

Public Perception of a Mining Company's Instagram Account as a Sustainable Enterprise (Case Study of the Instagram Account @agincourtresources)

Mutia Amanda¹, Abdul Karim Batubara¹

¹Universitas Islam Negeri Sumatera Utara, Indonesia

*Corresponding Author: Mutia Amanda

E-mail: mutia0603211005@uinsu.ac.id



Article Info

Article history:

Received 7 June 2025

Received in revised form 22 June 2025

Accepted 11 July 2025

Keywords:

Public perception

Instagram

Corporate communication

Sustainability

Mining company

Abstract

This study aims to examine public perception of sustainability communication carried out through the Instagram account of PT Agincourt Resources, as part of the company's efforts to establish a sustainable image in the digital era. Using a descriptive quantitative approach, a survey was conducted involving 100 followers of the Instagram account @agincourtresources. Public perception was analyzed based on six indicators from McGuire's model: presentation, attention, comprehension, acceptance, retention, and behavior. The findings reveal that the average public perception score is 75.3%, with the indicators of message acceptance and retention reaching very high categories (82.6% and 84.5%, respectively). However, the behavior indicator scored only 59.8%, indicating a need to enhance active follower engagement. These findings suggest that while sustainability messages are well understood and accepted, active participation remains suboptimal. The practical implication of this study highlights the importance of strengthening interaction-based digital communication strategies, such as leveraging Instagram features and educational content, to foster active engagement and reinforce the company's sustainable image.

Introduction

The development of information technology has drastically changed the corporate communications landscape (Bettis, 1995; Rebenok et al., 2024; Kelm & Johann, 2025). Companies, including those in the mining sector, are required to not only convey information, but also build meaningful relationships with the public. Corporate communication is no longer limited to one-way information delivery, but has evolved into an interactive dialog that involves various stakeholders actively and dynamically (Taraya & Wibawa, 2022). In this context, social media becomes an important space where the public forms perceptions of companies based on the information they receive and the interactions that occur on these digital platforms (Hamid et al., 2024; Ghafar, 2024)

Public perception is formed through the process of individual interpretation of messages conveyed by the company (Wajdi & Asrumi, 2024; Badham et al., 2024; Putra et al., 2025). In the digital era, this perception is not only shaped by messages delivered directly, but also by the dynamics of interactions that arise on social media such as comments, likes, and other forms of participation. faces a big challenge to improve its image in the eyes of the public through a more transparent, participatory, and sustainability-oriented digital communication strategy.

Digital transformation, especially among generations active on social media, has also driven expectations for transparency, openness and authenticity of messages (Rosanti et al., 2023; Wan & Li, 2024)). They not only see the content delivered, but also how the content shapes

the meaning and impression of the company's commitment, including in sustainability issues. Instagram plays an important role as a visual and interactive medium that can shape public understanding and trust in the company's sustainability commitments.



Figure 1. Internet Usage in Indonesia (We Are Social)

Data for 2024 shows that 66.5% of Indonesia's total population has used the internet, with 49.9% of them active on social media. Instagram, as one of the most popular platforms, has evolved into a strategic medium in delivering visual messages that are easy to understand and attract public attention. For mining companies, this platform has become an important tool to communicate sustainability and social responsibility initiatives.

However, the effectiveness of the communication strategy is not only seen from the company's side, but also from the public's side: how the public captures, understands, and assesses the messages conveyed. This public perception is an important element to assess the success of a company's digital communication (Dewi, 2021). It is not enough for companies to deliver informative content; what is more important is how the public interprets and responds to the content.

As the focus of content on mining company Instagram accounts changes from showcasing technical activities to social and sustainability programs, questions arise about how the public interprets this approach. Does the public see it as a real commitment or just a form of branding? How do they assess the credibility of these accounts in conveying information about sustainability?

Previous research shows that public perceptions of corporate sustainability are influenced by the credibility of the source, the quality of information presentation, and the correspondence between content and real actions of the company (Ali, 2023; Fadli & Sazali, 2023). In this context, an Instagram account is not only a communication tool, but also an instrument to influence the way the public perceives the company's reputation and integrity.

PT Agincourt Resources, as one of the mining companies on the island of Sumatra, uses the Instagram account @agincourtresources as the main communication channel to convey sustainability and social responsibility messages. With 20,290 followers (as of March 10, 2025) and an engagement rate of 0.98%, this account is an important indicator to see how the public engages and responds to shared content.

