



Content Creator Strategies on *Instagram* Reels Account @Kumparancom to Boost Brand Engagement

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Abstract: The aim of this study is to uncover the content creator strategies on the *Instagram* reels of the account @kumparancom in enhancing brand engagement within the #BerkahBersama campaign. This research employs the Goals-Plan-Action theory and the concept of The Circular Model of SOME by Regina Luttrell. This research uses case studies. Data collection involved observation, interviews, and documentation. The research findings indicate that *Kumparan*'s content creators comprehensively follow the phases of the SOME model, namely share, optimize, manage, and engage. Each aspect is executed innovatively, incorporating the creators' creativity and considering the audience's needs. Leveraging the creators' presence, *Kumparan* is able to establish close interactions and connections with its audience. Not only has it succeeded in achieving engagement with measures like intention to recommend and loyalty, but the #BerkahBersama campaign has also evolved into an inspirational and meaningful social movement. Creators excel at presenting content through creative approaches, including humor, satire, and even sarcasm. Through these strategies, *Kumparan* successfully heightens brand engagement with its audience. *Kumparan* is seen as a competent, informative, current, unique, and audience-sensitive media portal .

Abstrak: Tujuan penelitian ini untuk mengetahui strategi *content creator* pada *reels* akun *Instagram* @kumparancom dalam meningkatkan *brand engagement* pada *campaign* #BerkahBersama. Penelitian ini menggunakan teori *Goals-Plan-Action* dan konsep *The Circular Model of SOME* dari Regina Luttrell. Metode yang digunakan adalah studi kasus. Proses pengumpulan data dilakukan dengan observasi, wawancara, dan dokumentasi. Hasil penelitian menunjukkan bahwa *content creator Kumparan* menjalankan tahapan model *SOME* secara komprehensif, yaitu *share*, *optimize*, *manage*, dan *engage*. Tiap aspek dilakukan secara inovatif dengan melibatkan kreativitas *creator* dan mempertimbangkan kebutuhan audiens. Memanfaatkan presensi kreator, *Kumparan* dapat menjalin interaksi dan keterikatan yang erat dengan audiensnya. Tidak hanya berhasil mendapatkan *engagement* dengan capaian *intention to recommendation*, dan *loyalty*, *campaign* #BerkahBersama juga menjadi sebuah gerakan sosial yang inspiratif dan penuh makna. Temuan lain menunjukkan bahwa eksistensi *creator* yang kompeten dan imajinatif juga diunggulkan pada strategi ini. Kreator mampu menampilkan konten melalui pendekatan kreatif dengan sentuhan humor, *satire*, hingga sarkasme. Melalui strategi tersebut, *Kumparan* mampu meningkatkan *brand engagement* dan dipandang sebagai portal media yang kompeten, informatif, kekinian, unik, dan peka terhadap kebutuhan audiens .

INTRODUCTION

The phenomenon of the presence of content creators has extended to various sectors, including the field of journalism. Online news portals have become one of the innovations in the world of journalism, supported by the rapid progress and development of internet technology. This online platform creates opportunities for interaction between the audience and the journalistic process (Kencana et al., 2022). This aspect is then utilized by news practitioners to collaborate with content creators in content creation, so that information can be delivered more engagingly and attractively. Every day, *Kumparan* shares different focused news based on the trending issues.

Through shared content, content creators can help increase exposure and engagement, reaching a wider audience than ever before. Recognizing this, there is a trend in using content creators, considered capable of enhancing brand engagement for media practitioners. The presence of content creators in the content presented by online media portal practitioners has become an innovation and strategy believed to increase the engagement received by brands or companies, and also both in terms of quality and quantity. Content produced by experts is expected to reach the desired target more precisely (Isroissholikhah, 2022). By applying the principle of building engagement between the company and its social media followers, there is an increase in value for these practitioners, as is the case with *Kumparan*.

