

DIGITAL MEDIA IMPLICATION ON BEHAVIORAL TRANSFORMATION; EMOTIONAL APPROACHES

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ABSTRACT

Being rapidly connected on internet is currently a “way of being” among adolescents. However, being connected to internet is also categorized as “problematic” for some users as it tends to lead user into social misbehaving. Rapid changes in technology tend to lead users into a negative behavior especially Indonesian adolescent. According to Huffington post, it is reasoned by lack of education and literature among them which makes them lack of norms and morals then it turns to a cause of community misbehaving.

The reason is most of content creator provide content that consist of such unacceptable word, inappropriate visual content and unsuitable lifestyle. Most of adolescent are socially misbehaving as a result of being influenced by content that is being provided by internet content creator.

Thus, the current analysis is aiming for testing the media’s influence on emotional regulation then we may call it “e-motions” on adolescents’ problematic internet use as we are expecting that they will make a progress on their behavior transformation into a better community who is dressed in good manner and habit.

As a result, the incorporation between digital media as a platform of delivering the messages and design thinking as a key of content relevance for Indonesian adolescents is able to be framing approaches to make a change on behavior among teenagers and supported by digital marketing method in order to broaden content delivery into users. Each activity of content research is always started from an emotional data by empathizing our audiences and start to prototype our idea based on emotional data that we have collected.

Keywords: internet, media, behavior, digital marketing

1. Introduction

On the basis of the fact which is able to be claimed that as per 2019 the number of internet users in Indonesia has expanded up to 10 percent, conforming to a latest inspection by Polling that has been organized Indonesian Internet Providers Association (APJII) that one hundred and seventy-one million people or equals to 64,8% of total Indonesia’s population which is 264 million have been connected to the internet since 2018. This represents an increase from 54.86 percent recorded in 2017. (Jakarta Post)

According to APJII secretary general Henri Kasyfi, the survey ran from March to April of this 2019, involving 5,900 samples across the country. It is caused by the circumstance where majority of Indonesia’s internet users were aged 15 to 25 (millennials). Java continues to have the largest number of internet users as the region had the highest internet penetration level of

55 percent. Furthermore, he added that Sumatra was the second-biggest contributor with an internet penetration level of 21 percent. (kompas.com)

Unfortunately, changing times and technology leads people into a negative behavior especially millennials. This matter happened because of lack of knowledge and education about norms, morals, and law in the community where 61% of millennials worry about the state of the world and feel personally responsible for making difference / change (Huffington Post)

Being rapidly connected to internet is a common life style among youngster or juvenile. However, connection to internet can cause a new problem for users and there are few studies that have concluded that both social context and emotional regulation are the best contributor of problematic internet use (Varga, 2020). This research is aiming to examine how media can impact an emotional regulation audience.

As one of the most necessary tools of our daily activity, internet has an obvious impact on adolescent such as an efficiency of accessing any kind of they would like to explore. Global phenomenon has claimed that Problematic internet use as a reason of major problem that affect each of user into impairment in psychological lifestyle.(Chandrima et al., 2020)

As double-edged sword that could cause both of negative and positive impact, Internet eases and provides users by allowing them to gain any kind of information, knowledge and entertainment in this era of technology. On the other side, inappropriate or disproportionate-use is able to generate many negative results. In the last decade, eh explosive growth of internet use had hugely impacted on communication and interpersonal behavior as basically internet was design in order to facilitate communication and research activities. However, as the users of internet has been dramatically increasing, it led to harmful use. (Mathew & Krishnan, 2020). According to Wang (2007), the unctrolled use of internet or it is known as pathological use of internet, being addicted to internet use or internet addiction is causing a bunch of trouble in social life [Whang LS. Lee S. Chang G ,2003. Widyanto LMG,2007). Addiction on Internet is not merely able to be found at the age of adolescent. Instead, it can be found at any age and in any kind of social circumstance. However, the research major mostly have been focused on adolescent as it is a period of critical of addiction vulnerability (Pallanti,S; Bernardi,S; Quercioli,L , 2006).