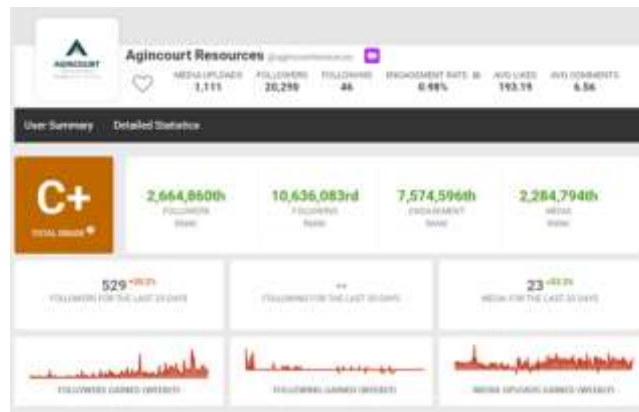


Figure 2. Agincourt Resources Account Performance (Social Blade)

These statistics indicate public participation that can be further analyzed as a representation of their perception of the content presented. PT Agincourt Resources' Instagram account has evolved from presenting technical content to a more humanistic and educational approach. The company uses a more attractive visual design, more casual language, and features such as Reels and Stories to reinforce messages. These changes indicate an adjustment to the expectations of the digital public. However, it is important to see how these changes are received by the public and how they interpret them in the context of corporate sustainability. The key questions raised in this research are: What is the public perception of @agincourtresources Instagram account as a sustainable mining company?

Previous research by Dewi (2021) highlighted the implementation of the Cyber Public Relations strategy on PT Aneka Tambang's @official.antam Instagram account in facing the Industrial Revolution 4.0. This strategy prioritizes five main principles: Channel, Content, Clarity, Continuity, and Consistency to build a strong digital presence and maintain the consistency of the company's communication with the public. Instagram is used as the main channel to convey company information, CSR activities, and public education on a regular and structured basis. Meanwhile, Gigir (2019) found that mining companies tend to use Instagram to display the company's image through content- content that highlights success in financial aspects, product quality, and social responsibility. The main focus of this study is the analysis of the type of content used to build the company's image. Arfahsita (2019) also showed that PT Freeport Indonesia utilizes Instagram as a communication medium to convey organizational identity, CSR activities, and establish relationships with the public. Of the 103 posts analyzed, most of the content was used to respond to public perceptions of the company as a closed and uncommunicative entity.

The focus of this research is not only on the content of the messages, but also on how the public perceives, assesses and responds to the sustainability messages delivered, as well as the factors that influence the formation of these perceptions, such as source credibility, content quality and user engagement. The novelty of this research lies in the evaluative approach to public acceptance of sustainability messages in the context of digital communication in the mining sector. Therefore, this research is expected to provide a deeper understanding of how communication strategies on Instagram influence public perception of the company as a sustainable entity.

Literature Review

Social Media as a Corporate Communication Tool

Social media has revolutionized the way organizations build relationships with the public. Instagram as a visual-based platform is considered effective in conveying messages because it is able to present interesting, interactive, and easily accessible content (Aichner et al., 2021; Gunasekara, 2024; Scarcelli & Farci, 2024). Conceptually, social media can be understood as a digital platform that allows users to actively create, share and distribute content and build social networks in online spaces (Ananda et al., 2024). The main characteristics of social media are *user-generated content (UGC)* and a high level of interactivity, making it an effective medium in building public engagement and trust (Wei et al., 2024; Mohamed, 2025; Nuraman & Astuti, 2025).

Visual design and content consistency are two important elements in building follower engagement on social media. Aesthetically appealing visuals not only increase attractiveness, but also reinforce the message that the organization wants to convey. Haidar & Martadi's (2021) research shows that visual elements such as color, typography, and layout have a significant influence on user engagement on platforms such as Instagram. This is in line with the views of Arrosquipa (2021) who emphasizes that content consistency contributes to meeting followers' information needs and has a direct impact on digital loyalty. Thus, the design and rhythm of posts are not just aesthetics, but also part of a corporate communication strategy that forms long-term relationships with the public.

The success of communication on social media depends not only on the delivery of an engaging message, but also on its ability to stick in the minds of followers (Fransiska et al., 2024; Damayanti et al., 2024). The effectiveness of the message should be assessed through long-term retention or recall. Amilia (2022) emphasized that the use of the right communication strategy and done repeatedly can increase the ability of followers to remember the message delivered. This shows that visually strong content must be accompanied by consistent and planned communication patterns in order to create a lasting impact.

In the realm of strategic communication, social media also allows companies to build direct relationships with stakeholders, increase brand visibility, and manage real-time reputation in the digital public sphere (Mahmudah & Rahayu, 2020; Xiayu, 2024). Pranatawijaya et al. (2019) explained that corporate communication plays a role in creating perceptions, trust, and support from various parties which are key to the competitiveness and sustainability of the company (Hendro & Pranogyo, 2023). Girsang & Kartikawangi (2021) added that social media supports a symmetrical communication model-that is, two-way communication that is dialogic and participatory. Thus, social media is not only an information channel, but also a tool for evaluating public sentiment towards corporate strategies and policies (Anderson et al., 2024; Jaiswa et al., 2024)

Sustainability in Mining Companies

The concept of sustainability emphasizes the importance of balance between economic, social, and environmental aspects in company operations. Fajari & Khuntari (2023) stated that a sustainable company is a company that integrates sustainability principles in its long-term business strategy. One of the most recognized approaches is the Triple Bottom Line (TBL) by Haryanti (2021), which focuses on three main aspects: profit, people, and planet.

