

Research Article

Utilization of Facebook Social Media as a Popular Communication Media in 2025

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Abstract: The purpose of this research is to examine in depth how Facebook social media can be utilized as a popular communication medium towards 2025. Through a review of various sources and previous studies, this research aims to understand the trends and developments in the use of Facebook as a primary communication tool in the future. The research method uses a qualitative approach with a literature study and in-depth interviews. Three informants who were considered knowledgeable in the area were interviewed to gather the necessary data. The results indicate that Facebook remains the dominant social media platform and continues to grow as a communication medium that facilitates interaction and socialization among various groups. Furthermore, the platform's use is expected to increase the effectiveness of digital communication, support a variety of social and economic activities, and strengthen interpersonal connections in the virtual world. Facebook's role as a central communication tool is predicted to be pivotal in shaping the future of digital communication and social interactions.

Keywords: Communication; Digital Trends; Facebook; Promotion; Social Media.

1. Introduction

The rapid development of the digital era, fueled by advances in internet technology, has transformed many aspects of life, including the way businesses operate, particularly online commerce. This creates new opportunities for companies to reach consumers and increase transaction efficiency. According to Doni Pranata Yusuf (2017), Facebook makes interpersonal communication easier by overcoming distance and time constraints, allowing for more practical and efficient communication. Meanwhile, Turkle (2011) argues that although social media platforms like Facebook foster virtual connections, they can actually make people feel lonelier, as they prefer digital interactions to face-to-face meetings. On the other hand, Huang (2022) states that Facebook's influence on communication depends on how and how often the platform is used. Balanced use can be beneficial, while excessive use can disrupt in-person social interactions. Suler (2004) discusses that individuals may behave differently when interacting online than in the real world, highlighting how platforms like Facebook influence social communication norms.

Previous research by Ellison et al. (2007) concluded that Facebook can increase its users' "social capital," helping them connect with others and maintain relationships, even when separated by distance. This social media also serves to strengthen existing social networks. Nengsih (2008) noted that excessive Facebook use can lead to addiction, leading to a reduction in face-to-face interactions. This can make people less inclined to communicate face-to-face. Another study, Huang (2022), stated that Facebook's impact on communication depends on how and how often the platform is used. Balanced use can be beneficial, while excessive use can interfere with face-to-face social interactions. Papacharissi and Rubin (2000) suggest that Facebook has altered elements of interpersonal communication, with users preferring to share information online, which can diminish face-to-face communication skills. Based on this phenomenon, rigorous efforts and analysis are necessary. Therefore, the author was inspired to conduct a study entitled "Utilizing Facebook as a Popular Communication Medium in 2025."

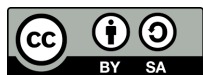
Received: August 16, 2025;

Revised: September 30, 2025;

Accepted: October 29, 2025;

Published: October 31, 2025;

Curr. Ver.: October 31, 2025.



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2. Literature Review

Social Media

Social media is a digital platform that allows users to share information, interact, and build social networks widely and quickly. Social media facilitates communication across geographic boundaries and facilitates active user participation in various social and informational activities. Sugiyono (2012) states that social media is a tool used in the communication process that utilizes internet technology and electronic networks to bring together various users virtually. He adds that the advantage of social media lies in its ability to reach a very wide audience and enable direct interaction that is not limited by space and time. According to Hasanah (2016), observational techniques in communication show that social media can accelerate the dissemination of information and strengthen interpersonal relationships, but also requires expertise in managing messages to avoid misunderstandings. Nailul Husna (2017) adds that the impact of social media on interpersonal communication is not only positive, such as strengthening social bonds, but also negative, including reduced sensitivity to face-to-face interactions. This research shows that excessive use of social media can lead to a decline in the quality of direct communication, resulting in less warm and personal social relationships. Furthermore, Husna (2017) highlighted that social media use can lead to communication addiction, leading users to prefer online interactions over face-to-face interactions. This, she argued, has the potential to diminish the social sensitivity and intimacy previously built through face-to-face communication.