Furthermore, Adolescence is defined as period of transition from childhood to adulthood, Meerkerk has claimed that adolescence is a critical phase for lifelong perception developments

including beliefs, values and practices. There is a need of exploring and experimenting since the developmental period of adolescence, the adolescents are representative as group of the most potentially at risk on the internet. Internet is observed for the purpose of information, retrieval, entertainment and socialization as particularly among them. Many research claims are being supportive upon the idea that the issue is not the internet as a medium during period of adolescence, but unhealthy activities and harmful application by it. (Meerkerk GJ et al.,2010)

Thus, on the basis or such a fact and problem above, we came to generate our idea by establishing “*sampaikapan.com*” as a media of community movement in order to raise public awareness to slowly lead the into a positive behavioral transformation. the content will be delivered through a whole social media platform that millennials are familiar with such as Instagram in form of visual content, youtube in form of video, website in form of article and spotify in form of podcast.

Furthermore, the contents will be delivered by implementing a method of emotional approach communication which is consist of an astonishing content that is expected to to linger in the mind of millennials and lead them into common sense.

1.1 Journey of *Sampai Kapan*

During our experience in the area mass movement media through our social media platform called Instagram, emotional healing is one of the highest demand for our audience subjects which means that most of our audiences misbehave caused by psychological problem that came from environmental-issues such as family, office, school, etc.

As a result, we branded our mass movement media called “*sampaikapan.com*”, *Sampai kapan* is literally defined as until when, it is a form of wondering when people especially adolescent stop community-misbehaving. Besides, positioning and relevancy to the psycho-demographic segmentation; this also leads to both conscious purpose or expectation from our audiences to be better or successful not only in their career but also in their personalities (Rishi & Halder, 2015).

The psychological approach by implementing psycho-demography is becoming their underlined goal and leading them in some ways to build their new positive habits. Our decision

to focus on the psycho-demography concept and company's direction is aligned with current Indonesia demography (Curtis, 2015).

Furthermore, the core idea of our firm (*sampaikapan.com*) and the background of using word *sampaikapan* are on the basis of our daily experiences where we saw many people mis-treat another and lack of common sense. As subjected to personal transformation for a mass positive behavioral transformation, we use the word *sampaikapan* as our journey was more likely categorized as journey of personality transformation way of thinking, treating another and behave to community and we expect support our President's aims called mental-revolution that implicates way of thinking, decision making, habits, and all other area of life including career and business. Our journey has been influencing our company's values and vision, and our interest to conduct this research.

The intense behavior related topic from our audiences drives us to a further reflection and realization, that personal development and character building through the internet media platform might be a very far-reaching and capable engagement of influencing behavior development and improvement for their personalities. And potentially could become a unique selling proposition and distinguishing service of our firm.

Therefore, raises the following questions:

- What kind of personal elements and character development from daily habits contribute most to audiences?
- How can we modify our practice to focus on and more effectively build these elements?
- What kind of media content that can best help audiences to start wondering to change their way being?

How can we make reflective practice an ongoing mechanism for our personal development as a contributor of mass movement media?

1.2 Overcoming Indonesia's Wicked Problems

The engagement in transdisciplinary domains can be learned on the basis of a book by Brown, Harris, & Russell (2010), which stated that anyone, working in a community-based inquiry, can associate themselves by just a simple change in a preposition, revealing the power relationships between the researcher and the community:

1. To work as a community: belonging;

2. To work within a community: sharing;
3. To work with a community: partnership;
4. To work on behalf of a community: delegate;
5. To work for a community: employee;
6. To work on a community: observer.

In any of these kinds of relationship, there is a time's element: whatever the commitment – a month or a year – it can be seen as lasting or as moving on. In any inquiry, communities can be considered as collection points and interpreters for a diverse body of local knowledge, legitimated through shared events and long-term shared memories (manu, 2015).

The engagement between our audiences and the media is a vehicle to increase their behavior classification of the individual psychological domain, in that every individual may be a decision-maker on their own behalf. Any important personal decision draws thereon person's experience as a private , a member of a community, a specialist in some skill, an employee or the equivalent of a corporation , and their own imagination (A.Brown et al., 2010).

Thus, we would like to try to present our claims as simple and clear a way as possible with data and reference. However, as this is first person action research, the research is describing ourselves as the main research subject, the research will naturally explore personal habits that are relevant to us and have the greatest impact on shaping my approach. How I react to these habits at both a cognitive and felt level and the process to achieve the habits, including why we intended to make a change in our personality and what motivated us to succeed, and so on. As with other habits, such as fitness and sport, it is quite challenging for us to successfully perform the habits.