Mining companies are one of the sectors most vulnerable to sustainability issues as their operations have the potential to cause major environmental and social impacts. Therefore, the main challenge facing this sector is how to convince the public that they are carrying out

responsible business practices. Danti et al. (2022) underline that the mining sector needs to demonstrate a real commitment to sustainability to overcome the high level of public skepticism, especially if it is not accompanied by transparent and verifiable communication (Sulityowati et al., 2022).

Public understanding of sustainability issues is determined by the level of education and the intensity of exposure to information received. In the context of companies, communication strategies must take into account educational aspects to increase public understanding. Suhud et al. (2025) emphasized that environmental education plays a central role in increasing public awareness and participation in ecological issues. Therefore, social media can function not only as a promotional tool, but also as an educational medium that builds public understanding of the company's commitment to sustainable business practices. This strategy is crucial so that companies do not just appear to care, but actually shape the perception that sustainability is a core part of corporate identity.

Social media allows companies to display visual documentation of CSR activities, environmental campaigns, and contributions to local communities. This transparency can increase the company's accountability and credibility in the eyes of the public. In the mining context, a strong sustainability communication strategy is not only a response to external demands, but also an instrument to strengthen the company's social legitimacy.

Public Perception

Perception is the experience of objects, events, or relationships gained by inferring information and interpreting messages. In the digital era, companies are required to understand how perceptions are formed and how they can actively manage them from personal experiences, mass media, to digital exposure. According to Lina & Nasution (2024), there are 6 main stages of how persuasive communication works relevantly in shaping public perception:

Presentation

In the context of public perception this refers to how information or messages are conveyed to the public. This includes content published on social media, press releases and other public communications.

Attention

Once the message is presented, the public must pay attention to the message. This means the message must be attention-grabbing and relevant to the public's interests.

Comprehension

The public must understand and interpret the messages received. This means the message must be clear, easy to understand, and unambiguous.

Acceptance

Message reception depends on the public's knowledge, perception and experience. This means credibility and trustworthiness are crucial in influencing public perception.

Retention

The public must be able to remember the message. This means repetition of the message and the use of memorable formats can help improve retention.

Behavior

The ultimate goal of persuasion is a change in behavior, such as an action for or against an entity. In the context of public perception, this can include changes in attitudes, opinions or actions.

This series of stages shows that shaping public perception is not an instant process, but requires a sustainable and strategic approach.

In building a positive corporate image, credibility plays a key role, especially in environmental issues that are prone to public suspicion. The credibility of the company in handling environmental issues and carrying out CSR has a major influence on public acceptance of the sustainability message conveyed. Chanafi & Fauzi (2015) stated that the public's positive perception of the company is an important asset in strengthening the image and support for sustainability programs. Therefore, corporate communication must not only be informative, but also trustworthy and authentic.

In addition, the quality and relevance of content shared on social media also shapes public behavior and engagement. When content is able to touch the values that followers feel are important, the potential for digital engagement and loyalty increases. Putri & Asnusa (2025) emphasized that a *value-driven content marketing* strategy contributes to increasing user interaction and the tendency to recommend company accounts to others. This suggests that public perception is not formed passively, but rather is the result of an active interaction between the company's message and the values believed by followers.

Methods

This research methodology is designed to explore public perception of the Instagram account of mining company PT Agincourt Resources in the context of sustainability. This research adopts a quantitative-descriptive approach to obtain an objective picture of public perception in a measurable manner. The type of data used is primary data, which is obtained directly from respondents through a questionnaire survey.

The questionnaire instrument consisted of closed-ended questions using a 1-5 Likert scale to measure perceived intensity, as well as multiple-choice questions (true/false, preference, and behavior) for descriptive frequency analysis. The Likert scale was used to capture variations in respondents' opinions on corporate sustainability. Multiple-choice questions were used to assess factual understanding, content preference, and action or information retention after viewing the posts (Pranatawijaya et al., 2019).

