



ONLINE PURCHASE DECISION: FROM CONTENT MARKETING THROUGH BRAND AWARENESS

Mar'atul Fahimah^{1)*}, Lailatul Fitria²⁾

¹²Program Studi Manajemen, Universitas KH. A. Wahab Hasbullah, Indonesia

*E-mail: ¹maratulfahimah@unwaha.ac.id, ²fitrialaila823@gmail.com

Abstrak

Menciptakan daya tarik *content marketing* dan *brand awareness* merupakan hal penting dalam memasarkan layanan untuk memudahkan khalayak memahami dan sadar layanan tersebut, sehingga dapat menimbulkan keputusan pembelian. Dapat diperhatikan pada akun Instagram pelatihan *online* di kelas *online* dalam membuat *content marketing* yang menarik untuk menarik konsumen untuk memutuskan pembelian melalui *brand awareness* pada pelatihan *online* di kelas *online*. Penelitian ini untuk menguji dan menganalisis faktor yang mempengaruhi keputusan pembelian kelas pelatihan *online* pada *followers* akun Instagram kelas *online*. Variabel yang mempengaruhi keputusan pembelian layanan pelatihan *online* di kelas *online* adalah *content marketing* dan *brand awarness*. Metode dalam penelitian ini adalah metode penelitian kuantitatif asosiatif. Teknik pengumpulan data penelitian ini menggunakan kuesioner dan dokumentasi. Data penelitian diperoleh dengan menyebarkan kuesioner secara *online*. Populasi penelitian ini adalah *followers* akun Instagram kelas *online* yang pernah melakukan pembelian pada kelas pelatihan *online* di kelas *online* dan pengambilan sampel menggunakan *purposive sampling*. Smartpls v.4.0 yang menggunakan metode analisis SEM (*Structural Equation Modeling*) merupakan alat uji analisis yang digunakan. Penelitian ini menyatakan bahwa *content marketing* memiliki pengaruh terhadap keputusan pembelian, kinerja *content marketing* berpengaruh signifikan pada variabel *brand awareness*, *brand awarness* berpengaruh mempengaruhi keputusan pembelian, dan variabel *content marketing* mempengaruhi keputusan pembelian melalui variabel *brand awareness*.

Kata kunci: Konten pemasaran, kesadaran merek, keputusan pembelian

Abstract

The importance of creating Content marketing appeal and creating brand awareness in marketing services to make it easier for audiences understand and aware of these services, so can lead to purchasing decisions. This study aims to examine and analyze the factors that influence purchasing decisions for online training classes on kelas online Instagram account followers. The factors that influence the decision to buy online training services at kelas online are content marketing and brand awareness. The method this research is associative quantitative research method. The data collection technique in this study is to use questionnaires and documentation. The research data was obtained by distributing questionnaires online. The population in this study were followers of kelas online Instagram account who had made purchases at bootcamp classes at kelas online and the sample was taken using purposive sampling. The analytical test tool used is SmartPLS v.4.0 with the SEM (*Structural Equation Modeling*) analysis method. The results of the study show that content marketing has a significant effect on purchasing decisions, content marketing performance has a positive effect on brand awareness, brand awareness has a significant effect on purchasing decisions, and content marketing has a significant effect on purchasing decisions through brand awareness.

Keywords: Content marketing, brand awareness, buying decision

Article History: Received: 03 March 2024 Revised: 26 March 2024 Accepted: 04 April 2024

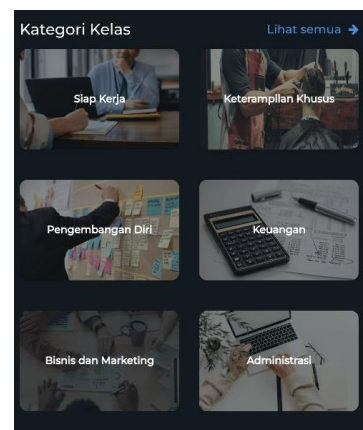
INTRODUCTION

The use of the internet continues to increase around the world. Internet use provides many benefits, such as simplifying daily activities and providing access to various entertainment such as watching movies, video, and playing online games. Internet usage has also increased during the COVID-19 pandemic, especially for working and studying from home. According to a survey by the Indonesian Internet Service Providers Association (APJII), internet users in Indonesia will reach 78.19% by 2023, reaching 215,626,156 people out of a total population of 275,773,901 people (www.apjii.or.id, 2023).

