is to analyze the communication dynamics that occurred in the campaign, especially how the Pandawara community overcomes the communication barriers that arise. In addition, this study will

explore how optimizing the use of TikTok as a campaign medium can help convey environmental messages more effectively. TikTok, with its interactive features, allows users to convey messages through short videos that are easy to digest and can be shared widely. Optimizing the use of this social media is very important in achieving campaign goals, especially in increasing environmental awareness among the wider community.

The formulation of the problem in this study is: (1) How are the communication dynamics that occur in the environmental campaign by Pandawara on TikTok related to Ciburun-Loji Beach? and (2) How is the optimization of the use of TikTok as a medium for an environmental care campaign by the Pandawara community? The purpose of this study is to analyze in depth the communication dynamics that occur in social campaigns through TikTok, as well as explore how this platform can be optimized to achieve effective environmental campaign goals.

This research is expected to contribute to the study of communication science, especially in the context of environmental campaigns through social media. Practically, this research can be a reference for other communities who want to conduct social campaigns, especially those related to environmental issues, by utilizing social media platforms such as TikTok. The results of this study are expected to encourage the use of social media more effectively and sensitively to the interpretations of diverse audiences, so that campaign messages can be well received without

## LITERATURE REVIEW

### I. Communication Dynamics

The word "dynamics" comes from the Greek word meaning "force" and refers to a state of change. According to Onong Uchjana Effendy (2020), communication can be viewed from

two perspectives: general and paradigmatic. Etymologically, communication comes from the Latin word "communicatio," which means common meaning, indicating that communication occurs when all parties understand the message being conveyed. In a paradigmatic view, communication has a specific purpose, both verbally and through the media, and must be planned according to the message and the communicant.

Tatang (2016) added that communication dynamics include verbal and non-verbal elements, situations, and emotions that affect the communication process. There are two main ideas in communication dynamics: as a tool of power and as a mechanism to achieve certain goals. In conclusion, communication dynamics reflect adaptive interactions, involving changes in individual responses to the language and symbols used in the communication process.

According to Onong Uchjana (2020), communication barriers are divided into four categories:

- 1) Socio-Anthro-Psychological Barriers, relate to the situational context and include:
  - a) Sociological Barriers: Related to social status and community relationships that influence how people communicate based on age, gender, and power. Anthropological Barriers: Caused by cultural differences between the communicator and the recipient.
  - b) Psychological Barriers: Psychological factors such as negative emotions (anger, sadness) that affect communication (Tika & Bukhari, 2022).
- 2) Semantic Barriers, come from inappropriate language use. Mistakes in pronunciation or

writing can result in misunderstanding.

Communicators must choose clear and logical words to avoid confusion.

- 3) Mechanical Barriers, related to the quality of the communication media, such as unclear telephone sound or blurry writing.
- 4) Ecological Barriers, Caused by environmental disturbances that affect the communication process.

## II. Social media

Social media is an internet platform that allows users to describe themselves, communicate, and collaborate with others, and form relationships virtually. Social media focuses on the existence of users in activities and socializing, functioning as an online mediator that creates familiarity and social ties. Social media can be concluded as a communication tool that facilitates interaction, self-presentation, and collaboration in the digital space. Social media is generally used for sharing and participating, and facilitating social interactions that are easily accessible anytime and anywhere. Here are some of the main functions of social media:

- 1) Searching for News and Information: Social media is a fast source for news and knowledge, often faster than traditional media such as television.
- 2) Getting Entertainment: Social media can be a means of entertainment that helps reduce stress or negative feelings experienced by users.
- 3) Online Communication: Users utilize social media to communicate effectively, such

as through chatting, sharing statuses, or spreading invitations.

- 4) Mobilizing the Community: Social media serves as a platform to respond to complex issues, such as politics or culture, through criticism, suggestions, and advocacy.
- 5) Sharing Tools: Social media is used to share useful information from one individual to many, raising awareness at a national level.