A content creator is responsible for creating various types of content, such as text, images, videos, audio, animations, or combinations of several elements. The content produced by creators comes in various formats and serves different purposes, whether for entertainment, information, or education (Sundawa &

Trigartanti, 2018). The primary goal of a content creator is to capture the audience's attention and engagement. The more appealing the content presented, the higher the level of audience engagement in terms of watching, commenting, and sharing the content they like. Additionally, as content creators, they are also responsible for having knowledge of information technology related to media, content production techniques, equipment used, and distribution techniques (Zega et al., 2022).

Brand engagement, on the other side, involves a variety of consumer activities that impact their level of loyalty to a brand (Indrasari, 2019). This loyalty is reflected in how much consumers invest their time, energy, and money in purchasing and using products or services from the brand, as well as dedicating time to participate in activities organized by the brand. Engagement plays a crucial role in social media communication because social media is a platform centered around relationships and participation. Therefore, engagement in social media naturally creates meaningful connections (Riski et al., 2021). To achieve high sales and maximum profit margins, these goals are expected by all companies. One of the key factors in accomplishing this is the establishment of strong brand engagement between the company and consumers (Lois & Candraningrum, 2021). Utilizing social media can be an effective strategy in building brand engagement. This effectiveness is supported by user-generated content on social media, which allows the target audience to participate in line with the essence of brand engagement. This research explains that engagement comes in various levels, with the lowest being when customers only consume content provided by the brand, while the highest level of engagement occurs when customers create content related to the brand (such as reposts or reviews).

A number of studies have been carried out, especially to look at the role of social media in the marketing or public relations process, as carried out by Pienrasmi (2015). Lainnya menguji peran pemasaran di media sosial dalam menentukan proses pembelian (Prakoso & Ishak, 2023). Others examine the role of marketing on social media in determining the purchasing process (Adzimaturrahmah et al., 2019; Perera et al., 2023; Riski et al., 2021; Wibowo et al., 2020). As a new idea (Kozinets, 2014), the role of social media in driving brand engagement seems to have prompted a lot of research. However, there has been no research using the SOME model. Therefore, this research analysis uses a circular model of SOME. This model is based on the fundamental ideas from the Cluetrain Manifesto and Grunig's two-way symmetrical model of communication (Luttrell, 2015). There are four (4) aspects, each with its own strength. While each aspect serves a specific function, these four aspects work together to enable practitioners to develop solid strategies. The model generally takes a circular and interconnected form, considering that social media is an evolving conversation. Regina Luttrell's concept is designed as a model to facilitate social media practitioners in communicating planning efforts (Hajati et al., 2018).

The Circular Model of SOME introduces a dynamic approach to social media communication. The model suggests that not only a company can share content with its audience, but it can also actively manage and engage with the responses and interactions that arise. Moreover, it highlights the potential for optimization, allowing companies to refine and enhance their messages in real time. This interconnected process enables practitioners to maintain a continuous and adaptive communication strategy. By embracing this circular model, organizations can foster a more responsive

and meaningful dialogue with their audience, thereby building a stronger and more resilient online presence.

This research aims to examine the content creator strategies used by one active online media portal in disseminating information, specifically on the @kumparancom *Instagram* account. The researcher is interested in describing the concept of Kumparan's content creator strategy and its execution in enhancing brand engagement through the campaign, particularly on the *Instagram* platform. Based on this background, the research problem to be investigated is, to know what kind of strategies are employed by content creators to enhance brand engagement on *Instagram* @kumparancom.

METHODS

This research adopts a qualitative descriptive research approach. The qualitative descriptive method focuses on exploring data or information to develop interpretations. Therefore, the researcher chooses the qualitative method to comprehensively describe and explain the concept of The Circular Model of SOME. This research aims to obtain information related to content creator strategies to enhance brand engagement through Reels content on the @kumparancom account during the #BerkahBersama campaign.

In addition to gaining an understanding of the concept of strategies used, in the process of collecting information, the researcher must be careful in selecting subjects to facilitate the acquisition of relevant data. Therefore, the subjects of this study include the Head of Audience Management at Kumparan (Mahatmanara M. Sophiaan), who is responsible for Kumparan's Social Media Team, and 4 followers of the *Instagram* account @kumparancom who also randomly participate in the #BerkahBersama campaign.