The development of the internet has had a major impact on technological progress. The development of Information and Communication Technology has affected all aspects of life, including training. One sector that has experienced these developments is in the field of educational technology. Some of the sectors engaged in education in Indonesia are start-ups that bring students together with teachers, library applications, and online training. One of the companies engaged in the field of educational technology is Kelas Online, which is one of the educational platforms from PT X.Y.Z. Online class is present as an online education platform, namely job training that is mentored by professional experts who are experienced in their fields. Online training is a training method that is carried out digitally through the internet network.

This online class program is aimed at the community, especially new high school/vocational high school and college graduates who are having difficulty finding a job so that they have the provisions to apply for a job or open their own business. There are various class options such as Product Management, Office Administration, Business Development, Digital Marketing, Accounting & Taxation, Human Resources, Front End Developer, UI

& UX Design, Data Science, Back-End Developer, Copywriting, photography, sewing or even make-up artist. Online training in online classes can be done anytime and anywhere without the need for physical interaction. Online training in online classes can provide convenience in getting knowledge from anywhere, flexibility of time and place, cheaper costs than offline training.



Home Online class application

Source: Online class application

The online training class also shares photo and video content on its Instagram account with a total of 188,000 followers and 732 Instagram posts (last data accessed on April 5, 2023). Instagram social media is a marketing strategy implemented to share content that can attract visitors. Content marketing is not a strategy to market services directly, but rather the creation of content aimed at attracting consumers to be interested and make purchases, or marketed content influences consumer purchasing decisions (Yusuf et al., 2020). The content shared by online classes on their Instagram account contains information about tips about lectures, webinars, giveaways, free class events, recommendations for online training classes, promotions for certain classes and also games.

Brand awareness also plays an important role in knowing the extent of the name of a service and how familiar the community is with the brand. Brand awareness is the feeling of a consumer who

starts from ignorance of a brand to being sure that the brand is the only one in a certain class of services (Sitompul, 2021). The brand is an identity to distinguish the identity of one company's business services from services produced by other companies (Lengkong et al., 2021). Therefore, increasing brand awareness is very important to expand the reach of online training. Brand awareness carried out by online classroom training is by utilizing Instagram social media to post things that are not related to the company's services. Interact with the audience by asking questions, commenting on posts and using the advertising feature on Instagram. In addition, sharing useful content can be an effective way to increase brand awareness in the minds of consumers. The online class also makes its Instagram account as if the company is a person trying to make friends, not a business trying to make money.

Content marketing built by online class training is a strategy used by companies to create brand awareness and is expected to influence consumers in making purchasing decisions. However, before deciding to buy a service, consumers first go through a decision-making process. The decision-making process is an information search process that combines this information to evaluate two or more services and then chooses one of them (Sofyan et al., 2021). After going through the decision-making process, the consumer finally decides which service he wants or needs. Purchasing decisions are a consumer decision-making process that combines information obtained from a service to choose two or more alternative services which are influenced by factors such as content marketing and brand awareness (Nur Aziz Sugiharto, 2022). Referring to research conducted by (Shadrina & Sulistyanto, 2022) which states that content marketing affects purchasing decisions. Followed by research conducted by (Sudigdo & Taufik, 2020) which revealed

that brand awareness affects purchasing decisions.

