

Marketing Communications Strategies in Attracting Passengers During the Pandemic Covid 19 at PT. Kereta Api Indonesia Divisi Regional 1 Sumatera Utara

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Marketing Communications Strategies in Attracting Passengers During the Pandemic Covid 19 at PT. Kereta Api Indonesia Divisi Regional 1 Sumatera Utara

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Abstract

PT. Kereta Api Indonesia is the only state-owned company owned by the government under the transportation service which is engaged in railway services. The covid-19 (coronavirus disease) pandemic made PT Kereta Api Indonesia experienced a decline in revenue due to a lack of passengers. The impact is a challenge for the company PT. Kereta Api Indonesia is facing the current situation. There PT. Kereta Api Indonesia Regional Division 1 North Sumatera needs to implement a more efficient marketing communication strategy in attracting passengers during the Covid-19 pandemic at PT. Kereta Api Indonesia Regional Divisions 1 North Sumatera. In this study, the theory used is the Theory of Marketing Communication Mix. The method in this study is use a qualitative descriptive method, namely by analyzing data, managing and describing words, and drawing conclusions. The results of this study indicate that in attracting passengers of PT. Kereta Api Indonesia markets seedling products and services with a marketing mix strategy theory that begins with formulation segmentation, targeting, and positioning, and results in the application of marketing strategies, namely product, price, promotion, place, people, price, and physical evidence.

Keywords: Communication Strategy, Attracting Passengers, Marketing Mix, Pandemic Covid19

1. Introductions

A. Background

Communication is very attached to human life, without communication humans cannot know what is on this earth and cannot socialize with social beings. By communicating, humans can convey information and get information, be it messages, ideas, and ideas, from one party to another, either directly or indirectly. Marketing communications also perform many functions for consumers.

PT. Kereta Api Indonesia is a State-Owned Enterprise (BUMN) that is engaged in services, namely providing transportation services to the public in direct contact with the general public. Regional Division 1 North Sumatra (Diver 1) is the Regional Division of KAI with the provinces of Aceh and North Sumatra led by the head of the Regional Division (Kadivreg) who is under and responsible to the Directors of PT. Indonesian Railways. Indonesian Railways is considered a traffic jam-free land transportation because it has a special route so that it can speed up the travel time compared to other transportation services.

Social restrictions are again carried out when the growth rate of the Coronavirus or Covid-19 from days does not show a slowdown and even shows an acceleration. The impact of this ineffective handling has led to a prolonged pandemic that has had a broad impact on the economic and social conditions of the people in Indonesia. This Large-Scale Social Restriction Policy (PSBB) also has an impact on transportation companies, which must now be prepared to face the potential for a drastic decrease in the number of passengers due to restrictions on community mobilization. The impact of this policy includes the transportation company at PT Kereta Api Indonesia (PT. KAI) implementing Covid-19 free by requiring an Antigen Rapid Test for prospective passengers who will use train services, a policy that must be carried out by PT. KAI. (Audy & Irfan, 2021). Based on these problems PT. Kereta Api Indonesia REGIONAL 1 Division North Sumatra needs to carry out a more efficient Marketing Communication Strategy to attract the interest of users of Rail transportation services.

Therefore, based on the above background, the author is interested in conducting research entitled "Marketing Communication Strategies in Attracting Passengers During the Covid-19 Pandemic at PT. Indonesian Railways Regional Division 1"

B. Formulation of the problem

The formulation of the problem in this study is how the Marketing Communication Strategy In Attracting Passengers During the Covid-19 Pandemic At PT KAI Regional Division 1 North Sumatra.

C. Methodology

This research method uses a qualitative descriptive method. Qualitative research refers to different ways of collecting data, which include field research, participant observation, and Bungie in-depth interviews. Researchers will research directly at the research site. With the results obtained, the researcher will provide an overview of the Marketing Communication Strategy (Lexi & M.A., 2018).

