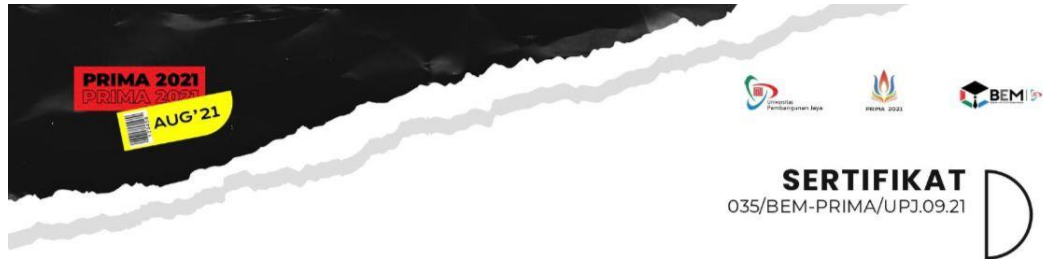




LAMPIRAN

Lampiran 1. Sertifikat Prima



Diberikan Kepada:

Kurniati Wahyu Ningsih

Terima kasih atas kontribusinya sebagai **PESERTA** pada kegiatan **PRIMA UPJ 2021** yang dilaksanakan secara online pada tanggal 02 - 24 Agustus 2021.

Pendamping PRIMA 2021

Fauzah Joko, S.Kom

Ketua Pelaksana PRIMA 2021

Talitha Marcella



Lampiran 2. Sertifikat LDK





KURNIATI WAHYU

ABOUT ME

I am a final year communication student at Pembangunan Jaya University. I have experience in social media management and event organization. I am a proactive learner with a growth mindset and practical experience to develop campaigns, media relations and strategic communications through various positions in student organization and volunteer initiatives.

SKILL

Copywriting
Content Creation
Social Media Strategy

EDUCATION

UNIVERSITAS PEMBANGUNAN JAYA
Present

CONTACT

+62 85959688142
kurniatiwn.kwn@gmail.com

EXPERIENCE

GOLD'S GYM INDONESIA

Social Media Intern (2024)

- Managing Gold's Gym social media such as content planning and production
- Planning and executing various events
- Planning materials for promotional content

CREATURE

Social Media Manager (2024)

- Planning in details of social media content
- Executing produces for social media content
- Planning promotional campaigns for CREATURE on social media

HIMAKOM UPJ

Part of Public Relations Division (2023-2024)

- Managing social media of HIMAKOM UPJ
- Make a collaborations deals with other campus associations
- Event planning for HIMAKOM events

PEMBANGUNAN JAYA UNIVERSITY

Student Ambassador (2021-2024)

- Promoting Pembangunan Jaya University at various school events
- A talent for social media content

Lampiran 4. Bimbingan Skripsi

NIM	2021041078	Nama Mahasiswa	KURNIATI WAHYU NINGSIH
Program Studi	Ilmu Komunikasi	Jenis TA	Skripsi
Periode Mulai	2024/2025 Genap	SKS Lulus	139 SKS
Tgl. Mulai	20 Mei 2025	Judul Tugas Akhir	Pengemasan Pesan City Branding Pada Akun Pemerintah (Analisis Isi Pada Akun @dkijakarta Periode Maret 2024 - Maret 2025)
Tahap	Seminar Hasil	Status	Aktif

No	Tanggal	Dosen Pembimbing	Topik	Disetujui	Aksi
1	20 Februari 2025	Fathiya Nur Rahmi, S.I.Kom, M.I.Kom.	Bimbingan bab 1	✓	
1	14 Mei 2025	Fathiya Nur Rahmi, S.I.Kom, M.I.Kom.	Bimbingan bab 4	✓	
2	7 Maret 2025	Fathiya Nur Rahmi, S.I.Kom, M.I.Kom.	Bimbingan Bab 2	✓	
2	13 Juni 2025	Fathiya Nur Rahmi, S.I.Kom, M.I.Kom.	Revisi bab 4	✓	
3	11 April 2025	Fathiya Nur Rahmi, S.I.Kom, M.I.Kom.	Bimbingan terkait bab 3	✓	
3	20 Juni 2025	Fathiya Nur Rahmi, S.I.Kom, M.I.Kom.	Bimbingan bab 5	✓	
4	14 April 2025	Fathiya Nur Rahmi, S.I.Kom, M.I.Kom.	Bimbingan terkait revisi	✓	
4	23 Juni 2025	Fathiya Nur Rahmi, S.I.Kom, M.I.Kom.	bimbingan terkait revisi bab 5	✓	
5	14 Mei 2025	Fathiya Nur Rahmi, S.I.Kom, M.I.Kom.	Bimbingan bab 4	✓	
6	13 Juni 2025	Fathiya Nur Rahmi, S.I.Kom, M.I.Kom.	Revisi bab 4	✓	
7	20 Juni 2025	Fathiya Nur Rahmi, S.I.Kom, M.I.Kom.	Bimbingan bab 5	✓	
8	23 Juni 2025	Fathiya Nur Rahmi, S.I.Kom, M.I.Kom.	Revisi bab 4	✓	

Lampiran 5. Formulir Pengajuan Sidang Skripsi

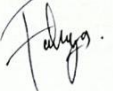
 Universitas Pembangunan Jaya	FORMULIR PENGAJUAN SIDANG SKRIPSI/TA	SPT-I/04/SOP-06/F-01
		No. Rekaman

Nama Mahasiswa : Kumiati Wahyu Ningsih
 Prodi/NIM : Ilmu Komunikasi / 2021041078
 Judul Skripsi/TA : Pengemasan Pesan City Branding Pada Akun Pemerintah
 (Analisis Isi Pada Akun @dkijakarta Periode Maret 2024 - Maret 2025)
 Dosen Pembimbing : 1. Fathiya Nur Rahmi, S.I.Kom., M.I.Kom.
 : 2.
 Dosen Penguji : 1. JAD :
 : 2. JAD :
 : 3. JAD :
 Jadwal Sidang : Tempat : Hari/Tanggal:

Telah memenuhi syarat Sidang Skripsi/TA: (mohon beri tanda V untuk syarat yang relevan)

No	Syarat	Ya	Tidak
1	IPK minimal 2.00	☒	☐
2	Tidak ada nilai D untuk mata kuliah mayor/inti Prodi	☒	☐
3	MK Skripsi/TA tercantum di BRS semester berjalan	☒	☐
4	Lulus minimal 1 mata kuliah KOTA untuk tiap rumpun	☒	☐
5	SPT-I/03/SOP-28/F-03 Formulir Pembimbingan Skripsi (minimal 8 x)	☒	☐
6	Poin JSDP (minimal 75% persen dari syarat kelulusan)	☒	☐
7	Mengumpulkan dokumen Skripsi/TA (sesuai ketentuan Prodi)	☒	☐

Tangerang Selatan, 23 Juni 2025

Mengajukan	Mengetahui	Memeriksa	Menyetujui
			
Mahasiswa Kumiati Wahyu Ningsih	Dosen Pembimbing Fathiya Nur Rahmi, S.I.Kom., M.I.Kom.	Koordinator Skripsi/TA Dr. Sri Wijayanti, S.Sos., M.Si	Kaprodi Naurissa Biasini, S.Si., M.I.Kom., C.Ht.