The main purpose of this research is in order to investigate a direct and indirect correlations between the ability to perform personal habits and other habits such as taking care of health and fitness, and the ability to build our media. The research will be based on first-person action research methodology. It will mainly monitor and examine our specific practices in regard to personal habits and seek to establish a connection between our abilities to perform personal habits and the success of running our media.

2 Theoretical Foundation and Related Literature

At this stage of our research scheme there are 5 areas of knowledge that appear most likely to frame and shape our work which are reflective practice, design thinking, psychography, digital marketing and first-person action as our research perspective.

2.1 Reflective Practitioner

There are few definitions of reflective practices have portrayed that it is how to think consciously for skills enhancement. It is thinking step to gain an understanding to the current circumstances that we are currently dealing with, in form of various misbehaving. An empirical knowledge regarding practice is not a reflective practice instead it is sensible effort to gaze out new methods to strengthen the practice within the light of previous experiences. (Schon 1983).

Schön (1930–1997) was basically a pragmatism philosopher as his theoretical reference. He first streamlined the logics of inventions and then the theory has been turned into organizational learning by Chris Argyris (1992). Schön (1983) proclaimed both of researcher and practitioner to re-analyze the role of technical knowledge against ‘artistry’ in increasing professional excellence. The book has been interpreted in some ways , such as the point of view of organization and and individual point of view (e.g., Schön & Wiggins, 1992).

In a perspective of design thinking, it is a judgement of cognitive perspective in perspective of simon (Simon 1916-2001). At a moment when there was making of huge segment between positivism and hermeneutics, Simon was close to positivism with his analytical reasoning, while Schön, with his pragmatist philosophy, was more to hermeneutics.

In opposition to Simon, Schön formulated an image of the designer through a practice-based that focused on the integration between creation and reflection-upon the-creation that enables for constant improvement of competence. That kind of reflection, which Schön found in the endeavor of both architects and psychoanalysts is defined as the core of design work. (Johansson-Sköldberg et al., 2013)

This reflection was implied as part of practice, not something that was segmented from practice. On the other hand, Schon has made his consideration about management practice then he noted that there are some crucial areas of practice that fall outside of technical rationality that managers are supposed to be aware of. While managers are facing decisions under

skepticism through intuition, they formulate an essentially unmeasurable capacity in order to solve problem through long and many kind of practice rather than over analyzing theory or practice. Managers reflect-in-action, unfortunately they do not reflect on their reflection.

Bousbaci (2008) has conducted a frequent discussion regarding the inequality design viewpoints of Simon and Schön. He came to conclusion that Simon created an objective scheme for the area of design, while Schön covered it out with explanation of designers in practice. Their words, therefore, belong to quite vary worlds from an epistemological perspective. (Bousbaci, 2008)

2.2 Design Thinking

Definition of Design thinking is a framework that is used in both of theory and practice (Brown, 2008). In the area of management, it is related to to practice that some researcher dispute that it is lack of literature body, some opinions came frequently at the 2011 Cambridge Design Management Conference.

Certainly, there is a considerable literature for both academic and practitioner, available in journals, books and the news media, and nowadays the remarkable press and semi-academic literature has described a determination for the framework as if ‘design thinking’ is a social innovation (Pieniasek, 2016).

Furthermore, design thinking is a methodology of solving a problem that is increasingly implemented by social innovators and it is widely acknowledged as a fundamental competency to measure the project impacts of relevance, usability and sustainability. Creative process that assists social innovators to get more insights and innovative solutions. (Meinel & von Thienen, 2016)

Accomplished project of design thinking in social innovation is measured on the basis of implementation of the following attributes of design thinking process :

- Project Community of roles and responsibilities;
- Alignment towards relevant users and beneficiaries;
- Focus on the circumstance and location of need;
- Iterative, inclusive, team-based discussion

(Pieniasek, 2016)

2.3 Social Marketing

Both of attitudinal and behavioral change of community is highly demanded in each single change. But, changing behavior is challenging task as in general behaviors are culturally directed and naturally rigid.

