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THE TRANSFORMATION OF DIGITAL TECHNOLOGY: ITS IMPACT ON HUMAN COMMUNICATION

Desi Dwi Priyanti, Ika Rizki Yustisia, Naqiyah Afifah Mulachelah

The Transformation of Digital Technology: Its Impact on Human Communication

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Contents

1. **Preliminary Research on Indonesian Public Relations Practitioners' Digital Skills and Competencies during Digital Technology Transformation 1**
   Maulina Pia Wulandari

2. **Leadership Communication in Crisis: Study of COVID-19 Pandemic at National and Local Level 25**
   Fitri Hariana Oktaviani, Yun Fitrahyati Laturrakhmi, Rachmat Kriyantono

3. **Public Relation Campaign on Social Media 45**
   Nilam Wardasari

4. **Online Media Activism and Political Participation of Urban Young Adults in Indonesia 61**
   Isma Adila, Ika Rizki Yustisia, Fitria Avicenna

5. **Youngsters and Main Information Source in The Pandemic Era 78**
   Reza Safitri

6. **Countering Misinformation on Indonesian Digital Media Through Islamic Perspective 99**
   Fariza Yuniar Rakhmawati and Nia Ashton Destrity

7. **Strategic News Framing in Government Policy: Editors Perspectives in Malaysia 118**
   Azahar Kasim, Mokhtarudin Ahmad, Azman Bidin, Lisa Adhrianti, and Nurzalyna Mohd Zaki

8. **Media Activism, Cultural Industry & Political Criticism Propaganda 142**
   Verdy Firmantoro

9. **Educational Messages to Combat COVID-19 Misinformation on Instagram 163**
   Nia Ashton Destrity

10. **Designing Risk Communication Strategy on Social Media for Disaster Risk Reduction in Community Based Tourism 199**
    Dian Tamitiadini

11. **Utilization of Social Media as a Support Group to Support Chronic Disease Patients in The Endemic Era 219**
    Azizun Kurnia Illahi

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List of Figures

Fig. 1.1 Personal's Account Social Media Ability. Source: Authors 10
Fig. 1.2 Organization's Account Social Media Ability. Source: Authors 11
Fig. 1.3 Digital Fluency Skill. Source: Authors 12
Fig. 1.4 Digital Data Analytic Competency. Source: Authors 13
Fig 5.1 The Most Used Social Media Platform in Indonesia. Source: We Are Social and Meltwater data January 2023 90
Fig. 9.1 Example of educational messages on the Instagram account. Source: @kemenkes_ri (February 7, 2020, July 22, 2020) 173
Fig. 9.2 Example of educational messages on the Instagram account @kemenkes_ri. Source: Instagram account @kemenkes_ri (June 28, 2021) 174
Fig. 9.3 Example of educational messages on the Instagram account @kemenkes_ri. Source: Instagram account @kemenkes_ri (May 7, 2020, June 25, 2020) 175
Fig. 9.4 Example of educational messages on the Instagram account @kemenkes_ri. Source: Instagram account @kemenkes_ri (April 27, 2020) 176
Fig. 9.5 Example of educational messages to prevent panic due to COVID-19 in the form of an infographic on the Instagram account @tirtoid. Source: Instagram account @tirtoid (March 12, 2020) 178
Fig. 9.6 Example of educational messages to correct recovery rates in the form of infographic on the Instagram account @tirtoid. Source: Instagram account @tirtoid (October 23, 2020) 179
Fig. 9.7 Example of educational messages to correct the claimed benefits of ginger concoctions as COVID-19 medication in the form of infographic on the Instagram account @tirtoid. Source: Instagram account @tirtoid (March 18, 2020) 180
Fig. 9.8 Example of educational messages related to questioning the validity of health information in the form of infographic on the Instagram account @tirtoid. Source: Instagram account @tirtoid (March 22, 2020) 181
Fig. 9.9 Example of educational messages related to the decrease in COVID-19 positive cases in the form of infographic on the Instagram account @tirtoid. Source: Instagram account @tirtoid (November 7, 2020) 182

Fig 9.10 Example of educational messages infographics titled "Faktanya" on the Instagram account @tirtoid. Source: Instagram account @tirtoid (September 29, 2020, November 6, 2020) 183
Fig. 9.11 Example of educational messages related to conspiracy adherents and the dangers of anti-vaccine content on the Instagram account @tirtoid. Source: Instagram account @tirtoid (February 6, 2021, July 15, 2021) 183
Fig. 9.12 Example of educational messages infographics related to claims about COVID-19 drugs on the Instagram account @tirtoid. Source: Instagram account @tirtoid (August 20, 2020) 184
Fig. 9.13 Example of educational messages infographics Periksa Fakta on the Instagram account @tirtoid. Source: Instagram account @tirtoid (July 10, 2021) 185
Fig. 9.14 Example of educational messages infographics related to regulation on the Instagram account @tirtoid. Source: Instagram account @tirtoid (July 15, 2021) 186
Fig. 9.16 Example of educational messages infographics related to pseudoscience on the Instagram account @pandemictalks. Source: Instagram account @pandemictalks (October 14, 2020, May 1, 2021) 190
Fig. 9.17 Example of educational messages infographics on the Instagram account @pandemictalks. Source: Instagram account @pandemictalks (October 27, 2020) 190
Fig. 9.18 Example of educational messages infographics on the Instagram account @pandemictalks. Source: Instagram account @pandemictalks (October 27, 2020, June 20, 2021) 191
Fig. 9.19 Example of educational messages in the form of narrative on the Instagram account @pandemictalks. Source: Instagram account @pandemictalks (July 18, 2021) 192
Fig. 9.20 Example of educational messages on the Instagram account @pandemictalks. Source: Instagram account @pandemictalks (April 15, 2021) 193
Fig. 10.1 Risk Mapping Quadrant. Source: Graham (2008) 207
Fig. 10.2 CBT Risk Mapping. Source: Research Interview (2023) 207
Fig. 10.3 Illustration of risk messages in Tourist Attractions. Source: Pratama (2021) 214
Fig. 11.1 Important Elements in Defining Communication. Source: West & Turner (2019) 222
Fig. 11.2 Support Exchange with Instrumental Support. Source: Illahi (2022) 232
Fig. 11.3 Support exchange with the type of informational support (cognitive). Source: Illahi (2022) 233

List of Tables

Table 1.1 Frequency of Organizational Digital Operational Competency 8
Table 1.2 Frequency of Information Management Competency 9
Table 2.1 Data Sources within three Discursive Strands 33
Table 2.2 Key Communication Frames in Three Discursive Strands 34
Table 2.3 Communication themes from local leaders' interviews 39
Table 4.1 Millennial Generation Political Activities in Social Media 65
Table 5.1 Descriptive Demographic Age Characteristics of Indonesian Society 87
Table 5.2 Media Used to Find COVID-19 Information 88
Table 5.3 Social Media Users in Indonesia 89
Table 5.4 Key Descriptive Information Sources 91
Table 8.1 Songs of Resistance 145
Table 8.2 SID Song Lyrics 150
Table 11.1 Health Communication Definitions 223