The population of this study were followers of the @agincourtresources Instagram account, totaling 20,290 followers. Population is a generalization area for objects or subjects whose criteria and characteristics are determined by the researcher (Sugiyono, 2020). The sample determination was carried out using the Slovin formula with a margin of error of 10%:

$$n = \frac{N}{1 + Ne^2}$$
$$n = \frac{20,290}{1 + (0,1)^2 \cdot 20,290}$$

$$n = \frac{20,290}{203,9} = 99,50 \text{ rounded to } 100$$

Thus, the sample size was rounded up to 100 respondents. The sampling technique uses *nonprobability sampling*, precisely *convenience sampling*, namely determining the number of samples using the criteria for ease of data collection.

This study analyzes data with descriptive statistics. Descriptive statistics is a data processing method that aims to determine the value of one or more independent variables independently, without making comparisons between groups or associating them with other variables. This method aims to make the results of data collection and presentation easier to understand. Descriptive statistics are used to interpret data trends in the form of mean values, percentages, and the distribution of responses based on the indicators studied (Jayusman & Shavab, 2020).

In this study, data analysis was carried out using descriptive percentage analysis techniques to determine respondents' perceptions of the factors studied. The steps taken include scoring, which is an assessment activity on respondents' answers in the questionnaire with predetermined score provisions to obtain quantitative data. Furthermore, the answer scores obtained from each respondent were summed up. The percentage technique used in this study follows the formula proposed by Arikunto (2019):

$$P = F/n \times 100\%$$

Description:

P = percentage amount

F = frequency of answer

n = total number

After being percented, the value is entered into the percentage calculation criteria based on the classification (Sugiyono, 2017). Thus, this descriptive analysis provides an overview of the public perception of the Instagram account under study.

Table 1. Interpretation Categories

Percentage Range	Interpretation Category
0% - 20%	Very Low
21% - 40%	Low
41% - 60%	Medium
61% - 80%	High
81% - 100%	Very High

Results and Discussion

This research was conducted from March - May 2025 using an online survey method distributed to 100 respondents, namely followers of the @agincourtresources Instagram account. The criteria for respondents in this study are users who have followed the Instagram account for at least three months. This aims to ensure that respondents have had sufficient exposure to the content uploaded by the account.

Based on demographic data, it is known that the majority of respondents are in the age range of 17-25 years, which is 74%. Meanwhile, 16% of respondents aged 26-34 years old, 8% aged

35-43 years old, and only 2% aged 44-52 years old. This finding shows that the @agincourtresources Instagram account reaches productive age groups and young people who are in line with the company's digital communication targets, especially in efforts to build perceptions as a sustainable company through social media.

In terms of gender, the majority of respondents were male with a percentage of 52%, while women were 48%. Although there is a difference in percentage, the difference is relatively small, which is only 2%. This finding indicates that both men and women actively utilize social media, especially Instagram, as a source of information about mining companies.

Furthermore, based on domicile, respondents were grouped into two main regions, namely Sumatra Island and outside Sumatra Island. The survey results show that 79% of respondents come from the Sumatra Island area, while the remaining 21% come from areas outside Sumatra. This data shows that the @agincourtresources Instagram account has strong reach in the company's main operational areas, as well as indicating that people in Sumatra Island actively use Instagram to obtain information about the activities and sustainability of mining companies.

Descriptive Analysis

Perception was conducted on six indicators of Mc Guire's model, namely presentation, attention, understanding, acceptance, retention, and behavior. The data analysis techniques used are mean and percentage to calculate the average. The average recapitulation of the questionnaire results of public perception of the @agincourtresources Instagram account is 75.3%.

Presentation

Table 2. Presentation Indicator

No.	Statement	F	n	P
1	I often see posts from the Instagram account @agincourtresources	79	100	79%
	Question			
1	Frequency of viewing Instagram posts in one week. (2-4 times)	60	100	60%
2	Where do you see @agincourtresources posts? (Scrolling feeds/ story)	69	100	69%
	Average Presentation			69,3%

The presentation indicator obtained an average of 69.3%. Most respondents (79%) stated that they often see posts from the @agincourtresources Instagram account. The majority accessed through the feeds or stories feature (69%), and the frequency of access in one week was 2-4 times (60%). This data shows that the visibility of the account is quite high, which can be attributed to the consistency of uploads and content visualization strategies (Fajari & Khuntari, 2023). However, for this exposure to develop into active attention and engagement, companies need to maintain a structured rhythm of posts that are relevant to sustainability issues.

Attention

Table 3. Attention Indicator

No.	Statement	F	n	P
-----	-----------	---	---	---

1	The visual design of the Instagram account is attractive	85	100	85%
2	Account topics/messages are relevant to my needs	74	100	74%
3	I often give likes or comments	54	100	54%
	Question			
1	What content format gets the most attention? (Feeds/Instagram Photos)	61	100	61%
2	When viewing posts, I tend to: (View the content in its entirety)	53	100	53%
	Average Attention			65,4%

On the attention indicator, the average obtained was 65.4%. The visual design of the uploads was considered attractive by 85% of respondents, and 74% stated that the topics raised were relevant to their information needs. However, only 53% of respondents viewed the content in its entirety, indicating a potential loss of attention due to length or suboptimal presentation format. This suggests the importance of visual optimization and short narratives in each upload (Haidar & Martadi, 2021). The content format that attracted the most attention was feeds or photos (61%), indicating a preference for visual content over long text.