Lampiran 6. Skor Similaritas



5.26%

SIMILARITY OVERALL

SCANNED ON: 11 JUL 2025, 8:42 PM

Similarity report

Your text is highlighted according to the matched content in the results above.

● IDENTICAL 0.1% ● CHANGED TEXT 5.16% ● QUOTES 0.22%

Report #27438677

1 BAB I PENDAHULUAN 1.1 Latar Belakang Masalah Akun Instagram @dkijakarta merupakan akun resmi kota Jakarta, sebagai salah satu sarana media komunikasi berbasis online yang dikelola oleh Humas Pemerintah Provinsi Daerah Khusus Jakarta. Daerah Khusus Jakarta adalah kota terbesar di Indonesia yang hingga saat ini masih berjalan sebagai kota pusat bisnis nasional dan menjadi tolak ukur Indonesia di mata dunia internasional (Purwanto, 2025). Akun Instagram @dkijakarta merepresentasikan Jakarta sebagai kota metropolitan dengan gaya hidup urban yang dinamis dan progresif. Melalui visualisasi pada akun Instagram yang modern dengan narasi informatif yang menampilkan transformasi kota. Instagram @dkijakarta merupakan salah satu upaya dalam mengkomunikasikan city branding Kota Jakarta. Gambar 1. 1 Profil Akun Instagram @dkijakarta (Sumber: Dokumentasi Pribadi) City branding Jakarta yang dahulu adalah "Enjoy Jakarta" saat ini berubah menjadi "Plus Jakarta" dengan slogan "a City of Collaboration". Dimana identitas Jakarta yang sebelumnya adalah sebuah kota sektoral bergeser menjadi kota yang partisipatif dan digital. "Kolaborasi" menjadi pilar utama dari identitas Kota Jakarta, dimana setiap penduduknya memiliki peran dalam menciptakan masa depan kota (Aprianto et al., 2023). Sejak tidak dinobatkan menjadi ibu kota negara Indonesia pada tanggal 15 Februari 2024, Jakarta berubah menjadi kota mandiri. Identitas Kota Jakarta juga bertransformasi menjadi kota global, kota yang secara kompetitif unggul di

Lampiran 7. Alat Ukur

Kategori	Indikator	Definisi	Bentuk Konten
Elemen City Brand Hexagon (Regina, et al, 2020) dan (Mufli, 2018)	<i>Presence</i>	Penjelasan mengenai kedudukan kota dan kondisi kota baik dalam bidang sains, budaya dan pemerintahan dalam kurun waktu 30 tahun terakhir.	1. Kontribusi kota di tingkat nasional dan internasional 2. Potensi dan prestasi kota pada bidang sosial, ekonomi, budaya, pendidikan, dan teknologi di tingkat nasional.
	<i>Place</i>	Mengacu pada aspek fisik sebuah kota.	1. Menunjukkan kenyamanan publik dalam melakukan perjalanan keliling kota, seberapa indah penataan kota. 2. Penggambaran kondisi cuaca kota tersebut.
	<i>Potentials</i>	Peluang di bidang ekonomi dan pendidikan pada pengunjung, atau pengusaha.	1. Menunjukkan kemudahan akses pekerjaan. 2. Menunjukkan tempat yang ideal untuk berbisnis. 3. Menunjukkan kota yang baik untuk mendapatkan kualifikasi pendidikan tinggi.
	<i>Pulse</i>	Gaya hidup yang dapat dilakukan di kota tersebut untuk jangka pendek maupun jangka panjang.	1. Menggambarkan nuansa gaya hidup urban sebagai bagian dari citra kota. 2. Objek-objek yang menarik untuk dikunjungi seperti objek wisata, pusat hiburan, pusat perbelanjaan.
	<i>People</i>	Gambaran karakteristik penduduk dan komunitas lokal.	1. Menggambarkan penduduk kota yang bersahabat dan kemudahan bertukar budaya dan Bahasa. 2. Menunjukkan berbagai komunitas lokal yang aman bagi pengunjung
	<i>Prerequisite</i>	Mengetahui kondisi, standar dan harga akomodasi dan fasilitas public di sebuah kota.	1. Menunjukkan kemudahan akses pemenuhan kebutuhan seperti sekolah, transportasi publik, fasilitas olahraga dan lain-lain. 2. Menunjukkan kota ideal dan nyaman untuk ditinggali dalam jangka waktu yang lama.

Sifat Pesan (Feliza,2022)	Informatif	Bersifat memberikan fakta, data, atau penjelasan secara objektif tanpa mencoba mempengaruhi sikap atau perilaku audiens secara langsung.	1. Disampaikan berdasarkan fakta atau data tanpa adanya Call to action. 2. Bertujuan memberi pemahaman atau pengetahuan baru kepada audiens.
	Persuasif	Bersifat membujuk atau mempengaruhi audiens untuk melakukan tindakan tertentu, baik secara eksplisit maupun implisit.	1. Mengandung kata Call to Action (Ayo, Yuk, Jangan lupa, Segera, Wajib, Mari) 2. Bukan hanya memberi tahu, tapi mengarahkan audiens untuk melakukan sesuatu.
Bentuk Konten (Anendya, 2023), (Sheldon & Bryant, 2016) dan (Constine, 2017)	Single Image	Konten berupa satu gambar atau foto dalam satu unggahan.	Konten yang hanya memiliki 1 gambar pada postingan.
	Video	Konten yang menggabungkan elemen visual, audio, dan narasi.	Konten berisikan narasi yang dikemas dalam bentuk elemen visual dan audio.
	Carousel	Konten serangkaian lebih dari satu foto atau video dalam satu unggahan yang dapat digeser.	Konten yang memiliki lebih dari satu foto dan video dalam satu postingan.

Lampiran 8. Hasil Coding 1

Coder 1: Kurniati Wahyu Ningsih

Keterangan: 138 Konten

1. Elemen City Brand Hexagon; 1. Presence; 2. Place; 3. Potentials; 4. Pulse; 5. People; 6. Prerequisite

2. Sifat Pesan; 1. Informatif ; 2. Persuasif

3. Bentuk Konten; 1. Single Image; 2. Video ; 3. Carousel

No.	Konten	Elemen City Brand Hexagon	Sifat Pesan	Bentuk Konten
1.	https://www.instagram.com/p/C4CNiOZyCC/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA== 3 Maret 2024	Prerequisite	Persuasif	Carousel
2.	https://www.instagram.com/p/C4KQkgYyOGV/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA== 6 Maret 2024	Prerequisite	Informatif	Single Image
3.	https://www.instagram.com/p/C4KvuPuyd2v/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA== 6 Maret 2024	Presence	Informatif	Carousel
4.	https://www.instagram.com/reel/C4P142yLO2v/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA== 8 Maret 2024	Place	Informatif	Video
5.	https://www.instagram.com/p/C4RqacayKww/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA== 9 Maret 2024	Prerequisite	Persuasif	Carousel
6.	https://www.instagram.com/reel/C4R-9jTppDd/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA== 9 Maret 2024	Pulse	Persuasif	Video
7.	https://www.instagram.com/p/C4Sasn6Sqk8/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA== 9 Maret 2024	Prerequisites	Persuasif	Carousel
8.	https://www.instagram.com/p/C4r4dyTeRtNM/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA== 19 Maret 2024	Presence	Informatif	Carousel
9.	https://www.instagram.com/p/C4w56mBSB-m/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA== 21 Maret 2024	Place	Persuasif	Carousel
10.	https://www.instagram.com/p/C4xlIxfxs1u/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA== 21 Maret 2024	Presence	Informatif	Carousel
11.	https://www.instagram.com/reel/C4zIzV-PUY/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA== 22 Maret 2024	Presence	Informatif	Video
12.	https://www.instagram.com/p/C475QL3RMIK/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA==	Prerequisite	Informatif	Carousel

