

CYBER APPROACH EXTENSION: ADDRESSING THE CHALLENGES OF BANGGA KENCANA PROGRAM EXTENSION IN THE POSTMODERN ERA

M. Akbar Hasyim Lbs¹, Meilani Fabiola Harahap²

^{1,2}Representative of BKKBN North Sumatera Province

Corresponding Email: akhbarhasyim@gmail.com

ABSTRACT

The postmodern era brought about a social change marked by the increasing consumption of factual information without seeing the truth objectively, making it difficult to understand the actual facts. This research aims to see how the effectiveness and efficiency of the cyber approach extension is used in responding to the community's need for information related to family development, population and family planning (*Bangga Kencana*) programs in the Postmodern era. This research uses a constructivist paradigm with a qualitative approach via descriptive methods. Data collection was carried out using library research techniques. Data sources come from relevant literature such as books, journals and scientific articles. Data analysis was carried out by identifying problems that occurred related to the research topic, then analyzed using a postmodernist perspective to reveal the social reality that occurred in cyber approach extension from the perspective of Jean Baudrillard's simulacra theory, then conclusions were drawn. The results of the research show that extension using a cyber approach is more effective in answering the challenges of the *Bangga Kencana* program in the Postmodern era for the younger generation. Apart from that, it has a high level of efficiency compared to other approaches.

Keywords: *Bangga Kencana*; Cyber; Extension; Postmodern.

INTRODUCTION

The flurry of communication activities in the recent post-modern era emphasizes the symptom that we can hardly escape from communication using new media. We are moving away from consuming mass media as the main source of information and turning to new media. According to the We Are Social report in Annur (2024) until January 2024 there were 185 million individual internet users in Indonesia, equivalent to 66.5% of the total national population of 278.7 million people.

The condition of the shift in information consumption patterns from conventional media to new media, consciously or unconsciously, has led us into a situation of social change. Pilliang in Saumantri and Zikrillah (2020) emphasized that "social change" is real and anything that can be done in the real world can currently be done in cyberspace. According to Selo Soemardjan in Djalal et al. (2022) social change is a change that occurs in the social order in a society which influences the social system, including values, attitudes and behavioral patterns between individuals and groups in society. Social change and cultural change have one aspect in common, namely that both are related to the acceptance of new ways.

The postmodern era brought about a social change marked by the increasing consumption of factual information without seeing the truth objectively, making it difficult to understand the actual facts. Between facts and non-facts there is no distance between them and they mix into a new truth called false truth (Saumantri & Zikrillah, 2020). This kind of situation is the impact of the advances in information technology that we are currently experiencing. We are so overloaded with information that we sometimes fall into the trap of hyperreality as stated by Jean Baudrillard.

Email Corresponding:
akhbarhasyim@gmail.com

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Oktavianingtyas et al. (2021) see that Korean dramas feel very real beyond their original reality, a value that Baudrillard refers to as hyperreality. If it is related to advances in the internet, digital technology and electronic devices, hyperreality is a situation where what is presented on the screen feels more real than physical reality. This allows actual reality to turn into pseudo reality which arises as a result of the nature of hyperreality in the view of Jean Baudrillard's simulacra theory.

Looking at the negative social facts related to the issues of family development, population and family planning (*Bangga Kencana*) that occur in society as a result of the use of new media, it can be seen from the increasing prevalence of promiscuity, free sex, infidelity, early marriage and various other negative events in the family. It is not impossible that these events were caused by conditions of hyperreality as stated by Baudrillard. The National Population and Family Planning Agency in Achmat Zaini (2024) said that extramarital sexual relations among teenagers 15-19 years old have increased. Cases in women aged 15-19 years were 59 percent, while in men the figure was 74 percent. Apart from that, Syam (2023) in his research also saw that disputes and arguments in the family can be caused by social media and then result in conflict between husband and wife which leads to divorce. This kind of phenomenon has become a common social fact.

Apart from being driven by the Covid-19 pandemic which has disrupted social activities, the fact is that the family planning instructors who are the driving force behind the *Bangga Kencana* program do not have the technical competence to maximize extension through information technology. Wijonarko (2021) sees an urgency in increasing the technical competence of family planning instructors following the arrival of the Covid-19 pandemic, resulting in family planning instructors having to deal with a situation of limited physical and social interaction in society. Most family planning instructors require learning facilitation so that their technical competence can overcome existing problems.