Understanding

Table 4. Comprehension Indicator

No.	Question	F	n	P
1	Known sustainable mining practices	89	100	89%
2	Coastal environment rehabilitation activities (Mangrove planting)	87	100	87%
3	Education CSR programs in the last 1 month (Construction and renovation of classrooms)	52	100	52%
4	Award from MOE related to environmental management (Green PROPER)	77	100	77%
	Average Comprehension			76,2%

The understanding indicator shows relatively good results with an average of 76.2%. 89% of respondents understand sustainable mining practices, and 87% are aware of environmental rehabilitation activities such as mangrove planting. However, only 52% were aware of the education CSR program, indicating a lack of information delivery on non-environmental social issues. In fact, sustainability includes environmental, social and economic aspects. This reinforces the opinion of Suhud et al. (2025) that uneven education causes gaps in public understanding.

Reception

Table 5: Acceptance indicators

No.	Statement	F	n	P
1	I believe Agincourt handles environmental impacts well	80	100	80%
2	I believe CSR activities have a positive impact	83	100	83%

3	I agree that the company complies with government regulations	85	100	85%
	Average Revenue			82,6%

Acceptance received a high average of 82.6%. A total of 85% of respondents believe the company complies with government regulations, 83% believe in the positive impact of CSR activities, and 80% think that Agincourt Resources handles environmental impacts well. This finding shows that the company's credibility has been established in the minds of followers. This kind of public trust is an important asset in building a sustainability image, and can strengthen loyalty and support for company policies (Chanafi & Fauzi, 2015).

Retention

Table 6. Retention Indicator

No.	Question	F	n	P
1	Sustainability messages captured from @agincourtresources Instagram account (Agincourt Resources implements operations and cares for the environment and society)	86	100	86%
2	Sustainability initiatives remembered (Forest rehabilitation program & Community empowerment program)	83	100	83%
	Average Retention			84,5%

The retention indicator recorded the highest average of 84.5%. A total of 86% of respondents were able to capture sustainability messages delivered through the Instagram account, and 83% could recall initiatives such as forest rehabilitation and community empowerment. This shows that the company's digital communication has been effective in delivering key sustainability messages. In accordance with Amilia (2022), a high retention rate indicates that the content not only attracts attention, but also imprints in the memory of followers.

Behavior

Table 7: Behavior Indicators

No.	Statement	F	n	P
1	I often save/share posts	60	100	60%
	Question			
1	Types of content that are frequently shared/commented on	57	100	57%
2	After seeing the upload, I am inclined to: (Seek more information about the company's sustainability efforts)	54	100	54%
3	I recommended the account to others (Several times)	66	100	66%
4	How has the upload affected your outlook (More positive outlook)	62	100	62%
	Average Behavior			59,8%

The behavioral indicator obtained an average of 59.8%, making it the lowest scoring indicator in this study. Respondents showed the most tendency to recommend the account to others (66%), followed by an increasingly positive view of the company after viewing posts (62%), and the habit of saving or sharing posts (60%). The type of content that is often shared or commented on stands at 57%, while the behavior of seeking further information only reaches 54%. These results show that although attitudes and perceptions towards the account are quite

positive, active engagement in the form of digital behavior is still limited. This is in line with the findings of Putri and Asnusa (2023), who stated that the success of building digital engagement is highly dependent on delivering content that is interactive, relevant, and valuable to followers.

Table 8. Percentage Recapitulation of All Indicators

No.	Indicator	Percentage Score	Description
1	Presentation	69,3%	High
2	Attention	65,4%	High
3	Understanding	76,2%	High
4	Reception	82,6%	Very High
5	Retention	84,5%	Very High
6	Behavior	59,8%	Medium
Average		75,3%	High

This research shows that public perception of the @agincourtresources Instagram account is in the high category, with an average score of 75.3%. The acceptance (82.6%) and retention (84.5%) indicators are in the very high category, indicating that the public not only understands, but also remembers the sustainability messages delivered by the company. However, the behavior indicator only reached 59.8%, which means there is still a gap between message reception and active engagement in the form of real actions, such as sharing content or recommending accounts.

