Analysis of the Use and Acceptance of Government Social Media in the South Sumatra Community Using the UTAUT 2 Method (Case Study : Instagram of the South Sumatra Provincial Food Crop and Horticulture Agriculture Office @pertaniantph.sumsel)

1st Ari Wedhasmara
Fakultas Ilmu Komputer
Universitas Sriwijaya
Palembang, Indonesia
a_wedhasmara@unsri.ac.id

2nd Amelia Rizki Putri
Fakultas Ilmu Komputer
Universitas Sriwijaya
Palembang, Indonesia
ameliarizkiputri12@gmail.com

3rd Ken Ditha Tania
Fakultas Ilmu Komputer
Universitas Sriwijaya
Palembang, Indonesia
kenyatania@unsri.ac.id

4th Ali Ibrahim
Fakultas Ilmu Komputer
Universitas Sriwijaya
Palembang, Indonesia
aliibrahim@unsri.ac.id

5th Putri Eka Sevtiyuni
Fakultas Ilmu Komputer
Universitas Sriwijaya
Palembang, Indonesia
putrieka@unsri.ac.id

6th Miftahul Falah
Fakultas Ilmu Komputer
Universitas Sriwijaya
Palembang, Indonesia
miftahulfalah@unsri.ac.id

Abstrak - The widespread accessibility of the internet via smartphones, laptops, and tablets, along with the convenience of carrying these devices anywhere, has transformed social media from merely a communication tool into a key source of information. Instagram, in particular, focuses on visual aesthetics. Many government agencies in Indonesia now have Instagram accounts to engage with the public, as social media-especially Instagram-is increasingly viewed as a popular platform for information dissemination across various demographic groups. One such agency is the South Sumatra Provincial Food Crop and Horticulture Agriculture, which operates under the Instagram handle @pertaniantph.sumsel. However, engagement with their Instagram community remains low, as seen from the limited number of likes and comments on their posts. To investigate the factors contributing to this issue, a study was conducted using the Unified Theory of Acceptance and Use of Technology 2 (UTAUT 2) model, gathering data from 516 questionnaire respondents who follow the @pertaniantph.sumsel account. The data was analyzed using SmartPLS, revealing that Behavioral Intention significantly impacts Usage Behavior, Effort Expectancy significantly affects Behavioral Intention, Facilitating Conditions influence Usage Behavior, Habit has a significant impact on Behavioral Intention, Hedonic Motivation affects Behavioral Intention, and Social Influence also plays a key role in shaping Behavioral Intention.

Keywords — *E-Government, Social Media, Instagram, UTAUT 2, South Sumatra Provincial Food Crop and Horticulture Agriculture*

I. INTRODUCTION

The ease of use of the internet that can be accessed anytime via cellphone, laptop, or tablet and can be carried anywhere, makes social media not only a means of communication but also a means of finding information [5]. According to [25] reported by Data Reportal, the use of social media in Indonesia is growing rapidly, there are a total of 167 million social media users in 2023, of which 153 million users are over the age of 18, or 79.5% of the total population besides that, it is estimated that 78.5% of internet users use at least one social media account. One of the social media that is often accessed by the Indonesian population is Instagram, Indonesia is one of the countries with the highest number of users with 89% with access at least once a week. [14]. On Instagram social media, no labor and cost are required to disseminate information, besides that, the time required is relatively short in disseminating information. [15].

Most government agencies in Indonesia have Instagram accounts to communicate with the public, because social media, especially Instagram, is considered a real alternative in disseminating information that is increasingly popular in all circles[20]. One of the Indonesian agencies that has implemented Government 2.0 is the South Sumatra Provincial Food Crop and Horticulture Agriculture, with the Instagram username @pertaniantph.sumsel, the South Sumatra Provincial Food Crop and Horticulture Agriculture provides various kinds of information packaged through a content, which is uploaded in the form of photos or videos. However, after direct observation of the @pertaniantph.sumsel Instagram account, the existing community interaction itself is still lacking, as evidenced in most of the uploads that have a small number of likes and comments.

To find out what factors influence the above problems, research was conducted using the Unified Theory of Acceptance and Use of The Technology 2 (UTAUT 2) model. UTAUT 2 is a model for predicting user acceptance and behavior towards technology. Factors such as perceived trust, enjoyment, expected effort, and price value are combined to determine user satisfaction, continuation intention, and usage behavior [1].