Preliminary Research on Indonesian Public Relations Practitioners' Digital Skills and Competencies during Digital Technology Transformation

1

Maulina Pia Wulandari

Abstract

The present state of global growth, which is now focused on the process of digitalization and the establishment of information technology networks, has emerged as a fundamental component within the realm of Public Relations professionals. The field of Public Relations has seen significant transformation via digitalization as practitioners have adapted their strategies to meet the increasing needs and expectations of stakeholders. Incorporating digital communication platforms, big data, and Artificial Intelligence (AI) has necessitated Public Relations practitioners to acquire a thorough proficiency in a new array of digital abilities. The primary objective of this preliminary research was to examine the digital skills and competencies shown by public relations practitioners in Indonesia. A quantitative research method was undertaken to investigate the implementation of Digital Public Relations in Indonesia, with surveys as the primary technique of data collecting. The study included participation from many public relations practitioners from diverse organizations as survey respondents. The study revealed that the emergence of Digital Public Relations, together with its accompanying technological advancements, has facilitated the tasks of Public Relations professionals, hence potentially enhancing their efficiency and productivity. Furthermore, many Public Relations professionals in Indonesia have already acquired the necessary knowledge and skills in digital public relations. In addition to possessing knowledge and competencies in Digital Public Relations, it is observed that a significant number of Public Relations practitioners lack practical skills in analyzing the vast amount of data pertaining to their organizations on the internet and other social media platforms.

Keywords

Digital analysis skill and competencies · Preliminary research · Public relations practitioners

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1.1 Introduction

The advent of digital communications and information technology has precipitated a profound transformation across several worldwide domains, including public relations practices. The internet and digital technology have a significant influence on the methods by which public relations establish connections and interact with stakeholders. Furthermore, they bring about a transformation in the manner in which organizational stakeholders get information and engage in communication with organizations (Christ, 2007). Pavlik's study (2007) on the influence of internet technology on public relations revealed that the development of the internet has resulted in a heightened expectation from the public that organizations engage in two-way communication. As a result, organizations are advised to enhance their engagement and communication strategies with the public.

Moore and Hübscher (2021) contend that public relations practitioners should accord the Internet and online communication major importance in their efforts to engage with the public. The emergence of the internet has presented Public Relations professionals with distinct options to gather information, monitor issues and public sentiment, and actively engage in diverse conversations with their target audiences (McAllister & Taylor, 2007). McAllister and Taylor (2007) argue that the ubiquity of the internet has necessitated that experts in the field of public relations place a higher emphasis on the quality of the material they produce. This emphasis ensures that the information they distribute is both precise and dependable, therefore instilling confidence in the public. Nevertheless, it is essential to acknowledge that digital communication technology may sometimes have adverse consequences for public relations. In an era characterized by widespread internet connectivity and the prevalence of social media platforms, individuals possess ready access to information, enabling them to swiftly transmit it to others before its official release by organizations (Whatmough, 2018). Furthermore, the organization is currently missing the power to regulate the public's expression of opinions sent to it either directly or through its own social media platforms (Moore & Hübscher, 2021). Therefore, it is now indisputable that digital communication technology serves as a tool and plays an essential role in enhancing communication between an organization and its public.

In recent years, the field of public relations has garnered significant interest from both researchers and practitioners due to its exploration of digitalization, big data, and artificial intelligence (AI). According to Wolf and Archer (2018), the field of public relations has seen a significant shift

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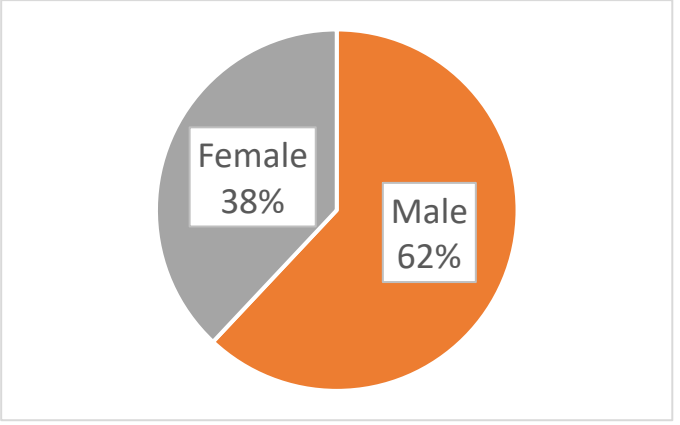
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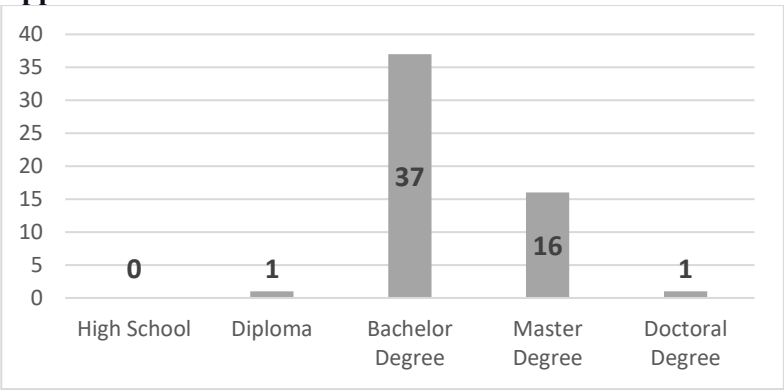
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Appendix

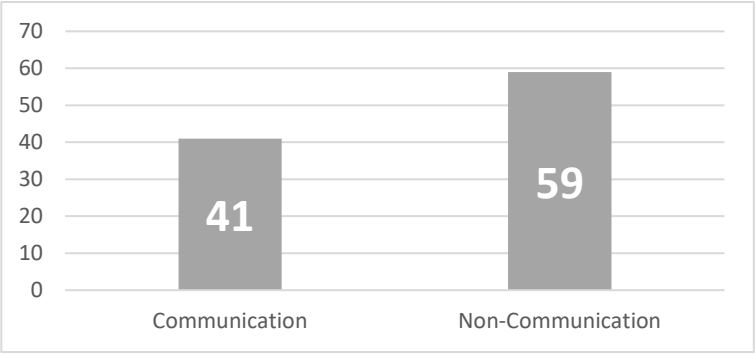
Appendix 1. Demographic Profiles of the Respondents (Frequency= 55)
Appendix 1.1 Gender