Facebook

Facebook began to develop in Indonesia around mid-2008, with the majority of its users coming from the upper middle class with internet access. The primary users of Facebook in Indonesia are students, university students, lecturers, workers, politicians, and national figures, demonstrating the platform's presence among socially active and professional groups. The latest data from 2019 shows that the number of Facebook users in Indonesia has increased to around 150 million people, an increase of 20 million users from the previous year. Facebook's popularity remains high, and it is one of the most actively used social media platforms in Indonesia, with users of various ages and social backgrounds. Facebook maintains its position as the most widely used social media platform in Indonesia, with penetration reaching 81 percent among internet users. Its presence is supported by easy access and various features that make it easier for users to communicate, share information, and expand their social networks effectively.

Syafitri and Irmayani (2011) stated that Facebook, as a social media platform, provides interactive and dynamic communication features, thus increasing the possibility of closer and more intensive interpersonal relationships. They also stated that the presence of Facebook is able to change conventional communication patterns and give rise to new forms of communication that are more efficient and faster. Facebook has a major advantage compared to other social media, primarily due to its flexibility and diversity in providing features that make it easier for users to interact. In addition, Facebook offers a wide reach and high user penetration, so it can reach various groups from various social and economic backgrounds. According to Yusuf (2017), Facebook makes it easy for users to join various communities and interact virtually, so that communication patterns that are usually carried out in person are starting to shift to digital communication. This shows that Facebook plays a role in accelerating and simplifying the process of interpersonal communication, but also causing changes in the nature and intensity of social relationships. From another study by Husna (2017), it appears that the use of Facebook can lead to a shift to more online communication and reduce the attachment of face-to-face communication, which has the potential to reduce the sensitivity and intimacy of relationships.

Communication

According to Joseph A. Devito (2010), communication is a process in which individuals exchange information using symbols, both verbal and non-verbal, to achieve mutual understanding. Devito emphasized that communication is not just about speaking; it also includes active listening and responding in the interaction. Harsono (2019) explains that communication is a symbolic process involving individuals or groups in sending and receiving messages with the goal of building relationships and mutual understanding. He emphasized that communication effectiveness is greatly influenced by factors such as social and cultural

context, which are increasingly relevant in today's digital and social media era. Communication is considered a central factor that can strengthen the success of social media in establishing relationships and conveying information between individuals and groups. Through effective communication, social media users can increase understanding, trust, and active participation in various online activities. The success of social media is highly dependent on the quality of communication. The ability to craft clear and targeted messages is a key asset in enhancing the positive impact of social media.

Promotion

Social media promotion is a series of methods used to achieve marketing goals cost-effectively by adding value to products or services, both to intermediaries and consumers. Promotion aims include providing information, differentiating products, increasing or stabilizing sales, and highlighting product value. Most promotional activities emphasize product value by outlining the benefits of product ownership that are less familiar to buyers (Boone & Kurtz, 2021).

Digital Trend

E-commerce can be understood as a transaction system encompassing the buying, selling, exchanging, and distributing of products, services, and information via computer networks and the internet. This activity represents a major transformation from traditional trading systems to the digital economy, where the boundaries of time and space are increasingly blurred. By combining elements of conventional business with social media-based digital marketing strategies, e-commerce serves as a strategic tool for expanding market reach, increasing brand awareness, and driving revenue growth (Laudon & Traver, 2020). To this day, many home-based businesses, such as housewives selling food, crafts, and fashion, have experienced a 30-50% increase in revenue after utilizing Facebook as a promotional tool (Andriani, 2020). The platform's strength lies in its ability to build direct interactions with consumers through testimonials, comments, and content-sharing features that expand marketing reach. This aligns with Kotler and Keller (2016), who stated that marketing communications aims to influence, inform, and remind consumers about a product or brand to create a mutually beneficial transaction.