II. LITERATURE REVIEW, HYPOTHESIS, AND METHODS

Government 2.0 raises the use of digital technologies such as mobile computing, social media and Web 2.0 by the

government in increasing the effectiveness and openness of public services, the objectives include providing electronic services and improving the democratic process, with this technology, the public can interact in real time in voicing opinions to the government, it is hoped that the application of Web 2.0 technology in government can help improve the quality of public services and facilitate the interaction of government and society [11], [13].

UTAUT 2 is a theoretical framework used to study the factors that contribute to technology acceptance and use in various contexts, based on the original UTAUT model and incorporating additional constructs such as hedonic motivation and habit, UTAUT 2 has been applied in various studies to understand technology acceptance and use. [7].

This research has three reference journals, namely, The acceptance of government resource planning system using Unified Theory of acceptance and use of technology 2, Analysis of Factors Affecting the Acceptance and Use of Regional Management Information Systems (SIMDA) Using the UTAUT 2 Model (Empirical Study on Regional Management Information System Users (SIMDA) in Salatiga City and Consumer Acceptance and Use of Instagram, where the journal uses the Unified Theory of Acceptance and Use of Technology 2 (UTAUT 2) to analyze the factors that influence the acceptance and use of information systems, both in the government environment and in the context of social media such as Instagram.

This demonstrates the flexibility and relevance of this theory in various technology acceptance contexts. These three journals highlight the importance of improving implementation, understanding the factors that influence technology acceptance, and overcoming technical challenges in technology development. The implications of this research can help in designing more effective strategies to increase technology acceptance and usage in various contexts, both in the government sector and in consumer environments.

A. Research Stage And Problem Formulation

This research begins by identifying and formulating the problems contained in the introduction, then there is a literature study in the literature review section, the formulation of hypotheses and questionnaires is discussed in the research methodology section, then the validity content section to data analysis will be described in the results and discussion section, then the last conclusions and suggestions will be explained in the conclusions and suggestions section.

Fig. 1. Research Stages

The purpose of this study is to determine the factors that influence the acceptance and use of government social media, especially the Agriculture Office of South Sumatra Province.

B. Sample Size Determination

According to Ismiyanto in [3] 'Population is the entire object of research which can be an object, person or thing that can provide information or data'. In this study, the population was taken from followers of the @pertaniantph.sumsel Instagram account, which on March 7, 2024 had 12.2 thousand followers. A sample is a portion of the population selected to be observed and analyzed in order to draw conclusions about the population as a whole. [2]. To determine the number of samples needed in the study, calculations will be made using the Slovin formula as follows:

$$n = \frac{N}{1+Ne^2} \quad (1)$$

Description:

n = Total Sample

N = Total Population

e = Margin of error

Based on the Slovin formula above, the results of the calculation of the total sample required in the study are as follows:

$$n = \frac{12200}{1+12200\,(0,1)^2}$$

$$n = \frac{12200}{123}$$

$$n = 99{,}186$$

After the calculation, the total sample obtained is 99.186 where the number is rounded to 99, so the sample needed is 99 people.

C. Data Collection Technique

In the research, data collection will be carried out by distributing questionnaires aimed at followers of the @pertaniantph.sumsel Instagram account, where the questionnaire is made online using Google Forms. Google Forms is a free online media provided by Google to assist in creating surveys, quizzes, and forms [8]. Questioners will be distributed using the snowball sampling method, where samples are obtained by rolling from respondents to other respondents [12].

D. Research Hypothesis

The answer to the problem formulation will be determined from the relationship of each variable in UTAUT 2, the following is the hypothesis concept of this study:

1BI: Performance Expectancy has a positive and significant effect on Behavioral Intention on the Instagram account @pertaniantph.sumsel

2BI: Effort Expectancy has a positive and significant effect on Behavioral Intention on the @pertaniantph.sumsel Instagram account.

3BI: Social Influence has a positive and significant effect on Behavioral Intention on the Instagram account @pertaniantph.sumsel

4BI: Facilitating Condition has a positive and significant effect on Behavioral Intention on the @pertaniantph.sumsel Instagram account.