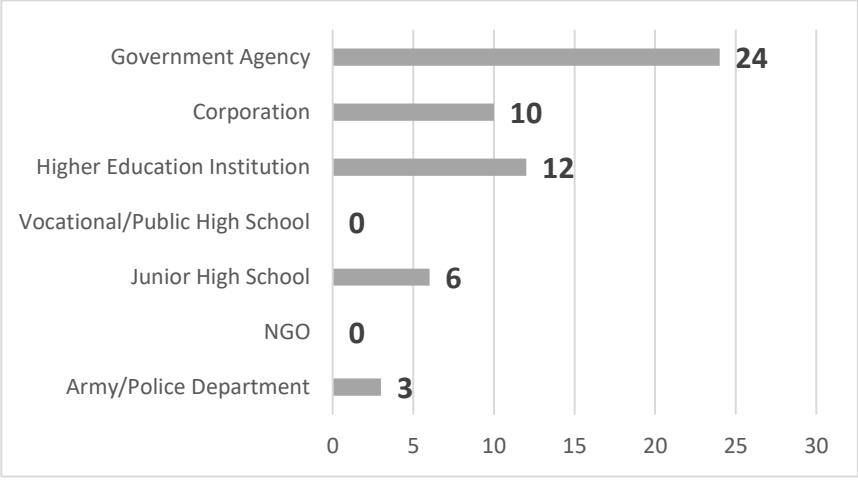
Appendix 1.2 Education Level



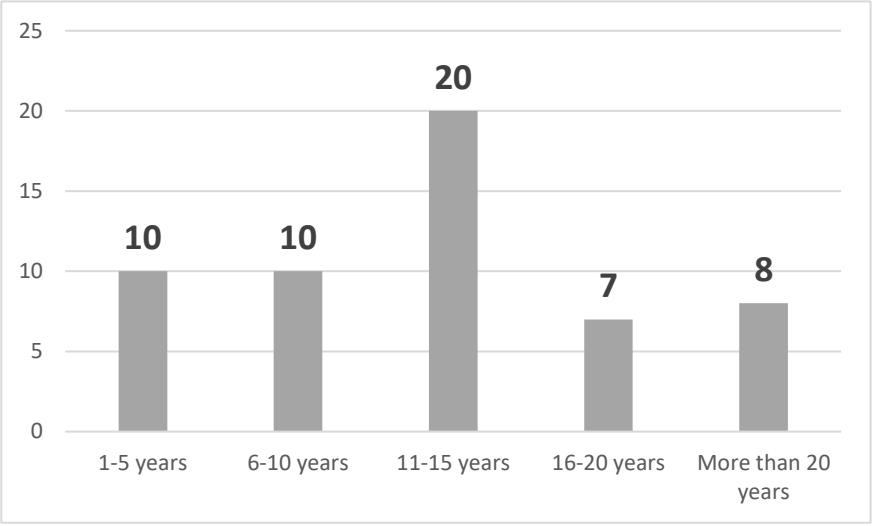
Appendix 1.3 Educational Background



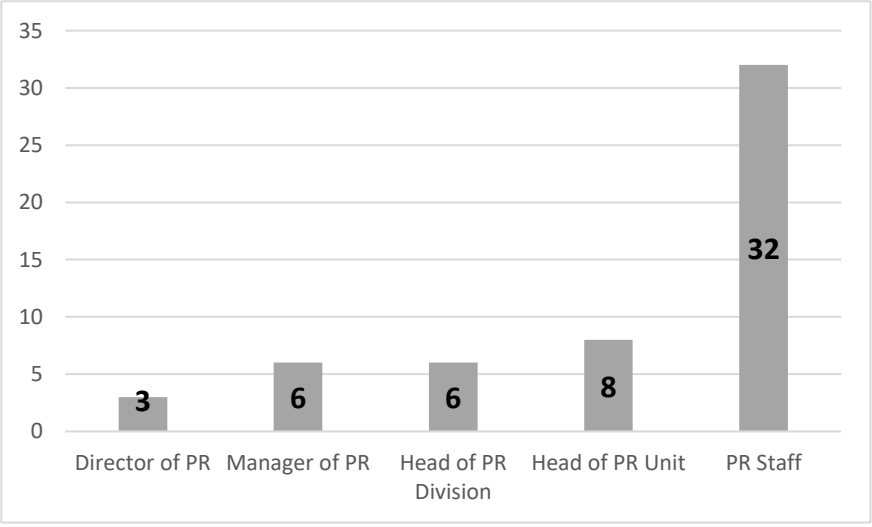
Appendix 1.4 Place of Work



Appendix 1.5 Working Duration



Appendix 1.6 Position in Organization



Leadership Communication in Crisis: Study of COVID-19 Pandemic at National and Local Level

2

Fitri Hariana Oktaviani, Yun Fitrahyati Laturrakhmi, and Rachmat Kriyantono

Abstract

This chapter focuses on risk communication in the tourism sector. This chapter examines how Indonesian leaders at both national and local levels communicated during the COVID-19 pandemic. It uses the concept of discursive leadership to analyze how effective these communication efforts were in navigating the challenges posed by the pandemic. The framework of Discourse Historical Perspective is applied to analyze the language, context, and strategies used in leadership communications. This sheds light on how the central government aimed to establish credibility and legitimacy. Beyond the national leaders, we also look into how local leaders responded to the pandemic's impact on the ground. By comparing these practical situations with the larger narratives, we gain insight into where their messages aligned or diverged. Instead of just summarizing findings, this chapter offers practical suggestions based on the analysis. These recommendations guide how leadership communication can be strengthened, moving beyond retrospective thought to enhance future communication practices.

Keywords

Leadership communication · Social constructionism · Communication perspective on leadership

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2.1 Introduction

The COVID-19 pandemic represents an unprecedented global health crisis. It affords us a unique opportunity to monitor daily case developments, assess the impact on severely affected nations, scrutinize the responses of world leaders, and comprehensively examine its multifaceted ramifications (Beilstein et al., 2020, p. 406). This substantial information flow is underpinned by the pervasive connectivity facilitated by high-speed internet and social media platforms. Consequently, while information abounds, its reliability is often precarious. To navigate this information landscape effectively, authoritative and lucid guidance from health authorities is imperative. Moreover, the inherent uncertainty in the pandemic's early stages can be harnessed to manipulate public opinion, a phenomenon aptly dubbed an "infodemic" by the World Health Organization (WHO, 2022).

Leadership in this context necessitates the ability to make prompt, targeted, and low-risk decisions. Simultaneously, effective communication is paramount for diminishing uncertainty, mitigating panic, and fostering public trust (Beilstein et al., 2020). It is noteworthy, however, that not all leaders have demonstrated adeptness in this regard. Some leaders, exemplified by the actions of former US President Trump and Brazilian President Bolsonaro, have questioned the legitimacy of the pandemic, disparaged world health authorities, and instrumentalized the crisis for political gain (Jong, 2021). In contrast, Prime Minister Jacinda Ardern of New Zealand has been widely acknowledged for her adept leadership in managing the pandemic, successfully reducing risks for her country's population (Kerrissey & Edmonson, 2020; Wilson, 2020). The majority of world leaders, however, fall somewhere between these extreme exemplars (Jong, 2021). In response to these challenges, scholars in health communication are actively engaged in formulating comprehensive crisis communication guidelines tailored to pandemic contexts (Jong, 2021).