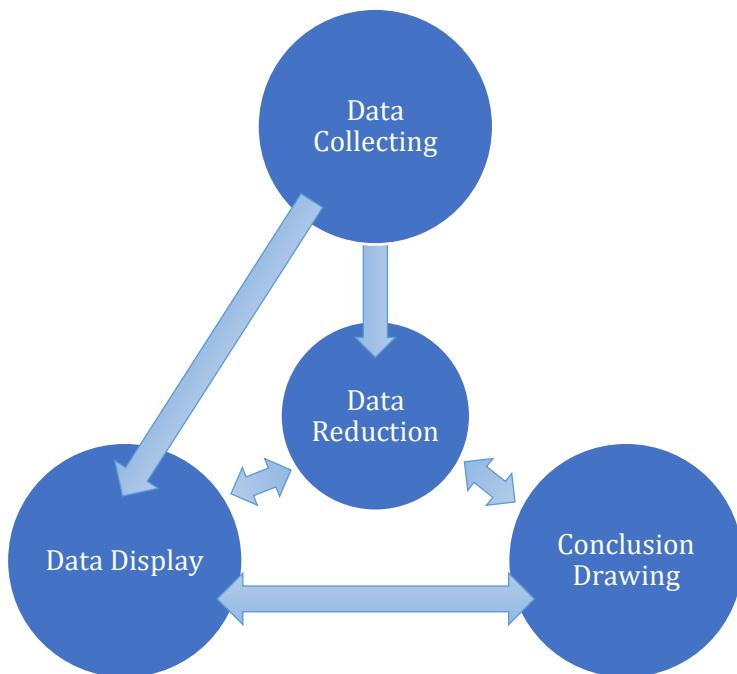
Not many studies have tried to analyze the success of extension through a cyber approach and the use of information technology in an effort to become a solution to the golden pride policy in the digital era. Based on this, this study attempts to analyze how the effectiveness and efficiency of cyber approach extension is used in responding to the community's need for information related to family development, population and family planning (*Bangga Kencana*) programs in the postmodern era.

METHOD

This research uses a constructivist paradigm with a qualitative approach through descriptive methods. The problem formulation explained in the previous chapter will be answered using data obtained from relevant literature such as books, journals and articles using library research techniques. Referring to Zed's in Fadli (2021) view, there are four stages in library research, namely preparing the necessary equipment, preparing a working bibliography, organizing time and reading and recording research materials. In this research, data and literature collection related to the research topic was carried out from February to May 2024. The data that was collected was then analyzed using descriptive analysis methods.

In more detail, the steps taken by researchers began with data collection through literature study. The collected data will be analyzed using several steps, as stated by Miles & Huberman in Fadli (2021), there are three types of activities in data analysis namely data reduction, data display, and draws conclusions. In this research, the data will also be analyzed by identifying existing phenomena related to the research topic to reveal the social reality that occurs in the expansion of the cyber approach from the perspective of Jean Baudrillard's simulacra theory, and in the end the researcher draws conclusions from the results of data reduction and data display data which has been done before.

Figure 1 Data Analysis Steps.

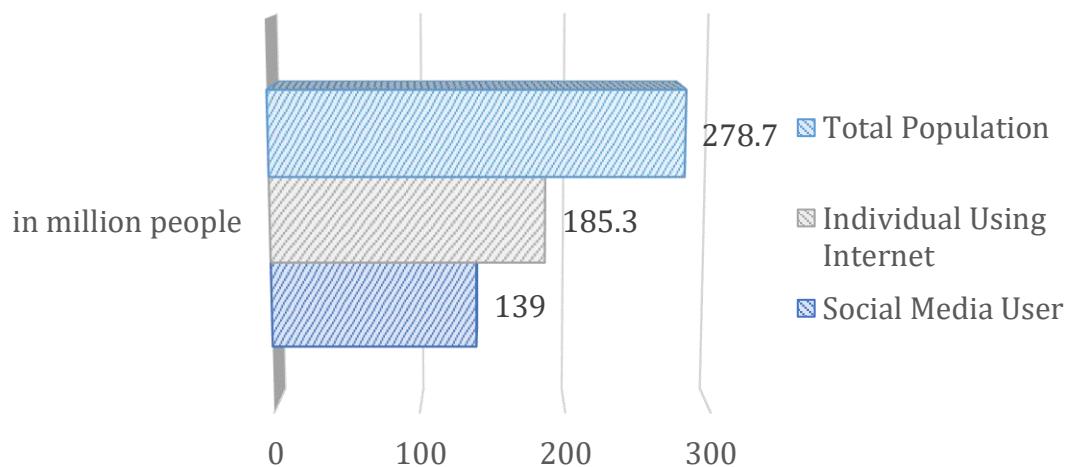


Source: Researcher's Collection, 2024.