### III. Media Campaign

Rogers and Storey (1987) define a campaign as a communication activity that aims to create a desired effect within a certain period of time. With the development of the internet and social media, campaigns can now be distributed at low cost and more specific targets, thanks to the use of big data. Communication channels in campaigns serve as the main tool to reach a wide audience and multiply mass media messages to persuade targets.

#### A. Digital Campaign

A digital campaign is a communication effort carried out over a certain period of time through digital media, where the channels used influence each other to achieve the right rhythm, it is important for all individuals involved to understand their roles and connect with each other. Digital campaigns are effective because the distribution time is short and the cost is minimal, allowing information to be easily reached and accessed at any time. The key to the success of a digital campaign lies in a clear understanding of the target audience and the role of each media

channel, which can change the audience's views. The public has an important role in social movements through the internet, which helps them think critically and adopt current issues. Digital campaigns also function as a communication strategy to influence individual behavior, with social media as a means of education and interaction.

#### B. Social Campaign

A social campaign is a communication process that conveys messages about social problems in society widely and non-commercially, aiming to raise public awareness of current social issues (Larson in Venus, 2004). This activity is carried out in a planned manner and involves individuals, communities, or organizations that can design targeted campaigns. Social campaigns aim to shape positive behavior in society. To achieve the desired results, campaigns must be delivered consistently, so that people are open and can change their social habits (Hafshoh, 2023).

#### C. Utilization of Social Media in Campaigns

Environmental campaigns are persuasive programs that aim to encourage people to be aware of the need for environmental rescue actions. This includes the delivery of information about biodiversity in various forms, with a focus on changing knowledge, attitudes, and behaviors in various domains such as politics and health (Atkin & Rice in Maria, 2016).

### IV. Environmental Communication

Environmental communication is a communication principle and technique that aims to protect and manage the environment to prevent damage, such as the negative impacts of waste on society and human health (Flor and Cangara, 2018). Environmental communication helps people understand environmental factors and interdependencies, and increases responses to environmental signs related to human well-being and natural biological systems. Cultural factors and worldviews influence this communication, including perceptions of life and philosophical issues (Mulyana, 2007).

Environmental communication also bridges environmental issues with socio-political processes, including public policy and participation. Relevant education and training are essential for transforming knowledge into action, as well as building scientific and social consensus on environmental issues. High levels of public participation are necessary to support the acceptance, credibility, and sustainability of environmental programs.

## V. Uses and Effects Theory

Social media is a form of mass communication that involves the process of sending messages from structured sources to the audience, with the potential to influence the audience (Ardianto, 2005). The effectiveness of messages in mass media can be seen from three effects:

- 1) Cognitive Effects: Increased understanding and cognitive skills of the audience through the information received.
- 2) Affective Effect: Change in the audience's emotions or attitudes, such as feelings of sadness or joy.
- 3) Behavioral Effects: Changes in audience actions or behavior in everyday life (Vrisya, 2024)

Mass communication theory, such as the uses and effects theory proposed by Windahl (1979), emphasizes the relationship between media use and the resulting effects. This theory focuses on two main aspects:

- 1) Media Use: How individuals satisfy information, entertainment, or social needs through media.
- 2) Media Effects: The influence of media on audience thoughts, feelings, and behavior.

Knowledge gained through mass media contributes to individual understanding. Media use is influenced by individual characteristics, expectations, perceptions, and access to media (Alfirahmi, 2019). The basic assumption of this theory highlights the effects of media consumption that vary between individuals. The context in this study, TikTok social media users will experience effects after watching short videos from the Pandawara account, which can influence their individual decisions.

## METHODOLOGY

This study uses a qualitative method, which focuses on understanding the ideas, perceptions, opinions, and beliefs of the research subjects. The results are in the form of descriptions of observed behavior, where data is collected not in the form of numbers, but through interview scripts and field observation notes (Sulistyo & Basuki, 2006: 78).

This research was conducted from March to July 2024. The researcher conducted several stages to understand and explain the focus of the research. The location of the research was determined on the Pandawara TikTok account, which functions as a communication medium for environmental care campaigns to TikTok followers and users.