	A== 25 Maret 2024			
13.	https://www.instagram.com/reel/C5GLaLcLRrd/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA== 29 Maret 2024	People	Persuasif	Video
14.	https://www.instagram.com/p/C5KT6eCR4nS/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA== 31 Maret 2024	Prerequisite	Persuasif	Carousel
15.	https://www.instagram.com/p/C5SC0VRRN4b/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA== 3 April 2024	Prerequisite	Informatif	Carousel
16.	https://www.instagram.com/p/C5fsyevxULA/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA== 8 April 2024	Place	Informatif	Carousel
17.	https://www.instagram.com/reel/C5mviaSvxbB/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA== 11 April 2024	Pulse	Persuasif	Video
18.	https://www.instagram.com/reel/C5urtJGyy7J/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA== 14 April 2024	Pulse	Persuasif	Video
19.	https://www.instagram.com/reel/C52HSRZxjVQ/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA== 17 April 2024	Prerequisite	Informatif	Video
20.	https://www.instagram.com/reel/C6GSX-IyhUq/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA== 23 April 2024	Prerequisite	Persuasif	Video
21.	https://www.instagram.com/p/C6XlRAFJwwk/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA== 30 April 2024	Presence	Informatif	Carousel
22.	https://www.instagram.com/p/C6ppSrhx66j/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA== 7 May 2024	Presence	Informatif	Carousel
23.	https://www.instagram.com/p/C7L411Cxp60/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA== 20 May 2024	Prerequisite	Informatif	Carousel
24.	https://www.instagram.com/reel/C7YQ_eSS8VZ/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA== 25 May 2024	Prerequisite	Persuasif	Video
25.	https://www.instagram.com/reel/C7Yro2by2e1/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA== 25 May 2024	Place	Persuasif	Video
26.	https://www.instagram.com/reel/C7a1HogJWrK/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA== 26 May 2024	People	Persuasif	Video
27.	https://www.instagram.com/p/C7gaAjcyHfs/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA== 28 May 2024	Presence	Informatif	Single Image

28.	https://www.instagram.com/reel/C7yAHw0J9yH/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFlZA== 4 Juni 2024	Prerequisite	Informatif	Video
29.	https://www.instagram.com/reel/C8ZDe7PSRq9/?igsh=MTJuMHlzZnBudTl0ZW== 19 Juni 2024	Place	Persuasif	Video
30.	https://www.instagram.com/p/C8ILf5HyXUc/?img_index=1&igsh=dXdnaHZocHl0YWxu 24 Juni 2024	Prerequisite	Informatif	Carousel
31.	https://www.instagram.com/p/C809RRPzBj3/?igsh=ajMwc2lqehvMmdi 30 Juni 2024	Pulse	Persuasif	Carousel
32.	https://www.instagram.com/p/C80oW7OTxCE/?img_index=1&igsh=MXh5eTE2OXljN3g2Yg== 30 Juni 2024	Prerequisite	Persuasif	Carousel
33.	https://www.instagram.com/p/C86G6-HS4-r/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFlZA== 2 Juli 2024	Prerequisite	Informatif	Carousel
34.	https://www.instagram.com/reel/C89GjScyKR0/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFlZA== 3 Juli 2024	Prerequisite	Informatif	Video
35.	https://www.instagram.com/reel/C9MIeISSiK6/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFlZA== 9 Juli 2024	Prerequisite	Persuasif	Video
36.	https://www.instagram.com/reel/C9ObrK_yuHz/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFlZA== 10 Juli 2024	Prerequisite	Informatif	Video
37.	https://www.instagram.com/p/C9R-Q-dSrZB/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFlZA== 11 Juli 2024	Presence	Informatif	Carousel
38.	https://www.instagram.com/p/C9WHchySDDK/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFlZA== 13 Juli 2024	Prerequisite	Informatif	Carousel
39.	https://www.instagram.com/p/C9evP03pasK/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFlZA== 16 Juli 2024	Prerequisite	Informatif	Carousel
40.	https://www.instagram.com/reel/C9o_DDhpGJB/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFlZA== 20 Juli 2024	Pulse	Informatif	Video
41.	https://www.instagram.com/p/C937FemSXBw/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFlZA== 26 Juli 2024	Presence	Informatif	Carousel
42.	https://www.instagram.com/reel/C98s81zSPRa/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFlZA== 28 Juli 2024	Prerequisite	Persuasif	Video
43.	https://www.instagram.com/reel/C-CtOeAylEm/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFlZA== 30 Juli 2024	Prerequisite	Persuasif	Video
44.	https://www.instagram.com/p/C-	Potentials	Informatif	Carousel

	JnkaYyLIN/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA== 2 Agustus 2024			
45.	https://www.instagram.com/reel/C-KWiOxyFWZ/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA== 2 Agustus 2024	Potentials	Informatif	Video
46.	https://www.instagram.com/p/C-OzCB9ytjn/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA== 4 Agustus 2024	Pulse	Persuasif	Carousel
47.	https://www.instagram.com/p/C-T8YiHSRVD/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA== 6 Agustus 2024	Prerequisite	Persuasif	Carousel
48.	https://www.instagram.com/reel/C-e81pkSNvQ/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA== 10 Agustus 2024	Pulse	Persuasif	Video
49.	https://www.instagram.com/p/C-l84Qkybd9/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA== 13 Agustus 2024	Prerequisite	Persuasif	Carousel
50.	https://www.instagram.com/p/C-mQwEmygC6/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA== 13 Agustus 2024	Prerequisites	Informatif	Carousel
51.	https://www.instagram.com/p/C-yzN8Jyeza/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA== 18 Agustus 2024	Pulse	Informatif	Carousel
52.	https://www.instagram.com/p/C-1b6pjSW9L/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA== 19 Agustus 2024	Presence	Persuasif	Carousel
53.	https://www.instagram.com/p/C-Fl1y8SXup/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA== 25 Agustus 2024	People	Persuasif	Carousel
54.	https://www.instagram.com/reel/C-fw9YaSVGZ/?igsh=NXM1bjdqbDV2eXhz 4 September 2024	Potentials	Informatif	Video
55.	https://www.instagram.com/p/C-kDFTqypbj/?igsh=aTl0ZzdyYzJrZTFq 6 September 2024	Prerequisite	Informatif	Carousel
56.	https://www.instagram.com/reel/C-mnm56SGGt/?igsh=eHJzaHE0N3AwbHhz 7 September 2024	Potentials	Informatif	Video
57.	https://www.instagram.com/reel/C-uxVX4SLY3/?igsh=cG9jNnN5Mm1zOXB2 10 September 2024	Presence	Informatif	Video
58.	https://www.instagram.com/p/C-xoywGydDp/?igsh=cGY0ZHo2dXZ4ZXFP 11 September 2024	Place	Informatif	Carousel
59.	https://www.instagram.com/p/C-2xWQVS-4p/?igsh=MXdxdDVsnTR5MHd6cw== 13 September 2024	Presence	Informatif	Carousel
60.	https://www.instagram.com/p/DAAJ0KHSRng/?igsh=ZzczZjV4aTdnMjln 17 September 2024	Prerequisite	Persuasif	Carousel
61.	https://www.instagram.com/p/DAAxRUMyPDV/?img	Prerequisite	Persuasif	Carousel

