



## **Educating Through Social Media: A Communication Strategy in Instilling Unity Value**

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### **Abstrak**

Relokalisasi Kalijodo menjadi Ruang Terbuka Hijau (RTH) dan Ruang Publik Terpadu Ramah Anak (RPTRA) mendatangkan banyak pihak dari luar Kalijodo, termasuk pendatang yang menetap dan menjadi warga baru kalijodo. Konflik muncul akibat perbedaan budaya antara warga lama dan warga baru. Ormas pengurus area Kalijodo berupaya untuk memberikan edukasi nilai persatuan kepada warga di Kalijodo dengan membuat lagu pemersatu yang disebarakan melalui media sosial Youtube, hal ini menarik untuk ditelisik lebih lanjut. Fokus penelitian ini yaitu pada strategi komunikasi yang dilakukan organisasi masyarakat pengelola Kalijodo untuk mempersatukan warganya. Penelitian ini menggunakan kerangka kerja strategi komunikasi oleh Paul A Argenti (2013), sebagai pendekatan dasar dalam strategi komunikasi yang mampu menanamkan nilai kehidupan kepada orang lain. Melalui metode pengamatan pada videoclip lagu Kalijodo serta wawancara mendaalam diketahui bahwa strategi penyampainya pesan melalui Hasil riset menunjukkan bahwa Youtube mudah dijangkau oleh seluruh warga, serta sosok penyampai pesan (yaitu pemimpin daerah kalijodo), memberikan respon yang positif terhadap pesan yang disampaikan. Edukasi nilai persatuan terhadap warga kalijodo membuahkan hasil yang terlihat dari terciptanya hidup rukun dan harmonis antara warga lama dan baru Kalijodo.

**Kata Kunci:** Strategi Komunikasi, Media Sosial, Persatuan

### **Abstract**

*Kalijodo's transformation into a Green Open Space and Child-Friendly Integrated Public Space drew many people from outside the community, including immigrants who settled and became new residents. Conflicts arise as a result of cultural differences between old and new residents. The community organization that manages the Kalijodo area tries to educate residents about the value of unity by creating a unifying song distributed via social media, YouTube; this is interesting for further research. This study focuses on the communication strategy used by the community organization in charge of Kalijodo to bring its citizens together. This study employs Paul A Argenti's (2013) communication strategy framework as a foundation for developing a communication strategy capable of instilling trust. According to Kalijodo's video clips and in-depth interviews, the message delivery strategy via Youtube is easily accessible to all residents, and the person conveying the message (the Kalijodo regional head) causes the residents to respond positively to the message conveyed. The communication strategy for educating Kalijodo residents on the value of unity has yielded visible results in the creation of a harmonious life between old and new Kalijodo residents.*

**Keywords:** Communication Strategy, Social Media, Unity Value

### **Histori Artikel**

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## INTRODUCTION

Instilling the value of unity among community members from diverse backgrounds is a difficult task. Kalijodo, located in the Angke sub-district, was once known as a place to find a soulmate. This began when traders of Chinese descent came to the riverbanks of the Angke River and performed dances and chants on decorated boats. There are boats filled with men and boats filled with women, and if they are attracted to each other, they will throw flour and peanut cakes at each other (Permanasari & Lientino, 2018). The name Kalijodo is increasingly recognized by the public as a place for free nightly entertainment. This location is open to all forms of nighttime entertainment, including gambling, prostitution, and the buying and selling of alcohol. Nightly entrepreneurs in Kalijodo used to set up tents and stalls, but as night entertainment became popular, they built permanent illegal structures in the form of 102 housing units (Surdana, 2000). The utilization of the Kalijodo area in this manner is contrary to Jakarta's urban planning. The Kalijodo area is included in the green zone, according to the DKI Provincial Government's zoning map (Kharis, 2021). That is, there should be no building structures on it. As a result, the Provincial Government of DKI Jakarta at the time, Basuki Tjahaja Purnama or Ahok, issued a letter to restore the function of the Kalijodo Green Open Space.