Nevertheless, it is imperative to acknowledge the contextual specificity of pandemic response strategies. Each geographic region boasts distinctive social, economic, political, and geographical dynamics. For instance, Vietnam and New Zealand adopted divergent strategies to combat the pandemic, each tailored to their unique circumstances (Duong et al., 2020; Wilson, 2020). Conversely, Indonesia's approach, particularly concerning government-led risk communication, has garnered criticism and necessitates improvement (Ardiyanti, 2020). It is also crucial to recognize the role that societal stigma plays in exacerbating the challenges of pandemic control (Bruns et al., 2020). Furthermore, the effectiveness of

neighborhood or community security system wherein residents collaborate to ensure the safety and security of their local area. The overarching goal of a "siskamling" is to prevent crime, monitor the environment, and collectively respond to security threats. While undertaken with good intentions, this communal approach contradicts the overarching goal of limiting virus spread through social interactions.

Therefore, the adoption of local communication styles, such as leveraging local religious leaders to convey information and framing messages with religious appeals, necessitates accompanying training and the establishment of proper crisis management procedures. Given the performative nature of Indonesian culture, which includes rituals and ceremonies, government briefings should be supplemented by the presence of leaders from relevant agencies (e.g., the head of the Police Department, the Indonesian Medical Doctors Association, the Ministry of Finance and Economic Affairs) at both the top government and local government levels. This collaborative approach underscores synergy, unity, and cooperation in effectively managing health crises.

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Public Relation Campaign on Social Media

3

Nilam Wardasari

Abstract

The evolution of social media has transformed how PR practitioners communicate with the public. Social media enables dynamic and transactional interactions, facilitating the sharing of information, knowledge, trust, values, and opinions informally or formally. The use of social media by public relations practitioners has grown due to advantages such as the ability to convey various types of messages, a broad reach, message reception speed, two-way interaction, and opportunities for message distribution by the audience. However, the use of social media also brings threats, such as the blurring of boundaries between professional and personal realms, as well as concerns related to an organization's failure to engage in dialogues on social media. Therefore, the appropriate strategy is needed in utilizing social media, especially in campaign programs. This paper discusses the role of social media in Public Relations practices and PR campaign strategies on social media.

Keywords

Public Relations · Campaigns · Social Media

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3.1 Public Relations and Social Media

The communication media used and monitored by public relations practitioners have undergone significant changes. Traditional or conventional media (such as radio, TV, newspapers, and magazines) used to be common communication tools. However, social media has become increasingly popular and has the potential to change the way PR practitioners communicate (Bridgen, 2011). Social media could even be seen as an extension of an organization's communication to its public, rooted in a commitment to relationships and dialogue (Kim, 2021). Social media is a digital platform that enables individuals, groups, communities, and organizations not only to communicate but also to interact dynamically and transactionally, allowing the creation and sharing of information, knowledge, trust, values, and opinions through informal and/or formal dialogues (Vieira, 2019). The level of public consumption of social media continues to increase yearly, necessitating adaptations by PR practitioners in the use of communication media, transitioning from conventional to social media for enhanced utilization.

Khang et al. mentioned that adopting social media has impacted various aspects of the PR profession (Luo et al., 2015). The adoption and skills related to social media among PR practitioners have shown diverse outcomes. This finding is supported by Sweetser and Kelleher (2011), who suggested that senior public relations professionals demonstrate leadership by cultivating the use of social media among their internal audience (Luo et al., 2015). Sweetser and Kelleher (Luo et al., 2015) also recommend that PR leaders focus on how to use social media platforms to encourage interaction with both internal and external audiences. This action is necessary because social media has advantages over the once-established conventional media. These advantages include the ability to convey diverse message types (text, photos, audio, video, files, links), the capacity to reach a wide and varied audience, the speed of message reception, simultaneous message reception by a broad and diverse audience, two-way communication allowing direct/indirect feedback and the audience's ability to distribute messages to others. Supported by Vieira (2019), today's social media users can create content and engage in a free transactional flow of information and dialogue.

The use of social media by public relations is undeniable and continues to evolve for several reasons, as stated by Seitel (2017): a) the world's largest repository of information, b) accommodating interactions from all parties, c) the fastest publication platform, and d) the need for adaptation. Therefore, as PR professionals become acquainted with social media,

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Online Media Activism and Political Participation of Urban Young Adults in Indonesia

4

Isma Adila, Ika Rizki Yustisia, and Fitria Avicenna

Abstract

This study identifies the development of aspirations of the young generation in urban environments in Indonesia regarding political participation. The rapidly growing internet penetration in Indonesia is eliminating the distance between communities, and hence, people from urban and rural environments can connect. They engage every day via mobile. The involvement of online tools allows the opportunity for people to exchange ideas and then decide to collaborate. This condition makes a person change their perspective, namely how to interpret a country, leaders, the environment, and their ability to create a better environment. Among all age ranges, the younger generation is the fastest to adopt change, including technology and the internet. For this reason, in this research, several problem formulations are proposed, such as the demographics and distribution of the young generation in Indonesia who participate in politics, as well as how the young generation in Indonesia uses online media for political participation. In order to answer this question, this research uses descriptive quantitative research. Data will be collected through an online survey. This survey aims at basic information such as participants' personal information, the type of online environment they easily and frequently access to carry out political participation, the forms of political participation they undertake, etc. The young generation who will be the focus of this research is aged 17-25. With this population, the quota sampling method was chosen so that a minimum of 900 responses were expected to be obtained. By carrying out these steps, several results are expected. First, we can find out the age group considered the younger generation, especially young adults, who actively participate in politics through online media in Indonesia. Second, the variety of their activities in political participation. Third, their hopes and motivation by carrying out activities related to political participation. Fourth, mention that their online environment is easily and frequently accessed for political participation activities and relevant explanations.

Keywords

Urban Young Adults · Online Media Activism · Political Participation

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4.1 Introduction

Rapidly growing internet penetration in Indonesia is closing distances between people, and because of this, people from both urban and rural environments are connected. They engage daily in the online environment via mobile phones. Online engagement allows opportunities for people to exchange individual ideas and, in so doing, to decide collaborative attitudes and behaviors. At that time, he changed the people's aspirations towards their country, leaders, environment, and their ability to create a better environment. Among a group of people, the younger generation is fast adopting constant changes (namely technology and the internet). Through the results of HIVOS and DEMOS research in 2016, political participation is defined as the activities of citizens, including young people aged 15-30 years, to influence government actions, either directly by providing input on implementing public policies or indirectly by voting in the election of policymakers. Not limited to the realm of elections, one's political participation can be in various forms: nominating oneself to become chairman of an organization, giving advice/criticism on a policy, demonstrating, making petitions, or civil disobedience. The level of youth political participation is undoubtedly influenced by many factors, including exposure to knowledge of Human Rights (HAM), media exposure, family ties, and activeness in organizations.