RESULT

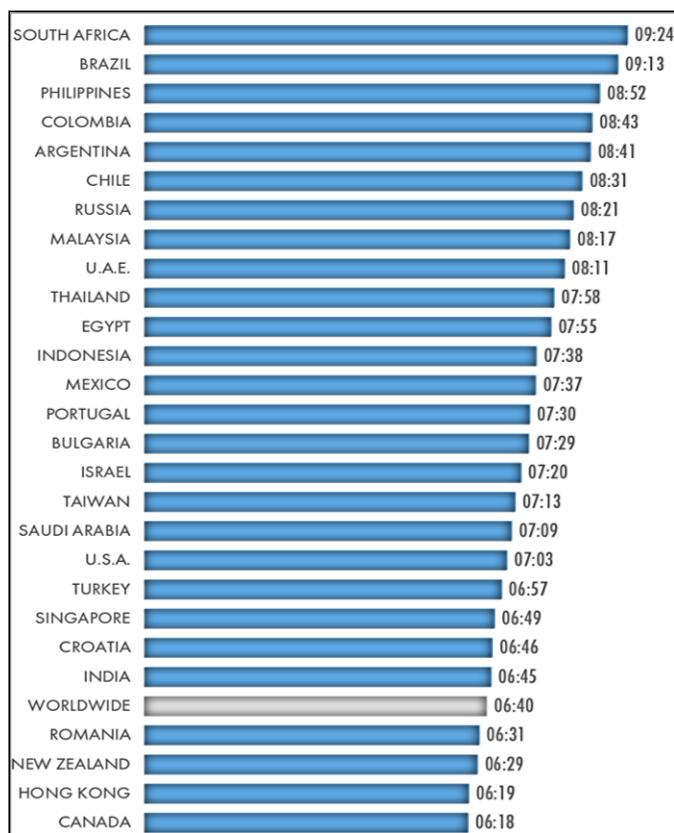
Based on the data presented in We Are Social in 2024 findings regarding the number of internet and social media users in Indonesia, 66.5% of the Indonesian population actually uses the internet and 50% of the population are active social media users. Of that 50%, it is dominated by the younger generation. Another interesting finding is that the average internet use per day per individual is 7 hours 38 minutes.

Figure 2 Comparison of the Indonesian population with Internet & Social Media Users January 2024.



Source: We Are Social in Annur, 2024.

Figure 3 Average Duration of Internet Use for the World Population.

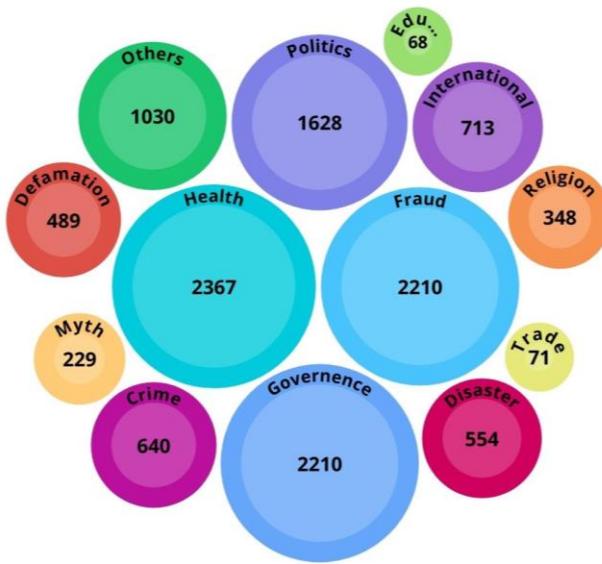


Source: We Are Social, 2024.