	_index=1&igsh=OXpIdXo2cXQ2OG42 17 September 2024			
62.	https://www.instagram.com/p/DAScJHoSOOnB/?igsh=MWFvc3Z4OWZlZno3dA== 24 September 2024	Prerequisite	Persuasif	Carousel
63.	https://www.instagram.com/reel/DAX-LPrYQwX/?igsh=MWoyYXg3bGt5Ynd0bg== 26 September 2024	Potentials	Informatif	Video
64.	https://www.instagram.com/p/DAYPTPPyXUt/?igsh=ejA5YjVra3N1dmp1 26 September 2024	Presence	Informatif	Carousel
65.	https://www.instagram.com/p/DAA0L40y7KF/?igsh=ZW5xNHN0YnR1eWZi 27 September 2024	Potentials	Informatif	Carousel
66.	https://www.instagram.com/reel/DACXvbEy0kv/?igsh=dWJ5amlqbnR2ZzRz 28 September 2024	Pulse	Persuasif	Video
67.	https://www.instagram.com/p/DAe_sgiSf9Y/?igsh=ZjdtWpqbXUzMWZz 29 September 2024	Prerequisite	Informatif	Carousel
68.	https://www.instagram.com/reel/DAiSetvym2A/?igsh=MTVqeW52aGdtb25nbg== 30 September 2024	Prerequisite	Informatif	Video
69.	https://www.instagram.com/p/DAm5Dl7yThu/?igsh=dXh1M2dxajJlemhz 2 Oktober 2024	Pulse	Persuasif	Carousel
70.	https://www.instagram.com/p/DAvKQepysrT/?img_index=3&igsh=MTc5Mzg5dno4Nngybg== 5 Oktober 2024	Prerequisite	Informatif	Carousel
71.	https://www.instagram.com/p/DAXHTiSS11t/?igsh=MXJzM2VjbTd5em9zYg== 6 Oktober 2024	Prerequisite	Persuasif	Carousel
72.	https://www.instagram.com/reel/DAXWdnEyN3_/?igsh=NmZ0dmxzdTEwYWFv 6 Oktober 2024	Pulse	Persuasif	Video
73.	https://www.instagram.com/p/DA5t8fUyRz8/?igsh=MTljaHZ4cmcybnA4Zw== 9 Oktober 2024	Potentials	Informatif	Carousel
74.	https://www.instagram.com/reel/DA8JCSGSHnV/?igsh=OTIzeTl1c25iMjlh 10 Oktober 2024	Potentials	Informatif	Video
75.	https://www.instagram.com/p/DBIJz3CSJ-o/?igsh=anVoYnYyYdjR4Nmd2 15 Oktober 2024	Prerequisite	Persuasif	Carousel
76.	https://www.instagram.com/reel/DBIeaj3y5Wb/?igsh=aGR1dGY3ZWVueXdz 15 Oktober 2024	Prerequisite	Informatif	Video
77.	https://www.instagram.com/reel/DBI8oMHY7IG/?igsh=MW52ajZzazV3ZW5uOA== 15 Oktober 2024	Prerequisite	Informatif	Video
78.	https://www.instagram.com/reel/DBVVPzeSx60/?igsh=MWJ3NGc3YTN5Nzlqcw== 20 Oktober 2024	Pulse	Persuasif	Video
79.	https://www.instagram.com/p/DBaNXruSm8a/?igsh=MXFnbGFwMzE5c2YwaA== 22 Oktober 2024	Prerequisite	Informatif	Carousel
80.	https://www.instagram.com/reel/DBafWSdyJRT/?igsh=MWE4cnA3aHN4cG0zYg== 22 Oktober 2024	Prerequisite	Informatif	Carousel

81.	https://www.instagram.com/p/DBipfuey7bO/?igsh=eHU1NmU4eHdjBHlt 25 Oktober 2024	Presence	Persuasif	Carousel
82.	https://www.instagram.com/p/DBIOCHayeta/?igsh=MWZlcHkybHlobnhpYw== 26 Oktober 2024	Prerequisite	Persuasif	Carousel
83.	https://www.instagram.com/p/DBnD5mGSWBn/?igsh=Y3Nvc3JhNHlvOXlu 27 Oktober 2024	Pulse	Persuasif	Carousel
84.	https://www.instagram.com/p/DBsNdz-yb8l/?igsh=Y3psd2xtDXI4cDNt 29 Oktober 2024	Prerequisite	Persuasif	Carousel
85.	https://www.instagram.com/p/DBs8zbgv8DW/?igsh=MTN4OWNobmV2ZWN4dQ== 29 Oktober 2024	Prerequisite	Informatif	Carousel
86.	https://www.instagram.com/p/DBxWRLASMSS/?igsh=MWFueHoyN2JhNjJ1NQ== 31 Oktober 2024	Prerequisite	Persuasif	Carousel
87.	https://www.instagram.com/p/DB0PbEdSbeP/?igsh=YnBuN3c3NTV0N245 1 November 2024	Place	Persuasif	Carousel
88.	https://www.instagram.com/reel/DB2iBEwyQQZ/?igsh=MWdldHczbHZ4em90Yw== 2 November 2024	Pulse	Persuasif	Video
89.	https://www.instagram.com/p/DB21mHRyPmh/?igsh=MWpyOW8xMDIxZzQxOQ== 2 November 2024	Pulse	Persuasif	Carousel
90.	https://www.instagram.com/reel/DB5YfxoSKes/?igsh=MWFia2VxNnZhNmIt 3 November 2024	Pulse	Persuasif	Video
91.	https://www.instagram.com/reel/DB50E-BYMG0/?igsh=MTI2bTVua2Zod2hjaA== 3 November 2024	Pulse	Persuasif	Video
92.	https://www.instagram.com/p/DB-0BCeS9Q9/?igsh=cWUzbzc3ZjJtZWht 5 November 2024	Presence	Informatif	Carousel
93.	https://www.instagram.com/reel/DCDtfgrYw3M/?igsh=YzI3NmxdXg1Z3kz 7 November 2024	Presence	Informatif	Video
94.	https://www.instagram.com/p/DCGsUZKy8Wa/?igsh=MTR6MTVmMWJuZWcwNQ== 8 November 2024	Presence	Persuasif	Carousel
95.	https://www.instagram.com/p/DCT2oN0yzG7/?igsh=MW50d2NmczA4ZG53NQ== 13 November 2024	Potentials	Persuasif	Carousel
96.	https://www.instagram.com/p/DCguCx4yve5/?igsh=MXVwdzc5MDV1ZWFrYw== 18 November 2024	Presence	Informatif	Carousel
97.	https://www.instagram.com/p/DCiSMgCSrXt/?igsh=MWtdzFvdm9lZDZ1Nw== 19 November 2024	Prerequisite	Informatif	Carousel
98.	https://www.instagram.com/reel/DCjTf0AP93a/?igsh=MWRwcjJhczNzZzdwMQ== 19 November 2024	Prerequisite	Persuasif	Video
99.	https://www.instagram.com/p/DC1TeXQSFcY/?igsh=MTl1c3F2OHBydnBmYg== 26 November	Prerequisite	Persuasif	Carousel
100.	https://www.instagram.com/p/DC5fwMySW9N/?igsh=MWQzejA3dTc2NXAyMg== 28 November 2024	Prerequisite	Persuasif	Carousel