According to http://statista.com, the most popular social media platform in Indonesia as of 2016 based on age group is Facebook, and Twitter is ranked third. The Facebook platform is in first place, with the number of users in the age range of 20-25 years at 86.1%, Instagram users at 73.8%, and Twitter users at 41.5%. Furthermore, in 2016, Twitter users reached 30.1 million users. According to Rabia Karakaya Polat (2005), the internet can increase participation because it is easier and more convenient to search for information and public spaces. However, if the lack of political participation stems from a lack of resources or motivation, the potential role of the internet will be less significant. The use of the media for news, culture, and political engagement is an essential part of the country's shared democratic political system (Saldaña et al. de Zúñiga, 2015).

Although it is recognized that the media has more influence on political participation behavior, several studies have been conducted to look at cross-national comparisons that lead to reporting on political involvement and its impact on society (Saldaña et al., 2015). It is this reporting that influences the perspective of young people as first-time voters in elections. Moreover, there is much news about politics in Indonesia that is negative.

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Youngsters and Main Information Source in The Pandemic Era

5

Reza Safitri

Abstract

The abundance of information about the COVID-19 vaccine from different sources underscores the need to identify individual preferences for information sources to support the government's COVID-19 vaccine program. The information source the community chooses will influence individual attitudes to take the vaccine or not. The purpose of this study was to identify and describe which media was most accessed by the public during the pandemic to seek information about the COVID-19 vaccine, as well as to analyze the relationship between the media as a source of information and people's attitudes. The method used is an online questionnaire with a cross-sectional research design on Indonesian society. Furthermore, demographic information, sources of information, and attitudes in responding to the COVID-19 vaccine will be analyzed using SEM-PLS to measure the relationship between demographics, sources of information, and attitudes in responding to the COVID-19 vaccine.

Keywords

COVID-19 vaccines · Information · Media

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5.1 information and Information Sources

What does the word 'information' mean? We often hear this word in everyday life. However, what does this word mean? In the realm of Communication Studies, Shannon and Weaver (1949), through their book entitled The Mathematical Theory of Communication, provide a fundamental definition of the word "information," which can be understood as a measure of freedom when people choose messages. Therefore, information is not only related to a particular message but also to the communication situation as a whole. Consequently, the unit of information is considered as the degree of freedom in choosing the message.

To build effective communication, the communication model initiated by Shannon and Weaver (1949) describes communication as a process where information is sent as a message to the recipient (receiver). This communication model emphasizes the delivery of messages based on accuracy. This communication model has seven components contained in the communication process, such as information source, message, transmitter, receiver, destination, noise source.

In their book, Shannon and Weaver (1949) stated that information sources produce messages that can be communicated. In addition, the transmitter also plays a role in converting the message into a signal according to the signal used from the sender to the recipient. Based on the conceptualization contained in this communication model, this model can be applied in various communication contexts, such as interpersonal and mass communication.

Based on the other conceptualizations related to information, the word "information" has a different meaning of satisfaction for everyone. That definition may be satisfactory to some but not to others. This means that "information" can be a helpful message, and they assume this is new knowledge. Quoted from Buckland (1991) which defines information into three functions, including:

- *Information as a process*

When a message is changing, the role of information here is how to communicate that information. Examples such as communicating knowledge in news and actions to tell a fact.

- *Information as a knowledge*

Where information becomes a message that contains knowledge and communicates facts, subjects, or events. In addition, this knowledge can

multiple logistic regression because there are external variables involved in measuring this research.

As a result, even though times have progressed towards the internet, the source of information for the Malaysian people is mainly obtained through television. This conventional broadcast media is still very popular with the people of neighboring countries and is their primary source of information.

5.9 Conclusion

Based on research conducted by Safitri and Rimayanti (2020), several conclusions can be drawn:

- Digital media is the primary information source for the Indonesian people to obtain information about the COVID-19 pandemic. Two new media platforms that are frequently chosen are social media, specifically Instagram, and online media portals. The significant reliance on digital media for COVID-19 information appears closely tied to the high number of young respondents, accounting for more than 50% of the sample.
- Conventional media also continues to enjoy public trust as a source of information about COVID-19. This is evident in a survey that ranked television as the 3rd most preferred medium for obtaining information among the public.
- Throughout the COVID-19 pandemic, the primary sources of information most accessed by the Indonesian people were those provided by the Ministry of Health and the COVID-19 Task Force.

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Countering Misinformation on Indonesian Digital Media Through Islamic Perspective

6

Fariza Yuniar Rakhmawati and Nia Ashton Destrity

Abstract

The presence of digital media allows for more effective and less time-consuming information dissemination. Nonetheless, the readily available digital information may contain both reliable facts and unreliable content, with the latter increasingly escalating. Digital media, including contemporary online platforms such as social media and instant messengers, facilitate the dissemination of various forms of misinformation related to health, the environment (e.g., climate change), knowledge, and religion. Misinformation refers to false information regarding "factual matters" not supported by clear evidence or expert opinion. Previous studies have highlighted that social media has become a potent channel for presenting and disseminating misinformation. While social media is often criticized for being a primary source of and playing a significant role in spreading misinformation, it can also serve to correct it. According to some literature, several strategies can be implemented to combat the spread of misinformation, including expert correction, social correction, and algorithmic and platform correction. From a sociocultural perspective, particularly concerning religion, the solution to misinformation has been provided by Islamic tenets—major solutions to misinformation come from religious leaders, Islamic institutions, and the results of scientific studies. Religion is part of the cultural system that is a soft power in addressing crises. Individuals often turn to local or religious identities due to a lack of security in the modern nation-state. The existence of a study of solutions to the problem of misinformation within the Islamic tradition further supports the theory of communication from an Islamic perspective.

Keywords

Digital media · Inclusive economy · Misinformation

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6.1 Introduction

The presence of digital media allows for more effective and less time-consuming information dissemination. Nevertheless, readily available digital information may contain both reliable facts and unreliable content, with the latter increasingly prevalent. Communication scholars have expressed growing concerns about fake news since the emergence of digital media as a medium of political communication, which has led to the rapid spread of information to a broader audience. The web environment serves as a significant contributor to the climate of political misinformation (Gill & Rojas, 2020).

In addition to its political implications, digital media, including contemporary online platforms such as social media and instant messengers, also facilitate the disseminating of various forms of misinformation related to health, the environment (e.g., climate change), knowledge, and religion. Several researchers have extensively reported the widespread dissemination of false or misleading information across different subjects on social media platforms (Vraga et al., 2019). Briones, Nan, Madden, and Waks elucidated that a significant portion of this misinformation propagates through social media, facilitating the swift dissemination of information (Bode & Vraga, 2018). While social media serves as a worldwide source of information, entertainment, and social interaction, it has also faced criticism for being a conduit for misinformation (Khan & Idris, 2019).

