

Travel Murah Jogja content management via Instagram @travelmurahjogja after the Covid19 pandemic

ACADEMIC JOURNAL RESEARCH PAPER

Compiled to Fulfill the Requirements for Obtaining a Bachelor's Degree of
Strata I Communication Studies Program Faculty of Social and Political
Sciences University of Muhammadiyah Yogyakarta



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**COMMUNICATION SCIENCE STUDY PROGRAM
FACULTY OF SOCIAL AND POLITICAL SCIENCE
UNIVERSITY OF MUHAMMADIYAH YOGYAKARTA**

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RESEARCH AUTHENTICITY STATEMENT PAGE

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Stating that the article with the title “Travel Murah Jogja content management via Instagram @travelmurahjogja after the Covid19 pandemic” contains no work that has ever been submitted for a bachelor’s degree at a university, and to the best of my knowledge, there are no works or opinions that have been written and published by other people, except those referred to in writing in this manuscript are mentioned in the Bibliography. If it turns out that in this journal manuscript it is known that some works or opinions have been written or published by other people, then I am willing that the work is canceled.

Yogyakarta, 26 october 2022



Nabila Hafifah

PREFACE

Bismillahirrahmanirrahim

Praise and gratitude, I pray to Allah SWT for His mercy and grace that I was able to complete this final project as a condition for obtaining a Bachelor's degree (S-1) in the Communication Studies Program, Faculty of Social and Political Sciences, University of Muhammadiyah Yogyakarta.

The completion of this thesis could not be separated from the guidance and support of various parties, therefore on this occasion, the author would also like to say many thanks to:

1. Allah SWT who has given His mercy, grace, and sustenance to me.
2. Sylection who held the conference.
3. My parents, Mr. Eko Prasetyo and Mrs. Kristina Natalia have raised, supported, and educated me patiently and lovingly.
4. Mr. Dr. Fajar Junaedi, S.Sos, M.Si as the Head of the Communication Science Study Program at the Muhammadiyah University of Yogyakarta has provided convenience to me during the study period.
5. Mr. Erwan Sudiwijaya, S.Sos, MBA, and Mr. Aly Aulia Lc, M.Hum Also as a patient guide provide input and guidance during the process of completing this thesis.
6. All Lecturers of the University of Muhammadiyah Yogyakarta, especially Lecturers of the Faculty of Social and Political Sciences, Study Program of Communication Studies.
7. To the informant, Erangga Enggan Luka who has taken the time and always provide convenience in obtaining information to meet research data

Yogyakarta, 26 October 2022



Nabila Hafifah

PRESENTATION PAGE

Praise be to Allah SWT who has given His mercy and grace in writing a thesis entitled Setia Farm's Creative Strategy Through a Storytelling Approach can be completed.

This thesis was prepared to fulfill one of the requirements for obtaining a Bachelor's degree at the Faculty of Social and Political Sciences, Communication Studies Study Program, University of Muhammadiyah Yogyakarta. The author takes this topic in the hope of providing knowledge or information to academics or the public about the accuracy of online news reporting in Indonesia.

In addition, the author also wants to convey that currently, digital technology has become the standard of mass media because it can make it easier for audiences to obtain information. The reach of online media is very broad, and it makes the media have to choose an interesting issue to be reported to the public. The emergence of new media like that is not directly proportional to the quality of the news content. The accuracy of news content is the main point of the lack of quality media in Indonesia.

The completion of this thesis could not be separated from the guidance and support of various parties therefore on this occasion, the author would also like to thank as much as possible :

1. Allah SWT who has given His mercy, grace, and sustenance to me.
2. My dearest and greatest parents, Mr. Eko Prasetyo and Mrs. Kristina Natalia have raised, supported, and educated me patiently and lovingly.
3. To my brother, Naufal Fadhilah and all family in Belitung who always supports me and cheers me up
4. Mr. Erwan Sudiwijaya, S.Sos, MBA, and Mr. Aly Aulia Lc, M.Hum Also as a patient guide provide input and guidance during the process of completing this thesis
5. To my Aunty, Ulfah Zayyanna, Elisa Dayanti, and Devi Syahfitri who always gave the best advice helped, and supported me during college
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9. All my friends who cannot be mentioned one by one, you mean a lot to me thank you so much.

10. Last but not least, I wanna thank me. I wanna thank me for believing me, for doing all this hard work, for having no days off, for never quitting, and for just being me at all times.

In closing, the writer realizes that in this final project or thesis, there are still many things that need to be improved. Therefore, critics, suggestions, and further research development.

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