101.	https://www.instagram.com/p/DC9Cdj-y1nF/?igsh=MTZrbGx5bjF4NHliMw== 29 November 2024	Place	Informatif	Carousel
102.	https://www.instagram.com/reel/DDBKnU3Sfht/?igsh=MXRibHg4ZzYxcmE2bg== 1 Desember 2024	Pulse	Persuasif	Carousel
103.	https://www.instagram.com/p/DDD8gkryHS9/?igsh=MTRzYnlobHFjazNmCG== 2 Desember 2024	Prerequisite	Informatif	Carousel
104.	https://www.instagram.com/reel/DDEHjs9SJGA/?igsh=djIkenJuOGZleGc3 2 Desember 2024	Prerequisite	Informatif	Video
105.	https://www.instagram.com/p/DDGuZTqylzc/?igsh=MTBZcnZnd3JkbmR3Ng== 3 Desember 2024	Prerequisite	Informatif	Carousel
106.	https://www.instagram.com/reel/DDMRlgAySPi/?igsh=MWQxang1end4dHpjZQ== 5 Desember 2024	Prerequisite	Persuasif	Video
107.	https://www.instagram.com/p/DDVzsoTy5RU/?img_index=2&igsh=MWM2Nmt5cHhtMzhlYQ== 9 Desember 2024	Prerequisite	Persuasif	Carousel
108.	https://www.instagram.com/reel/DDYZ47uP9Ck/?igsh=bzkwbDAwdTFzejMx 10 Desember 2024	Prerequisite	Persuasif	Video
109.	https://www.instagram.com/p/DDgLULkSP6V/?igsh=OTdwMjY1bmV3NnQx 13 Desember 2024	Potentials	Persuasif	Carousel
110.	https://www.instagram.com/p/DDgo76vynVq/?igsh=MWNnY2c1eWRoNHoc4cw== 13 Desember 2024	Prerequisite	Informatif	Carousel
111.	https://www.instagram.com/p/DDi_QRmSSB7/?igsh=MXh1ZDV5Nzh5cjh4Mw== 14 Desember 2024	Place	Informatif	Carousel
112.	https://www.instagram.com/p/DDjcOAhsf1N/ 14 Desember 2024	Place	Informatif	Video
113.	https://www.instagram.com/reel/DDIN0HWy2LD/?igsh=ZjhwZzY3aDVjNTZr 15 Desember 2024	Pulse	Persuasif	Video
114.	https://www.instagram.com/p/DDmAzRjvF7O/?igsh=aWhqcXRmMzgwdXlx 15 Desember 2024	Prerequisite	Persuasif	Carousel
115.	https://www.instagram.com/p/DDoK657S0N1/?img_index=2&igsh=MWZ4dXV4NTZ6aHFyMA== 16 Desember 2024	Potentials	Informatif	Carousel
116.	https://www.instagram.com/p/DDrbwHxv6B1/?img_index=1&igsh=dWlodnFtbDVnNXd0 17 Desember 2024	Prerequisite	Informatif	Carousel
117.	https://www.instagram.com/p/DDt_5QOxg9f/?igsh=NGIwOTNxdG5vMHVn 18 Desember 2024	Presence	Informatif	Carousel
118.	https://www.instagram.com/p/DDv1mCSyPpb/?igsh=aGxxYjFuc2MzaHgw 19 Desember 2024	Potentials	Informatif	Carousel
119.	https://www.instagram.com/p/DDwQ7aOS6BU/?igsh=ODIsenIydGZjaWZo 19 Desember 2024	Presence	Informatif	Carousel
120.	https://www.instagram.com/reel/DD0_IBayb6d/?igsh	Pulse	Persuasif	Video

	=MTNidXF2d3I4OHpkYQ== 21Desember 2024			
121.	https://www.instagram.com/reel/DECUuWmy-09/?igsh=MXZodWl5bGl5Y3JzbQ== 26 Desember 2024	Prerequisite	Informatif	Video
122.	https://www.instagram.com/reel/DEE3NJVy7wV/?igsh=MXE0YXJnOWI5dW54ZA== 27 Desember 2024	Prerequisite	Persuasif	Video
123.	https://www.instagram.com/reel/DEPKfecpygE/?igsh=eJF2M3lkeGJ1YW14 31 Desember 2024	Place	Persuasif	Video
124.	https://www.instagram.com/reel/DEZg8sAyfaf/?igsh=Y3FtcnE1YW8wNjA1 4 Januari 2025	Pulse	Persuasif	Video
125.	https://www.instagram.com/reel/DEhgCZ2S3ww/?igsh=N3p4eXMzbnU2Z2ll 7 Januari 2025	Prerequisite	Persuasif	Video
126.	https://www.instagram.com/p/DEoVBb8SH9u/?igsh=YjY0MDJ2b3Fsb2M2 10 Januari 2025	Potentials	Informatif	Carousel
127.	https://www.instagram.com/reel/DEwownxuyW5L/?igsh=MTd1OTRxZXNyc2xzNQ== 13 Januari 2025	Potentials	Persuasif	Video
128.	https://www.instagram.com/p/DE8yqUWvHR2/?utm_source=ig_web_copy_link 18 Januari 2025	People	Informatif	Carousel
129.	https://www.instagram.com/reel/DE_slhny6xJ/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFlZA== 19 Januari 2025	Pulse	Informatif	Video
130.	https://www.instagram.com/reel/DFSHKPeYyaS/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFlZA== 26 Januari 2025	Pulse	Persuasif	Video
131.	https://www.instagram.com/reel/DF1vlebJ33z/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFlZA== 9 Februari 2025	Pulse	Persuasif	Video
132.	https://www.instagram.com/reel/DF2NLeESuR8/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFlZA== 9 Februari 2025	Pulse	Informatif	Video
133.	https://www.instagram.com/p/DF4E8alSuBm/?utm_source=ig_web_copy_link 10 Februari 2025	Potentials	Informatif	Carousel
134.	https://www.instagram.com/reel/DGE5nrsSb1X/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFlZA== 15 Februari 2025	Pulse	Persuasif	Video
135.	https://www.instagram.com/p/DGKZdtwS8Z2/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFlZA== 17 Februari 2025	Prerequisite	Persuasif	Carousel
136.	https://www.instagram.com/reel/DHDwnFpPAEU/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFlZA== 11 Maret 2025	Prerequisite	Persuasif	Video
137.	https://www.instagram.com/p/DHSh-kQS2h6/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFlZA== 17 Maret 2025	Prerequisite	Informatif	Carousel