This rearrangement caused various changes, as well as the arrival of new residents to Kalijodo. Traders with businesses in Kalijodo must allow their buildings to be adjusted in accordance with government policy. If they want to continue living and trading in Kalijodo, both traders and residents must follow the new regulations. The DKI Provincial Government has returned the function of Kalijodo to a green open space since the realignment of the Kalijodo area was inaugurated on February 22, 2017 (Chairunnisa, 2017). The DKI Provincial Government intends to construct Green Open Spaces and Child-Friendly Integrated Public Spaces in the area. DKI Jakarta Provincial Government collaborates with a Sinarmas Group subsidiary. PT Bumi Serpong Damai Tbk finance the construction of Green Open Spaces and Child-Friendly Integrated Public Spaces Kalijodo through Corporate Social Responsibility (CSR). Many people praised this CSR program because it's successful in transforming a prostitution area into a child-friendly public space. Changes that are deemed positive are not free from conflict. The conflict affected both former residents and newcomers to Kalijodo. The U-Curve Model Study of the Identity Adaptation Phenomena of Traders and Migrants (Christanti & Mardani, 2022) shows how the Kalijodo residents struggle to adjust cultural values and identities between traders and migrants. Newcomers, on the other hand, retain old cultural values, beliefs, and behaviors despite having moved and settled in the new culture. It leads to confusion, miscommunication, conflict, anxiety, and stress. Another research shows that the steps taken by the DKI Jakarta Provincial Government to carry out evictions are appropriate, but they are still insufficient given that evictions will result in significant excess. Meanwhile, the government, as a public servant and regulator, should be able to prevent problems that may arise because of evictions (Army, 2019)

This community must work together to support government programs. In addition, residents who live side by side must have the ability to live in harmony and peace to avoid destruction in this newly constructed area. Therefore, the community organization in charge of Kalijodo, a community mobilizer, must intervene to create harmony among residents. As a method of educating Kalijodo residents, the mass organization in charge of the area created a video clip displaying their song. This video also emphasizes the importance of unity, which is expected to bring Kalijodo residents together. The video clip for the song Kalijodo carries the ideology of Bhineka Tunggal Ika by displaying Indonesian traditional clothing from Sabang to Maraoke. This 4-minute video features 23 traditional outfits worn by 65 members of local organizations and communities. Daeng Jamal and Hidayah, a married couple and leaders of the Kalijodo regional mass organization, sing the Kalijodo song in this video. This video represents the transformation of Kalijodo from a slum area to a green open space, as well as shows the religiousness of the Kalijodo society (Nia, 2019).

Relevant research on the use of youtube as a media to educate society had been widely discusses. Among them there are discussion of Youtube's key benefits for education; accessible to all without necessity to create an account also higher involvement from demonstrations in form of video, music or pictures (Svobodová,

2016). Other studies shows that Youtube in education society thorough digitilize value of religion and Pancasila citizenship education (Mahfud, Saifulloh, & ..., 2021). Moreover studies shows that Youtube plays an important role in character strenghining (Imroatun et al., 2021). Social media can deliver all types of massively persuasive messages. In line with other studies' findings highlighting the potential of social media as a means of generating positive behavior change. Key social features such as comments and friendly competition boards resulted in high levels of engagement across all studies, supporting lower attrition rates (Foster & Lawson, 2013). This phenomenon is evolving in parallel with the advancement of digital media. Furthermore, digital media can effectively reach all Kalijodo residents, both old and newcomers. Ensuring that the persuasive message is delivered evenly to avoid social jealousy by assuming favoritism. The song displayed in the video was purposefully packaged by the community organization to present a new image of Kalijodo and to promote unity among Kalijodo residents. Using Paul A Argenti's corporate communication strategy framework (2013), this study examined the communication strategies for educating unifying value and how the main constituents, the Kalijodo residents, respond to it. It is hoped that this research will become literature for future research on using social media to educate society and will provide insight on how to effectively use Youtube for social movement.

