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Virtual Community Strategy Adventure Towards Something In Presenting Campaign Messages Through Instagram Accounts

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Abstract: This research aims to explain the campaign content raised by the Adventure Towards Something Virtual Community via its Instagram account [@adventure_towards_something](#); describe the strategy of the Adventure Towards Something Virtual Community in presenting campaign messages via Instagram accounts; and describes the responses of community participants regarding the campaign carried out by the Adventure Towards Something Virtual Community via their Instagram account [@adventure_towards_something](#). This research uses qualitative methods with a netnographic study approach. The selection of informants in this research was carried out using purposive sampling. The data analysis technique in this research goes through the stages of coding, noting, abstracting and comparing, checking and refinement, generalizing, and theorizing. The results of the research consist of three things, first, the digital comic Adventure to Something (PMS) has types and variations in content sharing which are wrapped in social media hashtag practices. Second, to present this content, PMS uses message strategies and media strategies that generate social connections from online connections through close social networks consisting of interconnected people with very few participants. Third, community participants consume sign-value and symbolic-value from Instagram features and merchandise products that help them discover, know, follow, and find meaning from PMS content to grow connections. social from online connections in relationships between "Seekers" and co-creators.

Keywords: Strategy, Virtual Community, Instagram, Towardssomething.

INTRODUCTION

The development of technology and information has given rise to innovation in the development of the community world through the help of the internet network. Virtual communities are the result of these developments. The definition of virtual community can be seen through the two words that form it, namely community and virtual. According to The Concise Oxford Dictionary 9th edition, the word virtual means not physically existing, but created by software to become visible (Kisielnicki, 2001: 70). Through the views of a figure named Howard Rheingold, an internet pioneer, he defined virtual community as social

aggression that emerged from the internet by holding public discussions for quite a long time, with sufficient human feeling, and ultimately forming a personal relationship in cyberspace. Kozinets saw that people in various online forums seemed to enjoy the support and friendship that we usually call virtual communities (Kozinets, 2015). The help of media flows with internet networks makes it easier for people to find people who feel the same way as themselves. Apart from that, the community initiator also wants to make it a portal that provides information and news for its followers (Sugihartati, 2017: 116).

Adventure Towards Something (PMS) is a community that uses social media or we can call it a virtual community. The aim of PMS is to raise issues regarding mental health through the concept of storytelling which is conveyed in the form of digital comic content. eMarketer data shows that Instagram is a social media that is widely known in Indonesia and is at the eighth level with users reaching 22 million people (Indika 2017: 26). Instagram's existence is increasing because there are always regular updates, such as snapgrams or features that function to upload images or videos within 24 hours before the upload disappears. The existence of various features and potential of Instagram makes it one of the social media that is currently used as a promotional medium, whether for product marketing or a community movement (Handika, 2018: 195). PMS shares digital comic content regarding mental health issues through various social media platforms, one of which is the Instagram account [@adventuretosomething](#).

The concept of storytelling in the form of digital comics promoted by PMS has received a good response from the virtual community, this can be seen from the number of followers on Instagram [@adventuretosomething](#) as of November 29, 2021 at 2:18 WIB, it has reached 71.6K followers. PMS community participants have a special title, namely "Seekers". The PMS digital comic has several characters developed by the co-creators of 4 Journal of PMS Sociology Education. The emergence of various organizations or communities that raise mental health issues is a form of public concern which has indirectly helped the government in fighting the stigma of mental health issues.

Exploration of phenomena in the digital world can be studied using netnographic studies. Kozinets as the founder of netnographic studies defines netnography as a social science method to present a new approach to conducting ethical and comprehensive ethnographic research that combines archives and online, participation and observation with new forms of digital and network data collection as well as research analysis and representation (Kozinets, 2015). Through a simulation mechanism, it is as if humans are trapped in a space of reality that is considered real even though in fact it is only imaginary. This is what is called virtual reality as stated by Jean Baudrillard in the simulation discourse. In Jean Baudrillard's discourse on the concept of simulation, humans are depicted as being in a space of reality that is no longer able to differentiate between real and fantasy or real and fake (Hidayat, 2021: 119-120).