Conclusion

This research shows that the @agincourtresources Instagram account has successfully shaped positive public perceptions of sustainability, with an average perception score of 75.3%. The acceptance and retention indicators of sustainability messages were very high, reflecting the company's effectiveness in delivering messages that are easy to understand and remember. However, the lowest score on the behavioral indicator indicates that while followers understand and accept the messages, they are not yet fully encouraged to show active engagement such as sharing or recommending content. This underscores the gap between understanding and action that needs to be bridged through more interactive communication approaches. This research contributes to the development of a social media-based corporate communication strategy to enhance the credibility and perception of sustainability in the mining sector.

References

- Aichner, T., Grünfelder, M., Maurer, O., & Jegeni, D. (2021). Twenty-Five Years of Social Media: A Review of Social Media Applications and Definitions from 1994 to 2019. *Cyberpsychology, Behavior, and Social Networking*, 24(4), 215–222. <https://doi.org/10.1089/cyber.2020.0134>
- Ali, S. (2023). *Analisis Isi Instagram Pertamina Refinery Unit (RU) VI Balongan Indramayu dalam Membangun Citra Positif Melalui Akun @pertamina_ru6*. Universitas Islam Sultan Agung.
- Amilia, W. (2022). Peran Penting Konsep Komunikasi dalam Penggunaan Media dan Bahan Ajar di Madrasah Ibtidaiyah. *Journal of Education Research*, 4(1), 267–275.
- Ananda, E. R., I'zaati, L., & Susilawati, S. (2024). Kajian Literature : Peran Penting Konsep Komunikasi dalam Penggunaan Media dan Bahan Ajar Sekolah Dasar. *Journal of Education Research*, 5(1), 267–275. <https://doi.org/10.37985/jer.v5i1.502>

- Anderson, T., Sarkar, S., & Kelley, R. (2024). Analyzing public sentiment on sustainability: A comprehensive review and application of sentiment analysis techniques. *Natural Language Processing Journal*, 8, 100097. <https://doi.org/10.1016/j.nlp.2024.100097>
- Arfahsita, A. S. (2019). *Peran Instagram dalam Menyampaikan Informasi dan Membentuk Citra PT Freeport Indonesia*. LSPR Communication and Business Institute.
- Arikunto, S. (2019). *Prosedur Penelitian*. Rineka Cipta.
- Arrosquipa, P. (2021). Corporate Sustainability through Stakeholders' Engagement in Mining: Experiences from Shared Practices of Corporate Social Responsibility. *Journal of Business Anthropology*, 10(2), 324–344. <https://doi.org/10.22439/JBA.V10I2.6416>
- Badham, M., Luoma-aho, V., & Valentini, C. (2024). A revised digital media–arena framework guiding strategic communication in digital environments. *Journal of Communication Management*, 28(2), 226-246. <https://doi.org/10.1108/JCOM-03-2023-0031>
- Bettis, R. A., & Hitt, M. A. (1995). The new competitive landscape. *Strategic management journal*, 16(S1), 7-19. <https://doi.org/10.1002/smj.4250160915>
- Chanafi, A., & Fauzi, A. (2015). Pengaruh Persepsi Masyarakat terhadap Implementasi Corporate Social Responsibility (CSR) dan Dampaknya pada Citra Perusahaan (Survei Pada Masyarakat Sekitar PT. Greenfields Indonesia yang Bertempat Tinggal di Rw. 02 Dusun Maduarjo Desa Babadan Kecamatan. *Jurnal Administrasi Bisnis S1 Universitas Brawijaya*, 20(1), 85652. <https://www.neliti.com/publications/85652/>
- Damayanti, D. D., Wahyudi, A., Siregar, N. F., & Sulaeman, M. M. (2024). Marketing Innovation Based on Social Media to Drive MSME Growth during Ramadan: A Consumer Perspective Review. *Journal of Contemporary Administration and Management (ADMAN)*, 2(1), 386-393. <https://doi.org/10.61100/adman.v2i1.157>
- Danti, S. N., Monang, S., & Batubara, A. K. (2022). Persepsi Mahasiswa Universitas Islam Negeri Sumatera Utara terhadap Akun @Tirtacipeng pada Aplikasi Tik Tok. *MUKADIMAH: Jurnal Pendidikan, Sejarah, Dan Ilmu-Ilmu Sosial*, 6(2), 244–249. <https://doi.org/10.30743/mkd.v6i2.5682>
- Dewi, I. K. (2021). Cyber Public Relation dalam Akun Instagram @Official.Antam PT. Aneka Tambang untuk Menghadapi Revolusi Industri 4.0. *MEDIALOG: Jurnal Ilmu Komunikasi*, 4(1), 88–95. <https://doi.org/10.35326/medialog.v4i1.876>
- Fadli, A., & Sazali, H. (2023). Peran Media Sosial Instagram @Greenpeaceid Sebagai Media Kampanye dalam Menjaga Lingkungan. *Jurnal Ilmu Komunikasi UHO: Jurnal Penelitian Kajian Ilmu Komunikasi Dan Informasi*, 8(2), 209–222. <https://doi.org/10.52423/jikuho.v8i2.32>
- Fajari, N., & Khuntari, D. (2023). Pengaruh Konten Instagram terhadap Pemenuhan Kebutuhan Informasi Followers @Wonosobozone. *Jurnal Ilmiah Teknik Informatika Dan Komunikasi*, 3(2), 42–55. <https://doi.org/10.55606/juitik.v3i2.475>
- Fransiska, M., Rahyadi, I., Dewi, O. P., Azzahra, A. D., & Irawan, D. A. (2024). Influencer Quality in Promoting Perspectives Products. *Syntax Idea*, 6(4), 1697-171. <https://doi.org/10.46799/syntax-idea.v6i4.3164>
- Ghafar, Z. (2024). The Positive and Negative Aspects of Social media platforms in many Fields, Academic and Non-academic, all over the World in the Digital Era: A Critical Review. *Journal of Digital Learning and Distance Education*, 2(9), 707-721. <http://dx.doi.org/10.56778/jdlde.v2i8.212>