From the background above, the following problem formulations can be found: (1) Does content marketing affect online training purchasing decisions on online class Instagram accounts? (2) Does content marketing affect brand awareness on online class Instagram accounts? (3) Does brand awareness affect online training purchasing decisions on online class Instagram accounts? (4) Does content marketing affect online training purchasing decisions through brand awareness on online class Instagram accounts?

The objectives of this study include: (1) To understand how content marketing affects consumer decisions to buy online training in online classes. (2) To understand how content marketing affects brand awareness of online training in online classes. (3) Understand how brand awareness affects online training purchasing decisions in online classes. (4) Understand the effect of content marketing on online training purchasing decisions through brand awareness on online class Instagram accounts.

THEORETICAL BASIS

Content marketing

Content marketing is a marketing approach in which companies plan to create content, then distribute it in order to attract the right marketing targets and then encourage consumers to buy (Huda et al., 2021). The function and purpose of content marketing is to provide information to consumers and connect producers and consumers persuasively to the products offered (Hidayat et al., 2023). Indicators of content marketing according to (Yazgan Pektas & Hassan, 2020) are, reliability, disbelief, persuasion knowledge.

Brand awareness

Brand awareness can show how someone recognizes the brand or service

being sold. If a brand is mentioned in a conversation or chat, someone can remember and be aware of a brand of a particular service, then the company must emphasize the difference between its brand and other trademarks (Irvanto & Sujana, 2020). High brand recognition is believed to have an impact on consumer purchasing behavior, and is expected to lead to an increase in sales volume (Rosyadi, 2021). According to Kartajaya and Hermawan in (Vildayanti, 2019) there are several indicators of brand awareness, namely: top of mind, brand recall, brand recognition, unaware of brand.

Purchase Decision

Purchasing decision is a decision-making process that includes two or more alternatives by first assessing a want and need, gathering information, and evaluating to meet needs based on consumer satisfaction (Prayoga & Mulyadi, 2020). Consumers go through a decision-making process before buying a service. The decision-making process is an integration process that combines knowledge to evaluate two or more alternatives before choosing one of them (Sofyan et al., 2021). During the decision-making process, consumers choose services from brands that consumers recognize or remember. According to (Kotler, 2021) the following indicators influence purchasing decisions: (1) Product stability, (2) Buying habits, (3) Recommendations from others, (4) Repurchase.

METHOD

The approach in this study is to use an associative quantitative approach to measure the effect of content marketing on online training purchasing decisions through brand awareness on the online class Instagram account.

The sample was taken using purposive sampling, the number of samples used in this study using the Lameshow formula with a sample size of 100

respondents, where the population is followers of the online class Instagram account who have purchased online training classes in online classes. The primary data source is a questionnaire, while the secondary data source is a document. Data analysis using the SEM (Structural Equation Modeling) approach. SEM is one of the analytical techniques used to test the hypothesis of a variable relationship (Solling & Anwar, n.d.).

RESULTS AND DISCUSSION

Outer Model Designer

The outer model designer is a model that describes the relationship between indicators and variables. The outer model designer can be seen in Figure 2, below:

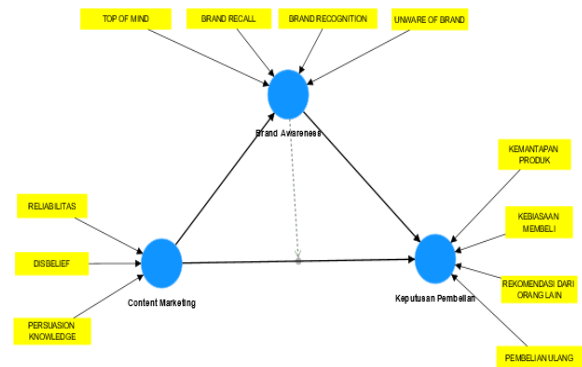


Figure 2.
Outer Model Designer

Source: Data from SmartPLS 4.0

Outer Model Result

Based on table 1. shows the results of Outer Loading testing to determine the Validity results. shows the results of Outer Loading testing to determine the Validity results. Statement items can be declared (Valid) if they have a value > 0.70. In the Content marketing variable stated by four valid statements. The brand awareness variable is stated by six valid statements. In the purchasing decision variable stated by four valid statements. Next is to find out the results of the Average Variance Extracted (AVE) value on the variables Content

marketing, brand awareness, and purchasing decisions are, if the Average Variance Extracted (AVE) value > 0.5 then the variable is declared Valid (Latan & Ghozali, 2012).