6.2 Misinformation on Indonesian Digital Media

Nyhan & Reifler defined misinformation as false information regarding "factual matters" that is not supported by clear evidence or expert opinion (Lwin et al., 2021; Soto-Vásquez et al., 2021), and Brennen et al. (2020) used the term misinformation to refer to all kinds of false information regardless of the intention behind it (Lwin et al., 2021). Many researchers have expressed concerns that social media has exacerbated the effects of misinformation, causing various negative impacts on democratic societies (Vraga et al., 2019). Furthermore, Sunstein added that misinformation related to elite polarization has facilitated tribal thinking, which, in turn, makes extreme ideas appear less radical and encourages group members to adopt an increasingly fanatical attitude (Rhodes, 2022).

acquisition of dependable evidence as precautionary steps in the verification process (Mohamad & Isa, 2022).

Similarly, the importance of verification, validation, or investigation of any news or stories is emphasized in The Quran (QS Al-Hujurat: 6), where it admonishes, 'O you who believe! If a troublemaker brings you any news, investigate, lest you harm people out of ignorance, and you become regretful for what you have done. In the endeavor to combat misinformation, the role of clarification and verification by experts in specific fields is paramount. These experts possess the knowledge and expertise to dissect complex information, rectify falsehoods, and offer precise insights that effectively debunk misinformation. This principle supports the Quran, specifically in Surah al-Anbiya', verse 7, which advises, 'If you do not know, ask people who know the Scripture.'

Moreover, combating misinformation can be achieved by cultivating robust information literacy skills. According to Parrott (2018; 2019), the concept of information literacy is harmonious with Islamic principles. Information literacy is in alignment with the core values of Islam that emphasize the acquisition of beneficial knowledge, the validation of truth, and the practice of intellectual humility. It encompasses systematic approaches for evaluating sources, seeking guidance from experts and expert communities, structured learning, effective search methods, citation analysis, and proficiency in technical computer skills.

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Strategic News Framing in Government Policy: Editors Perspectives in Malaysia

7

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Abstract

The media and the government are two institutions that rely on each other to fulfill the needs and responsibilities of both parties. The media has its own agenda, and the government has a policy agenda to convey the message to the community. The two agendas, coupled with the people's agenda, complement the three agendas used to convey the message to the people about government policy. This study focuses on the three agendas and message delivery techniques used to realize the three agendas through framing. This study examines the implementation of the media agenda, organizational ethics, journalism ethics, and strategic news in displaying government policy. This study was conducted to identify the degree of effectiveness of strategic news on government policy among the people. In-depth interviews were used in this study. A total of seven respondents, consisting of editors, were interviewed as experts. It was found that the framing of news and the use of words, phrases, and sentences were indeed done by journalists and editors in each assignment. Editors admit that news framing occurs in media organizations so that they

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strategize the news to allow readers to understand government policy more easily. They also acknowledged that the media agenda, in line with the other two agendas, was implemented with the help of organizational ethics and journalistic ethics to convey policies in the Government Transformation Program (GTP). This study concludes that the media and government need each other. Journalists and editors are the backbones of preparing writing materials and disseminating their writing strategically to make it easy to understand.

Keywords

Framing Strategic News · Journalism Ethics · Media Agenda · Media Organization Ethics · Policy Agenda · People's Agenda

7.1 Introduction

Mass media is a manifestation of recent advances in information and communication technology that enable faster and easier dissemination of information to society. The information that is spread not only influences society's pattern of thinking and lifestyle but also plays a significant role in shaping a race's culture (Sohana, 2016). In Malaysia, the media fosters unity within society by forming a collective public opinion on addressing public issues and shaping a healthy future for the upcoming generations (Norazleen et al., 2011).

The media is also seen as a potent connecting mechanism due to its profound impact on various aspects of life. Iqmar et al. (2015) state that the media serves as an intermediary between society and the government, facilitating the expression of public opinion and upholding human rights. It serves as a crucial communication channel for the government in its endeavor to develop and transform the nation positively. The media acts as a conduit for spreading ideas and opinions to the target audience in a way that allows readers to understand the content easily. Within the national context, readers are citizens seeking updates on the latest information. As a result, journalism plays a pivotal role as an information disseminator, interpreter, and observer for the government, providing valuable insights to society through news articles (Mohd et al., 2018).

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Media Activism, Cultural Industry and Political Criticism Propaganda

8

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Abstract

Adorno and Gans's thesis regarding the cultural industry is essential to reflect and contextualize in understanding the communication phenomenon, namely, music as a medium for activism. The era of digitalization has given rise to a diversity of technologies that have enabled the birth of alternative platforms to channel creativity as a means of movement. Music is not only an artistic expression but also a medium for propaganda. This study carries out a conceptual analysis of Jerinx's political criticism propaganda practices in its movement music as an effort to influence, persuade, motivate, and even encourage real action to carry out change based on critical awareness. The strategy used by Jerinx to fight market logic represents social criticism, on the one hand turning its back on standardization formulas that lull society, but on the other hand, being able to negotiate the needs of the audience. Market encouragement does not eliminate the essence of culture as a dialectic of social life. Musicians, as critical communicators or activists, have a bargaining position to voice their aspirations. The role of technology in the cultural industry today is more substantial. The penetration of the internet with various platforms has had a significant impact on the framework of democratizing alternative voices. Technology is not just a "musical instrument" in the technical realm but also a movement tool.

Keywords

Activism media · Cultural industry · Political criticism · Propaganda

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8.1 Introduction

This writing is intended to show that not all characteristics of music in Indonesia are relevant to Adorno's thesis. The phenomenon of Jerinx as an agent in the music of the movement describes precisely the opposite condition, a condition that is unusual in general. Furthermore, it can be understood that there are a number of factors that make movement music, as articulated by Jerinx, not as gloomy as Adorno's view of the cultural industry. Combining several factors becomes an important finding that provides a more comprehensive explanation. It is not as simple as understanding the patterns of cultural industries in this context, where music is a product that has links with commercial territory on the one hand and, on the other, can be a means or space of activism.

The author explains through the analysis in this writing that Adorno's assumption that the cultural industry will not produce illuminating works, where it neither merely responds to market tastes nor encourages people to be passive and non-critical, or even merely submit to standardization, homogeneity, and repetitive patterns, does not always hold. By expressing the Jerinx phenomenon, the author wants to prove that the cultural industry does not eliminate the elements of rebellion nor make the audience passive. Instead, in an era like the Adorno era, where the analytical base is still in the early stages of development, the era of digitization or the emergence of technological diversity enables the birth of alternative platforms that do not limit creativity to large-scale industrial manufacture.

8.2 Jerinx, Superman Is Dead, and Alternative Music

I Gede Ari Astina, known by the stage name Jerinx, is a drummer of Superman Is Dead (SID). The band consists of three members, including Jerinx, Bobby Kool as the vocalist and guitarist, and Eka Rock as the bassist. The band has been active since 1995, with Jerinx as their main driving force. Prior to forming the SID band, Jerinx also had a background in the Thunder heavy metal band, a music stream based on blues rock. The flow has gained popularity in the United States and Britain. There are several rock bands in this stream, like Led Zeppelin, Deep Purple, and Black Sabbath. This fast and loud music is associated with masculinity and courage. Venom, Metallica, and other top-level bands are inseparable from this rock-shaped music tradition.

also does not fit the Jerinx phenomenon. This is because the Jerinx phenomenon exists outside the standards of the mainstream music industry, which operates based on market logic.