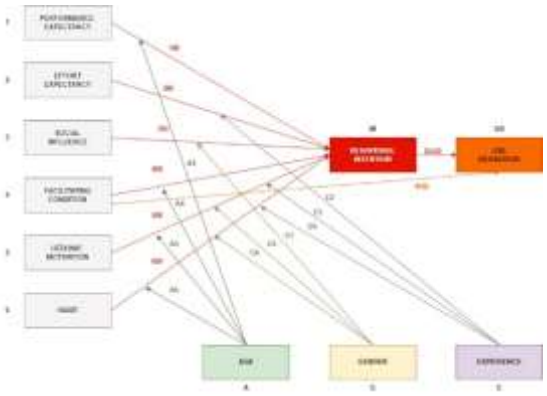

Figure 2. Research Hypothesis based on UTAUT 2

5BI: Hedonic Motivation has a positive and significant effect on Behavioral Intention on the @pertaniantph.sumsel Instagram account.
6BI: Habit has a positive and significant effect on Behavioral Intention on the Instagram account @pertaniantph.sumsel
A2 : Age affects Effort Expectancy which has a positive and significant effect on Behavioral Intention on the @pertaniantph.sumsel Instagram account.
A4 : Age affects Facilitating Conditions which have a positive and significant effect on Behavioral Intention on the @pertaniantph.sumsel Instagram account.
A5 : Age affects Hedonic Motivation which has a positive and significant effect on Behavioral Intention on the @pertaniantph.sumsel Instagram account.
A6 : Age affects Habit which has a positive and significant effect on Behavioral Intention on the @pertaniantph.sumsel Instagram account.
G3 : Gender affects Social Influence which has a positive and significant effect on Behavioral Intention on the @pertaniantph.sumsel Instagram account.
G4 : Gender affects Facilitating Conditions which have a positive and significant effect on Behavioral Intention on the Instagram account @pertaniantph.sumsel
G6 : Gender affects Social Influence which has a positive and significant effect on Behavioral Intention on the @pertaniantph.sumsel Instagram account.
E2 : Experience affects Effort Expectancy which has a positive and significant effect on Behavioral Intention on the @pertaniantph.sumsel Instagram account.
E5 : Experience affects Hedonic Motivation which has a positive and significant effect on Behavioral Intention on the @pertaniantph.sumsel Instagram account.
E6 : Experience affects Habit which has a positive and significant effect on Behavioral Intention on the @pertaniantph.sumsel Instagram account.
BIUB: Behavioral Intention has a positive and significant effect on Use Behaviour on the @pertaniantph.sumsel Instagram account.
4UB: Facilitating Conditions have a positive and significant effect on Use Behavior on the Instagram account @pertaniantph.sumsel.

E. Content Validity

Content Validity is testing the feasibility of research instruments by experts who are carried out to measure the suitability of the contents of the instrument with research objectives with a measurement scale of 1 to 4 to avoid neutral results. [16]. Content Validity is flexible and requires a minimum of 3 experts as members of the assessment panel 23]. With advice not to exceed 10 experts [10]. The Content Validity form is made so that experts easily understand the contents of the instrument and can provide assessments and suggestions for correcting the contents of the instrument. [21]. Content Validity aims to see relevant assessments of instrument elements that will represent the target construct [17].

F. Pilot Test

A pilot test is a procedure conducted to assess and refine a particular instrument on a smaller scale with the aim of identifying problems or areas for improvement prior to full implementation [9]. Pilot tests are carried out to evaluate the effectiveness of the instruments made and detect errors that need to be corrected [18]. This is done so that the real instrument can avoid failure and run well [19]. Some references use a hypothetical sample size of between 10-40 participants per group [6]. In the pilot test stage, data is collected by distributing questionnaires to 30 respondents who will be tested for validity and reliability using the SmartPLS application [4].

G. Data analysis

In this study, the data will be processed using SmartPls as a data analysis application. SmartPLS is an application used for analysis based on Structural Equation Modeling (SEM) [22]. Structural Equation Modeling is carried out by taking a comprehensive statistical approach to analyze the relationship between variables and test hypotheses. [24]. This analysis will be carried out with two stages of testing, namely the measurement model (outer model) and structural model (inner model).

III. RESULT AND DISCUSSION

In the results and discussion, the data will be processed using the SmartPLS application, where this analysis will display two models, namely the Outer Model and Inner Model.

A. Outer Model

From the distribution of questionnaires, 516 respondents have been collected, which data will be processed with SmartPLS. The data is processed using the following outer model, where the results of the data reflective test, convergence validity test, discriminant validity test and reliability test will be obtained. In the convergence validity test, the results will be obtained in the form of an outer loading value, where the question instrument has a value above 0.7 and it can be stated that this value is valid and has been fulfilled. Then for the discriminant validity test, the cross loading value obtained, each instrument is said to be valid or fulfilled because the value of each instrument on its construct is greater than other constructs.