Previous research on virtual communities was conducted at Hogwarts Running Clubs, namely a community with an interest in running sports based on the social media Facebook, which was studied using netnographic studies to understand the interactions within it (Lizzo, R., and Liechty, T., 2020). Research on communities with mental health issues on Instagram content has also been carried out by developing and testing a hashtag practice approach, especially to study complex and problematic user hashtags such as #depressed (McCosker, A., and Gerrard, Y., 2021) . However, it is rarely explored by communities with mental health issues movements to provide awareness, motivation, or even become friends to share in digital media-based community platforms.

Although many studies have explored the phenomenon of virtual communities in interest groups, few of them have examined virtual community campaign movements with the aim of raising issues regarding mental health through the concept of storytelling conveyed in the form of digital comic content. This is important to see the usefulness of digital media in

cyberspace which can be used by virtual communities to raise an issue or movement, especially to reduce the stigma of mental health issues in the future. This research will explain the campaign content raised by Virtual Community Adventure Towards Something via Instagram account [@adventuretowardsomething](#), describe the strategy of the Adventure Towards Something Virtual Community in presenting campaign messages via an Instagram account, and describe the responses of community participants regarding the campaign carried out by the Adventure Towards Something Virtual Community via an Instagram account [@adventuretosomething](#) so that the objectives of this research can be achieved. This is a form of emphasis on the representation of content as a cultural concept for virtual society in consuming information through virtual communities on social media.

METHOD

This research was carried out using a qualitative descriptive approach with a netnographic study approach where words were strung together or subverted, broken down into several segments. Netnography is an ethnographic approach adapted to the online world. The type of research used is qualitative research. Data collection techniques are carried out by collecting various documents related to the research focus. The data that has been collected is then studied in depth to determine reliable research results.

RESULTS AND DISCUSSION

Kcontent Virtual Community Campaign Adventure Towards Something on Instagram [@adventuretosomething](#)

The Adventure to Something Community (PMS) is a community that utilizes technology and information with the aim of raising issues regarding mental health in the form of digital comics through the concept of storytelling (Adventure to Something, 2021). Adventure Towards Something (PMS) was formed on June 28 2018 and was initiated by four students from Ciputra University Surabaya class of 2017, namely Livia Angelica as main storyteller, Samantha Teonata as outliner, Michele Jasmine as main colorist, and Christopher Kevin as main technician (Adventure to Something, 2021). Starting from a course assignment, students at Ciputra University, Surabaya, were moved to form a community in the social sector that raised mental health issues with the concept of digital comics. Thanks to the commitment of the co-creators, PMS has now become a non-profit community that has collaborated with various parties and has become a community pioneer in campaigns through digital comics.

Adventure to Something utilizes various platforms to campaign messages in the form of digital comics including digital comic content on YouTube, various community information and digital comics on the Website, virtual Bootcamp on Line, and various event updates and digital comics on Instagram in two languages, Indonesian and English. These various PMS digital platforms have been able to bring together virtual communities to gather in one virtual space. The virtual community's enthusiasm for the campaign raised by PMS can be shown by the number of account followers [@adventurementosomething](#) as of November 29, 2021 at 2:18 WIB, it has reached 71.6K followers.

PMS community participants of course come from various circles and ages, but they are related to similar issues or even hobbies. Topics regarding mental health issues, digital illustrations, or even comic stories are some of the reasons they are on the account's list of community participants (followers). [@adventuretosomething](#). As a virtual community that has only been running for three years, the connectedness of the PMS community participants is emphasized by their participation through various virtual events organized by PMS. Even though it has a wide range of community participants, it does not rule out the possibility of them interacting with each other behind their respective Instagram account usernames. Usually community participants interact via the comment or direct message feature on

Instagram. Apart from that, the connection between community participants as participants or community participants can be seen through digital activities that utilize Instagram features such as follow, comment, like, share, tag or mention, hashtag, and save. This is in line with the opinion of Hidayat, 2021:176-177, various social media platforms such as Facebook, Instagram, Twitter, WhatsApp, Snapchat, Tiktok are forms of postmodern cultural artifact symbols. Instagram can create a new virtual reality according to the wishes and imagination of everyone who uses it. With the help of new media, each person can appear different through the production or reproduction of images, codes and visual signs. Apart from that, through the social media space, reality in the form of writing, drawings, photos, videos can be cut and simulated according to the user's imagination.

