

Social Communication of the Village Government in Socializing Waste Management in Bejijong Village

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Abstract. *Social communication is a way for the village government to socialize waste management to residents, with social communication making it easier for the village government to socialize waste management because it is carried out jointly in a large forum and has feedback from residents. The research aims to explore information on how social communication conveyed by the Bejijong Village Government in socializing waste management, so that it can be applied by the community in Bejijong Village, especially in Rt 02 Rw 01 Bejijong Hamlet, Rt 02 Rw 01 Kedung Wulan Hamlet, Rt 03 Rw 01 Bejijong Hamlet. The problems contained in this study are the participation, perception and attitude of the community towards the social communication provided by the village government to the community for the socialization of waste management. This study uses a descriptive qualitative approach by focusing on research data that will be produced from words through a form of observation and interview. This study describes the field phenomenon through direct observation by visiting the location of socialization carried out by the village government, then conducting direct interviews with residents and village officials, and the results can be analyzed to obtain research results. The results of this study show that the social communication of the village government to the residents of Bejijong Village is very good and can be well received by the residents, with indicators in it such as understanding, fun, influence on attitudes, better relationships, and true principles of brotherhood.*

Keywords: *Social Communication, Waste Management, Bejijong Village*

I. INTRODUCTION

Waste management is a problem that must be the responsibility of all Indonesia people, not only the government. Waste comes in various forms and characteristics as a result of the increase in population and changes in people's consumption patterns. According to (Azwar, 1990), garbage is everything that needs to be thrown away because it is considered trivial and no longer needed. (Revmon, 2003). Waste is separated into two categories: organic waste and waste that comes from living things that decomposes naturally without the need for human intervention. and inorganic waste, or waste that decomposes slowly.

Based on Law Number 81 of 2012 which is grouped into specific waste, household waste, and household waste are related to sustainable waste management. (Garbage, 2015). Reusing and recycling waste or 3R (Reduce, Reuse, Recycle) is one way to reduce waste.

According to (Rijulvita et al., 2023), waste management is the process of controlling waste from collection to disposal, including collection, disposal, processing, and disposal, as well as waste regulation and monitoring. The obstacles faced in the implementation of 3R in the community are public awareness of the environment and waste in the environment.

Being aware of waste is a small thing that can bring about big changes in various areas of life, such as maintaining balance, harmony, and environmental health, reducing environmental damage, and preventing pollution that benefits future generations. The community and the government are equally responsible for solving the waste problem, and not only overlapping (Tocqiun, 2019) on one side only.

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Bejjong Village or commonly called Majapahit Village which is located in Trowulan District which is one of the 18 sub-districts in Mojokerto Regency, Bejjong village itself has an area of ± 195,185 Ha which consists of 2 hamlets, namely, Kedungwulan Hamlet with an area of ± 78,337 Ha and Bejjong Hamlet with an area of ± 116,848 Ha. Bejjong Village has a population of ± 4250 people. 35% of the total population are artisans or entrepreneurs.

Considering that Bejjong Village is a Majapahit Tourism Village that is often visited by local and foreign tourists to dig deeper into the history in it. Therefore, environmental cleanliness is an absolute requirement in the world of tourism.

Research is needed because the activities carried out by the village government and local communities are an interpersonal communication process that supports the emergence of public policies, especially waste management. The activity took place between the Bejjong Village Government and the community in socializing waste management policies.

Social communication according to the understanding of Eilers (1994), social communication is a communicative interaction of human expression in the public and society or cultural groups. As for the characteristics of social communication, according to him, (Sarwoprasodjo, 2019)

1. More than two participants.
2. Participants are bound in a social system.
3. The communication provided is related to the public, both directly and indirectly.
4. The way people communicate also includes social communication.
5. Information sharing, interpreting, and entertainment are social communication.

There is also a function of social communication that signals that communication is important for survival, self-existence and building self-concept. (II & Theory, 1998)

a. Self-concept formation

It is a view that a person has about himself that is only obtained through information given to him or others. Therefore, during the process of self-formation, others must actively communicate with others.

b. Self-existence statement

People who communicate that they exist are a manifestation of self-actualization, or self-existence statements.

c. For survival

Humans are social creatures who have been in need of people's help since birth. Therefore communication with others to cultivate their biological needs. Examples are, eating, drinking, being accepted by others, a sense of security, freedom, needs, and others.

d. The function of social communication according to Sutaryo (2006).

e. Providing information

f. Humans only develop if they know the goals to be achieved.

g. Knowledge of the values, means and dangers that everyone is not the same.

h. Useful information is a right that every human being gets.

i. Providing guidance

j. Communication is the key to providing guidance both directly and indirectly.