However, the success of implementing an e-commerce strategy is determined not only by the technology used, but also by a deep understanding of consumer behavior. According to Schiffman and Kanuk (2018), consumer behavior is influenced by a number of psychological factors such as perception, motivation, learning, and attitude, ultimately influencing purchasing decisions. To further develop e-commerce so that it runs optimally and sustainably, companies need to apply four main principles: connection, creation, consumption, and control. These four principles serve to increase consumer engagement and loyalty. Active user participation in the form of reviews, comments, and recommendations has significant strategic value, because it not only strengthens brand image but also creates additional economic value in the form of increased return on investment (ROI) for business actors (Chaffey & Ellis-Chadwick, 2019).

3. Materials and Method

Population And Sample

Sugiyono (2020) defines a population as a form of generalization encompassing a region consisting of objects or subjects. A population is understood not only as the total number of objects or subjects, but also as the overall characteristics or traits inherent in those objects or subjects. In this study, the population consisted of adolescents and young adults who actively used Facebook in 2025. Sugiyono (2020) further explains that a sample is a subset of the entire population distinguished by certain characteristics. In other words, a sample represents a portion of the objects or subjects deemed representative of the population. The sample in this study included three informants selected using a purposive sampling technique: individuals aged 15–30 who actively use Facebook and engage in regular online communication activities.

Data Collection Techniques

This study used a qualitative descriptive approach to observe communication phenomena occurring among adolescent Facebook users. A qualitative approach was chosen because it allows researchers to understand the deeper meaning of behavior, experiences, and

social interactions that cannot be measured numerically. In this study, data was collected through two main techniques: a literature review and in-depth interviews. The literature review was conducted to obtain secondary data from various scholarly sources, such as books, research journals, and online articles relevant to the topic of social media and popular communication. This data was used to strengthen the theoretical basis and provide a conceptual foundation for analyzing the research phenomena. The literature review also plays a crucial role in building a systematic understanding of the concept of digital communication, in line with Umar's (2009) view that literature studies help establish a strong theoretical foundation for more focused and measurable research. The researcher used in-depth interviews with two informants deemed to have the data needed for the study. The selected informants met two research categories: adolescents and Facebook users. An interview is a conversation between the researcher and informants to obtain information (Krisyantono, 2012). In this research, the researcher chose a qualitative descriptive method to reveal or describe facts, circumstances, phenomena and conditions that occurred during the research based on real data.

Analysis Method

This study used a descriptive qualitative approach to observe the phenomena occurring among adolescents who use Facebook. Qualitative research is a process of inquiry and understanding based on this approach, where researchers create a complex picture, examine words, detailed reports from respondents, and conduct studies in natural situations (Creswell, 1998). Qualitative methods are useful for developing hypotheses in specific cases or limited samples (Sugiyono, 2015). Nawawi and Matrini (1996) explain that the descriptive method is a problem-solving technique that describes the current state of the research object, based on visible facts. The descriptive method focuses on fact-finding, reflecting the actual situation.

Operational Variables

According to Sugiyono (2020), research variables are attributes, characteristics, or values of an object that can vary and are determined by the researcher to be studied and analyzed in order to draw conclusions. In this qualitative descriptive study, the operational variables are expressed as research focuses rather than measurable numerical values, as the study aims to describe social phenomena occurring among Facebook users. The dependent variable in this research is the utilization of Facebook as a communication medium, which refers to how individuals—especially teenagers and young adults—use Facebook as a platform for interpersonal communication. This includes the frequency of use, forms of interaction such as posting, commenting, and private messaging, as well as users' perceived effectiveness of Facebook in maintaining social relationships and sharing information. The independent variables consist of several factors influencing communication behavior, namely motivation, perception, and social impact. Motivation represents the internal drive that encourages users to engage and communicate via Facebook, while perception reflects how users interpret and evaluate Facebook as an effective communication platform. Social impact refers to the influence of Facebook usage on users' social relationships, language style, and level of openness in communication. Together, these variables provide a comprehensive understanding of how Facebook functions as a popular communication medium shaping interaction patterns among its users in 2025.