Bogdan and Taylor (1975:5) define qualitative methods as research procedures that produce descriptive data in the form of words or words from people and observed behavior. In terms of qualitative data analysis data, Bogdan stated that: Data analysis is a process of systematically searching and compiling data obtained from interviews, field notes, and other materials so that they can be easily understood, and the findings can be informed to people. other. Data analysis is done by organizing the data, describing it into units, synthesizing, compiling it into patterns, choosing which ones are important and what will be studied, and making conclusions that can be told to others (Nasution, 2013)

II. Research Results and Discussions

²⁵ This research was conducted at the Regional Division 1 Office of North Sumatra by interviewing key informants. Researchers describe the Marketing Communication Strategy in attracting passengers during the Covid-19 pandemic. The researcher explained some of ²³ the results of observations and in-depth interviews regarding what marketing communication strategies were carried out by the PT Kereta Api Indonesia Regional Division 1 North Sumatra to increase the number of passengers interested during the Covid-19 pandemic.

a) Communication Strategy

⁹ Deddy Mulyana Communication is a process of various meanings through verbal and nonverbal behavior. All behavior can be called communication if it involves two or more people, communication involves expectations, perceptions, choices, actions, and interpretations (Thariq & Anshori, 2017). Communication is said to be effective if the stimuli conveyed by the source (communicator) can be captured and understood by the recipient (communicant) (Jailani et al., 2020). A marketing communication strategy is an activity carried out by the company as an effort to introduce, and persuade consumers to use the products and services offered by the company and also inform consumers about what promotions are being carried out by the company. (Saleh, 2021) Kotler & Keller (2009) asserts that marketing communications can tell or show consumers how and why products are used.

Communication strategies based on information carried out in promotional ⁵ media are still using conventional methods and have not combined elements of modern technology. Augmented Reality (AR) is a field of computer research that combines 3-dimensional graphic data with the real world or in other words the reality that is added to a media. Marketing media used by PT. Rika Brothers Sakti currently uses a brochure that contains 2-dimensional images and information about houses being marketed so that many buyers are not interested because buyers cannot see the shape of the house directly, but it would be very interesting if the pictures were on the brochure were presented in 3-dimensional form. Implementation of marketing communications in the researcher's statement on augmented reality for those using the marker-based tracking method in brochures with supporting software installations. Designing the Sakti Brothers 3D design using Google SketchUp, designing marker designs and brochure designs using Adobe Photoshop CS4, the implementation of augmented reality marketing using the marker-based tracking method on this housing brochure can be an alternative media for promotion to potential buyers and attractive as a promotional media in a way that more interactive (Yulsilviana et al., 2017)

b) Attracting Passengers

It's currently quiet on the train, this is related to the effects of the COVID-19 crisis that it has affected. This can be based on the results of research by several researchers, including in smart cities. This can be achieved to increase passengers using marketing communication by combining all components into an intelligent system with an important component is to provide convenient transportation and communicative communication services. Everyone moves, everyone needs to get somewhere else safely, efficiently, and comfortably. One of the best ways is to create predictive models that can strategize to attract passengers.

Passengers can use train vehicles using Bayesian and SVM as a comparison which will produce the most suitable model for Trans Metro Bandung passenger data. This can be seen as literature by citing the performance of the Trans Metro, namely that they use a better strategy needed to produce better performance for the Trans Metro Bandung because the model predicts that there will be no significant growth for the Trans Metro Bandung ferry. (Nurviana et al., 2019) Likewise with the results of other studies, regarding vehicles whose exclusive bus lanes have been widely considered as an effective way to promote bus priority and improve service quality, train vehicles must also be able to make innovations and competitive prices so that they can increase passenger or passenger levels. passenger. For example, the line that buses run in China that they have not attracted more passengers to travel by bus in China because there has been no innovation. Also, usually more attention is paid to the infrastructure and facilities of exclusive bus lines, but not much attention is paid to the satisfaction of public transport passengers with them. Therefore, this paper examines how to improve the quality of public transportation services with exclusive bus lines from the perspective of passenger satisfaction. A Structural Equation Model (SEM) was developed to investigate the mechanism of the relationship between passenger satisfaction and the factors influencing the quality of public transport services with exclusive bus lines. A total of 2,087 respondents from Shanghai, China, participated in this study. Also, a comparison model of different groups using public transport including captive riders, preferred riders, and captive by preferred drivers was established. The results show that passengers are dissatisfied with public transport services with current bus lines, while they prefer to take buses shortly. In addition, travel environment, facilities, and comfort, rather than operational efficiency, have a significant influence on passenger satisfaction. Through the comparison model, it is found that preferred and captive by choice users may prefer public transport by bus and captive users may not be able to afford the financial burden of private motorized travel. "Bus density in bus lanes during rush hour" especially