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- k. High-value messages can boost morale and correct wrong behavior.
- l. Guidance is carried out through messages that guide, approve, reject, denounce, reprimand, support, invite, or provide impromptu priority instructions

The definition of social communication in a short and general way is the process of interaction between two or more subjects. The narrow definition of social communication is communication that has a process of conveying messages by two people, either directly or indirectly. (Tocqiun, 2019)

Social communication is a communication activity that leads to the achievement of a social integration system. The starting point of social communication is that communicators and communicators need to agree on the material or material being discussed. Communication is considered successful if both parties communicate with each other and the communication is useful. (Ii & Sosial, n.d.)

The types of communication according to (Sutaryo, 2008) are direct communication, non-direct communication, one-way communication, mutual communication, free communication, functional communication, individual communication, mass communication. The function of social communication is to provide guidance, information and entertainment. (Vera & Wihardi, 2012)

According to Suranto AW (2006) about several indicators of effective social communication. (Tocqiun, 2019)

- a. Understanding
What is meant is how communicators can understand messages carefully as intended by communicators. Because one of the goals of communication is to achieve common understanding or understanding, both communicators and communicators must understand each other's functions. Communication can be said to be effective if a communicator can convey a message and the communicator can receive the message given by the communicator.
- b. Pleasure
Communication can be said to be effective not only when a communicator succeeds in conveying a message and the communicator is able to receive the message, but succeeds in bringing a pleasant atmosphere for both parties.
- c. Influence on attitude
One of the purposes of communication is to influence attitudes, if communicating affects the nature of meaningful communication, it can be said to be effective. And vice versa, if communication does not have an effect on the attitude of the first communication, it is not effective.
- d. Improved relationships
Effective communication has a process to improve the level of relationships between individuals. Communication often occurs not only to convey a message, but if people who already have similar characters, the same perceptions, and matches, the relationship will be well established by itself.
- e. Principles of true brotherhood
Social communication can be said to be effective if it is able to apply the principles of true brotherhood.

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Singaraja's conclusion with the title "Social Communication in the Socialization of the Determination of the Governor of Bali's Policy on Limiting the Generation of Single-Use Plastic Waste" is a preliminary research that is relevant to this research. The study illustrates how the Bali Provincial Government has adopted a governor's regulation policy that aims to reduce the amount of waste produced by single-use plastics. The findings of this study show that social media socialization regarding the Governor of Bali's policy to limit the production of single-use plastic waste has succeeded in increasing public awareness of the need to reduce the use of plastic. The Governor of Bali conducts social communication through primary (direct) and secondary (mass media) social contacts. Social transformation occurs through interaction with others, in line with the aspirations of the Bali provincial government. (Mujib, 2020)

Then the research entitled "Village Government Communication Strategy in Social Assistance Socialization During the Covid-19 Pandemic in Bengkel Village, Labuapi District, Lombok Regency" from the Hidayattulloh Islamic Communication and Broadcasting study program, Mataram State Islamic University, explained how the government Workshop village developed a communication strategy that runs effectively and efficiently to ensure that the programs made can be socialized. The findings of this study are as follows: first, the village government, as the main communicator, involves social assistance institutions such as the Social Service or DPMD; second, providing the best explanation of the available material; third, using print and online media to spread the message; fourth, determining the target audience to know the degree of communication understanding so that language techniques and message delivery can be modified; and fifth, the impact is in the form of changes in behavior, mindset, and attitude as well as an increase in knowledge about social assistance. (Yuniartika, 2022)

Furthermore, "Communication Strategy of the Teluk Panji Plantation Village Government in Socializing Covid-19 Vaccination" from the State Islamic University of North Sumatra, a research that aims to describe the communication strategy of the village government in the vaccination program. The result of the village government's strategy is to collaborate with village government stakeholders, the police, the TNI, health centers, community leaders, and religious leaders which is the key to the success of the village government in socializing the covid-19 vaccination. In addition, the selection of an efficient and appropriate communication strategy is one of the keys to success, especially to enlighten and provide a correct understanding of vaccines. (Ningsih & Alfikri, 2022)