Social marketing is attempting to make individuals turning out to be increasingly receptive and attempting to investigate the different concealed mental viewpoints which directly affect one's disposition or worth framework. (Kotler & Zaltman, 1996) Social marketing and its important intercessions can be useful in recognizing diverse key focuses for structuring programs implied for dealing with issues of social concern. (Andreasen, 1994)

Besides, Social advertising 'utilizes conventional promoting strategies joined with sociological and mental ideas for changing objective practices, concentrating on activities with a positive social worth' (Skumatz and Freeman, 2012). Conventional promoting is typically implied for augmentation of benefit absent much by way of worrying about its effect over the long haul. In any case, social showcasing obtains everything from advertising with the exception of its center intention of raising benefit. It attempts to change the demeanor of individuals by exploring the brain science of the individuals and different determinants impacting them (Wood, 2012).

Then again, social Marketing is the utilization of business showcasing advances to the investigation, arranging, execution and assessment of projects intended to impact the willful of target crowds to improve their own government assistance and that of society' (Andreasen, 1995, p. 7).

It uses ideas of market division, buyer research, thought design, correspondence, help, motivating forces and trade hypothesis to expand target bunch reaction (Kotler, 1975).

Customarily associations and government offices used to look for either an instructive or strategy way to deal with impact mass conduct through open declarations. They accepted that they were very much aware of the focused on individuals' issues and the administrations required for illuminating those. In any case, tragically, by simply instructing and illuminating individuals about certain raw numbers, particularly in feeling based choices, individuals are more averse to acknowledge the change. Furthermore, regularly information doesn't prompt activity and may not be practical over the long haul. Subsequently, it will not be right to expect that focused individuals will see the hazard a similar route as the strategy creators and will pick

the conduct which is proper for them. Maibach (1993) laid out a wide grid 'the Continuum of Change Mechanisms' to deciding when social promoting was most appropriate to being engaged with a social change battle. He accepted instruction, law and social advertising were different ways to deal with manage various degrees of progress. Training is proper for upgrading the information on individuals and furnishing them with essential data about an issue. It anticipates that the rest should be finished by the individual themselves and its stops there itself. (Maibach, 1993)

Accordingly, the instructive methodology will be best-led if the focused on individuals' observation towards the conduct is sure, benefits are effectively explained and some other option is non-existent. The authoritative methodology upholds law or dangers for acting in an undesired manner and is most appropriate when individuals are carefully impervious to the ideal conduct, or the circumstance is mind boggling, unmanageable and there is the absence of steady condition. (Darsareh et al., 2019)

A definitive strategic each social advertising program is to bring conduct change. It attempts to urge individuals to receive an unmistakable, explicit, quantifiable activity and not only engendering of information. A strategy will be effective if target crowds can effectively receive the new change in their lives and can keep up it over the long haul. In this manner it is a significant point of view for bringing a particular change. The conduct change point of view is particularly interlinked with client arranged information viewpoints. So as to propel individuals to receive a conduct change, a social advertiser needs to comprehend his client's lives and mentality first. In such manner one ought to have all the imperative data about the objective individuals, for instance, what is their concern, what persuades them, what are the hindrances, who can impact them more, their past encounters, their social and social standards, segment data, and so forth. (Lynskey et al., 2018)

2.4 Digital Marketing

A still-emerging theme in recent years is how digital/ social media environments impact consumer behavior (Stephen, 2016). The outcomes can be thought of as condition fundamental (i.e., computerized situations impact conduct in those situations) or condition accidental (i.e., advanced situations impact conduct in other, irrelevant situations). It is fascinating to perceive how the different enlightening and social qualities of computerized/social situations, for example, being presented to other customers' feelings (e.g., audits) or decisions (e.g., offers in

online sales), or even just to companions' lives through web based life, can affect ensuing practices (Farrar, 2010). For example, as for condition fundamental results, Lamberton et al. what's more, Norton et al. considered gaining from others in computerized conditions and recognized how such perceptions can influence people's choices in those situations just as the surmisings they make about outsiders. Receiving an alternate point of view, Wilcox and Stephen analyzed a situation coincidental reaction as for how utilizing Facebook influenced discretion. They found that when presented to nearer companions on Facebook, buyers along these lines showed lower restraint in decisions related, for instance, sound practices (e.g., picking a more advantageous nibble over an undesirable alternative). This was distinctly for individuals who were presented to nearer companions on Facebook, be that as it may (Wilcox and Stephen, 2013).