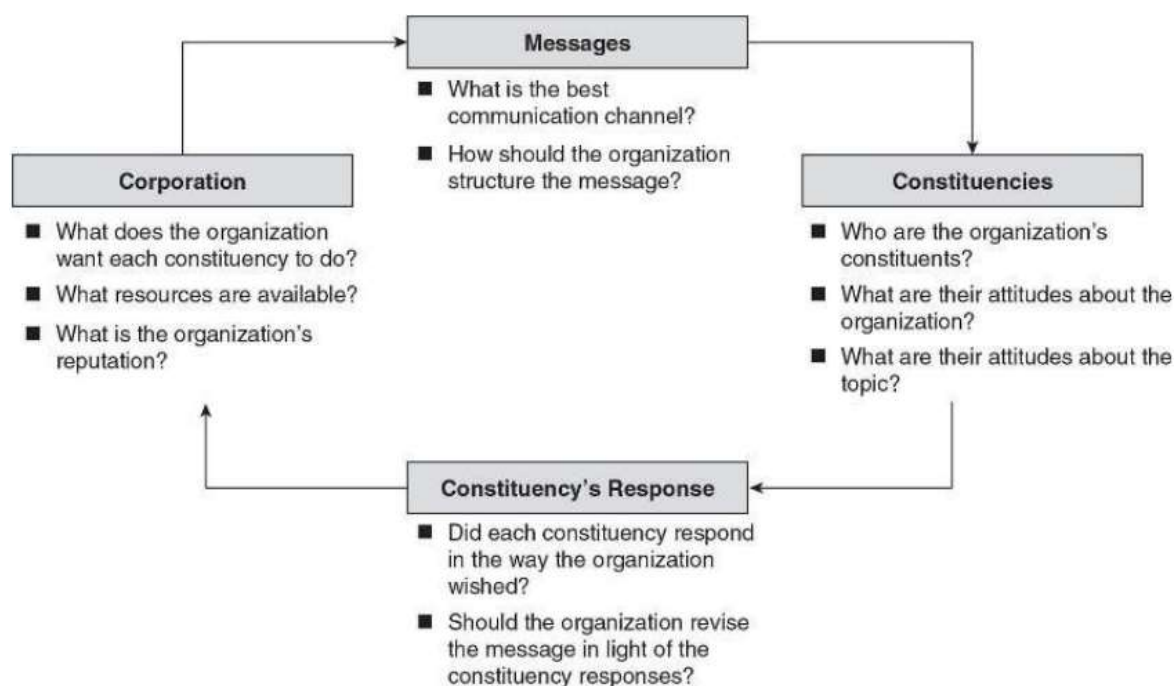
## **METHOD**

This study employs a qualitative approach with case study research (Yin, 2003). Case studies are in-depth investigations into an entity constrained by space and time (Daymon & Holloway, 2001). This descriptive research aims to develop a systematic, factual, and accurate description of the facts and characteristics of a specific population or object (Kriyantono, 2006; (Yin, 2011). This study examines communication strategies used by community organizations to educate the value of unity through YouTube video content and to find out how the Kalijodo residents react to these videos. A content analysis was conducted to examine the themes present in videos, the specific issues discussed, and the educational value for viewers (Miller, 2017).

Interviews conducted to reveal various aspects of the informants thoughts and feelings that could not be captured through observation. Three informants were interviewed: old Kalijodo residents, new Kalijodo residents, and Kalijodo security forces. Furthermore, data is gathered and constructed from various sources such as books, journals, and existing research. Researcher gathered the data and analysed it for about six months. Content analysis and descriptive analysis were used as analytical methods. To support the proposition and ideas, library materials obtained from various references are critically and in-depth analyzed (Fadli, 2021). The empirical literature makes data from in-depth interviews clear, allowing researchers to find it in a variety of sources. Furthermore, the findings were compiled from several sources. These discoveries are presented in narrative form, with conclusions drawn from each discovery. Following that, comparisons with other researchers made to enrich and develop the findings of this study. These ensure that the research provides trustworthy information.