Then from the communication science study program of Sam Ratulangi University Manado entitled "The Role of Government Communication in Socializing the Desa Fund Budget to the Community in Soakonora Village, South Galela District" explained how the communication of the village government that does not understand the principles of management and the village government is not felt to be transparent to the community regarding the management of the village budget. The form of communication used is usually carried out in places of worship, namely by providing information directly to the community, the media used by the village government in conveying messages is still limited. (Lahi, 2021)

And finally, "The Role of Community Social Communication in Preserving the Pasan Regional Language in Rasi Village, Ratahan District, Southeast Minahasa Regency" describes the overall role of social communication carried out by the people of Rasi village in preserving the Pasan Ratahan regional language, which can be said to be ineffective because many speakers rarely

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teach regional languages to children. The process of delivering messages using the Pasan Ratahan regional language to the people of Rasi village tends to be among the elderly. (Pandaleke et al., 2020)

This study intends to explore information on how social communication conveyed by the Bejjong Village government in socializing waste management, so that it can be applied by the people of Bejjong village, especially in Rt 02 Rw 01 Bejjong Hamlet, Rt 02 Rw 01 Kedung Wulan Hamlet, Rt 03 Rw 01 Bejjong Hamlet.

II. METHODS

By concentrating on the research data to be collected from words through observation and interviews, this study uses a qualitative descriptive approach. This study describes the field phenomenon through direct observation by visiting the location of socialization carried out by the village government, then conducting direct interviews with residents and village officials, and the results can be analyzed to obtain research results.

Research Subject and Location. The socialization carried out by the village government to residents, especially residents of Rt 02 Rw 01 Bejjong Hamlet, Rt 02 Rw 01 Kedung Wulan Hamlet, Rt 03 Rw 01 Bejjong Hamlet. The location was chosen by the author because the author has carried out community service activities and according to the author is relevant to the title made by the author.

Informant Determination Technique. In determining informants, the researcher focuses on people who are relevant to the research title. The researcher uses a purposive sampling technique, which is to adjust certain criteria or objectives to obtain the information needed. In this study, the informants determined by the researcher were 1) Mr. Pradana, Village Head as the village government 2) Mrs. Eni, Chairman of Rt as the village government 3) Mrs. Ulil, Chairman of Rt as the village government 4) Mrs. Ersuwarti as the community of Bejjong village 5) Mrs. Sumarmi as the community of Bejjong village 6) Mrs. Arista as the community of Bejjong village.

Data Collection Techniques. The data collection technique in this study is by using methods in the form of observation and interviews. The observation made by the researcher was to observe directly at Rt 02 Rw 01 Bejjong Hamlet, Rt 02 Rw 01 Kedung Wulan Hamlet, Rt 03 Rw 01 Bejjong Hamlet regarding the social communication of the village government in socializing waste management policies. Then the interview stage is conducted by the researcher with informants who have been selected according to the criteria. To complete the results of observations and interviews, Peliti used documentation in the form of photographs.

Data Analysis Techniques. In the data analysis technique, the researcher uses the appropriate from Milles and Huberman's concepts, namely data reduction, data presentation, and conclusion verification. The data reduction stage is for the researcher to select and sort the data that is needed and must be in accordance with what is being studied. Presenting data, the researcher explained the data that had been considered valid. The last thing is data verification or conclusion, in this case the researcher checks the truth and then draws conclusions.

III. FINDINGS AND DISCUSSION

According to Suranto AW (2006) about several indicators of effective social communication. (Tocqjun, 2019)

- a. Understanding
What is meant is how communicators can understand messages carefully as intended by communicators. Because one of the goals of communication is to achieve common understanding or understanding, both communicators and communicators must understand each other's functions. Communication can be said to be effective if a communicator can convey a message and the communicator can receive the message given by the communicator.
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- d. Improved relationships
Effective communication has a process to improve the level of relationships between individuals. Communication often occurs not only to convey a message, but if people who already have similar characters, the same perceptions, and matches, the relationship will be well established by itself.
- e. Principles of true brotherhood
Social communication can be said to be effective if it is able to apply the principles of true brotherhood.
- f. Regarding social communication between the village government and residents, the researcher asked what kind of communication the village government implements in efforts to socialize waste management in Bejjong village.