This study applies a purposive sampling technique because the researcher assumes that the samples taken have in-depth knowledge of the problem being studied. The key informants

selected in this study are the owners of the Pandawara TikTok account. The following is a table of informant data used in the study:

**Table 1.** Key informant data

No.	Name	Age	Work
1	Muchamad Ikhsan Destian	22 years	Pandawara TikTok Account Owners 2022-present

Sugiyono (2020) stated that purposive sampling is a sampling technique with certain considerations. The criteria for researchers in determining supporting informants include:

- 1) The informant is an active user of TikTok social media.
- 2) The informant is a TikTok follower or Pandawara participant in an environmental care campaign.
- 3) Informants know about the TikTok Pandawara content on Cibusun-Loji Beach, Simpenan District Sukabumi Regency
- 4) Informants who are willing to be interviewed.



**Table 2.** Informant Data

No.	Name	Age	Work	Long time following Tiktok @pandawaragrup
1	Imam Syarifudin Syah	22 years	Customer Service	2023
2	Farkhan Ajiansyah	22 years	Nurse	2023
3	M. Salwa Gurda	23 years	Student	2022
4	Aida Ananta	27 Years	Lecturer	2022

### 1. Data collection technique

Data collection techniques in this study include four methods:

- a) Interviews, collecting direct information about relevant facts and beliefs (Rosaliza, 2015: 71).
- b) Documentation, collecting data from images, videos, and recordings on the Pandawara TikTok account to support interviews (Sugiono, 2020: 124).
- c) Observation, observing content on the Pandawara TikTok account related to environmental care campaigns (Sugiyono, 2020: 106).
- d) Literature Study, collecting data from relevant literature and previous research, presented in a literature review (Sugiyono, 2016: 291).

- a) Data Reduction, the process of simplifying and organizing raw data to focus attention and discard irrelevant information.
- b) Data Presentation, arranging information in a structured manner that enables researchers to make decisions and draw conclusions.
- c) Interesting Conclusion, the final stage where researchers combine data to answer the research problem formulation. Researchers use source (data) triangulation and method triangulation techniques to test the validity of data related to the research problem studied by the researcher.

## RESULTS

### 1) Communication Dynamics that Occur in Environmental Care Campaigns

Pandawara in publishing every environmental campaign program on TikTok social media attracts the enthusiasm and attention of the Indonesian people in caring for maintaining environmental cleanliness, including the content published on Pandawara TikTok social

### 2. Data Analysis Techniques

According to Miles and Huberman (in Silalahi, 2012: 339-340), data analysis involves three main activities related to this research:

media on Cibun-Loji Sukabumi beach. Starting from a video uploaded on September 29, 2023 which has been watched more than 132 million views and 7.3 million likes on TikTok social media. The video contains a message inviting people to care about the environment on Cibun-Loji Sukabumi beach. The environmental care campaign carried out

by Pandawara on Cibun-Loji beach is a misunderstanding in the use of the words "Welcome to the Dirtiest Beach No. 4 in Indonesia." which causes misinterpretation. This is Pandawara's fourth beach visit as part of the clean up program scheduled for October 7-8, 2024.



**Figure 1.** Upload about the Environmental Care Campaign Call at Cibun Beach- Loji Sukabumi

The viral campaign on Cibun-Loji beach resulted in various negative responses, creating communication dynamics involving obstacles and support. The study found that the problem arose due to verbal miscommunication, where communication using words, both oral and written, became ineffective. Pandawara conveyed thoughts and information related to the campaign, but there was a misunderstanding that affected interactions with the audience (Kurniati in Parianto, 2022).

The campaign activities carried out by Pandawara faced communication barriers, especially semantic barriers, according to Effendi's (2020) concept of communication dynamics. This barrier arose from differences in interpretation of the term "dirtiest beach" used in the campaign content. The rejection from the local government regarding Pandawara's claim that Cibun-Loji beach is the fourth dirtiest beach in Indonesia was due to a lack of strong evidence and a lack of coordination. This gave rise to a negative perception that Pandawara acted without



involving the authorities, which was considered unethical. As a result, there was a miscommunication that caused some parties to feel offended. Pandawara acknowledged the lack of communication with the government in conveying the information, as well as provocation from individuals who worsened the situation.