If we look at the table above, it is clear that the average internet usage in one day for Indonesians is above the world average, namely 6 hours 40 minutes. This means we can see it from two sides. On the one hand, this means that Indonesian people have a high desire and need for the internet, but on the other hand, if they are not equipped with good digital literacy skills, it will be a threat, especially for the younger generation who do this do not have the ability to filter information optimally and are trapped in false information. From this data, we can see the quantity aspect of Indonesian people's internet use, while regarding the quality aspect, we need to look at the digital literacy index. The latest data released by the Indonesian Ministry of Communication and Digital states that in 2022 the average digital literacy index of Indonesian society will be at 3.54 on a scale of 5. This index consists of 4 measurements, namely digital skills, digital ethics, digital security and digital culture. From this data it can be said that we are in a category that is not too bad but also not too good in terms of digital literacy, so of course this is a challenge in itself for the government to be able to provide efforts to increase the ability to use and access digital information from a quality aspect.

Based on existing data, what categories of issues are vulnerable to being targeted by fake news that adorns the internet and social media, the Indonesian Ministry of Communication and Digital has recorded 12,547 hoax content circulating on websites and digital platforms from August 2018 to December 2023. This content was identified, verified and validated by the AIS Team of the Directorate General of Application and Information. The team said that hoaxes in the health category were most often found during the search period, namely 2,357 pieces of content. From this data, of course we can understand that this is one of the challenges of the *Bangga Kencana* program outreach in the postmodern, digital era of access to information. Of course, Cyber extension can play an important role as a counter and light for the digital community, which in this era is more active in using social media but is vulnerable to being attacked by fake news.

Figure 4 Number of Hoax News in Indonesia.



Source: Public Relations Bureau of the Ministry of Communication and Information, 2024.

DISCUSSION

Looking at the data and facts in the research results above, we need to ensure that digital extension in the postmodern era can be the answer to the challenges of the family development program (*Bangga Kencana*). Before we explain this further, we need to first understand the current situation of the postmodern era through Jean Baudrillard's views about simulacra theory. In his book entitled *For a Critique of the Political Economy of the Sign* (1983), Baudrillard raises 4 forms of value contained in an object, these values include: (1) functional value, namely the function value of an object; for example, when someone buys a pencil to write, that person looks at the object (pencil) in terms of its functional value; (2) exchange value, namely the economic exchange value of an object; for example, a car that can be exchanged for an employee's salary for many years; (3) symbolic value, namely the symbolic value of an object; for example, when someone gives a rose to the opposite sex, the rose can be interpreted as a sign of love; (4) sign value, namely the value of the object in the object system or the status that accompanies the object (Baudrillard, 1983).

The simulacra theory coined by Baudrillard can be explained as the process of representing an object as a reference which is ultimately considered to replace the original object. The representation itself then becomes real and is considered more real than the original object. Simulacra theory describes in a "simulation" condition that things become abstract when real objects and representations merge. The simulation is surrounded by references that are coupled to each other. Next, the simulation builds a representation object with a sign system. Sign systems do not just imitate, duplicate, or even parody the original object, but also become a substitute for the actual sign (Baudrillard, 1994).

Simulation determines our view of reality. When an object such as a work of art, culture, house, household necessities and so on appears through various media with ideal models, this is where the boundaries between simulation and reality become mixed up (Azwar, 2014). Likewise, what is happening in the current postmodern era, if we use the perspective of the Simulacra theory which was coined by Baudrillard by analyzing changes in the value of objects which results in us being trapped in a situation of prioritizing the status or replacement value of the object. For example, social media content containing the content of early marriage is simulated in such a way

by adding supporting slogans or jargon such as "young marriage is not an obstacle to a career but an increase in fortune" or a character in a drama film that tells the story of romance in early marriage to represent the value of the product which becomes an idol. young people. In the end, those who have minimal literacy and do not have a strong understanding of the risks of early marriage will fall into it. This happens because of the simulation that young people marrying, which has been constructed in such a way as to form a favorable image, becomes a representation that no longer refers to information about the actual value of the object.

In the results of this research, we see data on the average internet usage of Indonesian people, which reached 7 hours 38 minutes, which is above the world population average. Meanwhile, we know that the highest category of hoax news during 2018-2023 in Indonesia is dominated by hoax news about health. As an effort to answer this phenomenon, extension through a cyber approach needs to take a bigger role in countering or preventing and minimizing the negative impacts that may arise as a result of society's information consumption patterns in the postmodern era. Roberto et al. (2016) concluded that the rejection of the *Bangga Kencana* program so far has been caused by a lack of understanding and misperception. In their research they recommend that it is important to increase the quantity and quality of extension including the use of strategic and more diverse media.