1. Understanding

According to Mrs. Eni Yuanita as the Chairperson of Rt Rt 02 Rw 01 Bejjong Hamlet. He explained that the residents' understanding of the socialization provided was quite good, and the village government also tried to provide clear and detailed information about the waste management program.

Then according to Mrs. Ulil Hidayati as the Chairperson of Rt 03 Rw 01 Bejjong Hamlet. Explaining that in Rt 03 Rw 01 Bejjong Hamlet the residents understand and follow the guidelines given, and the village government tries to explain well, but there are also many residents who do not understand. The solution provided is by direct practice and re-explained.

Furthermore, according to Mr. Pradana Tera Mardiatna as the village head, many residents do not understand the importance of waste management for the surrounding environment because of low human resources, but we the village government have provided facilities for waste management

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in the form of bins to categorize waste according to the category for residents who are literate about the importance of waste management. He explained how to start managing waste so that it can be recycled or resold. And according to him, in some Rts very quickly receive and capture the messages given during socialization

According to one of the villagers, Mrs. Ersuwarti, a resident of Bejjong Village, Rt 03 Rw 01, Bejjong Hamlet. Not much different from other stories, he felt that he understood the government's intention for its citizens to care about the environment, starting from sorting organic and non-organic waste.

According to Mrs. Arista Rahmawati, a resident of Bejjong Village Rt 02 Rw 01 Kedung Wulan Hamlet, she feels quite familiar with the socialization provided by the village government, because it is explained in detail and directly in practice.

2. Pleasure

According to Mrs. Eni Yuanita as the Chairperson of Rt Rt 02 Rw 01 Bejjong Hamlet. According to him, the residents looked enthusiastic and not a few were actively involved in the program. The village government often receives positive responses and suggestions that come in for future evaluation.

Many residents are enthusiastic about this program for changing their environment, judging from the participation of residents in cleaning activities, said Mrs. Ulil Hidayati as the Chairperson of Rt 03 Rw 01 Bejjong Hamlet.

according to Mr. Pradana Tera Mardiatna as the village head. He explained that the residents are very happy with this program because, according to many of them, they are literate about the surroundings that cleanliness and caring for the environment are obligations and shared responsibilities.

Mrs. Ersuwarti, a resident of Bejjong Village Rt 03 Rw 01 Bejjong Hamlet, explained that she felt happy because she felt that this socialization meant that there would be changes in the future for the younger generation, she also felt happy because of the socialization given by practice as well.

According to Mrs. Arista Rahmawati, a resident of Bejjong Village Rt 02 Rw 01 Kedung Wulan Hamlet, she was happy because the information provided was clear and easy to understand. Often the village government also gives examples of how to sort and sort waste according to its category.

3. Influence on Attitude

Mrs. Eni Yuanita as Chair of Rt Rt 02 Rw 01 Bejjong Hamlet explained that the socialization provided made many villagers who cared and were active in waste management.

The explanation from Mrs. Ulil Hidayati as the Chairperson of Rt 03 Rw 01 Bejjong Hamlet, is that the attitude of the residents is very positive and they are more aware of the importance of waste management to the environment. Although many have begun to care and be aware, there are still residents who are reluctant to take part in these activities due to low human resources.

Explained by Mr. Pradana Tera Mardiatna as the village head. The socialization we provide has a positive impact, many residents have begun to be disciplined in sorting and choosing waste.

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According to him, he became more disciplined in sorting waste, he also encouraged his family and people around him to start doing the same to create a clean and healthy environment. Said Mrs. Ersuwarti, a resident of Bejjong Village, Rt 03 Rw 01, Bejjong Hamlet.

According to Mrs. Arista Rahmawati, a resident of Bejjong Village Rt 02 Rw 01 Kedung Wulan Hamlet, she feels more aware of the importance of waste management, the importance of sorting waste and routinely collecting waste in bins that have been categorized.

4. Better Relationships

Mrs. Eni Yuanita as Chair of Rt Rt 02 Rw 01 Bejjong Hamlet argues that there is an increase in social relations because residents become more often communicating and working together to realize the success of waste management.