for preferred drivers and “driving stability” especially for captive drivers is an increasing direction to attract more passengers to travel by bus. The results and policy proposals of this research can benefit the planning and operation of exclusive bus lines in Shanghai and other similar cities around the world. (He et al., 2021)

c) Marketing Mix

Promotion carried out by PT Kereta Api Indonesia (KAI) Regional Division 1 North Sumatra through the Marketing Mix and using the 7P marketing mix concept. The following is the Marketing mix carried out by PT Kereta Api Indonesia Regional Division 1 North Sumatra.

1. Product (product or service), Product is an important element in the application of the marketing mix because the product element can meet customer satisfaction. The product at PT Kereta Api Indonesia Regional Division 1 North Sumatra is by improving the quality of passenger transportation services. Currently, PT Kereta Api Indonesia Regional Division 1 North Sumatra provides products and services for passenger and freight trains. Almost all operating lines have a regularly run Passenger Rail service and ticket service.

2. Price, In determining the train ticket fare, PT Kereta Api Indonesia Regional Division 1 North Sumatra has provisions that have been set at the company according to the Minimum Service Standard (SPM) as an attachment to the PM. 48 of 2015 such as safety service facilities, security service facilities, and convenience service facilities for purchasing train tickets. PT Kereta Api Indonesia Regional Division 1 North Sumatra strives to provide affordable prices for prospective passengers and passengers, it is intended that the products can be well received. Price is very influential in the Marketing Communication Strategy, therefore the Train always makes promotions with discounted train tickets to attract passengers to use the services of the train.

3. Place, PT Kereta Api Indonesia Regional Division 1 North Sumatra manages distribution and chooses places by offering passenger transportation services in collaboration with various agencies such as other companies, campuses, and schools, places are also influential in companies to carry out Marketing Communication Strategies such as where consumers know about train departure schedules, what products are offered, how easy is it to order train tickets, all of which are closely related to the place.

4. Promotion (Promotion), PT Kereta Api Indonesia Regional Division 1 North Sumatra also carries out marketing activities to be able to survive the current Covid-19 Pandemic to make consumers interested in using Rail transportation services. The activities of this promotion are to provide information, expand customers, and make consumers interested in using rail transportation services. Promotions carried out by PT Kereta Api Indonesia Regional Division 1 North Sumatra from the results of interviews related to the marketing promotion mix, namely:

a) Advertising, Advertising is a form of promotional communication that aims to provide knowledge to consumers about what services are available at PT Kereta Api Indonesia Regional Division 1 North Sumatra including the following:

b) Television, a form of communication between PT Kereta Api Indonesia Regional Division 1 North Sumatra with the community, namely through television broadcasts. This promotion is done before certain days. For example the day before Eid and after Eid and other big days.