## **RESULT AND DISSCUSSION**

The corporate communication strategy framework developed by Paul A Argenti (2013) can help various organizations get on the right track in terms of determining strategic steps to communicate their message to the intended audience. Messages, constituents, constituent responses, and the company or organization are the four steps in this framework (Argenti, 2013). Acting as a framework for the communication plans developed to implement the strategy, it makes the corporate communication function relevant in the strategic management process by providing the link between the organizational mission and communication plans (Steyn, 2004)



**Picture 1. Corporate Communication Strategy Framework**

Argenti (2013) suggests that a corporate communication strategy framework is a means of using and coordinating various elements of communication within an organization so that messages can be managed and ensured consistently. Furthermore, according to Cornelissen (2014), corporate communication is a series of activities to create understanding between a company or organization and its stakeholders (Cornelissen, 2014). This framework is suitable for analyzing the strategy implemented by the management of the Kalijodo community organization to provide education on the value of unity to all Kalijodo residents after relocation.

### Strategies for Communicating Education Messages of Unifying Values

It is difficult for an organization to deliver messages in large numbers without distorting their meaning. As a result, before sending a message, an organization must consider several factors, including the best communication channel and timing. To avoid miscommunication, organizations must also consider the best way to create and deliver messages. YouTube was chosen to deliver the message of unity because it is easily accessible to anyone. Organizations have entered the digital era, where social media is used to build relationships with citizens (Costa-Sánchez, 2017). Both old and new Kalijodo residents are aware of and have seen Kalijodo videos on YouTube.

*“there are Small and Medium Enterprises, under the leadership of Daeng Jamal who manages them, Alhamdulillah. That is until there are songs from Sabang to Merauke here, there are songs, they are on YouTube” (old resident).*

*“Daeng Jamal, it's on YouTube. He wears Sulawesi clothes and sings daeng jamal and his wife is also from Sulawesi. Behind him were the Makassar people, the Mandar people, together, joining “ (new resident).*

Without a doubt, YouTube has evolved into a complementary learning platform that promotes on-demand learning through educational videos (Kohler & Dietrich, 2021). The song in the video clip is titled 'Kalijodo,' but residents of Kalijodo are more familiar with the title 'From Sabang to Merauke.' 'Sabang to Merauke' is one of the lyrics that frequently repeated. This demonstrates that Kalijodo residents are both aware and remember some of its verses. The verses that people remember, 'From Sabang to Merauke,' are at the heart of the message that the organization wishes to convey to its constituents. This stanza depicts the variety of cultures

that exist in Kalijodo; thus, the value of unity is required for life to run smoothly and comfortably in Kalijodo. Furthermore, the new residents of Kalijodo can specifically mention the content of the YouTube video 'Kalijodo.' The newcomers describe the clothes worn by the main and supporting actors in great detail.



**Picture 2. "Kalijodo" Video clip on Youtube**

The message sent by someone known as Daeng Jamal is the next strategy used in conveying the message. All Kalijodo residents admire this figure because he is known as a generous leader who unites all Kalijodo residents. The song lyrics in this video by Daeng Jamal repeatedly convey a message of unity. A piece of the lyrics of the Kalijodo song, *"From Sabang to Marauke, from west to east, the culture of people from various regions is all here, Kalijodo, instilling unity to create Indonesian unity"* (retrieved from the Indonesian Medika Journal). *"Recently he broke his fast here up to 8 times... rich people usually only do it once. iftar here, there, at his house, so this Daeng can unite us all, what's the fuss about? He asks"*. A leading figure admired by its citizens was noticed during one of the sources' interviews. Daeng Jamal regarded as a generous upper socioeconomic class member. Daeng Jamal, also known as the 'boss' by both sources, serves as a unifying figure for the Kalijodo region. Daeng Jamal has been instrumental in reducing conflict between them from the beginning of the relocation until the arrival of new residents in the Kalijodo area. He has also begun to instill values of unity among them. Since Daeng Jamal regarded as a role model, the communication strategy of portraying him as a figure who teaches the unity value is an effective one.