3 Methods

For a considerable lot of us, the inquiries to turn out to be increasingly compelling in our work and our connections is a progressing procedure. Some of the time without acknowledging it, we take part in request to study ourselves, our cooperations with others, and bigger inquiries that worry us, for example, social, political, and monetary issues. (Kim et al., 2020)

By being purposeful about the manners by which we take part in such a request and turning out to be "activity scientists" of our own understanding, we can go past our profoundly imbued protection components to make additional opportunities for activity. (Trullen & Torbert, n.d.) The first-, second-, and third-individual exploration system presented underneath — the hypothetical underpinnings of which are portrayed in Torbert (2000) and Chandler and Torbert (2003)— is planned to assist us with coordinating examination and practice in ourselves, our groups, and our associations.

As per Anquetil (2007), so as to comprehend the activities of someone else impacts that one receives a perspective on the outer or the social world.

To beat this issue, it is conceivable to utilize a "social promoting" technique where subjects give appraisals of an opportunity to finish the reenacted activity. This technique has demonstrated to give an outcome with the high number of dependability (). Here we embraced a getting a handle on task planned by Frak et al. (2001). These creators found that getting a handle on an item with an unnatural direction of the hand takes longer than getting a handle on a similar article with a progressively normal direction. Besides, and in particular, they likewise

found that a comparative time distinction holds in intellectually recreating a similar errand. This finding not just gives proof that intellectually reenacted activities follow indistinguishable limitations from truly executed ones (for an audit, see Jeannerod, 2006); it likewise gives a target proportion of what a subject is really doing when taught to mimic getting a handle on an article at various directions.

3.1 First Person

The accompanying contextual investigation and examination endeavors to character what turned out badly in getting out of hand and why. It establishes a type of first-individual activity research completed by the creators on their activities, in light of two arrangements of information. The main arrangement of information incorporates conventions from the entirety of the gatherings and occasions, which were painstakingly archived by the activity specialists, ordinarily by turn in a journal or legitimately onto a PC.

The second arrangement of information comprises of conventions from an orderly procedure of reflection, completed by the three creators around two years after the commencement of the association. This reflection process began with Badrul and Zarqan reviewing all of the circumstance of misbehaving in Indonesia and summarizing it into an idea of establishing media in order to make a change and decrease a number of misbehaving.

We held reflections sessions, totaling about 3 months. We first tested with our community counterparts whether it was an accurate method of what had been said and done. The request was guided by an activity science technique, utilizing 'hypotheses in real life' as the primary applied device for directing both the request and the examination (Argyris, Putnam, and Smith, 1985; Friedman, 2001; Friedman and Rogers, 2008; Rudolph, Taylor, and Foldy, 2001).

This request procedure brought up issues, for example, what were we each encountering right now? What drove us to talk or act specifically ways? What did we need to occur? How could we see one another? At the point when we experienced contrasts in our translations of the circumstance and our activities, we occupied with procedures of request so as to see one another and connect the holes. At the following stage, the arrangements of information (bundle of type of getting out of hand) were investigated by Badrul so as to distinguish what drove things to turn out badly. Zarqan then composed the main draft of this article and offered it to our consultant Ardiansyah Yahya for survey, remarks, and updates. Ardiansyah then met us together to examine his remarks and how we ought to be consolidated into the article. One of

the troubles recorded as a hard copy the article, as first-individual activity research including different entertainers, was concluding how to discuss ourselves. So as to encourage the simplicity of perusing, the greater part of the contextual investigation and examination are written as an outsider looking in. In any case, at different focuses we move into the primary individual.