Tabel 1. Outer Model Result

Variabel	Item	Outer Loading Faktor	AVE	Ket.
Content marketing	CM1	0,761	0,634	Valid
	CM2	0,771		Valid
	CM3	0,866		Valid
	CM6	0,784		Valid
Brand awareness	BA1	0,704	0,568	Valid
	BA2	0,811		Valid
	BA3	0,789		Valid
	BA4	0,700		Valid
	BA5	0,761		Valid
	BA6	0,752		Valid
Buying Decision	KP1	0,808	0,676	Valid
	KP2	0,768		Valid
	KP4	0,834		Valid
	KP7	0,874		Valid

Source: Research Results, 2023

Based on table 2, to find out the results of the Construct Reliability value on content marketing variables, brand awareness, and purchasing decisions, the Composite Reliability and Validity test is carried out. According to (Latan & Ghozali, 2012), if the Construct Reliability value > 0.70 then it is declared Valid. Furthermore, the Cross Loading test is carried out to determine the results of the Discriminant Validity Test. In the content marketing, brand awareness, and purchase decision variables which consist of several statement items, it can be seen that the item is declared (Valid) if it has a value > 0.70.

Tabel 2. Outer Model Result

Variabel	Item	Composite Reliability	Discriminant Validity	Ket.
Content marketing	CM1	0,817	0,761	Valid
	CM2		0,771	Valid
	CM3		0,866	Valid
	CM6		0,784	Valid
Brand awareness	BA1	0,853	0,704	Valid
	BA2		0,811	Valid
	BA3		0,789	Valid
	BA4		0,700	Valid
	BA5		0,761	Valid
	BA6		0,752	Valid
Buying Decision	KP1	0,851	0,808	Valid
	KP2		0,768	Valid
	KP4		0,834	Valid
	KP7		0,874	Valid

Source: Research Results, 2023

Inner Model Designer

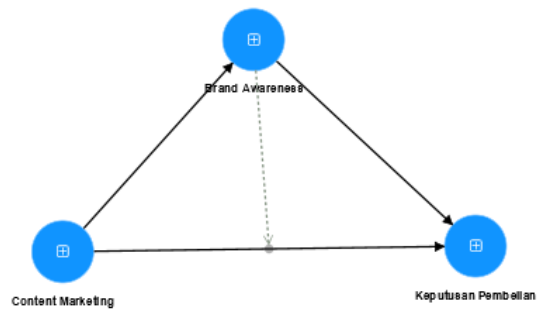


Figure 3.

Inner Model Designer

Source: Data from SmartPLS 4.0

In Figure 3, this Inner model is made to describe the relationship between variables mentioned in the hypothesis, problem formulation, and theoretical studies.

Inner Model Result

a. Path Coefficient

Based on table 3, it can be seen the results of hypothesis testing in this study, namely: The results of hypothesis testing in this study are: Based on the first test, there is a considerable relationship between content marketing and purchasing decisions. The second test states, there is a relationship

between content marketing and brand awareness. Based on the results of the third test, brand awareness has a major influence on purchasing decisions. The fourth test results show that the content marketing variable has a considerable influence on purchasing decisions through brand awareness.