138.	https://www.instagram.com/reel/DHao81Gh2Hz/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA== 20 Maret 2025	Potentials	Persuasif	Video
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Lampiran 9. Hasil Coding 2

Coder 1: Nadya Qurrota Ayunina

Keterangan: 138 Konten

1. Elemen City Brand Hexagon; 1. Presence; 2. Place; 3. Potentials; 4. Pulse; 5. People; 6. Prerequisite

2. Sifat Pesan; 1. Informatif ; 2. Persuasif

3. Bentuk Konten; 1. Single Image; 2. Video ; 3. Carousel

No.	Konten	Elemen City Brand Hexagon	Sifat Pesan	Bentuk Konten
1.	https://www.instagram.com/p/C4CNiOZyCC/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFlZA== 3 Maret 2024	Prerequisite	Persuasif	Carousel
2.	https://www.instagram.com/p/C4KQkgYyOGV/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFlZA== 6 Maret 2024	Prerequisite	Informatif	Single Image
3.	https://www.instagram.com/p/C4KvuPuyd2v/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFlZA== 6 Maret 2024	Presence	Persuasif	Carousel
4.	https://www.instagram.com/reel/C4P142yLO2v/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFlZA== 8 Maret 2024	Place	Informatif	Video
5.	https://www.instagram.com/p/C4RqacayKww/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFlZA== 9 Maret 2024	Prerequisite	Informatif	Carousel
6.	https://www.instagram.com/reel/C4R-9jTppDd/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFlZA== 9 Maret 2024	Pulse	Persuasif	Video
7.	https://www.instagram.com/p/C4Sasn6Sqk8/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFlZA== 9 Maret 2024	Prerequisite	Persuasif	Carousel
8.	https://www.instagram.com/p/C4rdyTeRtNM/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFlZA== 19 Maret 2024	Presence	Informatif	Carousel
9.	https://www.instagram.com/p/C4w56mBSB-m/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFlZA== 21 Maret 2024	Place	Persuasif	Carousel
10.	https://www.instagram.com/p/C4xlIxfxs1u/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFlZA== 21 Maret 2024	Presence	Informatif	Carousel
11.	https://www.instagram.com/reel/C4zIzV-PUY/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFlZA== 22 Maret 2024	Presence	Persuasif	Video
12.	https://www.instagram.com/p/C475QL3RMik/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFlZA==	Prerequisite	Informatif	Carousel

	lZA== 25 Maret 2024			
13.	https://www.instagram.com/reel/C5GLaLcLRd/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA== 29 Maret 2024	People	Persuasif	Video
14.	https://www.instagram.com/p/C5KT6eCR4nS/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA== 31 Maret 2024	Pulse	Persuasif	Carousel
15.	https://www.instagram.com/p/C5SC0VRRN4b/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA== 3 April 2024	Prerequisite	Informatif	Carousel
16.	https://www.instagram.com/p/C5fsyevxULA/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA== 8 April 2024	Place	Informatif	Carousel
17.	https://www.instagram.com/reel/C5mviaSvxbB/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA== 11 April 2024	Prerequisite	Persuasif	Video
18.	https://www.instagram.com/reel/C5urtJGyy7J/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA== 14 April 2024	Pulse	Persuasif	Video
19.	https://www.instagram.com/reel/C52HSRZxjVQ/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA== 17 April 2024	Prerequisite	Informatif	Video
20.	https://www.instagram.com/reel/C6GSX-IyhUq/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA== 23 April 2024	Prerequisite	Persuasif	Video
21.	https://www.instagram.com/p/C6XlRAFJwwk/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA== 30 April 2024	Presence	Informatif	Carousel
22.	https://www.instagram.com/p/C6ppSrhx66j/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA== 7 May 2024	Presence	Informatif	Carousel
23.	https://www.instagram.com/p/C7L411Cxp60/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA== 20 May 2024	Prerequisite	Informatif	Carousel
24.	https://www.instagram.com/reel/C7YQ_eSS8VZ/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA== 25 May 2024	Pulse	Persuasif	Video
25.	https://www.instagram.com/reel/C7Yro2by2e1/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA== 25 May 2024	Pulse	Persuasif	Video
26.	https://www.instagram.com/reel/C7a1HogJWrK/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA== 26 May 2024	People	Persuasif	Video
27.	https://www.instagram.com/p/C7gaAjcyHfs/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA== 28 May 2024	Presence	Informatif	Single Image

28.	https://www.instagram.com/reel/C7yAHw0J9yH/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA== 4 Juni 2024	Prerequisite	Informatif	Video
29.	https://www.instagram.com/reel/C8ZDe7PSRq9/?igsh=MTJuMHIzZnBudTl0ZW== 19 Juni 2024	Pulse	Persuasif	Video
30.	https://www.instagram.com/p/C8ILf5HyXUc/?img_index=1&igsh=dXdnaHZocHl0YWxu 24 Juni 2024	Prerequisite	Informatif	Carousel
31.	https://www.instagram.com/p/C809RRPzBj3/?igsh=ajMwc2lqejhvMmdi 30 Juni 2024	Pulse	Persuasif	Carousel
32.	https://www.instagram.com/p/C80oW7OTxCE/?img_index=1&igsh=MXh5eTE2OXljN3g2Yg== 30 Juni 2024	Pulse	Persuasif	Carousel
33.	https://www.instagram.com/p/C86G6-HS4-r/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA== 2 Juli 2024	Prerequisite	Informatif	Carousel
34.	https://www.instagram.com/reel/C89GjScyKR0/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA== 3 Juli 2024	Prerequisite	Informatif	Video
35.	https://www.instagram.com/reel/C9MIeISSiK6/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA== 9 Juli 2024	Prerequisite	Persuasif	Video
36.	https://www.instagram.com/reel/C9ObrK_yuHz/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA== 10 Juli 2024	Prerequisite	Informatif	Video
37.	https://www.instagram.com/p/C9R-Q-dSrZB/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA== 11 Juli 2024	Presence	Informatif	Carousel
38.	https://www.instagram.com/p/C9WHchySDDK/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA== 13 Juli 2024	Prerequisite	Persuasif	Carousel
39.	https://www.instagram.com/p/C9evP03pasK/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA== 16 Juli 2024	Prerequisite	Informatif	Carousel
40.	https://www.instagram.com/reel/C9o_DDhpGJB/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA== 20 Juli 2024	Pulse	Persuasif	Video
41.	https://www.instagram.com/p/C937FemSXBw/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA== 26 Juli 2024	Presence	Informatif	Carousel
42.	https://www.instagram.com/reel/C98s81zSPRa/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA== 28 Juli 2024	Prerequisite	Persuasif	Video
43.	https://www.instagram.com/reel/C-CtOeAylEm/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA== 30 Juli 2024	Prerequisite	Persuasif	Video
44.	https://www.instagram.com/p/C-	Potentials	Persuasif	Carousel