The emergence of Jerinx with music that represents social criticism diverges from the standardization formulas that often placate society. At the same time, it negotiates with market tastes to gain acceptance from a broad audience. In this context, Adorno's thesis fails to explain the relationship between standardization and market acceptance. The Jerinx phenomenon demonstrates that non-standard (anti-mainstream) musical works can still find acceptance among a segmented market. Musicians with characteristics like Jerinx cannot be reduced to viewing music merely as a means of capitalization, as Adorno argued when criticizing the culture industry.

For Jerinx, music is a channel for activism and social agency. Dealing with the market or a record company does not always involve a head-on confrontation. Musicians can negotiate a middle ground that positions them as creators with a bargaining position, preserving their idealism without being subjected to market mechanisms or investor control. Market incentives do not erase the essential role of culture in the dialectic of social life. Musicians have bargaining power (bargaining position), while significant labels or record companies also continue to pursue their market-oriented objectives.

Another critical factor in this analysis is the role of technology. Unlike Adorno's time, technology plays a more significant role in the contemporary cultural industry. The widespread use of the internet and various platforms has significantly impacted the democratization of music production. Technology facilitates creativity and independence in creating musical works, serving as both a "musical instrument" in the technical realm and a tool for activism.

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Educational Messages to Combat COVID-19 Misinformation on Instagram

9

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Abstract

Public health crises, such as the COVID-19 pandemic, have the potential to generate misinformation across various media, including social media. A multitude of health information sources, encompassing news portals, government agencies, non-governmental organizations, communities, and specific platforms, utilize social media as a means to educate the public and counter the spread of misinformation. These diverse sources play a crucial role in combatting misinformation. However, there remains a limited amount of empirical research concerning the educational messages used by different health information sources to counteract misinformation. This study seeks to describe and analyze the educational messages employed to combat COVID-19 misinformation on Instagram, utilizing various health information sources such as the Ministry of Health as a governmental organization, Tirto.id as a news portal, and Pandemic Talks as a specialized platform for COVID-19 information and official data in Indonesia. Through qualitative content analysis of message posts on official Instagram accounts belonging to these three distinct health information sources, this research aims to identify and compare the educational messages designed to counter misinformation related to COVID-19. This study elucidates and underscores the critical role played by various types of health information sources in crafting educational messages to counter misinformation during the COVID-19 pandemic, mainly via the social media platform Instagram. Furthermore, this research underscores the theoretical significance of disseminating educational messages regarding misinformation through social media platforms. From a practical standpoint, this research contributes to our understanding of social media's dual potential as both a channel for disseminating and combating misinformation.

Keywords

COVID-19 · Educational message · Health information · Misinformation · Sources · Social media Instagram

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9.1 Introduction

The global public health emergency known as the COVID-19 pandemic, originating in late 2019, led to the dissemination of a significant amount of health-related information within communities. While it is crucial to authenticate and acknowledge health information, there is also a considerable possibility that a multitude of health-related details circulating in society might be inaccurate. Studies focusing on misinformation within the context of infectious disease outbreaks have consistently highlighted the rapid dissemination of misinformation (Meer & Jin, 2020). Several researchers highlighted that during the COVID-19 pandemic, misinformation or misleading information about this disease flourished in the mainstream media and social media (Hornik *et al.*, 2021). According to Chou et al. (2018), there is a substantial amount of misinformation available on the internet within the domains of health and science, and more and more researchers are emphasizing this as an issue with implications for both individual and public health (Tully et al., 2020).

Tan et al. (2015) defined misinformation as information that is explicitly false based on what a consensus of experts deems to be untrue, excluding rumors, contradictory or disputed information, exaggerations, or preliminary health findings (Meer & Jin, 2020). Misinformation, as defined by Nyhan and Reifler (2010), pertains to instances where individuals' convictions about factual subjects lack substantiation from evident data and expert viewpoints (Vraga & Bode, 2017)—various topics of misinformation regarding COVID-19 circulating in society. Referring to Brennen et al., 2020; Sharma et al., 2020, much-circulating misinformation includes misconceptions regarding the virus's source (e.g., the virus being artificially created), baseless assertions about the virus's seriousness (e.g., the virus being less lethal than the regular flu), and incorrect declarations about the availability of a vaccine or remedy (e.g., the effectiveness of the malaria drug Hydroxychloroquine as a treatment) (Hornik *et al.*, 2021). Some examples of misinformation circulating in Indonesia include COVID-19 being just a deception by the "global elite" and the notion that vaccination is meant to "implant microchips" into our bodies (Irfani, 2021), as well as the claim that hospitals receive money when COVID-19 patients die (Bernie, 2020).

Most COVID-19-related misinformation spreads widely through the internet, especially social media. The dissemination of this misinformation is facilitated by the characteristics of social media, where messages can spread very quickly. As stated by Vraga et al. (2017), scholars have voiced

9.6 Conclusion

The Ministry of Health, Tirto.id, and Pandemic Talks actively produce and share educational messages through their official Instagram accounts to counter COVID-19-related misinformation. These three sources of health information have similarities and differences in the educational messages they convey. Generally, the educational messages provided include direct explanations that counter misinformation through visual posters and infographics accompanied by captions. All three information sources consistently use evidence to support their arguments against misinformation, such as statistical data, expert opinions, and information from authoritative health institutions and relevant international journals. Alongside logic-based arguments, an emotional approach involving humor is also evident in the educational messages shared by these sources.

The Ministry of Health's educational messages correct and counter misinformation about organizations, including hoaxes about emails and extreme statements from the Health Ministry. Meanwhile, educational messages from Tirto.id and Pandemic Talks include criticism of the government. The Ministry of Health uses visual humor in the form of comics. Tirto.id highlights its distinctive visual character and incorporates humor dialogue in its infographics. Pandemic Talks covers various topics, utilizing various emotional approaches such as appealing to fear and narratives, explaining medical and scientific terms, using popular language closely related to the youth, and employing analogies in educational messages.