Tabel 3. Path Coefisient

Correlation Between Variables	Original Sampel (O)	T Statistic	P Value	Ket.
Content marketing -> Keputusan Pembelian	0,356	2,861	0,004	Supported
Content marketing -> Brand awareness	0,649	6,509	0,000	Supported
Brand awareness -> Keputusan Pembelian	0,497	4,204	0,000	Supported
Content marketing -> Brand awareness -> Keputusan Pembelian	0,323	3,358	0,001	Supported

Source: Research Results, 2023

b. R-Square

The R-square value is classified into three groups. If the R-square value is 0.75, the category is strong. If 0.50 is in the medium category, and if the R-Square value is 0.25 it is considered weak (Hair et al., 2010). variabel bound R-square value in Table 1.4 below shows the results of this research model.

Tabel 4. R-Square

Construct	R ²
Brand Awareness	0,415
Keputusan Pembelian	0,595

Source: Research Results, 2023

Based on table 4, for purchasing decisions, the R-square value is 0.595. The

ability of this variation can be explained by the marketing content variable on purchasing decisions which is considered moderate by 59.5%, and the rest is brand awareness which is classified as moderate by 41.5%.

The results of the research data show that,

The Effect of Content marketing on Purchasing Decisions

The results showed a beta coefficient of 0.356, a T-statistic of 2.861, and a P-value of 0.004. As a result, the content marketing variable has a significant influence on purchasing decisions. This is found in the content marketing variable, namely Persuasion Knowledge, which states that the content marketing shared by the online class Instagram account is easily understood by consumers. Online class content that is easily understood by consumers is posts in the form of training class recommendations, marketing strategy reviews and webinars. This is in line with research conducted by (Rizkia Azzahra Hendrawan & Yulianti, 2022) entitled The Relationship between Content marketing Bittersweet By Najla and Followers' Purchasing Decisions, which states that content marketing has an effect on purchasing decisions.

Content marketing affects brand awareness

The results of this study show that the beta coefficient is 0.649, the T-Statistic is 6.509 and the p-value is 0.000. So that the hypothesis that content marketing positively affects brand awareness. Content marketing that can create brand awareness is content that contains the advantages of online classroom training. These advantages are in the form of online class posts explaining that online class training is mentored by professional experts in their fields and online class certificates obtained by consumers after completing the training class can be included in LinkedIn. In research conducted by (Pertwi & Gusfa,

2018) entitled The influence of content marketing on the formation of brand awareness at the Kalbis Institute states that content marketing has a positive effect on brand awareness.

Brand awareness to Purchase Decision

The results in this study show a beta coefficient of 0.497, a T-statistic of 4.204 and a p-value of 0.000. As a result, brand awareness has an influence on purchasing decisions. Brand awareness of purchasing decisions is the advantages of services that are able to make potential customers remember a brand when they want to buy or use services. The advantages offered by online training classes, namely training classes guided by professional mentors, have many class programs, affordable prices, flexible training hours (can be accessed anywhere and anytime). In addition, trainees get a workbook and certificate after completing the training. In line with research conducted by (Ramadayanti, 2019) entitled The Role of Brand Awareness on Product Purchasing Decisions which states that brand awareness affects purchasing decisions made by a consumer.

Content marketing has a positive effect on purchasing decisions through brand awareness.

This study shows a beta coefficient of 0.323, a T-statistic of 3.358, and a P value of 0.001. It can be concluded that content marketing has a major influence on purchasing decisions through brand awareness. Online class marketing content that is easy to understand is posts in the form of training class recommendations, webinars and marketing strategy reviews. In addition, consumers are also aware of the advantages found in online class training, this is because online class training has advantages such as learning mentored by professional experts and online class certificates can be included in LinkedIn. From this explanation, it can be concluded

that content marketing and brand awareness can encourage potential customers to make purchases, this happens because consumers are confident in the services provided by online class training. The results of this study are supported by (Oisina, 2021) in his research entitled The Effect of Content marketing Attractiveness and content review on purchasing decisions (survey on @msglowbeauty account followers) in this study it is explained that the content marketing variable has a major effect on purchasing decisions.

CONCLUSION AND SUGGESTION

Conclusion

Based on the results of the analysis, it can be concluded from this study that there is a considerable influence between content marketing on online class online training purchasing decisions. The large number of likes and comments on the online training class Instagram posts proves that the content shared by the online training class Instagram is easy to understand so that it can encourage consumers to make purchases.