- Gigir, M. G. (2019). *Citra PT Freeport Indonesia dalam Instagram nalisis Isi Kuantitatif Kecenderungan Citra yang ditampilkan pada Post Feed Akun @freeportindonesia Periode Januari - Desember 2018*). Universitas Atma Jaya.
- Girsang, C. N., & Kartikawangi, D. (2021). Two-Way Symmetrical Communication Pattern: Company Strategy to Build Engagement Through Social Media. *Jurnal Komunikasi*, 13(2), 271. <https://doi.org/10.24912/jk.v13i2.11191>
- Gunasekara, H. (2024). *From paint brush to pixel: Instagram's influence on informal design education in Sri Lanka* (Doctoral dissertation, University of Canterbury, New Zealand).
- Haidar, N. F., & Martadi, M. (2021). Analisis Konten Visual Post Instagram Riliv dalam Membentuk Customer Engagement. *BARIK*, 2(2), 121–134. <https://doi.org/10.26740/JDKV.V2I2.41181>
- Hamid, R. S., Ukkas, I., Goso, G., Abror, A., Anwar, S. M., & Munir, A. R. (2024). The role of social media in building trust, self-perceived creativity and satisfaction for millennial entrepreneurs. *Journal of Small Business and Enterprise Development*, 31(2), 377-394. <https://doi.org/10.1108/JSBED-11-2022-0482>
- Haryanti, D. (2021). Program Corporate Social Responsibility Kompas Gramedia Berdasarkan Triple Bottom Line. *Focus: Jurnal Pekerjaan Sosial*, 4(1), 51–56. <https://doi.org/10.24198/FOCUS.V4I1.33815>
- Hendro, J., & Pranogyo, A. B. (2023). Inovasi Berkelanjutan: ESG Initiatives untuk Masa Depan yang Bertanggung Jawab. *Jurnal Ilmu Sosial, Manajemen, Akuntansi & Bisnis*, 4(4), 135–147.
- Jaiswal, R., Gupta, S., & Tiwari, A. K. (2024). Decoding mood of the Twitterverse on ESG investing: opinion mining and key themes using machine learning. *Management Research Review*, 47(8), 1221-1252. <https://doi.org/10.1108/MRR-07-2023-0526>
- Jayusman, I., & Shavab, O. A. K. (2020). Aktivitas Belajar Mahasiswa dengan Menggunakan Media Pembelajaran Learning Management System (LMS) Berbasis Edmodo dalam Pembelajaran Sejarah. *Jurnal Artefak*, 7(1), 13. <https://doi.org/10.25157/ja.v7i1.3180>
- Kelm, K., & Johann, M. (2025). Artificial intelligence in corporate communications: determinants of acceptance and transformative processes. *Corporate Communications: An International Journal*, 30(1), 124-138. <https://doi.org/10.1108/CCIJ-04-2024-0051>
- Lina, S., & Nasution, N. F. (2024). Upaya Pemerintah dan Teknologi Pertanian dalam Meningkatkan Pembangunan dan Kesejahteraan Petani di Indonesia. *Jurnal Kajian Agraria Dan Kedaulatan Pangan (JKAKP)*, 3(1), 1–8. <https://doi.org/10.32734/jkakup.v3i1.15847>
- Mahmudah, S. M., & Rahayu, M. (2020). Pengelolaan Konten Media Sosial Korporat pada Instagram Sebuah Pusat Perbelanjaan. *Jurnal Komunikasi Nusantara*, 2(1), 1–9. <https://doi.org/10.33366/jkn.v2i1.39>
- Mohamed, O. E. (2025). The role of user-generated content (UGC) in enhancing digital marketing strategies to increase Brand Awareness. *International Design Journal*, 15(4), 131-138.
- Nuralam, A., & Astuti, N. C. (2025). A Proposed User-Generated Content (UGC) Strategy in Influencing Purchase Intention of Family Segment With Mediation of Perceived

Usefulness and Perceived Trust. *LITERACY: International Scientific Journals of Social, Education, Humanities*, 4(2), 203-218.