Through the concept of storytelling, PMS can promote mutual understanding and empathy for life experiences in the context of mental health. This is confirmed by the results of research conducted by De Vecchi, N. et al., 2016 which shows that digital storytelling has the potential as a participatory process to promote mutual understanding and empathy for lived experiences in mental health. Adventure Towards Something (PMS) uses the concept of storytelling to share its campaign message by implementing several character developments. Adventure Towards Something (PMS) has a main character in a digital comic who is also a community icon. The character is named Blob and is accompanied by various other characters.

Using netnographic studies to explore cyberspace in the PMS Community, researchers looked at hashtag practices used in social media accounts through digital archive results obtained on Instagram accounts. [@adventuretosomething](#) in the form of images or videos. PMS content on Instagram develops various hashtag practices such as #blobstory, #searchjournal, #blobscafe, #blobsinspirasi, #blobsremainder. McCosker, A., and Gerrard, Y., 2021 conducted research on hashtag practices in Instagram content by developing and testing a hashtag practice approach specifically to study complex and problematic user hashtags such as #depressed. The hashtag practice in PMS is also supported by the opinion of Kozinets, 2015, that the interactions that exist between virtual communities have interesting connections through activities that share certain interests. This can be seen from the use of hashtags on their social media. For example, if two people don't know each other but use the same hashtag, then they are actually sharing something. Researchers see one of the dominant patterns in the Adventure Towards Something Community, namely the topical network cluster pattern which is assumed by social networks when non-interactive types of conversations occur about the same topic and are carried out by many disconnected participants. For netnographers, hashtags generate great opportunities. Hashtags or hashtags are an efficient search engine for searching for every interaction that can be accessed to find out every mention or topic in a post (Kozinets, 2015). The practice of hashtagging Adventure Towards Something can be seen from several content segments which are then packaged in digital comic form simulations. Based on the results of interviews with co-creators and online observation data, researchers can conclude several types of content that are often shared by the PMS Virtual Community on Instagram accounts, as follows:

The first type of content, namely Main Storyline contains a physical story with a storytelling concept that prioritizes the sensitivity of the readers' senses so that they feel fully involved in the story being told. This content is usually taken from new views or perspectives of the co-creators and is even a form of personal experience from the co-creators which is usually given the hashtag #siblobstory to make it easier for digital comic readers to find a series of stories in this content; The second type of content, namely On of Comic, is content that discusses big themes. Usually appears after the Main Storyline content. There are two forms of One of Comic content, namely comics and informative or research content. This type of informative content is content that presents information with the aim of educating readers through facts presented directly. This content is usually more weighty than other

content because it is based on research results visualized in the form of digital comics; The third type of content, namely the Search Journal, is a type of content with the concept of User Generated Content (UGP) or content created by users, in this case the participants of the Instagram account community [@adventuretosomething](#) or commonly referred to as "Seekers". This content must be created neatly and carefully so as not to change the meaning of the story. The positive impact for writers is because they can express their feelings in writing, while the positive impact for readers is that they can find community in the form of validation from similar friends who also experience or feel the same thing. Apart from that, it is not uncommon for the stories shared by this author to provide inspiration to readers or other "Searchers". This collection of Search Journal content can be found with the hashtag #searchjournal.