The data sources utilized by the author consist of primary data sources and secondary data sources. In conducting this research, the writer employs observation methods commonly used in the qualitative tradition, such as gradual and in-depth interviews, as well as participatory observations. In this study, the researcher obtains primary data through observations and interviews with informants and acquires secondary data from various sources, including books, literature, articles, and publications related to content creator strategies and brand engagement, as well as the #BerkahBersama campaign on the @kumparancom Instagram account.

Based on the perspective expressed by Miles and Huberman cited by (Harahap, 2021), data analysis involves three stages of activities: data reduction, data presentation, and drawing conclusions or verification. To obtain comprehensive and objective data, the authors employ techniques or methods of data collection to ensure data validity. Data-checking techniques can be implemented through these steps.

FINDINGS AND DISCUSSION

Share: Collaboration to Deliver Informative and Inspirational Content

In anticipation of the festive Ramadan season in 2023, *Kumparan* aims to connect more closely with its audience through various special programs that feature informative, inspirational, and entertaining content. Those contents are accessible across various platforms, including the web and social media. The Head of Audience Management *Kumparan* has informed us that one of the highlights of the #BerkahBersama campaign is collaborative content between *Kumparan* and partners of positive and inspirational stories, aiming to inspire the audience.

Through collaborative content, a connection process occurs, which is a key aspect of the sharing phase. It is a step for *Kumparan* to commit to building strong trust with its audience. *Kumparan* also distinguishes itself from other media by directly involving content creators in the #BerkahBersama campaign content. In interviews and observations conducted by researchers, it was revealed that content creators not only manage content behind the scenes but also play a central role in this content.

Optimize: Understanding the Characteristics of Each Platform to Excel in Delivering News and Information

Recognizing that each platform has its uniqueness and different audiences, *Kumparan* consistently adjusts the format of information, news, and content presented to achieve optimal engagement levels. This approach enables *Kumparan* to embrace diverse audiences and enhance overall brand visibility. In their effort to excel in delivering news and information, *Kumparan* has chosen to focus on the short video format as a strategic step. This format is utilized because it acts as a magnet to get the attention of many people, especially the younger generation who prefer concise and engaging information consumption.

Kumparan is also actively involved in authentic conversation aspects. For instance, *Kumparan* has started improvising by incorporating creators like Rani into the produced content. As a result, content featuring these creators has received a very positive response from the audience, particularly in terms of engagement. The unique characteristics of the creators create an attraction and distinctive personality, motivating the audience to interact more, especially with short video content. The high enthusiasm of the audience towards the appearance of

"*Mbak Kumparan*" has drawn Kumparan's attention to the role of creators in the content they produce. The success achieved by Rani as "*Mbak Kumparan*" serves as a call for *Kumparan* that the presence of creators is a crucial element in creating competitive and engaging content amid the increasingly competitive digital media landscape, which further expands character outreach and creates diversity with the introduction of "*Mas Kumparan*." Creators also optimize the use of features on *Instagram* to avoid monotonous and repetitive content, employing creative techniques such as green screens, dubbing, etc.

Manage: Effective and measured management must not be overlooked.

One method utilized by the Audience Management Team to handle the *Instagram* social media account @kumparancom is through media monitoring. The media monitoring system assists in monitoring the performance of social media accounts. According to Mahatmanara M. Sophiaan, metrics serve as key indicators to assess how much interest the published content generates from the audience. While the primary metric is views, *Kumparan* considers this metric equivalent to impressions. The importance of effective and measured management through media monitoring helps *Kumparan* to ensure the success of the running campaigns. Content creators within the Audience Management Team also monitor and analyze sentiments expressed in the comment section of uploaded content as a step to evaluate the response, reactions, and perceptions of that content.