4. Results and Discussion

This research shows that Facebook will remain one of the most popular and widely used communication platforms until 2025. Many users consider Facebook a practical and effective tool for various communication needs, whether interacting with family, friends, or communities. The number of active Facebook users worldwide is estimated to reach around 3.2 billion by 2025. The percentage of social media users accessing Facebook via mobile devices will continue to increase, reaching approximately 92% of total Facebook users. The use of Facebook as a business communication and marketing platform will increase, with an estimated 68% of MSMEs using Facebook for promotions and customer interaction. User interaction and engagement (likes, comments, shares) are expected to increase by 15-20% compared to 2023, along with the increase in interactive features and video content. The amount of video content uploaded to Facebook will reach more than 70% of the total content on the platform, as part of the visual marketing trend.

Although many doubt its relevance amidst increasingly fierce competition among social media platforms, Facebook has apparently survived and even grown significantly in Indonesia. According to the Digital 2025 Indonesia report, Facebook had 122 million users in Indonesia as of early 2025, equivalent to 43% of the total population. Data also shows that Facebook is the fourth most popular social media platform in the country with a percentage of 12.7%, below WhatsApp (35.5%), TikTok (19.9%), and Instagram (18.8%). Interestingly, 60.7% of the adult population (aged 18 and above) in Indonesia still actively uses the Facebook platform. Facebook user growth in Indonesia is relatively stable, with an increase of 4.9 million users (+4.2%) in the last three months (October 2024–January 2025). The main strength of this platform lies in its collaboration features, such as Facebook Groups, which serve as discussion and networking spaces for local communities. These groups cover a wide range of topics, from business, education, to social issues, which shows that Facebook as a social media is also a means for building networks and sharing information.

The gender distribution of Facebook users in Indonesia is also fairly balanced: 42.1% female and 57.9% male. This balance reflects the platform's ability to appeal to a wide range of audiences. Feature innovations such as targeted advertising services and integration with other platforms have further strengthened its relevance. Although TikTok, Instagram, and WhatsApp are more popular based on preferences, Facebook remains superior in maintaining an active user base. The presence of features that support collaboration and information exchange are key to its resilience. Thus, Facebook is not only a communication tool, but also a platform for building communities and businesses, making it a multi-functional platform that remains difficult to replace in Indonesia.

Research

Place figures and tables at the top and bottom of columns. Avoid placing them in the middle of columns. Large figures and tables may span across both columns. Figure captions should be below the figures; table heads should appear above the tables. Insert figures and tables after they are cited in the text. Use the abbreviation “Fig. 1”, even at the beginning of a sentence. Example of figure and table are shown in Fig. 2 and Table 1.

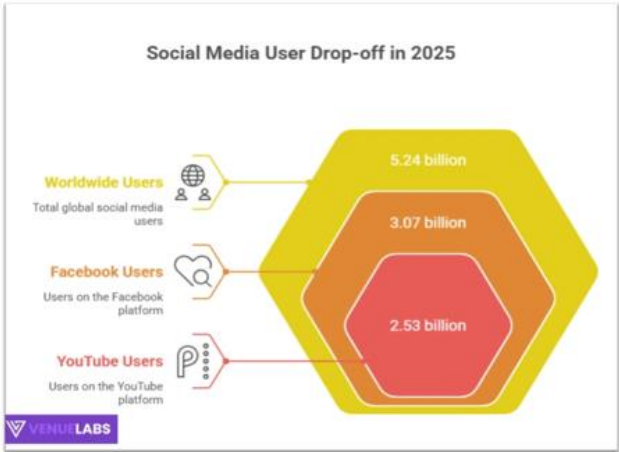


Figure 1. This is a figure. Facebook user data for 2025.

Table 1. This is a table. Let's take a look at Facebook users and growth each year.