Online training brand awareness in online classes is significantly influenced by content marketing. This means that content marketing on the online training class Instagram account posts the advantages of online training in online classes clearly, so that the audience easily understands the advantages. This is able to create brand awareness in the minds of consumers.

Brand awareness affects online training purchasing decisions in online classes. Because consumers are aware of the advantages provided by online training classes, consumers feel confident to buy online training in online classes.

Through online class brand awareness, the content marketing variable has a considerable influence on purchasing decisions. The higher the level of awareness of a brand and the better the marketing content created, the more likely consumers are to decide to take online training in online

classes compared to other online training classes.

Suggestion

In the results of this study, it can be said that in the future the company must maintain content marketing that is informative and educational, and tailored to the target audience. Companies must maintain the advantages of online classes to increase brand awareness in the minds of consumers. One way is to frequently hold webinars and share educational content, which is successful in making consumers aware of online training classes in online classes so that they can increase sales. Respondents in this study are followers of online training in online classes. Suggestions for future research are to conduct research using a wider population and conduct deeper research on factors that affect the successful implementation of research results in various situations.

REFERENCE

- (APJII), A. P. J. I. I. (2023). Asosiasi Penyelenggara Jasa Internet Indonesia (APJII). Asosiasi Penyelenggara Jasa Internet Indonesia (APJII). <https://apjii.or.id/berita/d/survei-apjii-pengguna-internet-di-indonesia-tembus-215-juta-orang>
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2010). Multivariate Data Analysis. In *Vectors*. <https://doi.org/10.1016/j.ijpharm.2011.02.019>
- Hidayat, S., Suardana, I. M., & Dewi, N. K. (2023). THE EFFECT OF SOSIAL MEDIA INFLUENCE , CONTENT MARKETING , AND E- WOM TOWARDS ONLINE PURCHASE DECISIONS IN MATARAM CITY Sekolah Tinggi Ilmu Ekonomi AMM Mataram , Nusa Tenggara Barat , Indonesia. *Jurnal Manajemen Dan Keuangan*, 11(November), 194–203.
- Huda, I. U., Karsudjono, A. J., & Darmawan, R. (2021). Pengaruh Content Marketing Dan Lifestyle Terhadap Keputusan Pembelian Pada Usaha Kecil Menengah Di Media Sosial. *AI-KALAM JURNAL KOMUNIKASI, BISNIS DAN MANAJEMEN*, 8(1), 32.
- Irvanto, O., & Sujana, S. (2020). Pengaruh Desain Produk, Pengetahuan Produk, Dan Kesadaran Merek Terhadap Minat Beli Produk Eiger. *Jurnal Ilmiah Manajemen Kesatuan*, 8(2), 105–126.
- Kotler, P. (2021). *Manajemen Pemasaran*. CV. Budi Utama.
- Latan, H., & Ghozali, I. (2012). Partial Least Square: Konsep, Teknik, dan Aplikasi SmartPLS 2.0 M3. In Semarang: Badan Penerbit Universitas Diponegoro.
- Lengkong, A. P., Pio, R. J., & Mangindaan, J. V. (2021). Pengaruh Brand Awareness dan Kualitas Produk terhadap Loyalitas Pelanggan Melalui Kepuasan Konsumen Pakaian H.A.R.V Official di Manado. *Jurnal Administrasi Bisnis (JAB)*, 11(2), 61–68.
- Nur Aziz Sugiharto, F. A. R. (2022). Pengaruh Content Marketing Dan Content Review Terhadap Keputusan Pembelian Pada Shopee (Survey. 12(September).
- Oisina, I. V. S. (2021). Pengaruh Daya Tarik Content Marketing Dan Content Riview Terhadap Keputusan Pembelian (Survei Pada Followers Akun @msglowbeauty). *MEDIALOG: Jurnal Ilmu Komunikasi*, IV(II), 265–276.
- Pertiwi, D., & Gusfa, H. (2018). Pengaruh Content Marketing terhadap Pembentukan Brand Awareness pada Kalbis Institute. *Jurnal Media Kom*, VIII(2), 45–57.
- Prayoga, I., & Mulyadi, M. R. (2020). Pengaruh Electronic Word Of Mouth Terhadap Keputusan Pembelian Konsumen Pada Fore Coffee. *Jurnal Syntax Transformation*, 1(5), 73–91.
- Ramayanti, F. (2019). Peran Brand