TABLE I. OUTER LOADING AND CROSS LOADING VALUE

Variable	Item	Outer Loading	Cross Loading
A	Age	1,000	1,000
BI1	Behavioral Intention	0,955	0,955
BI2	Behavioral Intention	0,959	0,959
EE2	Effort Expectancy	0,954	0,954
EE3	Effort Expectancy	0,960	0,960
EXP	Experience	1,000	1,000
Effort Expectancy * Experience	EXP+EE	0,767	1,000
FC1	Facilitating Conditions	0,912	0,912
FC2	Facilitating Conditions	0,926	0,926
FC3	Facilitating Conditions	0,869	0,869
Facilitating Conditions * Age	A+FC	1,086	1,000
G	Gender	1,000	1,000
H1	Habit	0,946	0,946
H2	Habit	0,948	0,948
H3	Habit	0,934	0,934
HM1	Hedonic Motivation	0,950	0,950
HM2	Hedonic Motivation	0,953	0,953
HM3	Hedonic Motivation	0,939	0,939
Habit * Age	A+H	1,042	1,000
Habit * Experience	EXP+H	0,877	1,000
Habit * Gender	G+H	0,992	1,000
Hedonic Motivation * Age	A+HM	1,109	1,000
Hedonic Motivation * Experience	EXP+HM	0,951	1,000
Hedonic Motivation * Gender	G+HM	0,997	1,000
PE2	Performance Expectancy	0,951	0,951
PE3	Performance Expectancy	0,914	0,914
Performance Expectancy * Age	A+PE	1,105	1,000
SI1	Social Influence	0,959	0,959
SI2	Social Influence	0,961	0,961
Social Influence * Gender	G+SI	0,991	1,000
UB1	Use Behavior	0,935	0,935
UB2	Use Behavior	0,946	0,946
UB3	Use Behavior	0,927	0,927
PE1	Performance Expectancy	0,925	0,925

For the results of the reliability test, the questionnaire data in this study can be said to be reliable, because all composite reliability values in the table have results above 0.7. In the convergence validity test, the results will be found in the form of the AVE out value, an AVE value result can be said to be qualified and valid if the value obtained is above 0.5, where each research instrument has a value above 0.5.

TABLE II. CRONBACH'S ALPHA AND AVE VALUE

Variable	Cronbach's Alpha	AVE
A+FC	1,000	1,000
A+H	1,000	1,000
A + HM	1,000	1,000
A+PE	1,000	1,000
Age	1,000	1,000
Behavioral Intention	0,908	0,915
EXP + EE	1,000	1,000
EXP + H	1,000	1,000
EXP + HM	1,000	1,000
Effort Expectancy	0,908	0,915
Experience	1,000	1,000
Facilitating Condition	0,886	0,815
G + H	1,000	1,000
G+HM	1,000	1,000
G + SI	1,000	1,000
Gender	1,000	1,000
Habit	0,937	0,889
Hedonic Motivation	0,943	0,897
Performance Expectancy	0,922	0,866
Social Influence	0,916	0,922
Use Behavior	0,930	0,877

B. Inner Model

After testing the inner model, the results are obtained in the form of R-Square and Path Coefficient.

TABLE III. R-SQUARE VALUE

Variables	R-Square
Behavioral Intention	0,845
Use Behavior	0,829

Based on the results of the above values, it can be seen that Behavioral Intention has a value of 0.845 with a percentage of 84.5%, where it can be concluded that the variables Social Influence, Performance Expectancy, Effort expectancy, Facilitating Conditions, Hedonic Motivation can strengthen Behavioral Intention. Meanwhile, Use Behavior has a value of 0.829 or 82.9% which is strengthened by the Facilitating Condition variable.

TABLE IV. STATISTIC AND P-VALUE

Hypothesis	T-Statistic	P-Value
Behavioral Intention -> FacilitatingCondition	12,876	0,000
Effort Expectancy -> Behavioral Intention	3,539	0,000
FacilitatingCondition -> Behavioral Intention	2,301	0,022
FacilitatingCondition -> FacilitatingCondition	6,535	0,000
Habit -> Behavioral Intention	3,853	0,000
Hedonic Motivation -> Behavioral Intention	2,441	0,015
Performance Expectancy -> Behavioral Intention	0,759	0,448
Social Influence -> Behavioral Intention	1,745	0,082

Based on the results of the T-Statistic and P-Values above, it can be seen that not all variable values affect other variables, the following is an explanation of the value of each hypothesis.