Apart from that, there are various types of content by Adventure Towards Something which are presented alternately to replace other content functions, namely sharing playlists or playlists shared by fellow PMS community participants; Blob's Café is content related to food, this content is accompanied by the hashtag #BlobsCafé as content that can be used by community participants during the COVID-19 pandemic to exchange stories with virtual friends; Blob's Inspiration is content related to quotes or inspiring words from figures or other people accompanied by the hashtag #blobspiration; Blob's Reminder is a repost of old content that lacks engagement/insight from community participants. This content contains reminder quotes from the evaluation results of PMS co-creators every week to be shared with community participants. A collection of Blob's Remainder content can be seen via the hashtag #remainderfromblob.

Virtual Community strategy Adventure Towards Something in Presenting Campaign Messages via Instagram Account

Now various communities are starting to emerge that take advantage of advanced technology and information. The increasingly sophisticated digital world has become a challenge for community activists to implement various creative strategies so that community movements can continue to develop with the times. According to Drewniay, B., L., and Jewler., A., J., 2008: 117 in their book entitled *Creative Strategy in Advertising* states that strategies must be stated carefully so as to provide direction and inspiration to the creative team. A campaign is a communication process and to achieve this goal it is necessary to develop various communication strategies, such as creative strategies so that the message can be well received by the target and media strategies as an intermediary for delivering the message (Widiyastuti, S., 2017: 167). Based on observations and online interviews that have been conducted, researchers can see the existence of creative strategies within the PMS community as follows:

Message strategy, the background for choosing a campaign topic began with the course assignments of the co-creators at Ciputra University, Surabaya. They chose one of the issues to be raised as a campaign movement, namely the issue of mental health because at that time this issue had not been raised much and still had a high stigma in the minds of Indonesian society. Even though they don't come from the scientific field of psychology, the co-creators of PMS are able to produce digital comic content on mental health issues based on facts and without judgment. PMS includes creative elements such as conveying campaign messages through digital comics with illustrations, typography, layout and distinctive colors. According to Dabner, D., et al., in his book entitled *Graphic Design School: The Principles and Practice of Graphic Design Illustrations*, there are several design principles that generally exist in a work of digital art, namely **First, PMS digital comic illustrations** have a comic style Pop Art or comics that give a unique and sharp impression. The uniqueness of the Pop Art comic style is in the display of striking colors, such as yellow, red and blue as well as the appearance of lines. It is through this uniqueness that makes the Pop Art comic style

dominant and gives quite distinctive creative characteristics (Mave Magazine, 2014); **Second, typography** according to Dabner, D., et al., 2014: 62 typography is the process of arranging letters, words and text for almost any contest imaginable. According to Yonkie, A. and Ujito, A.: 127 the typography used in comics is lettering. Adventure Towards Something (PMS) uses lettering done digitally with graphics software using a typeface adapted to the characteristics of PMS comics; **Third, layout** according to Dabner, D., et al., 2014: 40, the term layout refers to the organization of materials or materials that form the content of the design. The use of a grid system and consistently laid out design elements helps readers absorb information in a visually pleasing way and enhances the communication of the content. The panel formats often used by PMS in their digital comics are four panels, two panels, nine panels, and three panels; **Keempat, color** according to Dabner, D., et al., 2014: 88 in the world of design, a thorough understanding of color is very important because color is the most important tool in graphic design. There are several meanings of colors used in the Adventure Towards Something (PMS) comic, as explained by one of the PMS co-creators. MJ said that the colors used in PMS Comics are bright colors. For example, the color orange has the meaning of encouraging people to feel happy, happy or cheerful when they see PMS comics. Meanwhile, blue means wanting to show intelligence (online interview, 15 July 2021).

Media strategy, after the previous message strategy, the results of interviews and observations conducted by researchers show that PMS also applies strategies to the media by applying several elements such as media selection and audience gaps. This media strategy is also adapted to the target audience of Adventure Towards Something, namely teenagers. Not just Instagram with an account [@adventuretosomething](#) And [@ajourneytosomething](#) PMS also uses various other social media such as YouTube, Website and Line as campaign media. This is in line with the statement of one of the co-creators of Adventure Towards Something, SAM said that the reason the Adventure Towards Something team tried many digital platforms was to reach the market to find out whether the strategy they had created was successful (interview, 15 July 2021).