### **Message Recipients Target**

The second part of the corporate communication strategy framework is the constituents that are the target recipients of the message. It is important to map the various levels among constituencies to identify appropriate engagement techniques in order to comprehend any potential conflicts. It is also essential to understand the relationships between various constituents, as these can affect the success of the engagement process. This type of stakeholder mapping can also aid to anticipate their expectations (Mathur, Price, Austin, & Moobela, 2007). In this case, Argenti (2013) suggests that the main constituents of an organization can change over time. In other situations, maybe only some residents or even non-citizens are the main constituents of the Kalijodo management organization. But in this case, where the value of unity must be instilled, all Kalijodo residents are constituents of the corporate communication strategy implemented by the Kalijodo community organization under the leadership of Daeng Jamal. The diversity of origins of Kalijodo residents is one of the causes of the difficulty in instilling the value of unity.

*"Yes, I'm from Betawi, My in law from Makasar"*. (new resident)

*"Maybe from Timor Timor Kupang, Timor Timor flores and Sulawesi, and Banten. I'm from Sulawesi, but i was born in Flores. The Sulawesi people wander everywhere so where we fit in is where we give views of serenity"*. (old resident)

According to the expressions of the two informants, both old and, new residents come from different regions. Kalijodo's residents are diverse, but they all share the same goal: to make Kalijodo a comfortable and

peaceful place to live. To achieve this, a mentor who can educate residents on how to keep the Kalijodo environment in harmony is required. An organization must recognize that constituents interact with one another; thus, the organization must collaborate with constituents to reach out to other constituents. The Kalijodo mass organization was seen carrying out this step. They collaborate closely with the Kalijodo Security Guard to build friendly relationships with all Kalijodo residents.



**Gambar 3. The Guards of Kalijodo in Video Clip “Kalijodo” in Youtube**

*“Some of the guards come from Makasar. As long as they are disciplined and honest, they are welcome here. If they goof around, getting drunk, the boss will immediately kick them out. The boss is strict. Previously some used drugs and the boss kicked them out. Guard as a peacekeeper in here are also people of kalijodo”.* Daeng Jamal has chosen the Kalijodo security guards to act as a liaison between the Kalijodo administrators and the residents. If a security guard does not adhere to Kalijodo's current values, the organization's leadership will take decisive action. This is done so that Kalijodo residents can have faith in the local security guard while also feeling safe and protected from Kalijodo's negative culture in the past. Kalijodo residents and caretakers share the fact that they are both Kalijodo people, so they share the same goal of making Kalijodo a safe place to live.

### **Constituent Responses To Messages**

Constituent responses are important for the organization to know. It demonstrates whether the message was effective or whether additional actions are required to ensure that constituents understand the message. Miscommunications that could lead to conflict are also critical for the organization. The Kalijodo unity song was well received by the residents of Klijodo. They both agreed that the current Kalijodo situation, with many cultural clashes between old and new residents, calls for unity. This value of unity instilled by recognizing that all Kalijodo residents, regardless of background, share something that can bring them together.

*“In the past, there were regional powers that were taken from one another, now there is one standard, one commander who rules here. We have this (kalijodo) with each other, as long as the our identification card is Indonesian”.* This response demonstrates that Kalijodo residents have a strong sense of belonging. They are now united by a single vision and a single leader. The thing that unites them the most is that they recognize that they are all great Indonesian citizens, and it is only natural for them to coexist in peace. They form unity not only to realize the vision of living in harmony in Kalijodo, but also to realize Indonesian unity. The lyrics of the Kalijodo song convey the same message. The positive response of constituents was also due to various activities organized by mass organizations. Citizen organizations recognize that one-way communication is insufficient for instilling the value of unity. *“Usually we are under the control of Daeng Jamal. If he helds a meeting, we will be there. The meeting disscuss about our condition, and they will help us. The meeting before we demand for justice. As an example between merchants, what are each of us the sells? It is arrange in further meeting so if ones already sells food, the other can sells beverage or anything else”.*

Efforts to instill the value of unity in the lives of Kalijodo residents are complicated by the fact that the Kalijodo area is not only a place to live but also a place for residents to earn a living. As a result, leaders of community organizations hold regular meetings to ensure that there are no conflicts among residents. This meeting was also held so that Kalijodo residents could get to know one another and stay in touch. Furthermore,

the Kalijodo figure supports and facilitates residents who want to participate in activities as long as the activities are positive. *"If we have a meeting and want to go out, the boss will set it up, for example, in front of the hall, or if we want a picnic"*. This is a representation of their leader's support for the value of unity among Kalijodo residents. Constituent involvement is becoming increasingly important in ensuring that a company remains in tune with changing stakeholder expectations. It is becoming increasingly necessary to adapt and change in response to shifting constituent expectations, as well as to influence those expectations (Morsing & Schultz, 2006).