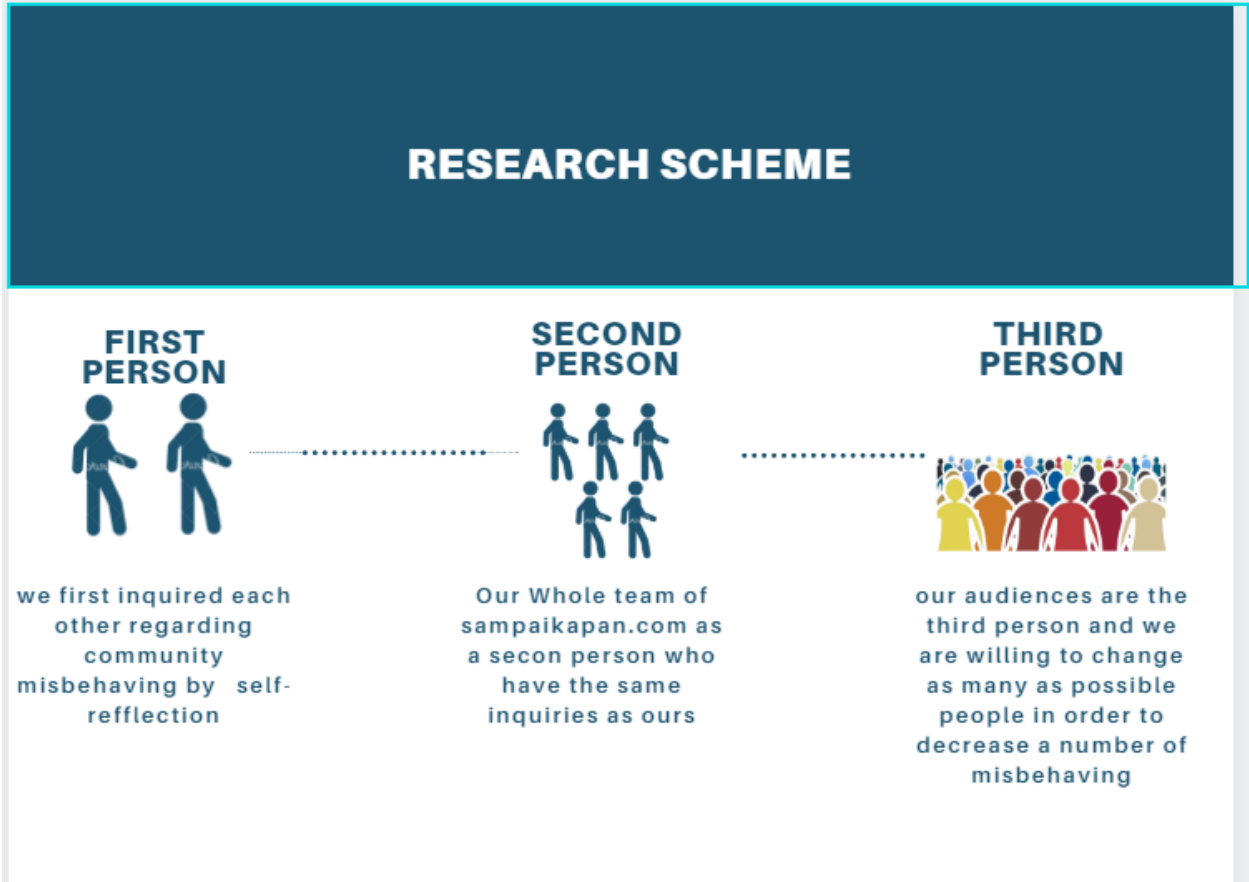
3.2 Second Person

Second-individual examination includes making networks of request with others in which we are eager to investigate the potential ambiguities between what we state and what we do (or, put all the more officially, between our strategic, execution, and results). At this phase, we approached three of our friends to make an assistance on us based on their expertise then we met Pandu Pamungkas as our psychology expert, Natsir Lembah as our visual designer and Nuzul Bilal as our videographer and influencer.

It happens when we ask with others in an up close and personal gathering about our mutual strategic, standards, and the nature of our individual exhibitions in the interest of the group's command. Basically, second-individual exploration remembers discussions for which members share a goal to find out about themselves, the others present, and the group culture, just as to dive into how to create common change, on the off chance that it is justified. This procedure happens in a steady, self-uncovering, and open way.

3.3 Third Person

In third-person research, our team conducted our mission by using Instagram as it is one of a highest traffic social media in Indonesia(). We were intended to people come to us to show their empathy or their consciousness to decrease a number of misbehaving rate in Indonesia. Accordingly, we together made an association that gives the essential conditions to individuals to participate in first and second-individual examination. In our firm, procedures, strategies, and evaluation instruments fuse motivators for individuals to practice basic reasoning and social change, in this manner opening the online media is our decision to achieve our-target. A genuine case of third-individual exploration/practice is authorizing learning associations that are available to rehearsing request, gaining from botches, scrutinizing their presumptions, and diminishing protectiveness



3.4 Digital Marketing for Social Campaign

Uncovering media content as an enticing effort suggests every day practices, however these impacts are mostly controlled by whether and how individuals who are presented to the substance share it with their friends. (hosanagar 2018)