	JnkaYyLIN/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFlZA== 2 Agustus 2024			
45.	https://www.instagram.com/reel/C-KWiOxyFWZ/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFlZA== 2 Agustus 2024	Potentials	Persuasif	Video
46.	https://www.instagram.com/p/C-OzCB9ytjn/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFlZA== 4 Agustus 2024	Pulse	Persuasif	Carousel
47.	https://www.instagram.com/p/C-T8YiHSRVD/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFlZA== 6 Agustus 2024	Prerequisite	Persuasif	Carousel
48.	https://www.instagram.com/reel/C-e81pkSNvO/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFlZA== 10 Agustus 2024	Pulse	Persuasif	Video
49.	https://www.instagram.com/p/C-l84Qkybd9/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFlZA== 13 Agustus 2024	Prerequisite	Persuasif	Carousel
50.	https://www.instagram.com/p/C-mQwEmygC6/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFlZA== 13 Agustus 2024	Prerequisite	Informatif	Carousel
51.	https://www.instagram.com/p/C-yzN8Jyeza/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFlZA== 18 Agustus 2024	Pulse	Persuasif	Carousel
52.	https://www.instagram.com/p/C-1b6pjSW9L/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFlZA== 19 Agustus 2024	Prerequisite	Persuasif	Carousel
53.	https://www.instagram.com/p/C_Fl1y8SXup/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFlZA== 25 Agustus 2024	Pulse	Persuasif	Carousel
54.	https://www.instagram.com/reel/C_fw9YaSVGZ/?igsh=NXM1bjdqbDV2eXhz 4 September 2024	Potentials	Persuasif	Video
55.	https://www.instagram.com/p/C_kDFTqypbj/?igsh=aTl0ZzdyYZJtZTFq 6 September 2024	Prerequisite	Informatif	Carousel
56.	https://www.instagram.com/reel/C_mnm56SGGt/?igsh=eHJzaHE0N3AwbHhz 7 September 2024	Presence	Informatif	Video
57.	https://www.instagram.com/reel/C_uxVX4SLY3/?igsh=cG9jNnN5Mm1zOXB2 10 September 2024	Presence	Informatif	Video
58.	https://www.instagram.com/p/C_xoywGydDp/?igsh=cGY0ZH02dXZ4ZXFp 11 September 2024	Place	Persuasif	Carousel
59.	https://www.instagram.com/p/C_2xWQVS-4p/?igsh=MXdxaDVsnTR5MHd6cw== 13 September 2024	Presence	Persuasif	Carousel
60.	https://www.instagram.com/p/DAAJ0KHsRng/?igsh=ZzczZjV4aTdnMjln 17 September 2024	Prerequisite	Persuasif	Carousel
61.	https://www.instagram.com/p/DAAxRUMyPDV/?i	Prerequisite	Persuasif	Carousel

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62.	https://www.instagram.com/p/DAScJHoSOmB/?igsh=MWFvc3Z4OWZlZno3dA== 24 September 2024	Prerequisite	Persuasif	Carousel
63.	https://www.instagram.com/reel/DAX-LPrYQwX/?igsh=MWoyYXg3bGt5Ynd0bg== 26 September 2024	Prerequisite	Persuasif	Video
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65.	https://www.instagram.com/p/DAA0L40y7KF/?igsh=ZW5xNHN0YnR1eWZi 27 September 2024	Prerequisite	Persuasif	Carousel
66.	https://www.instagram.com/reel/DACXvbEy0kv/?igsh=dWJ5amlqbnR2ZzRz 28 September 2024	Pulse	Persuasif	Video
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68.	https://www.instagram.com/reel/DAiSetvym2A/?igsh=MTVqeW52aGdtb25nbG== 30 September 2024	Prerequisite	Informatif	Video
69.	https://www.instagram.com/p/DAm5DI7yThu/?igsh=dXh1M2dxajJlemhz 2 Oktober 2024	Prerequisite	Informatif	Carousel
70.	https://www.instagram.com/p/DAvKQepysrT/?img_index=3&igsh=MTc5Mzg5dno4Nngybg== 5 Oktober 2024	Pulse	Persuasif	Carousel
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72.	https://www.instagram.com/reel/DAXWdnEyN3/?igsh=NmZ0dmxzdTEwYWFv 6 Oktober 2024	Pulse	Persuasif	Video
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75.	https://www.instagram.com/p/DBIJz3CSJ-o/?igsh=anVoYnYydjR4Nmd2 15 Oktober 2024	Prerequisite	Persuasif	Carousel
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82.	https://www.instagram.com/p/DBlOCHayeta/?igsh=MWZlcHkybHlobnhpYw== 26 Oktober 2024	Pulse	Persuasif	Carousel
83.	https://www.instagram.com/p/DBnD5mGSWBn/?igsh=Y3Nyc3JhNHlvOXlu 27 Oktober 2024	Pulse	Persuasif	Carousel
84.	https://www.instagram.com/p/DBsNdz-yb8l/?igsh=Y3psd2xtXI4cDNt 29 Oktober 2024	Prerequisite	Persuasif	Carousel
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98.	https://www.instagram.com/reel/DCjTf0AP93a/?igsh=MWRwcjJhcZnZzdWwMQ== 19 November 2024	Prerequisite	Persuasif	Video
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102.	https://www.instagram.com/reel/DDBKnU3Sfht/?igsh=MXRibHg4ZzYxcmE2bg== 1 Desember 2024	Pulse	Persuasif	Carousel
103.	https://www.instagram.com/p/DDD8gkryHS9/?igsh=MTRzYnlobHFjazNmcg== 2 Desember 2024	Prerequisite	Informatif	Carousel
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106.	https://www.instagram.com/reel/DDMRlgAySPi/?igsh=MWQxang1end4dHpjZQ== 5 Desember 2024	Prerequisite	Persuasif	Video
107.	https://www.instagram.com/p/DDVzsoTy5RU/?img_index=2&igsh=MWM2Nmt5cHhtMzhlYQ== 9 Desember 2024	Prerequisite	Persuasif	Carousel
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111.	https://www.instagram.com/p/DDi_QRmSSB7/?igsh=MXh1ZDV5Nzh5cjh4Mw== 14 Desember 2024	Place	Informatif	Carousel
112.	https://instagram.com/p/DDjcOAhSf1N/ 14 Desember 2024	Place	Persuasif	Video
113.	https://www.instagram.com/reel/DDIN0HWy2LD/?igsh=ZjhwZzY3aDVjNTZr 15 Desember 2024	Pulse	Persuasif	Video
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115.	https://www.instagram.com/p/DDoK657S0N1/?img_index=2&igsh=MWZ4dXV4NTZ6aHFyMA== 16 Desember 2024	Potentials	Informatif	Carousel
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119.	https://www.instagram.com/p/DDwQ7aOS6BU/?igsh=MWQxang1end4dHpjZQ== 19 Desember 2024	Presence	Informatif	Carousel