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Designing Risk Communication Strategy on Social Media for Disaster Risk Reduction in Community Based Tourism

10

Dian Tamitiadini

Abstract

This chapter delves into risk communication within the tourism sector. Indonesia boasts many tourist attractions known for their natural beauty, historical significance, and rich culture. Promoting community engagement in tourism planning is advocated as a means of fostering sustainable tourism. However, besides its diverse tourism potential, Indonesia is prone to various types of disasters in different regions. Climate change, floods, droughts, landslides, volcanic eruptions, tsunamis, and earthquakes are recurring disasters frequently associated with tourist attractions and areas. This chapter underscores the role of communication science in addressing disaster management issues in East Java, Indonesia. Situated in a high-risk disaster area, Indonesia places a strong emphasis on disaster risk reduction management. Disaster management programs have become a top priority in the National Medium-Term Development Plan (RPJMN) for 2010-2014. While the Indonesian government has made efforts to establish effective communication methods with local communities in disaster-prone areas, public participation and awareness of disaster risk still fall short of expectations. Furthermore, most basic information does not adequately prepare local communities for disaster risks. Social media is considered an alternative tool to enhance risk communication. With the proliferation of social media platforms such as blogs, Facebook, Twitter, Instagram, and YouTube, users remain continually connected and engaged with each other. They share ideas, files, and risk-related messages in real time, allowing them to bypass institutional control of information. Based on the experts, social media as "a group of Internet-based applications" characterized by two key features: first, they build upon "the ideological and technological foundations of Web 2.0," permitting ongoing content modification and collaborative contributions from all users. Second, social media platforms "facilitate the creation and exchange of user-generated content," resulting in increased interactivity and the democratization of information.

Keywords

Community based tourism · Community resilience · Risk communication

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10.1 Introduction

Amid the worldwide coronavirus pandemic, which began in late 2019, there have been calls for more socially, economically, and environmentally just forms of tourism (Benjamin et al., 2020). Since the COVID-19 outbreak has gradually faded, many people are visiting Malang, one of Indonesia's most popular tourist destinations. Tourists come not only from the Malang area but also from all around Indonesia and the world. Malang has many tourist attractions, including natural, religious, and man-made sites. However, in its early stages, not all managers are aware of the hazard risks posed by climate change, such as floods, landslides, and storms. Unfortunately, visitors and tourists who are more enthusiastic following the COVID-19 pandemic are unaware of this.

The community has a crucial role in creating public awareness about risks. This section will highlight Community-based tourism practices in Malang Tourism. Community-based tourism (CBT) is a tourist activity that strives to enable communities to promote tourism while also achieving community welfare, encompassing economic, social, and environmental sustainability. According to this definition, CBT is a tourist activity that is owned and managed by the community and has an impact on the welfare of the community by providing sustainable livelihoods and safeguarding valuable natural and cultural treasures, as well as socio-cultural traditions. As a result, CBT entails not only commercial relationships but also the assistance of the tourism community. Furthermore, according to Hausler in Wiwin (2018), there are three main elements of CBT, namely the involvement of local communities in managing and growing tourism, the equitable distribution of economic aspects to all levels of society, and the political empowerment of local communities to enact specific policies. The CBT approach benefits not just the tourism industry but also the welfare of local populations.

During a period characterized by reduced global tourist mobility, experts contend that the present moment presents an opportunity to enhance the tourism industry, aiming for a more sustainable and responsible approach that minimizes adverse impacts on local communities and ecosystems. In order to enhance the sustainability and responsibility of the tourism business, it is imperative to bolster its resilience concurrently. According to Espiner et al. (2017), it is essential to note that resilience and sustainability are distinct concepts.

This section examines risk communication in the tourism industry. When conveying messages about imminent severe weather or disasters, which are on the rise due to climate change and sea level rise, tourism

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Utilization of Social Media as a Support Group to Support Chronic Disease Patients in The Endemic Era

11

Azizun Kurnia Illahi

Abstract

Health communication is not limited to the relationship or interaction between patients and healthcare providers as the sole holders of health information. It also extends to the communication between doctors and patients during the treatment process. However, the scope of health communication encompasses more than these traditional interactions; it includes support groups as well. Support groups have been a significant component of the healthcare sector since the 1970s. Their presence is closely linked to improving health outcomes and reducing patient mortality. Receiving a challenging medical diagnosis can be a traumatic experience, and effective support systems are crucial in such cases. These support systems may involve friends, family, healthcare providers, or even patients with similar illnesses. The shared experiences among members of a support group act as a 'buffer' and can have both physical and psychological impacts, increasing adherence to the treatment process. Managing chronic diseases can become exceptionally complex for patients and their families without adequate support from their social environment. This challenge has led to the emergence of online support groups, providing individuals with the freedom to exchange information and discuss their health issues.

Keywords

Community based tourism · Community resilience · Risk communication

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11.1 Introduction to Health Communication

11.1.1 What Is Health Communication?

The discussion about health communication has evolved over the last twenty-five years, becoming a dynamic field of study. For about twenty-five years, health communication has played a vital role in delivering health-related information, whether in health promotion, health campaigns, health services, or ethics, and in conducting interventions in the context of health communication.

Salmon and Poorisat (2019) also explained that health communication is the most essential and prominent sub-discipline of communication studies. However, it is surprising that too little attention has been paid to this field of study. According to Everett Rogers, in 1994, the Stanford Heart Disease Prevention Program (SHDPP) in 1971 marked a turning point in the emergence of health communication. Gary et al. (2014) highlighted that the pillar of health communication began in the 1970s. During those years, a community called the Therapeutic Communication Interest Group was formed, and shortly after, it became the Health Communication Division in the International Communication Association (ICA) in 1972. These events became the initial pillars of modern health communication studies (Salmon & Poorisat, 2019).

Research in health communication studies is currently beginning to develop. It is conducted not only in applied behavioral science but also in pragmatic influences on communication done by individuals towards health care providers and public health promotions. This research is also related to jobs or tasks in rural areas used to improve the quality of health care provision, for example, how health cadres work to maximize health care provision quality in villages. Therefore, modern health communication studies focus on problem-based research and identify, inspect, and provide solutions for health treatment and health promotions (Gary et al., 1998).

Why has communication become important in the health field, and why has health communication kept developing until now? In the preface of his book, Littlejohn (2017) illustrates that communication is one of the daily activities that relate to human life entirely, something we sometimes ignore despite its multifunctionality, importance, and complexity. Communication, as the center of human life, affects every aspect of human life through our communication with others and even messages from people we do not know, close people, or those who are alive or dead (Littlejohn et al., 2017). This is also emphasized by West and Turner

emotional support, and social guidance as well as social friendship. Users are not only seeking "ears" to listen to them but also practical advice to overcome the situation that they are facing. Online support group is also a place to share their experience with others, to manage loneliness, and to discuss what they cannot discuss in other place, or to vent their emotion and manage their depression" (Sugimoto, 2015).

The existence of online support groups is closely linked to improving health outcomes and reducing patient mortality. Receiving a doctor's diagnosis can be a traumatic event, necessitating the presence of an effective support system. This support system may include friends, family, doctors, or fellow patients who have experienced similar illnesses. The shared experiences within the support group create a "buffer" that has both physical and psychological impacts, enhancing adherence to the treatment process. Patients and their families face complex challenges in managing chronic diseases, and these challenges become more manageable with the support of their social environment. This is what motivates the existence of online support groups that can give them the freedom to be able to exchange information and discuss their health problems.

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