### **Organizational Actions**

Organizations must analyze constituent responses to determine whether their actions yielded the desired results. When developing a communication strategy, the organization's goal is to ensure that the target constituents act or behave in accordance with the organization's expectations. This may be the ultimate goal of many organizations. They want to transition their target from informed individuals to members of a community to activists. It is about mobilizing resources and supporters to achieve strategic objectives (Lovejoy & Saxton, 2012). Therefore, the strength of YouTube as a social media platform is critical in building an organization's reputation (Meadows & Meadows, 2016). In this case, the Kalijodo mass organization wishes to live in harmony with all of its constituents and invites them to participate in positive activities. Integrating YouTube and using YouTube in various ways based on the characteristics and purposes provided by each social media platform is the correct approach (Kim, Kim, & Nam, 2014).

*"At the anniversary of our food court, there was charity for orphans, with the boss we all combined, donating what we have to orphans. For example, 5 packs of food for each stall and money, it's up to the boss to add it later. So we are not so tense. Yeah, let's make it funny"*. The Kalijodo leader invited all residents to participate in orphan charity, a positive activity that encourages cooperation among Kalijodo residents. Even though the Kalijodo leadership is capable of providing compensation to orphans on its own, his party invites all residents to instill positive values in all Kalijodo residents, without exception. The organization wants its members to act positively in line with the new Kalijodo image. As a result, this event urged residents to support the policies implemented in the Kalijodo area. This type of activity allows Kalijodo residents to meet and get to know one another.

The organization also wishes for the residents of Kalijodo to live in peace. The harmony between old and new residents can be seen when they meet at activities in the Kalijodo area. According to the findings of the interviews, harmony has begun to emerge among Kalijodo residents, as they greet one another and even shake hands. Aside from that, they use nuances of humor in communication to lighten the tense atmosphere among Kalijodo residents. Findings from analyzing this strategy may provide insight into how to unite a society from very different backgrounds; it also demonstrates another level of how to use social media for social movement. The community organization in Kalijodo employs a variety of strategies to bring their residents together; however, this study is limited in that it only examined one strategy, the use of YouTube. More research on other strategies for societal union is hoped to be conducted.

### **CONCLUSION**

Developing a coherent communication strategy entails several variables, including the strategy of delivering the right message, analyzing the relevant constituents, and analyzing the response constituents to evaluate the effectiveness of the communication strategy implemented. These variables are workflow steps in Argenti's Communication Strategy work chart (2013). The Kalijodo mass organization composed the message in the first step by creating a song that fits the Kalijodo people's favorite, the dangdut genre. Songs with educational values of unity are disseminated on the social media platform YouTube, which is easily accessible to all Kalijodo residents. Furthermore, this song was sung by the figure Kalijodo, whom the residents admired. The next step is to enlist the assistance of local security forces to educate and teach Kalijodo residents about the

importance of unity. Kalijodo residents understand that the Kalijodo Security Guards are people chosen by the Kalijodo leadership and in whom they have complete trust. This series of communication strategy steps was well received by its primary target constituents; all Kalijodo residents. Kalijodo's old and new residents are beginning to live in peace and harmony because they are beginning to unite. The similarities that distinguish Kalijodo residents also contribute to their sense of unity. Both old and new residents share the same vision, to make Kalijodo a safe and comfortable place to live. They are united. After all, they have one leader, most of all because they acknowledge that they are all Indonesian citizens. The entire Indonesian nation should unite in a principle that reflects the third principle of Pancasila, as conveyed in a piece of the Kalijodo song's lyrics, "Kalijodo, instilling unity to create Indonesian unity".

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