The response of Mrs. Ulil Hidayati as the Chairperson of Rt 03 Rw 01 Bejjong Hamlet this socialization facilitated more interaction and cooperation between residents, which improved social relations between each other.

The explanation from Mr. Pradana Tera Mardiatna as the village head is that the socialization we provide has a positive impact on their communication because the communication of residents is much more often interacted in waste management activities.

Mrs. Ersuwarti, a resident of Bejjong Village Rt 03 Rw 01 Bejjong Hamlet, feels that since the socialization of the residents, there has been a lot of discussion about how to effectively manage waste, so it can be said that our relationship is good.

Good communication makes local residents discuss waste management more often. Relations between residents became more harmonious because of mutual concern. Said Mrs. Arista Rahmawati, a resident of Bejjong Village, Rt 02 Rw 01, Kedung Wulan Hamlet.

5. Principles of True Brotherhood

The principle of mutual respect and cooperation is the key to strengthening the sense of brotherhood in the village or surrounding environment. Explanation of Mrs. Eni Yuanita as the Chairperson of Rt Rt 02 Rw 01 Bejjong Hamlet.

By trying to apply the principle of mutual cooperation and petrification in all aspects of the waste management program that reflects true brotherhood. Explanation from Mrs. Ulil Hidayati as the Chairperson of Rt 03 Rw 01 Bejjong Hamlet.

Explained by Mr. Pradana Tera Mardiatna as the village head. This program prioritizes the principle of mutual cooperation and mutual care for each other, which is the core of true brotherhood.

According to Mrs. Ersuwarti, a resident of Bejjong Village Rt 03 Rw 01 Bejjong Hamlet, there is a sense of shared responsibility and solidarity to maintain the cleanliness of the village, which makes the relationship between residents and residents between village governments much closer.

Said from Mrs. Arista Rahmawati, a resident of Bejjong Village, Rt 02 Rw 01, Kedung Wulan Hamlet. Explaining the sense of helping each other, please help make residents feel like a family who both care about the environment and have the same goal, which is to maintain environmental sustainability for future generations.

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From the results of the interviews conducted by the researcher, the author concluded the results of interviews from the village government and residents regarding the socialization of waste management in Bejjong Village. The communication between the village government and residents can be said to be quite good and effective. By applying the five indicators of social communication, namely, understanding, fun, influence on attitudes, better relationships, and the principles of true brotherhood.

Communication between village governments is easy for residents to understand and given examples of how to sort and choose waste according to its category, therefore many residents already understand and are able to apply it in their daily lives.

By providing clear and detailed information, many residents who are active and enthusiastic about waste management activities are happy because they are easy to understand and easy to apply.

The influence of attitudes that were initially indifferent to the environment became concerned and made residents more compact to make the surrounding environment much more beautiful and avoid the danger of diseases caused by the accumulation of waste that is not processed or recycled.

With this socialization, it establishes a good relationship between residents and between residents and the village government, for example by discussing how to manage waste effectively, so that it can be said that the relationship will be good, and the socialization has an active impact on their communication because, residents often interact in waste management activities.

The last is the principles of true brotherhood, namely by respecting each other and working together to create solidarity to maintain the cleanliness of the surroundings.

IV. CONCLUSIONS

The conclusion is, good and effective waste management is a responsibility that must be borne together, not only the village government. The presence of waste in various forms and characters is a result of population growth and changes in consumption patterns, therefore increasing awareness of waste is very important to be given to residents to maintain environmental health and to reduce environmental damage and prevent environmental pollution for future generations.

Interaction between the village government and the community is an important part of implementing public policies, especially in waste management. Good and effective communication is needed for the success of a waste management policy. Interviews with the village government and the community revealed that communication that emphasizes the understanding of the citizens, pleasure in the sense of enthusiasm and active participation of the citizens, influence on attitudes that have a positive impact and care about waste, relationships that become better due to more frequent communication and many discussions about waste management, and true fraternal principles that reflect the principles of mutual cooperation and mutual assistance that strengthen solidarity and shared responsibility in maintaining environmental cleanliness. Overall, it shows that good and effective social communication between the village government and the community in Bejjong Village is very important for the success of waste management in Bejjong Village.

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