c) Internet, the Internet is very influential in the marketing mix, because the internet can reach all broad audiences by easily getting information anywhere. People can get information through the internet. The website address of PT Kereta Api Indonesia Regional Division 1 North Sumatra, namely Kai. id, on this website there is information about PT Kereta Api Indonesia Regional Division 1 North Sumatra in the form of history, vision, mission, motto, organizational structure, company divisions, various services on Railways, customer service, etc. In addition, PT Kereta Api Indonesia also uses an Instagram account, namely @medankeretaapi, which contains information about antigen services, info on how to easily buy train tickets, information about train events, and discount info for PT Kereta Api Indonesia Regional Division 1 Sumatra. North, providing information on activities carried out by PT Kereta Api Regional Division 1 North Sumatra, and providing information on the train departure schedule. The Facebook account is also a place of information for PT Kereta Api Indonesia to provide important information about the Train. The Facebook account of PT Kereta Api Indonesia Regional Division 1 North Sumatra is "the field of trains". In addition to Instagram and Facebook, PT Kereta Api Regional Division 1 North Sumatra created a Tiktok account, namely "trains in Medan" this TikTok account was created to provide information entertainingly and create interesting content for the public to see. Personal selling (Personal selling), Before the Covid-19 Pandemic PT Kereta Api Indonesia Regional Division 1 North Sumatra promoted Railway products and services through personal sales which aimed to introduce and invite the public to use the Railway Services,

a) Salesmanship, with the training that has been given regarding various matters related to PT Kereta Api Regional Division 1 North Sumatra and how the characteristics of the services offered, employees will be able to invite consumers to use Train services.

b) Negotiating, which can be done between the customer and the company regarding the train fare. The fare paid by prospective passengers will differ from one another regarding their employment status. If the status is included in the list, then the prospective passenger gets a discount on the condition that they show their identity card which can only be done when booking/purchasing train tickets at the station.

c) Sales Promotion, Sales promotion here is the existence of promo tickets on certain trains. The advantage is, by providing cost reductions on trains and certain days to consumers, they will tend

to be interested in using the train service. ¹⁹ Based on the results of interviews conducted by researchers that PT Kereta Api Indonesia Regional Division 1 North Sumatra carried out promotions by reducing train ticket prices, and during the Covid-19 pandemic they discounted antigen price reductions.

5. People (people or human resources), ¹¹ Based on the results of research conducted by researchers that the people or human resources intended in making the Marketing Communication Strategy policy are the marketing team and work closely with the PR team. And for those who are responsible for planning the Marketing Communication Strategy are all marketing and public relations employees following the rules that have been set by the company.

6. Physical Evidence, Based on the results of research that researchers did by interviewing consumers who use Rail transportation services that the Marketing Communication Strategy carried out by PT Kereta Api was very well responded to by consumers, by carrying out promotions for reducing train ticket prices and The reduction in the price of the antigen is very helpful for consumers to use transportation services because the price reduction provided is very helpful in reducing the cost of buying tickets. Other physical evidence is putting up banners in the areas of the Medan Train Station, and public places. The physical evidence that was carried out by PT Kereta Api Indonesia Regional Division 1 North Sumatra which was felt by consumers was doing promotions on social media and the information was very easy to reach a wide audience.

7. Process, ¹¹ based on the results of research conducted by researchers by interviewing the Assistant Manager of Public Relations, the process of the Communication Strategy carried out by the marketing team and the PR team of PT Kereta Api Indonesia Regional Division 1 North Sumatra was able to achieve the goals and targets desired by the company, running smoothly and acceptable. throughout the community and received a positive response in the community and the increasing number of passengers' interest in using the Indonesian Railways transportation service for the Regional Division 1 of North Sumatra.

d. Pandemic Covid19

During the global pandemic, coronavirus 2019 (COVID-19), marketing communications to deal with this crisis are indispensable in the fear, uncertainty, and absence of individuals around the world in the struggle against health threats. Insufficient marketing communications can have consequential and economic consequences. Increasing research shows that the endless feed of decisive news ³ related to COVID-19 infection and death rates can greatly increase the risk of mental health problems. Unfortunately, media reports that contain an infodemic regarding the impact of COVID-19 on mental health can be a source of adverse impact on individuals. partly due to