a. The T-Statistic and P-Values of Behavioral Intention to Use Behavioral are 12.876 and 0.000, it can be concluded that **Behavioral Intention has a significant effect on Use Behavioral.**
b. The T-Statistic and P-Values of Effort Expectancy to Behavioral Intention are 3.539 and 0.000, it can be concluded that **Effort Expectancy has a significant effect on Behavioral Intention.**
c. The T-Statistic and P-Values of Facilitating Condition to Behavioral Intention are 2.301 and 0.022, it can be concluded that **Facilitating Condition has a significant effect on Behavioral Intention.**
d. The T-Statistic and P-Values of Facilitating Condition to Use Behavior are 6.535 and 0.000, it can be concluded that **Facilitating Condition has a significant effect on Use Behavior.**
e. The T-Statistic and P-Values of Habit to Behavioral Intention are 3.853 and 0.000, it can be concluded that **Habit has a significant effect on Behavioral Intention.**
f. The T-Statistic and P-Values of Hedonic Motivation to Behavioral Intention are 2.441 and 0.015, it can be concluded that **Hedonic Motivation has a significant effect on Behavioral Intention.**
g. The T-Statistic and P-Values of Performance Expectancy to Behavioral Intention are 0.759 and 0.448, it can be concluded that **Performance Expectancy has no significant effect on Behavioral Intention.**
h. The T-Statistic and P-Values of Social Influence to Behavioral Intention are 1.745 and 0.082, it can be concluded that **Social Influence has no significant effect on Behavioral Intention.**

VI. CONCLUSION

The purpose of this study is to determine the factors that influence the acceptance and use of government social media, it can be concluded that of the 8 hypotheses there are only 6 hypotheses that affect public acceptance of social media belonging to the South Sumatra Provincial Food Crop and Horticulture Agriculture, namely Behavioral Intention has a significant effect on Use Behavioral, Effort Expectancy has a significant effect on Behavioral Intention, Facilitating Conditions has a significant effect on Behavioral Intention, Facilitating Conditions has a significant effect on Use Behaviour, Habit has a significant effect on Behavioral Intention, Hedonic Motivation has a significant effect on Behavioral Intention.

REFERENCES

[1] Ady Bakri, A., Darwis, Bawaiqki Wandanaya, A., Violin, V., & Rachmat Fauzan, T. (2023). The Application of UTAUT Modified Model to Analyze the Customers Use Behavior of Shopee Paylater. Journal of Information Systems and Technology, 96-101. https://doi.org/10.37034/jsisfotek.v5i1.210

[2] Das, B. K., Jha, D. N., Sahu, S. K., Yadav, A. K., Raman, R. K., & Kartikeyan, M. (2023). Concept of Sampling Methodologies and Their Applications. In Concept Building in Fisheries Data Analysis (pp. 17-40). Springer Nature Singapore. https://doi.org/10.1007/978-981-19-4411-6_2

[3] Eddy Roflin, Iche Adriyani Liberty, & Pariyana. (2021). Population, Sample, Variables in Medical Research (Nasrudin Moh., Ed.; Vol. 1). Nasya Expanding Management.

[4] Gani, N. I. A., Rathakrishnan, M., & Krishnasamy, H. N. (2020). A PILOT TEST FOR ESTABLISHING VALIDITY AND RELIABILITY OF QUALITATIVE INTERVIEWS IN THE BLENDED LEARNING ENGLISH PROFICIENCY COURSE. Journal of Critical Reviews, 7(05). https://doi.org/10.31838/jcr.07.05.23

[5] Helen, H., & Rusdi, F. (2019). The Effect of Using Social Media Instagram Account @Jktinfo on Fulfilling Followers' Information Needs. Prologia, 2(2), 355. https://doi.org/10.24912/pr.v2i2.3712

[6] Hertzog, M. A. (2008). Considerations in determining sample size for pilot studies. Research in Nursing & Health, 31(2), 180-191. https://doi.org/10.1002/nur.20247

[7] Ikhsan, R. B., Sudirman, E., Andaresta, D., Helen, Pradhani, R. A., & Hardiyansyah. (2022). The Implementation of UTAUT-2 in Cashback Program on E-Commerce Platform. 2022 5th International Seminar on Research of Information Technology and Intelligent Systems (ISRITI), 71-76. https://doi.org/10.1109/ISRITI56927.2022.10053074

[8] Kaur, P., K, D., & Vinjamuri, L. (2022). An Application to Automate the Google Form Submission. 2022 International Conference on Cyber Resilience (ICCR), 1-4. https://doi.org/10.1109/ICCR56254.2022.9995818

[9] Kovach, J., Obanua, F., & Hutchins, H. (2022). Pilot Testing a Series of Value-Based Care Training Courses. Advances in Medical Education and Practice, Volume 13, 319-322. https://doi.org/10.2147/AMEP.S360027

[10] Lynn, M. R. (1986). Determination and quantification of content validity. Nursing Research, 6, 382-386.