According to Imam, an active TikTok user who is a research informant, he advised Pandawara to pay more attention to writing taglines and copywriting so that their message is not misunderstood. According to him, it is natural for the government to feel offended by the mention of "the fourth dirtiest beach in Indonesia." Pandawara's campaign focuses on protecting the environment from damage caused by waste, which has an impact on the comfort and health of the community. The communication media in this campaign aims to reach a wide audience and persuade them. The community plays an important role in the social movement of environmental issues through social media, especially TikTok, to increase awareness and understanding. Pandawara utilizing digital media as a communication strategy to influence individual behavior and provide education about environmental issues through available information and interactions.

The Pandawara campaign on Cibutun-Loji Sukabumi beach showed several effects related to the effectiveness of messages in environmental care campaigns, based on the mass media concept from Ardianto (2005):

- 1) Cognitive Effects: Social media users acquire and learn information from campaign video content, which increases their awareness and understanding of environmental issues.
- 2) Affective Effects: Campaign content influences the attitudes and emotions of TikTok users, encouraging them to show concern and empathy for the conflict at hand, and to participate in

campaign activities.

- 3) Behavioral Effects: Information received through TikTok impacts users' daily behavior, increasing their awareness of the importance of protecting and caring for the environment.

The findings of this study are relevant to the theory of "uses and effects" proposed by Windahl (1979) to analyze the environmental care campaign by the Pandawara TikTok account on Cibutun-Loji beach. This campaign has certain effects on social media users, but also creates a lack of interpretation between the Pandawara team and the audience. Some individuals feel disappointed because they feel they are not involved properly. According to the informants, researchers Farkhan and Gurda stated that the government should not rush to respond to protests regarding the statement of the fourth dirtiest beach in Indonesia, but rather provide suggestions to maintain the government's image. They are worried that the mention could damage the government's reputation.

According to theoretical assumptions, this incident raises expectations and perceptions towards the media, as seen from the clarification delivered by Pandawara on October 3, 2023. This action is considered an initial step to be open to criticism, with many users providing support for Pandawara to be more careful.



**Figure 2.** Upload of Pandawara Tiktok Video Clarification

Based on the clarification video uploaded on October 3, 2023, the Pandawara team apologized for the misunderstanding with the government regarding the content of the beach cleanup campaign video in Cibutun-Loji, Sukabumi. The video has been watched 9.4 million times and received 840.3 thousand likes on TikTok. The Pandawara team explained that their goal was to clean and reduce waste without offending other parties. On September 29, the team had obtained permission and coordinated with the local government for cleaning activities. They emphasized that Cibutun-Loji beach was identified as the fourth beach in emergency condition, and never blamed any party. The clean-up activity involved collaboration between agencies and the community who actively participated. There was also a misunderstanding due to the limited details of the message conveyed, making it difficult for the recipient to understand the true meaning.

Ikhsan from Pandawara explained that the term "dirtiest beach" was subjective based on observation. After the miscommunication, Pandawara committed to conducting an evaluation so that improvements and the success of the campaign were more guaranteed, in order to prevent similar incidents in the future.

## **2) Optimizing the Use of Social Media TikTok as an Environmental Campaign Media**

The results of the study show that new media in the digital era makes it easier for people to access educational and entertainment information. TikTok, as a rapidly growing social media platform, plays an important role in environmental care campaigns. Pandawara uses TikTok to inform, persuade, and motivate people to protect the environment. It is important for this campaign to pay attention to targets and message delivery. The findings show that Pandawara has a clear strategy in program planning so that campaign goals are



achieved. The following are the principles of TikTok's social media optimization strategy in environmental campaigns:

- 1) Consistency of Campaign Activities, Pandawara Team runs campaigns consistently to build trust and mobilize the community, emphasizing that their goal is not just fame, but awareness of environmental issues.
- 2) Environmental Education, Pandawara holds educational activities to increase public understanding of environmental issues, from planning to problem solving. This program begins with school involvement to create a generation that cares about the environment.
- 3) Material Preparation, Pandawara carefully designed campaign materials, analyzing the needs to convey an effective message. They also used words of encouragement to motivate the community to participate in the environmental care campaign.