insufficient crisis marketing communications practices, media and news organizations around the world have played a minimal role in combating the COVID-19 infodemic. Common loopholes include QAnon's rampaging corruption, false and misleading "China virus" narratives, and the use of disinfectants to "cure" COVID-19. With the potential for deteriorating mental health, an infodemic fueled by kaleidoscopic misinformation can be dangerous. Unfortunately, there is a paucity of research on improving marketing communications for Rail transport products in North Sumatra, in fact across media channels and news organizations is carried out with the old media ways of reporting COVID-19 and how social media-based infodemics can cause mental health problems. Crisis-driven marketing communications solutions that news media and organizations can adopt to reduce the negative impact of COVID-19-related news on mental health. Following research conducted by Su, Zhaohui McDonnell, Dean Wen, Jun Kozak, Metin Abbas, Jaffar also, Sabina Li, Xiaoshan Ahmad, Junaid Cheshmehzangi, Ali Cai, Yuyang Yang, Ling Xiang, Yu Tao that global media to form a response based on factual, people-centered, and collaborative approach to COVID-19 reporting, this paper effectively encourages media resources to focus on the core issue of how to slow down or effectively spread COVID-19.. (Su et al., 2021)

e. Discussion

Based on the explanation above, in the current Covid-19 pandemic situation, PT Kereta Api Regional Division 1 North Sumatra continues to carry out and continues to improve its Marketing Communication Strategy to introduce a product or service to attract passengers or customers, where this strategy is a company image. to increase the credibility of one company and continue to increase the number of consumers using rail transportation services by carrying out various marketing mixes, such as making promotions that are as attractive as possible for the audience to read and hear.

During the Covid-19 pandemic like this the government forbids crowds and does not do too many activities outside the home, one of the efforts that can be done at this time is to do promotional content on social media. The internet plays a major role in promoting a product or service that can reach all levels of society. Print media is also a promotional tool for PT Kereta Api Regional Division 1 North Sumatra to promote the products and services they offer by making banners and placing them in the area of train stations and public places. Brochures are also one of the print media to promote the products and services they offer by explaining the contents of the train departure schedule brochures, train discounts, and explaining the facilities on the train, and explaining how to order more efficiently by using the application. KAI Access.

The marketing communication strategy carried out by PT Kereta Api Indonesia Regional Division 1 North Sumatra is carried out when there is updated information and promos for a product on the train, there are promotional tariffs, PT Kereta Api Regional Division 1 North Sumatra does

not promote only because ¹² of the Covid-19 pandemic. 19, before the Covid-19 pandemic, PT Kereta Api also carried out promotions by conducting socialization, visiting various agencies, campuses, and schools, establishing collaborations, and participating in various events. With the theory of the marketing mix and with the three stages of the Marketing Communication Strategy that is run by PT. The North Sumatra Regional Division 1 Railway is the key to the success of the target market that the company wants

III. Conclusions

a. Conclusions

Based on the description above, the authors conclude Marketing communication strategy by PT. North Sumatra Regional Division 1 Railways in attracting passengers during the covid-19 pandemic, namely: By making promotional content as interesting as possible for the wider community to hear and read. With the current Covid-19 pandemic situation, all promotional activities are carried out through digitalization. By promoting a product and service, they use internet media such as Instagram, Facebook, and TikTok. Not only using internet media, but mass media is also used in carrying out promotional activities such as television and radio, print media also participates in promotional activities by making banners, banners, and brochures, and installing them in station areas and public places. For now, the promotion offered by PT Kereta Api Regional Division 1 North Sumatra is in the form of a discount on reducing train ticket prices, promotions like this are very interesting for passengers to use rail transportation services, in addition to promoting the services provided by PT. North Sumatra Regional Division 1 Railway are also very supportive to make consumers interested in using Rail transportation services. With the Marketing Communication Strategy carried out, the public's interest in using Rail transportation services has increased because of discounts and services provided to meet consumer needs(He et al., 2021)

b. Suggestions

¹⁴ Based on the description that has been explained in the previous chapter, the authors conclude: Companies should develop promotions gradually and continuously so that they can increase sales. For promotional media, it should continue to be managed better, do interesting content so that consumers when they see and hear the promotion become interested. The company should continue to communicate with consumers to find out what consumer needs are with the times so that there is a good relationship with consumers and potential customers

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