Year	User
2025	3.07 Billion
2024	3.65 Billion
2023	3.65 Billion
2022	2.96 Billion
2021	2.91 Billion
2020	2.80 Billion
2019	2.50 Billion
2018	2.32 Billion
2017	2.13 Billion
2016	1.86 Billion
2015	1.59 Billion
2014	1.39 Billion

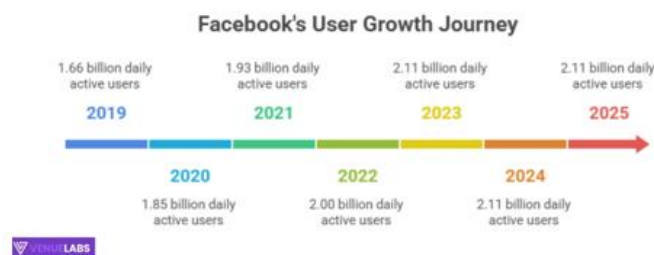


Figure 2. This is a table for following are daily active Facebook users.

Based on the data shown in the figure above, the number of Facebook users in 2025 will reach 3.07 billion monthly active users (MAUs). This figure indicates the number of users who use the platform at least once a month. Of these total users, there are approximately 2.11 billion daily active users (DAUs), meaning users who access Facebook daily. Thus, it can be concluded that approximately 68.7% of total monthly users are daily active users. This data indicates that Facebook remains one of the social media platforms with a very high level of user engagement, with the majority of users not only accessing it regularly but also interacting daily.

This study also revealed that users utilize Facebook not only as a personal communication medium, but also as a promotional and marketing tool. Many businesses and communities, such as MSMEs, utilize Facebook to expand their reach and increase interaction with their audiences efficiently and cost-effectively, making this platform multifunctional in various aspects of people's lives.

Discussion

Purpose of Using Facebook Social Media

Facebook users comprise a diverse group, primarily teenagers and adults, who utilize this platform to communicate, seek information, and develop digital economic activities such as product promotion and sales. This indicates that Facebook remains a relevant social media platform for society in 2025.

The researcher used three informants to strengthen the research content, resulting in richer, more in-depth data that can describe the phenomenon more comprehensively. With three different perspectives, the researcher was able to validate the data and compare each informant's experience in using Facebook as a communication and promotional medium in 2025. The following are some statements from the informants:

Facebook as a Communication and Information Medium

Social media is a popular platform for people to seek and obtain information because it's easily disseminated (FYP).

Why do you still use Facebook as a communication medium compared to other apps?

Informant 1 (Andi Itha)

"I still use Facebook because I can stay connected with old friends and see old memories through the Memories feature. Furthermore, there are now Meta features that can generate income for users. This has made many old friends reactivate on Facebook, allowing us to reconnect and support each other's activities, including content and business ventures."

Informant 2 (Laz Farzana Jaya Workshop)

"I still frequently use Facebook for communication, especially to support my welding business. If I want to have a quick chat, I usually use Messenger. So, I think Facebook is still very helpful for staying connected."

Informant 3 (Wilda)

"I also found Facebook to be a powerful information medium, as I saw it constantly presenting current events. This information also spreads very quickly, so users can easily find out the latest news or events simply through their Facebook feed."

Facebook as a Promotional Medium

In your opinion, to what extent does Facebook help promote MSME businesses or products, and what impact have you felt most from promoting through Facebook?

Informant 1 (Farzana Jaya Welding Workshop)

"I own a business, so I use Facebook to promote my welding business. I usually upload photos of my work, such as finished fences or trellises. From there, many people see it and

then contact me via Messenger to inquire about prices or place orders. So, Facebook really helps me gain new customers without having to spend a lot on promotions.”

Informant 2 (Andi Itha)

Does promoting this content increase your interaction on Facebook?

“Yes, more people comment or contact me. Some ask for recipes, and some are interested in ordering cakes. My communication with others has become smoother.”