Pandawara runs five environmental education programs, namely: river cleaning, beach cleaning, environmental education, school facility repair, and campaign creator contribution. Each program is published a maximum of four times a week on social media, with the content timeline adjusted to the activities to be carried out. The Pandawara team consists of 16 people, including the founder, manager, assistant manager, and staff, who support operations and video content editing. The production team, consisting of two people, is responsible for publication on TikTok. In addition, external support is obtained from the company's CSR, endorsements, and brand ambassadors to increase the effectiveness of the environmental care campaign. The informant emphasized that these steps are an effort to optimize the use of TikTok social media in Pandawara's environmental campaign.

## DISCUSSION

Based on interviews with informants, there are advantages and disadvantages in the environmental care campaign carried out by Pandawara on TikTok. These disadvantages include the lack of coordination between the community and the government, limited public understanding of the campaign message, and individuals who take advantage of the virality of the content for negative news. Meanwhile, Pandawara's advantage is that it has more than 10 million followers. The success of this campaign is measured by the positive response of TikTok users, where the community is influenced to participate in maintaining environmental cleanliness.

A significant impact can also be seen from the emergence of Local Heroes in various regions of Indonesia, even neighboring countries, who were inspired by the Pandawara campaign.

## CONCLUSION

Based on the results and discussions through observation and interviews, the conclusions that can be drawn are as follows:

- 1) The dynamics of communication that occurred in the environmental care campaign carried out by Pandawara at Cibun-Loji Beach showed significant communication dynamics, with support and obstacles. The video content managed to attract public attention, but also caused misunderstandings.
  - a) Communication Barriers, there were miscommunication and semantic barriers related to the mention of "dirtiest beach," which offended the local government and triggered negative news. This shows the existence of barriers in verbal communication.
  - b) Communication Support, this



campaign produces positive cognitive, affective, and behavioral effects, increasing understanding of information, fostering empathy, and encouraging changes in individual behavior in protecting the environment.

- c) Perception and Clarification, according to the uses and effects theory, individuals who feel disappointed are related to the interpretation of the message. Pandawara addressed this issue with clarification and an apology through a TikTok video on October 3, 2023, which received a positive response from users. Overall, the Pandawara campaign shows that social media is an effective tool for environmental campaigns, but must pay attention to sensitive communication to avoid conflict. Handling conflict and adjusting messages according to public feedback are the keys to a successful campaign.
- 2) Pandawara successfully optimized TikTok social media as an effective platform for environmental campaigns. They utilized TikTok to quickly disseminate information, functioning as a tool for education, persuasion, and public motivation regarding environmental issues. Pandawara implemented effective strategies, such as maintaining message consistency, focusing on environmental education, and thorough preparation of materials. They ran five main programs: river cleaning, beach cleaning, environmental education, school infrastructure improvement, and contributions from campaign creators,

with publications up to four times a week. Internal and external collaboration of the Pandawara team, which included content operation and editing, supported the success of the campaign.

The advantages of this strategy are the large number of followers, more than 10 million, which allows for a wide audience reach and a positive impact in encouraging community participation and inspiring environmental activists. However, there are several disadvantages, such as challenges in coordinating cooperation between the community and the government, limited understanding of the message by some recipients, and the potential for misuse of the virality of the content that can trigger negative news.

User responses show that Pandawara's call to action is effective in influencing people to participate in maintaining environmental cleanliness, both directly and independently. The campaign also gave birth to "Local Heroes" inspired by Pandawara's TikTok content, reflecting their success in spreading environmental messages and mobilizing collective action.

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