Based on the explanation above, we can see that the Adventure Towards Something Virtual Community in sharing content with digital comics via Instagram social media, has two main strategies, namely message strategy and media strategy. This is in line with the opinion of Widyastuti, S., 2017: 201 in that message strategy and creative message strategy are forms of science as well as art that must be considered in managing advertising programs or campaigns. According to Widyastuti, S., 2017: 201-202, he also explains that choosing media is also a determining element in the process of managing an advertising program or campaign, taking into account the target audience who will receive the advertisement or campaign.

Using netnographic studies to explore the virtual world in the Adventure Towards Something Community, researchers found that there were social connections formed as a result of applying creative message and media strategies. Researchers see social connections through close social networks of interest group alliances on mental health issues. Adventures towards something. This is in line with one form of social connection from Kozinets, 2015, namely a close social network consisting of people who are interconnected with very few isolated participants. These social networks continue to grow and form close-knit networks of interconnected people with very few isolated participants. This is demonstrated by the virtual activity "Not So Alone After All". Bootcamp is a community building program carried out for 30 days by carrying out various activities that have been curated by the PMS co-creator and mentor. This activity has limited slots for "Searchers" or community participants to gather together for 30 days virtually to play together, moderated for deep conversations, a place to share stories and adventures, create community and find new friends. Previously, "Searchers" or community participants could only connect via the features on Instagram

social media, now they can connect more freely via Line social media. Through the open chat feature on Line social media, "Seekers" or community participants can connect more intimately than before because they can communicate more intensively with fellow "Seekers" or community participants.

Apart from that, researchers see imagology or a new falsehood by showing false reality through the concept of semiotic images. Literary illusion as a medium for simulacra was researched by Hu, Y., and Mei, L., 2020, which resulted in a study of imagology/a new falsehood by showing false reality through the concept of semiotic images and communications research. Even though it is only a visualization of a blob of orange jelly with the name Blob as the main character in the digital comic Adventure to Something, it succeeds in making readers interpret each story in the digital comic as a real reality that is close to the reader's life. This can be said to be a hyperreality phenomenon in that virtual reality contains artificial realities that are more real than actual reality. The pseudo-environment created by digital media has made virtual reality increasingly indistinguishable from physical reality, which is the main task of today's semiotic imagology. Another definition according to the Oxford English Dictionary is that a simulacrum is a material image that is made as a representation of a person or object and has the shape or appearance of something without having the true substance or quality. This can also be called an imitation image or a copy that resembles something (Hidayat, 2021: 110-111).

Community Participants' Responses Regarding the Campaign Conducted by the Adventure Towards Something Virtual Community

It cannot be denied that the existence of a virtual giant called Instagram has changed the face of communities that were previously limited in space, distance and time, now can be summarized with the help of social media so that they can see, hear and consume information from all corners of the world just in the palm of their hand. Co-creators and "Searchers" or participants in the Adventure Towards Something (PMS) community when surfing Instagram social media must at least understand some of its features.

The number of people who use Instagram social media means it has the potential to be used as a promotional medium or campaign for a movement. This is supported by the existence of various interesting features on Instagram social media. Handika, 2018: 195 in his book explains that the existence of Instagram is increasing because there are always regular updates, such as Snapgram or Instastory, which is a feature that functions to upload images or videos within 24 hours before the upload disappears. The various features and potential of Instagram make it one of the social media that is currently used as a promotional medium, either product marketing or a community movement.

Exploration using netnographic studies in the Adventure Towards Something (PMS) Community, researchers found that community participants utilize various Instagram features to find, find out, and follow Instagram accounts [@adventuretosomething](#). This is an example of a simulation on Instagram social media because the Instagram algorithm will display several things or simulations that we previously saw. For example, previously "Searchers" or community participants saw an account related to mental health issues, then Instagram will then bring up several accounts related to similar issues. According to Clinton, B., in Kompas.com published on June 9 2021 at 11.33 WIB, stated that Instagram has artificial intelligence or what we often know as the Instagram social media algorithm. This artificial intelligence is useful for displaying various content or posts that have a connection or interest that is relevant to the user. Instagram social media can be used as campaign media, especially in terms of campaigns. That is the attraction of Adventure Towards Something (PMS) so that many people like their content.