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121.	https://www.instagram.com/reel/DECUuWmy-09/?igsh=MXZodWl5bGl5Y3JzbQ== 26 Desember 2024	Prerequisite	Persuasif	Video
122.	https://www.instagram.com/reel/DEE3NJVy7wV/?igsh=MXE0YXJnOWI5dW54ZA== 27 Desember 2024	Prerequisite	Persuasif	Video
123.	https://www.instagram.com/reel/DEPKfecpvge/?igsh=eJF2M3lkeGJ1YW14 31 Desember 2024	Place	Persuasif	Video
124.	https://www.instagram.com/reel/DEZg8sAyfaf/?igsh=Y3FtcnE1YW8wNjA1 4 Januari 2025	Pulse	Persuasif	Video
125.	https://www.instagram.com/reel/DEhgCZ2S3ww/?igsh=N3p4eXMzbnU2Z2ll 7 Januari 2025	Prerequisite	Persuasif	Video
126.	https://www.instagram.com/p/DEoVBb8SH9u/?igsh=YjY0MDJ2b3Fsb2M2 10 Januari 2025	Potentials	Informatif	Carousel
127.	https://www.instagram.com/reel/DEwouxuyW5L/?igsh=MTd1OTRxZXNyc2xzNQ== 13 Januari 2025	Potentials	Persuasif	Video
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129.	https://www.instagram.com/reel/DE_slhny6xJ/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA== 19 Januari 2025	Pulse	Informatif	Video
130.	https://www.instagram.com/reel/DFSHKPeyyaS/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA== 26 Januari 2025	Prerequisite	Persuasif	Video
131.	https://www.instagram.com/reel/DF1vIebJ33z/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA== 9 Februari 2025	Pulse	Persuasif	Video
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133.	https://www.instagram.com/p/DF4E8alSuBm/?utm_source=ig_web_copy_link 10 Februari 2025	Potentials	Informatif	Carousel
134.	https://www.instagram.com/reel/DGE5nrsSb1X/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA== 15 Februari 2025	Pulse	Persuasif	Video
135.	https://www.instagram.com/p/DGKZdtwS8Z2/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA== 17 Februari 2025	Prerequisite	Persuasif	Carousel
136.	https://www.instagram.com/reel/DHDwnFpPAEU/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA== 11 Maret 2025	Prerequisite	Persuasif	Video

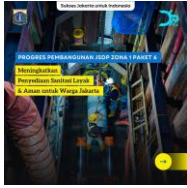
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138.	https://www.instagram.com/reel/DHao81Gh2Hz/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFlZA== 20 Maret 2025	Potentials	Persuasif	Video



Lampiran 10. Tabel Unit Analisis

No.	Visual	Periode	Link
1.		3 Maret 2024	https://www.instagram.com/p/C4CNiOZyjCC/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==
2.		6 Maret 2024	https://www.instagram.com/p/C4KQkgYyOGV/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==
3.		6 Maret 2024	https://www.instagram.com/p/C4KvuPuyd2v/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==
4.		8 Maret 2024	https://www.instagram.com/reel/C4P142yLO2v/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==
5.		9 Maret 2024	https://www.instagram.com/p/C4RqacayKww/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==

6.		9 Maret 2024	https://www.instagram.com/reel/C4R-9jTppDd/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==
7.		9 Maret 2024	https://www.instagram.com/p/C4Sasn6Sqk8/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==
8.		19 Maret 2024	https://www.instagram.com/p/C4rdyTeRtNM/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==
9.		21 Maret 2024	https://www.instagram.com/p/C4w56mBSB-m/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==
10.		21 Maret 2024	https://www.instagram.com/p/C4xlIxfxs1u/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==
11.		22 Maret 2024	https://www.instagram.com/reel/C4zIzV-PUY/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==

12.		25 Maret 2024	https://www.instagram.com/p/C475QL3RMIK/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA==
13.		29 Maret 2024	https://www.instagram.com/reel/C5GLaLcLRd/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA==
14.		31 Maret 2024	https://www.instagram.com/p/C5KT6eCR4nS/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA==
15.		3 April 2024	https://www.instagram.com/p/C5SC0VRRN4b/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA==
16.		8 April 2024	https://www.instagram.com/p/C5fsyevxULA/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA==
17.		11 April 2024	https://www.instagram.com/reel/C5mviaSvxbB/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA==

18.		14 April 2024	https://www.instagram.com/reel/C5urtJGyy7J/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA==
19.		17 April 2024	https://www.instagram.com/reel/C52HSRZxjVQ/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA==
20.		23 April 2024	https://www.instagram.com/reel/C6GSX-lyhUq/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA==
21.		30 April 2024	https://www.instagram.com/p/C6XlRAFJwwk/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA==
22.		7 May 2024	https://www.instagram.com/p/C6ppSrhx66j/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA==
23.		20 May 2024	https://www.instagram.com/p/C7L411Cxp60/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA==

24.		25 May 2024	https://www.instagram.com/reel/C7YQ_eSS8VZ/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==
25.		25 May 2024	https://www.instagram.com/reel/C7Yro2by2e1/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==
26.		26 May 2024	https://www.instagram.com/reel/C7a1HogJWrK/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==
27.		28 May 2024	https://www.instagram.com/p/C7gaAjcyHfs/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==
28.		4 Juni 2024	https://www.instagram.com/reel/C7yAHw0J9vH/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==

29.		19 Juni 2024	https://www.instagram.com/reel/C8ZDe7PSRq9/?igsh=MTJuMHlzZnBudTl0ZWw==
30.		24 Juni 2024	https://www.instagram.com/p/C8ILf5HyXUc/?img_index=1&igsh=dXdnaHZocHl0YWxu
31.		30 Juni 2024	https://www.instagram.com/p/C809RRPzBj3/?igsh=ajMwc2lqeihvMmdi
32.		Juni 2024	https://www.instagram.com/p/C80oW7OTxCE/?img_index=1&igsh=MXh5eTE2OXljN3g2Yg==
33.		2 Juli 2024	https://www.instagram.com/p/C86G6-HS4-r/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA==
34.		3 Juli 2024	https://www.instagram.com/reel/C89GjScyKR0/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA==

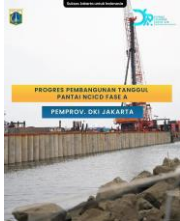
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37.		11 Juli 2024	https://www.instagram.com/p/C9R-Q_dSrZB/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA==
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42.		28 Juli 2024	https://www.instagram.com/reel/C98s81zSPRa/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==
43.		30 Juli 2024	https://www.instagram.com/reel/C-CtOeAylEm/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==
44.		2 Agustus 2024	https://www.instagram.com/p/C-JnkaYyLIN/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==
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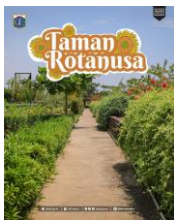
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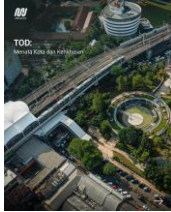
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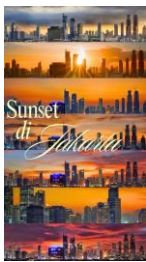
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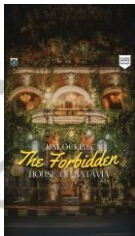
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