- Awareness terhadap Keputusan Pembelian Produk. *Jurnal Studi Manajemen Dan Bisnis*, 6(2), 111–116. <https://doi.org/10.21107/jsmb.v6i2.6690>
- Rizkia Azzahra Hendrawan, & Yulianti. (2022). Hubungan Content Marketing Bittersweet By Najla dengan Keputusan Pembelian Followers. *Jurnal Riset Manajemen Komunikasi*, 22–27. <https://doi.org/10.29313/jrmk.v2i1.814>
- Rosyadi, A. (2021). Pengaruh Brand Ambassador terhadap Minat Beli Melalui Brand Awareness. *Jurnal Manajemen Dan Bisnis*, 18(2), 20–31.
- Shadrina, N. R., & Sulistyanto, Y. (2022). Analisis Pengaruh Content Marketing, Influencer, dan Media Sosial Terhadap Keputusan Pembelian Konsumen (Studi Pada Pengguna Instagram dan Tiktok di Kota Magelang). *Diponegoro Journal of Management*, 11(1), 1–11. <http://ejournal-s1.undip.ac.id/index.php/dbr>
- Sitompul, S. S. (2021). Pengaruh Pengetahuan Label Halal Dan Kesadaran Merek Terhadap Keputusan Pembelian Kosmetik Melalui Rekomendasi Kelompok Sebagai Variabel Moderating. *Shar-E : Jurnal Kajian Ekonomi Hukum Syariah*, 7(1), 50–64.
- Sofyan, M., Rulandari, N., & Sari, Y. (2021). Analisis Proses Keputusan Pembelian Online Pada Shopee Mall Indonesia. *Jurnal Ilmiah Ekonomi Bisnis*, 26(3), 306–315. <https://doi.org/10.35760/eb.2021.v26i3.4019>
- Solling, H. R., & Anwar, S. M. (n.d.). *Structural Equation Modeling (SEM)* (Abiratno, S. Nurdiyanti, & A. D. Raksanagara (eds.); 1st ed.). PT Inkubator Penulis Indonesia (Institut).
- Sudigdo, A., & Taufik, T. (2020). Pengaruh Kesadaran Merek dan Persepsi Harga terhadap Keputusan Pembelian pada Lembaga Kursus Bahasa Sentra Lingua Depok. *Jurnal Pengembangan Wiraswasta*, 22(3), 177. <https://doi.org/10.33370/jpw.v22i3.473>
- Vildayanti, R. A. (2019). Analisis Strategi Brand Awareness (Top Of Mind, Brand Recall, Brand Recognition, Unaware Of Brand) Sepeda Motor Piaggio Vespa Di Jakarta. *Relasi : Jurnal Ekonomi*, 15(1), 113–134. <https://doi.org/10.31967/relasi.v15i1.304>
- Yazgan Pektas, S., & Hassan, A. (2020). The Effect of Digital Content Marketing on Tourists' Purchase Intention. *Journal of Tourismology*, 6(1), 79–88. <https://doi.org/10.26650/jot.2020.6.1.0011>
- Yusuf, R., Hendawati, H., & Wibowo, L. A. (2020). Pengaruh Konten Pemasaran Shoppe Terhadap Pembelian Pelanggan. *Jurnal Manajemen Pendidikan Dan Ilmu Sosial*, 1(2), 506–515.