Informant 3 (Wilda)

“I see many of my friends promoting their businesses on Facebook, for example selling food or clothing. From what I've observed, many users leave comments, ask about prices, or even place orders directly. So, while it's not my personal experience, I see Facebook as quite effective in helping others promote their products.”

Does this observation influence your view of Facebook's role as a promotional medium?

Yes, because I believe Facebook can be a great place for promotions. This is because so many people are active and easily attracted by interesting posts.

Based on observations and interviews, informants' goals for utilizing Facebook in 2025 varied, but all the information provided remained highly useful for understanding how Facebook plays a role in communication. This diversity of experiences demonstrates that Facebook serves a broad purpose, not only as a communication medium but also as a source of information, business promotion, and opportunities for digital economic development for users. Although the answers from each informant varied, all the information provided remains highly useful for understanding how Facebook plays a role in communication and other user activities. This diversity of experiences demonstrates that Facebook serves a broad purpose, not only as a communication medium but also as a source of information, business promotion, and opportunities for digital economic development for its users. Facebook's free mode allows users to stay connected even without a data plan, significantly benefiting them economically.

5. Comparison

The table and figures above are also supported by interview results, which indicate that informants have Facebook usage patterns consistent with the findings of secondary data. Based on in-depth interviews, adolescents and young adults tend to use Facebook not only as a means of sharing information but also as a medium for establishing and maintaining social relationships. Informants revealed that Facebook remains a popular choice due to the ease of interaction through comments, private messages, and community groups. Furthermore, most respondents believe that communicating via Facebook provides a sense of social closeness, even when conducted online. These findings reinforce the analysis, which illustrates that Facebook's use as a popular communication medium is not solely influenced by technological developments, but also by personal motivations, perceptions of communication effectiveness, and the perceived social impact of users. Thus, the interview results provide empirical evidence that Facebook plays a significant role in shaping digital communication patterns among adolescents in 2025, while also demonstrating that this social media platform remains relevant as a dynamic and adaptive social interaction space to adapt to changing times.

Comparing the tabular data and interview results, both show a similar trend: Facebook usage remains high despite the emergence of new social media platforms like Instagram and TikTok. The tabular data statistically illustrates the proportion of communication activity, while the interview results provide in-depth explanations of the reasons behind these choices, including convenience, habit, and perceived credibility of information on Facebook.

6. Conclusion

Based on research results and interviews with three informants, it can be concluded that Facebook remains a relevant and influential social media platform for public communication and promotional activities in 2025. Users from various backgrounds, particularly teenagers and adults, utilize Facebook not only to build social connections and communicate, but also to quickly obtain and disseminate information and develop digital economic activities. As a communication medium, Facebook is considered effective because it can maintain social connections through interactive features such as Messenger, comments, and Memories, which

help users maintain emotional closeness and nostalgia with old friends. Furthermore, the ease of accessing diverse information makes Facebook a dynamic source of news and public discussion amidst the proliferation of new platforms.

Meanwhile, as a promotional medium, Facebook has a positive impact on small and medium enterprises (MSMEs). By uploading product content, photos, and interacting directly with customers, users can increase market reach, strengthen relationships with consumers, and significantly reduce promotional costs. Comments and private messaging features facilitate communication between sellers and buyers, thereby speeding up the transaction process. The research results show that Facebook's function has evolved from being simply a social networking tool into a multi-functional digital ecosystem that supports interpersonal communication, information dissemination, and economic activity. With its continued high level of user participation and its ability to adapt to the needs of the times, Facebook will remain a crucial platform in the social and business life of the digital society in 2025.

Based on user experiences and perceptions, it can be concluded that Facebook plays an effective and important role in building and maintaining social interaction in Indonesia. Through features that support interactive and personalized communication, Facebook is able to meet the social needs of modern society. Future communication strategies and technology development need to consider the potential of using Facebook as a medium that is not only a communication tool, but also a means for establishing social identity and strengthening interpersonal relationships on an ongoing basis.

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