- Pranatawijaya, V. H., Widiatry, W., Priskila, R., & Putra, P. B. A. A. (2019). Penerapan Skala Likert dan Skala Dikotomi pada Kuesioner Online. *Jurnal Sains Dan Informatika*, 5(2), 128–137. <https://doi.org/10.34128/jsi.v5i2.185>
- Putra, N., Samanto, H., & Utami, W. B. (2025). Analysis Of The Effect Of Advertising, Sales Promotion, And Public Relations On Saving Decisions At Pt. Bank Negara Indonesia (Persero) Tbk. Surakarta Office. *International Journal Of Economics, Business And Accounting Research (Ijebar)*, 9(2). <https://doi.org/10.29040/ijebאר.v9i2.17464>
- Putri, O. B., & Asnusa, S. (2025). Peran Kualitas Konten dalam Strategi Content Marketing untuk Meraih Engagement Tinggi di Instagram dan TikTok Honda Pramuka. *Innovative: Journal Of Social Science Research*, 5(1), 5430–5441. <https://doi.org/10.31004/INNOVATIVE.V5I1.17929>
- Rebenok, V., Rozhi, I., Petro, Y., Kozub, H., & Diachenko, N. (2024). Evolving information landscape: ICT's influence on societal digitalisation. *Multidisciplinary Science Journal*, 6. <https://doi.org/10.31893/multiscience.2024ss0706>
- Rosanti, A., Pradani, A. P., & Nurdiansah, R. (2023). Peran Guru terhadap Kurikulum Merdeka di SD Negeri Cijoho. *Jurnal Tahsinia*, 4(2), 269–279. <https://doi.org/10.57171/JT.V4I2.520>
- Scarcelli, C. O. S. I. M. O., & Farci, M. (2024). Negotiating gender in the digital age: Young people and the representation of femininity and masculinity on social media. *Italian Sociological Review*, 14(1), 93-113. <https://dx.doi.org/10.13136/isr.v14i1.645>
- Sugiyono, S. (2020). *Metode Penelitian Kualitatif: Untuk Penelitian yang Bersifat Eksploratif, Enterpretatif, Interaktif, dan Konstruktif (Cocok untuk Mahasiswa S1, S2, S3, Dosen dan Peneliti*. CV Alfabeta.
- Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. CV Alfabeta.
- Suhud, S., Mauludin, H., & Roziqin, A. (2025). Implementasi Pendidikan dan Kesadaran terhadap Lingkungan Hidup. *Indonesian Journal of Islamic Education Studies (INJURIES)*, 3(1), 1–11. <https://doi.org/10.61227/injuries.v3i1.140>
- Sulityowati, L. N., Effrisanti, Y., Fathuliansyah, N., & Suparta, I. M. (2022). Penerapan CSR di Perusahaan Pertambangan dan Pembangunan Ekonomi Berkelanjutan di Kalimantan Selatan. *JEB: Jurnal Ekonomi & Bisnis*, 7(2), 189–194.
- Taraya, P. C., & Wibawa, A. (2022). Mewujudkan Society 5.0 Melalui Pemanfaatan Teknologi Kecerdasan Buatan. *Jurnal Inovasi Teknologi Dan Edukasi Teknik*, 2(8), 378–385. <https://doi.org/10.17977/UM068V2I82022P378-385>
- Wajdi, M., & Asrumi, A. (2024). Analysing the slogan" LUBER" in Indonesia's 2024 general election: A critical discourse analysis. *Journal of Language and Pragmatics Studies*, 3(1), 53-65. <https://doi.org/10.58881/jlps.v3i1.39>
- Wan, F., & Li, J. (2024). Navigating the digital age: City branding in the era of social media and digital transformation. *Journal of the Knowledge Economy*, 15(4), 16666-16699. <https://doi.org/10.1007/s13132-024-01795-2>
- Wei, D., Wang, Y., Liu, M., & Lu, Y. (2024). User-generated content may increase urban park use: Evidence from multisource social media data. *Environment and Planning B:*

Urban Analytics and City Science, 51(4), 971-986.
<https://doi.org/10.1177/23998083231210412>

Xiayu, S. (2024). Navigating corporate brand crisis management in the network environment: An in-depth analysis. *JMBI UNSRAT (Jurnal Ilmiah Manajemen Bisnis dan Inovasi Universitas Sam Ratulangi)*, 11(1), 256-270.
<https://doi.org/10.35794/jmbi.v11i1.53442>