According to Lbs (2023) from the perspective of extension communication in the postmodern era, people's communication patterns that are changing to become active in communicating digitally can be a great opportunity to take advantage of. Therefore, the concept of extension using a cyber approach can be a new breakthrough that is worthy of development. Extension using a cyber approach is very necessary for instructors to utilize given the high level of interactivity and efficiency of digital media. Lbs (2023) also revealed that there are at least several strategies that can be applied in cyber approach extension, including the use of social media, cyber counseling, digital classroom learning, as well as live streaming and interactive videos.

1. Use of social media

According to Amin et al. (2022), exposure to information related to the *Bangga Kencana* program, especially the use of contraceptives, does have an influence. However, it is necessary to consider whether the family planning information provided influences people's positive attitudes and perceptions towards family planning, thereby encouraging people to voluntarily use contraceptives. Therefore, it is necessary to use social media which can bridge sign value, namely the value of objects in the object system or the status that accompanies the object. In this case, regarding the issue of *Bangga Kencana*, a family planning instructor needs to instill positive values related to the *Bangga Kencana* program which will act as a counter to the negative pseudo-reality. According to Lbs (2023), if we talk about social media as a communication tool, it is no longer just about information and entertainment but has supported two other functions, namely education and social control. Therefore, extension using a cyber approach via social media can be carried out by emphasizing the educational function oriented towards family development literacy services. Extension activities on social media can be a more efficient outreach tool in terms of time, energy and materials. By utilizing social media, outreach can be done in various ways, such as sharing articles, infographics, videos and other interactive content. Extension on social media allows the information conveyed to be easily shared and disseminated by the public, thereby expanding the reach and impact of extension activities. The results of research conducted by Indriasari (2020) show that social media, especially YouTube, is effective in increasing understanding of family planning programs. This is reflected in the condition of society before and after being exposed to information via YouTube media. Understanding of the family planning program is demonstrated by community participation in using MKJP. In line with this, research conducted by Nuryati (2017) also revealed the significant influence of social media on increasing knowledge of postpartum care. This shows that social media is effective in increasing knowledge of care during pregnancy. Hasanah et al. (2021) in their

research found that family planning instructors in Magelang Regency had used WhatsApp social media and YouTube accounts to facilitate movement in bridging communication with family planning cadres in the field and potential acceptors in terms of promoting the Family Planning program.

2. Cyber Counseling

This online counseling service can be provided by instructors or counselors as an effort to handle client problems virtually. The borderless characteristics of the virtual world provide new opportunities for many people to communicate with other people without being limited by space and time. Shaw & Shaw in Prasetyawan (2016) reveal that cyber counseling is very suitable when applied to clients who do not want to do face-to-face counseling and prefer writing rather than talking. According to Nanda et al., (2020), applications such as Instagram, WhatsApp groups, telephone and the KLOP application are actually highly recommended as alternative media in accordance with the findings in the article entitled that the use of "telehealth" as a means of counseling and screening has proven effective in increasing the use of contraception.

3. Digital Classroom Learning

In fact, the concept of d-learning (digital learning) includes two predecessor concepts, namely e-learning (electronic learning) and m-learning (mobile learning). Basak et al. (2018) see that e-learning, m-learning and d-learning are very closely related, but there are still differences between the three. Simply put, m-learning is part of e-learning, then d-learning is a combination of e-learning and m-learning. The relationship between the three can be more clearly outlined in Hoppe's view in Basak et al. (2018), who defines e-learning as a learning method supported by electronic tools and media, while m-learning is "e-learning that uses mobile devices and wireless transmission" to support distance learning. Meanwhile, d-learning itself was explained by Suhonen in Basak et al. (2018) as a term that can currently replace e-learning. This model also concerns the use of information and communication technology in open and distance learning. The use of digital classes is felt to be more effective for young people and is considered more efficient. A study conducted by Resmiati (2021), found that the use of an Android-based stunting education application called "*Edustunting*" was successful in increasing teenagers' knowledge and attitudes regarding stunting and related factors (nutrition, balance and anemia). Through the use of this digital learning space, teenagers can learn more easily and simply because of the closeness factor between teenagers and digital products. In the communication process, digital learning does have weaknesses, unlike traditional (conventional) classes which have the advantage of direct face-to-face learning so there is no delay in the communication process. However, the advantage of digital classes is that material can be accessed anytime and anywhere so it is considered more efficient. To minimize these weaknesses and deficiencies, one digital learning model that can support extension activities is the flipped classroom. According to Susanti & Pitra (2019), the flipped classroom model is a learning strategy that prioritizes a blended learning approach by combining traditional learning environments and providing online learning content using digital technology. In the context of *Bangga Kencana* extension using a cyber approach, this model can be applied to enrich the extension material that has been previously provided in direct extension. For example, a counselor can implement digital learning classes in youth-directed groups such as PIK-R (Information and Counseling Center - Youth) or *Generasi Berencana* (Planned Generation) youth groups which are dominated by the younger generation who are already digitally literate. In research conducted by Dinengsih & Hakim (2020), it was found that Android-based applications were better at increasing reproductive health knowledge in adolescents than the lecture method.