It is certainly imperative to comprehend the procedures that lead to sharing. The effect of sharing media content are changes of perspectives and practices in huge gatherings (Scholz, 2017) by specifically changing impacts of a few, yet not different bits of media content on track crowds in manners expected or unintended by the first substance makers. {Berger2014} Sociologies and neurosciences have officially demonstrated progressively complex sorts of human dynamic, from basic decisions between two choices to complex, setting subordinate choices between different elective alternatives, considering numerous choice important characteristics. (Scholz2017). A focal idea in this writing is abstract worth augmentation, a

procedure by which leaders pick the alternative that is seen to be most important given the accessible data (jeong 2017). Here we talk about how our firm can give a media content that interests client to change their perspectives to keep away from any sort of making trouble

4 Observations

At the phase of establishment of sampaikapan.com, we assembled to combine our own expertise to create a deliverable and acceptable content through the social media platform. Each content consists of an attractive visual design and an acceptable-words in the mind of Indonesian adolescents as the wording process is curated by our psychology experts. The psychologist is taking a role as an emotionally content delivering in order to touch our audiences in their emotions and we wish that they will start wondering of changing their way being especially in form of social misbehaving.

Furthermore, we are delivering user generated content that is related to current circumstance of community mis-attitude. We are implementing design thinking to conduct our discussion for gaining our idea that is relevant to current social condition of Indonesian adolescents. The implementation of design thinking is conducted by the whole team and we are collecting an objective and emotional data as we are starting from being empathy on what is currently happening in Indonesian society. Once the content has been delivered, Badrul as digital marketing experts will boost our audience in order to gain a huge traffic as a well-being social media is measured by number of traffic (Klein & Ford, 2003). Content is being boosted by conducting paid ads on each platform such as Instagram by using Instagram ads, our website by applying search engine optimization, and also our youtube channel by using google ads.

As a result, we have gained a bunch of positive reaction from our audiences as we have gained many followers and direct message in our Instagram channel. Followers is dramatically increasing, caused by our digital marketing optimization and many reactions is caused by our relevant content as a result of design thinking process. Whils, the media has been running for one month or since april 2019

Figure 1 Instagram Engagement Rate (target is yearly target)



Once we have been providing our content through Instagram, we have broadened our idea to use another platform instead of only using Instagram, then we build a website in the middle of April and we have gained 300 visitor in one month.



Figure 2 Website Engagement rate

Likewise, despite of building a website, we have also made our youtube channel to provide a video content which contains an educative and humour content. On youtube, we have achieved our monthly target by gaining

	Media Upload	Subscribers	Watch Time	AVG Views	Impression
MEI 20	4 Video	47	20.3 Jam	659	1.1 K
TARGET	200 Video	100 K	1 Juta Jam	100 K	1 M

	PUSAHA KOK BISA NAIK BERAT BADAN ? YAUDA... kok bisa yah kita berat badan naik waktu puasa Ramadhan ? sudah benarkah pola makan kita...
	PANDEMIK RINDU - CURHAT DONG MAS Ep 2 Rindukah kalian dengan kampung halaman di bulan ramadhan ini ? Apa yang bisa kalian lakukan untun...
	EFEK KARANTINA - CURHAT DONG MAS Eps 1 Sampai kapan pandemik Corona ini berakhir ? sudah terlalu muak kah kita ? apa yang sebaiknya...
	CORONA ADA POSITIFNYA? YAUDA... SAMPAI ... COVID19 sedang menghantui dimana-mana. tapi

4 Conclusion

On the basis of our discovery, we have noticed that digital media is able to implicate on behavior of its audiences. Furthermore, digital media is one of a key factor of significant behavioral transformation as most of adolescents spend their time by connect themselves to the internet.

Furthermore, relevance of delivered content is also influencing reaction from audiences as the content consists of remarkable visual design and ear-friendly words the mind of our audiences. Digital marketing is also one of supportive area in order to gain more and more audiences as the content that has been delivered into digital platform is being boosted by optimizing the algorithm and promoting the content by using social media ads and search engine marketing. Finally, design thinking is taking an important role to gain a relevant idea for making a content that will be delivered to our audiences as the topic of content is constructed on the basis of human needs. Thus, we always start from an emotional data by empathizing our audiences and start to prototype our idea based on emotional data that we have collected.

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