Community participants use various features such as follow, comment, like, share, tag or mention, hashtag, and save. PMS Seekers or community participants follow the Instagram

account [@adventuretosomething](#) has several reasons, including motivation, easy-to-understand language style, and attractive digital comic content illustrations. Instagram social media can be used as campaign media, especially in terms of campaigns. That is the attraction of Adventure Towards Something (PMS) so that many people like their content. A campaign is a communication process and to achieve this goal it is necessary to develop various communication strategies, such as creative strategies so that the message can be well received by the target and media strategies as an intermediary for delivering the message (Widiyastuti, S., 2017: 167).

Apart from consuming sign-value with Instagram features. "Seekers" or community participants also consume sign-value and symbolic-value simultaneously by purchasing or exchanging merchandise products from Adventure Towards Something (PMS). Having a background in the world of graphic design means that PMS creators also produce works in the form of merchandise which are bought and sold via Instagram accounts. Starting in early November 2021, Adventure Towards Something (PMS) launched an account called [@stuffbyblob](#) yes it's an official shop account that sells art items by the co-creator of Adventure Towards Something that can be used every day, such as dolls, phone cases, keychains, stickers, drinking bottles, etc.

Through exploration using netnographic studies, researchers found that there were social connections between "Searchers" so that they felt they had "similar friends" who had the same interests. The help of media flows with internet networks makes it easier for people to find people who feel the same way as themselves. Apart from that, the community initiator also wants to make it a portal that provides information and news for its followers. The researcher has described this social connection in the media strategy section of Adventure Towards Something, which apparently is also felt by "Searchers" or community participants. They also find friends of the same type or who feel the same way as themselves. Social connections also appear through Search Journal Content. The Searcher's Journal is one of the contents that brings the Virtual Community of Adventure Towards Something to life, because this content involves the direct participation of "Searchers" in creating digital comics as campaign media.

CONCLUSION

First, the type of content that is often shared by the Adventure Towards Something Virtual Community on Instagram accounts, namely Main Storyline, One of Comic, Searcher's Journal. The PMS content variations are always updated and as of November 2021, the following are the content variations: Sharing Playlist, Blob's Café with the hashtag #BlobsCafé, Blob's Inspiration with the hashtag #blobspiration, Blob's Reminder with the hashtag #remainderfromblob. The hashtag practice in Adventure Towards Something creates interesting connections between virtual communities through activities that share certain interests. The existence of a topical network cluster pattern is assumed when virtual people discuss topics on their social media accounts, in this case they are virtual people who enjoy PMS content who discuss matters related to mental health issues on Instagram. [@adventuretosomething](#).

Second, Adventure Towards Something uses various message strategies and media strategies in campaigning the message. A message strategy is needed to determine content with creative elements. Meanwhile, the media strategy is tailored to the target audience, namely teenagers, through various social media platforms. Researchers found a social connection from the results of applying creative strategies in messages and media through a close social network of interest group alliances, namely the Adventure Towards Something Community with an interest or interest in mental health issues and a close social network consisting of people who are interconnected with each other. very few participants were isolated or on virtual Bootcamp activities on the Line social media open chat feature.

Third, community participants utilize the features on Instagram to find, find out, and follow the Adventure Towards Something Instagram account. This is influenced by the Instagram algorithm which will display several things or simulations according to what we previously saw. Community participants consume sign-value with Instagram features such as follow, comment, like, share, tag or mention, hashtag, and save. In addition, "Searchers" or community participants consume sign-values and symbolic-values simultaneously by purchasing or exchanging merchandise products from Adventures to Something such as Blob Dolls and Adventure Guidebooks. Apart from that, social connections emerge through the Pengcari Journal content because this content involves the direct participation of "Searchers" in creating digital comics as a community campaign medium. These social connections grow from online connections that exist in relationships between fellow community participants and between community participants and the co-creator of Adventure for Something.

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