[11] Mahmood, Z. (2021). Web 2.0, Social Media, and Mobile Technologies for Connected Government (pp. 1-18). https://doi.org/10.4018/978-1-7998-4570-6.ch001

[12] Nurdiani, N. (2014). Snowball Sampling Technique in Field Research. ComTech: Computer, Mathematics and Engineering Applications, 5(2), 1110. https://doi.org/10.21512/comtech.v5i2.2427

[13] Padatu, B., & Akib, H. (2018). Government 2.0: Alternative Public Sphere and Public Policy Making Process (Regional Government of Surakarta Case Study). Proceedings of the 1st International Conference on Social Sciences (ICSS 2018). https://doi.org/10.2991/icss-18.2018.249

[14] Prihatiningsih, W. (2017). INSTAGRAM SOCIAL MEDIA USAGE MOTIVES AMONG TEENAGERS. Communication, 8(1), 51. https://doi.org/10.36080/comm.v8i1.651

[15] Puspitarini, D. S., & Nuraeni, R. (2019). UTILIZATION OF SOCIAL MEDIA AS A PROMOTIONAL MEDIA. Journal of Common, 3(1), 71-80. https://doi.org/10.34010/common.v3i1.1950

[16] Puspitasari, W. D., & Febrinita, F. (2021). CONTENT VALIDITY TESTING OF A QUESTIONNAIRE FOR STUDENT PERCEPTIONS OF ONLINE LEARNING IN COMPUTATIONAL MATHEMATICS COURSES. Focus ACTion Of Research Mathematic, 4(1), 77-90.

[17] Spoto, A., Nucci, M., Prunetti, E., & Vicovaro, M. (2023). Improving content validity evaluation of assessment instruments through formal content validity analysis. Psychological Methods. https://doi.org/10.1037/met0000545

[18] Sugiyono. (2017). Educational Research Methods Quantitative, Qualitative, and R&D Approaches.

[19] Sukran, Z., Yamin, A., & Dewi, G. (2024). Factors Affecting Motor Vehicle Taxpayer Compliance in West Sumbawa Regency (Case Study at Samsat Taliwang Office). JIIP - Scientific Journal of Education Science, 7(1), 579-588. https://doi.org/10.54371/jiip.v7i1.3588

[20] Suryadharma, B., & Susanto, T. D. (2017). Social Media Acceptance Factors of Government Agencies in Indonesia. INTEGER: Journal of Information Technology, 2(2). https://doi.org/10.31284/j.integer.2017.v2i2.174

[21] Suryadi, T., Alfiya, F., Yusuf, M., Indah, R., Hidayat, T., & Kulsum, K. (2023). CONTENT VALIDITY FOR THE RESEARCH INSTRUMENT REGARDING TEACHING METHODS OF THE BASIC PRINCIPLES OF BIOETHICS. Indonesian Journal of Medical Education: The Indonesian Journal of Medical Education, 12(2), 186. https://doi.org/10.22146/jpki.77062

[22] Tambun, S., Heryanto, H., Mulyadi, M., Sitorus, R. R., & Putra, R. R. (2022). Training on SmartPLS Data Processing Application to Improve

Research Skills for Lecturers of Batam Theological College. UNDIKMA Devotion Journal, 3(2), 233. https://doi.org/10.33394/jpu.v3i2.5519

[23] Wedhasmara, A., Samsuryadi, & Hussin, A. R. C. (2023). Citizen Engagement on Government Social Media: Validation of Measurement Items (pp. 819-832). https://doi.org/10.1007/978-981-99-3091-3_67

[24] Wentura, D., Wirth, B., & Pospeschill, M. (2023). Strukturgleichungsmodelle (pp. 213-236). https://doi.org/10.1007/978-3-662-65522-1_14

[25] Yonatan, A. Z. (2023, June 21). A look at Indonesia's Social Media Users 2017-2026. Good Stats.