Engage: It is Crucial to Create Closeness with the Audience, Interact, and Actively Engage with the Brand

When the audience feels engaged and empowered to participate in discussions or provide feedback on content, they also feel valued and play an active role in the brand community. This enhances their loyalty and trust in the brand. *Kumparan* recognizes that the audience has different preferences and interests in consuming content. Therefore, *Kumparan* employs a cross-platform strategy across multiple channels. With the "Bagi-bagi Berkah" content, *Kumparan* invites its audience to participate in the #BerkahBersama campaign activities. *Kumparan* successfully creates active interaction with the audience, encouraging them to fully engage in the spirit of sharing goodness during the month of Ramadan. Beyond presenting content, *Kumparan* cleverly leverages "Bagi-bagi Berkah" content to build stronger relationships and inspire more people to do good. *Kumparan*'s creators consistently incorporate call-to-action (CTA) elements into their content. These CTA elements are typically placed at the end of videos or in captions, aiming to stimulate the audience to create more active and meaningful interactions. *Kumparan* also reveals that they have a community known as 'Teman *Kumparan*'. This community serves as an extension of *Kumparan* in helping disseminate the content produced by *Kumparan*, including the #BerkahBersama campaign content. To enhance interaction and engagement within the community, *Kumparan* actively provides information on issues, polls, giveaways, quizzes, challenges, and exclusive classes relevant to topics of interest to community members.

Creators are Capable of Employing Creative Approaches in Delivering Messages on Social Media

As a media portal focused on delivering information and news through social media, *Kumparan* acknowledges that the audience has different interests, preferences, and needs in consuming information. Knowing and understanding these preferences are key to engaging the audience with the brand and presented content. Creators can convey messages using various approaches such as humor, sarcasm, satire, and more. Even though the information reported may be complex, the audience can easily digest it. One follower feels that creators can bridge the gap between complex news and the audience in a more interesting and digestible way.

Mas and *Mbak Kumparan* also apply a communication style that is friendly, relaxed, and familiar. In this case, creators play a crucial role in driving engagement with the brand. They have the skills to create engaging content, package it with creativity, and build emotional connections with the audience. *Kumparan's* creators can bring relatable content to the audience. They not only cover trendy topics but also transform them into something relatable to the audience. This involves changing the mindset from something initially unimaginable to something considered.

Facing the changing preferences and behaviors of the younger generation in information consumption, *Kumparan* has found ways to compete. Millennials and Gen Z tend to lean towards visual, concise, and brief information. They need quick, easily understandable, and engaging information without investing much time in reading lengthy articles. By positioning itself from the perspective of the younger generation, *Kumparan* opens the opportunity to present news to an audience who might have been reluctant or less interested in reading news before.

This research shows that *Kumparan's* content creators comprehensively cover all aspects of The Circular Model of SOME. The presence of "*Mas and Mbak Kumparan*" is an effort to reach a broader audience and convey campaign messages in an entertaining and informative manner. As stated by Sundawa & Trigartanti (2018), the content produced by creators has various formats and purposes, serving entertainment, information, and education. The presence of creators not only serves as the face of the brand but also acts as an extension that brings the brand's values closer to the audience. Thus, *Kumparan* can meet the various needs of its followers, ensuring that the presented content is not just news but also a valuable experience. In designing and implementing the collaborative content creation process, *Kumparan* follows a structured approach based on message planning theory, specifically using the Goals-Plans-Action (GPA) approach (Berger, 2015). *Kumparan* recognizes that trust is a crucial key in the relationship between the brand and the audience. The collaborative content in the #BerkahBersama campaign serves as evidence that *Kumparan* is not only focused on entertaining or sensational news but also pays attention to stories that can provide benefits and inspiration to the audience.

The optimization stage is a phase of developing messages conveyed through social media to the audience. According to Luttrell, messages that have been carefully optimized can achieve the desired impact on the message and goals to be achieved (Luttrell, 2015). *Kumparan* chooses to focus more on the short video format as one of its strategic approaches and efforts to adapt to changing trends and technology. With the available features, *Kumparan* can deliver news and information succinctly and attractively through short-duration videos.