4. Live streaming and interactive videos

What is meant by live streaming and interactive video is the activity of broadcasting or broadcasting directly via the internet network to many people at the same time as the original event as a means of communication and building interaction between the broadcaster and the audience. Safko in Agustina (2018) explains that livecasting (live broadcasting/video live streaming) is a new breakthrough in video content trends on social media. Initially, livecasting was commonly used by social media users to share about their personal lives on the internet by relying on cameras or computers. However, currently livecasting can be used only with a smartphone. Apart from that, currently livecasting also makes it possible to reach a large audience. In this case, family planning instructors can use live streaming video as an interactive sharing medium as well as disseminate messages related to family development programs. In practice, live streaming videos are different from digital learning classes which focus on learning material. The main orientation of live streaming video is to open a space for more informal question and answer interactions and discussions to exchange experiences. Hasanah et al. (2021) in their research found that this kind of activity has proven to be efficient, as happened on the Instagram accounts *@ipekbjawatengah* and *@ipekbtmagelang* which also provided education to acceptors or the community to maintain family resilience and welfare during the pandemic. Extension regarding *Bangga Kencana* programs is carried out using the live Instagram feature which allows family planning instructors to carry out two-way communication with acceptors through online questions and answers. In line with this, Kholidah (2022) in her research also found that there was a significant influence from the use of live streaming radio on the social media Facebook on stunting prevention information.

Digital platforms or new media describe hyperreality phenomena such as those that occur on Facebook, Twitter, Instagram, YouTube and others where everyone can easily consume and implement practices that are contrary to the *Bangga Kencana* program. Through the view of simulacra theory, it is felt that various extension activities with the cyber approach above can be applied to answer the challenges of extension in the era of postmodernism, where in Jean Baudrillard's view, the world does not have one correct or absolute way of seeing, but rather various ways of seeing that are interrelated and influence each other (Saumantri, 2023).

In the context of outreach using a cyber approach, the postmodernist perspective presented by Jean Baudrillard can provide quite important analysis in responding to social change and society's information needs, especially in the program *Bangga Kencana* and health. Extension workers must understand that every individual or community is currently faced with various kinds of false realities which are feared to have a negative impact on people's lives. Extension workers need to be present to act as a counter by presenting false realities that contain sign value on social media with a positive nuance by applying a cyber approach to extension.

CONCLUSION

Based on the results of the analysis, it can be concluded that the phenomena that occur in the postmodernism era from the perspective of simulacra theory have an impact on people's thought patterns and behavior which are increasingly consumptive and are feared to be trapped in a negative pseudo-reality in interpreting information that is contrary to the *Bangga Kencana* program. As a result, people are not critical and fall further, cyber approach extension is felt to be able to close existing gaps so that they do not widen and widen, therefore more complex development and more comprehensive implementation is needed by family planning instructors in utilizing cyber approach extension.

In the end, it was felt that the presence of extension with a cyber approach needed to be developed in line with the rapid progress of information technology in order to accelerate acceleration and

generate interaction as well as increase community participation, especially in the success of the *Bangga Kencana* program. In the future, more sophisticated information technology could be both an opportunity and a threat if the instructors of the *Bangga Kencana* program do not adapt to advances in information technology.

It is necessary to develop a more comprehensive policy regarding the use of information technology for extension actors in the current postmodern era. Apart from policy, family planning educators need to increase their capacity, especially in terms of the use of information technology, so that they can fill the gap in cyber extension approach in the postmodern era.

As explained in this article, this cyber approach is considered very relevant and more effective in reaching the younger generation audience segmentation by utilizing new media with the advantages of high interactivity and lower costs, so it can be said to be more efficient when compared to other approaches to extension in the conventional era. However, of course, to maximize the results you want to achieve, various approaches can also be used alternately or simultaneously to complement each other.

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