Additionally, *Kumparan's* improvisation by incorporating Rani (creator) into the produced content has received a positive response from the audience, especially in terms of engagement. The unique character of the creator creates attraction and a distinctive personality, motivating the audience to interact. For these reasons, the use of social media platforms attracts attention and builds a positive image in the eyes of others, ultimately being considered a form of self-existence (Nasrullah, 2017). The presence of Rani and other creators adds a personal touch and uniqueness that helps *Kumparan* build a strong and loyal community, enhancing positive interactions with platform users to shape a strong brand reputation and foster public trust, requiring a creative element (Widyastuti, 2021). Furthermore, in the #BerkahBersama campaign, *Kumparan's* content creators focus on generating topics and issues that are currently being discussed. This demonstrates *Kumparan's* sensitivity to events and trends in society, proving that *Kumparan* continues to strive to be at the forefront of the digital media industry.

From the obtained interview results, *Kumparan* has indicators to measure the quality of content performance, including metrics such as views and impressions. When content can attract many impressions, it indicates that the content is performing well. This means that the content successfully captures the attention and interest of the audience. In turn, content also can enhance brand awareness, participation, and audience engagement with the #BerkahBersama campaign. Through the aspect of media monitoring, practitioners can calculate results and understand metrics that emerge on social media (Luttrell, 2015). In the effort to manage content, the Audience Management Team plays a role in monitoring and analyzing sentiments appearing in the comment section. By

providing quick responses, *Kumparan* can demonstrate that they are listening and caring about the perspectives and input from their audience. Additionally, there are several approval stages to ensure that the presented content is optimal. These aspects indicate that *Kumparan* cares about the quality of the content it produces and publishes.

By understanding the differences in audience preferences and choosing to publish content cross-channel, *Kumparan* actively encourages the audience to participate in the series of activities in the #BerkahBersama campaign. In addition to implementing cross-platform and multi-channel strategies, *Kumparan* also leverages the strength of the community as an extension to disseminate the #BerkahBersama message. This opens up opportunities for more people to discover and read the articles, expanding awareness of the #BerkahBersama campaign. *Kumparan* also consistently includes calls-to-action in each of its content to stimulate the audience's intention to interact with the content, ensuring that interactions in the content are two-way.

Furthermore, according to the four followers, *Kumparan's* content creators have gained significant popularity on social media. The followers also explain that the existence of content creators in the #BerkahBersama campaign serves as a stimulus for them to engage more deeply with the existing content. Through the #BerkahBersama campaign, *Kumparan* harnesses audience engagement with creators. It begins to form due to the interest in the raised issues, excellent visualization quality, and inspirational, informative, positive vibes, and engaging content in the campaign activities. This research demonstrates how the audience's response to the presence of "*Mas and Mbak Kumparan*" in the #BerkahBersama campaign elicits a positive response, and audiences can feel the experience by

directly engaging with the brand on the Instagram account @kumparancom. The summarized brand engagement results, according to Perreault & Mosconi (Perreault & Mosconi, 2018), all four audiences have achieved the highest level of engagement, evidenced by the audience's frequent social media activities in creating content about the brand (reposts/reviews), and the four followers have also reached the loyalty stage.

CONCLUSION

In developing strategies to enhance brand engagement on the *Instagram* @kumparancom account, content creators comprehensively follow the stages outlined in The Circular Model of SOME developed by Regina Luttrell. Each stage of Goals-Plan-Action in the #BerkahBersama content is systematically carried out, potentially resulting in optimal content. Throughout the #BerkahBersama campaign, kumparan received positive feedback and sentiments from the followers of the @kumparancom account. This has contributed to the increased brand engagement from the #BerkahBersama

campaign, resulting in a level of loyalty among kumparan followers. Through the #BerkahBersama campaign, the four followers have reached the highest level of engagement, according to Perrault and Mosconi, namely loyalty and sharing. They actively participate in activities creating content related to the brand and recommend campaign content to their followers.

Kumparan's creators excel in employing creative approaches with elements such as humor, sarcasm, parody, satire, etc., to convey messages on social media. Despite the weightiness of the information presented, the audience can easily digest it. It can be observed that *Kumparan's* creators bridge the gap between complex news and the audience in a more engaging and digestible way. They not only cover trendy topics but also adeptly relate them to the audience. They are ensuring that every aspect of the content is carefully considered to achieve the desired effect among the audience. Thus, they succeed in enticing the audience to engage with the produced content.

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