



LAMPIRAN

Lampiran 1. Tabel Alat Ukur

No	Kategori	Indikator	Keterangan
1	Jenis Konten	<i>Single Image</i>	1 buah gambar dalam satu unggahan konten
		<i>Carousel</i>	2-10 gambar dalam satu unggahan konten
		<i>Video reels</i>	Konten berformat video durasi maksimal 120 detik
2	Sisi Pesan (Message Sideness)	<i>One side</i>	<ul style="list-style-type: none"> - Kepentingan hanya dipegang oleh komunikator - Isi Pesan yang disampaikan mengandung konten positif terkait pola gaya hidup sehat - Isi pesan mudah dimengerti - Isi pesan yang disampaikan tidak mengandung pertanyaan atau pernyataan yang memicu diskusi
		<i>Two side</i>	<ul style="list-style-type: none"> - Kepentingan pesan melibatkan dua pihak yakni komunikator dan komunikan - - Isi pesan tidak mudah dipahami secara langsung - Isi pesan tersebut menunjukkan adanya perbedaan pendapat.
3	Urutan Penyajian (Order of presentations)	<i>Climax</i>	Inti atau bagian penting dari pesan pada konten pola gaya hidup sehat akun @flimtyfiber yang disampaikan di akhir pesan
		<i>Anti Climax</i>	Inti atau bagian penting dari pesan pada konten pola gaya hidup sehat akun @flimtyfiber yang disampaikan di awal pesan
4	Daya Tarik Pesan (Message Appeals)	Daya tarik pesan rasional (Rational appeals)	Pesan yang disampaikan dapat mempengaruhi Keputusan seseorang melalui penyampaian yang logis dan faktual
		Daya tarik pesan emosional (Emotional appeals)	Pesan yang disampaikan bertujuan untuk membangkitkan emosi tertentu pada komunikan untuk mempengaruhi keputusan penerima pesa
		Daya tarik pesan rasa takut (Fear appeals)	Pesan yang disampaikan bertujuan untuk mempengaruhi sikap dan opini <i>audiens</i> dengan memanfaatkan rasa ketakutan
5	Bentuk Pesan	Informatif	Pesan pola gaya hidup sehat pada konten Instagram @flimtyfiber memberikan pengetahuan dan wawasan baru
		Persuasif	Pesan pola gaya hidup sehat pada konten Instagram @flimtyfiber berupa ajakan dapat mempengaruhi pikitrn, sikap, atau perilaku penerima

			pesan
		Koersif	Pesan pola gaya hidup pada konten Instagram @flimtyfiber yang bersifat paksaan



Lampiran 2. Hasil Coder 1

Coder 1							
No.	Periode	Slide	Jenis Konten	Sisi Pesan	Urutan Penyajian	Daya Tarik Pesan	Bentuk Pesan
1.	3/01/2023	Slide 1	Reels	<i>Two sides</i>	<i>Anti climax</i>	<i>Emotional Appeals</i>	Persuasif
2.	05/01/2023	Slide 1	Reels	<i>One sides</i>	<i>Anti climax</i>	<i>Emotional Appeals</i>	Informatif
3.	06/01/2023	Slide 1	Reels	<i>One sides</i>	<i>Climax</i>	<i>Emotional Appeals</i>	Persuasif
4.	12/01/2023	Slide 1	Reels	<i>Two sides</i>	<i>Anti climax</i>	<i>Emotional Appeals</i>	Persuasif
5.	12/01/2023	Slide 1	Reels	<i>Two sides</i>	<i>Climax</i>	<i>Emotional Appeals</i>	Persuasif
6.	13/01/2023	Slide 1	Reels	<i>Two sides</i>	<i>Anti climax</i>	<i>Emotional Appeals</i>	Persuasif
7.	18/01/2023	Slide 1	Reels	<i>Two sides</i>	<i>Anti climax</i>	<i>Emotional Appeals</i>	Informatif
8.	21/01/2023	Slide 1	Reels	<i>One sides</i>	<i>Anti climax</i>	<i>Rational Appeals</i>	Informatif
9.	12/03/2023	Slide 1	Reels	<i>One sides</i>	<i>Climax</i>	<i>Rational Appeals</i>	Informatif
10.	24/03/2023	Slide 1	Reels	<i>One sides</i>	<i>Anti climax</i>	<i>Emotional Appeals</i>	Persuasif
11.	25/03/2023	Slide 1	Reels	<i>One sides</i>	<i>Anti climax</i>	<i>Emotional Appeals</i>	Informatif
12	31/03/2023	Slide 1	Carousel	-	-	-	-
		Slide 2		<i>One sides</i>	<i>Anti climax</i>	<i>Rational appeals</i>	Informatif
		Slide 3		<i>One sides</i>	<i>Anti climax</i>	<i>Rational appeals</i>	Informatif
		Slide 4		<i>One sides</i>	<i>Anti climax</i>	<i>Rational appeals</i>	Informatif
		Slide 5		<i>One sides</i>	<i>Anti climax</i>	<i>Rational appeals</i>	Informatif
		Slide 6		-	-	-	-
13	05/04/2023	Slide 1	Reels	<i>Two sides</i>	<i>Anti climax</i>	<i>Rational Appeals</i>	Informatif
14	07/04/2023	Slide 1	Reels	<i>Two sides</i>	<i>Anti climax</i>	<i>Rational Appeals</i>	Informatif
15	08/04/2023	Slide 1	Reels	<i>One sides</i>	<i>Climax</i>	<i>Emotional Appeals</i>	Persuasif
16	10/04/2023	Slide 1	Reels	<i>One sides</i>	<i>Anti climax</i>	<i>Rational Appeals</i>	Informatif
17	15/04/2023	Slide 1	Reels	<i>One Sides</i>	<i>Anti climax</i>	<i>Rational Appeals</i>	Informatif

18	19/04/2023	Slide 1	Reels	<i>One sides</i>	Anti climax	<i>Rational Appeals</i>	<i>Persuasif</i>
19	20/04/2023	Slide 1	Reels	<i>One sides</i>	Climax	<i>Rational Appeals</i>	Persuasif
20	27/04/2023	Slide 1	Reels	<i>One sides</i>	Climax	<i>Fear Appeals</i>	<i>Informatif</i>
21	29/04/2023	Slide 1	Reels	<i>One sides</i>	Anti Climax	<i>Rational Appeals</i>	Informatif
22	01/05/2023	Slide 1	Reels	<i>One sides</i>	Anti climax	<i>Emotional Appeal</i>	<i>Persuasif</i>
23	06/05/2023	Slide 1	Reels	<i>One sides</i>	Anti Climax	<i>Rational Appeals</i>	Informatif
24	08/05/2023	Slide 1	Carousel	<i>Two Sides</i>	-	-	-
		Slide 2		<i>One sides</i>	Anti climax	<i>Rational Appeals</i>	Informatif
		Slide 3		<i>Two sides</i>	Climax	<i>Rational Appeals</i>	Informatif
		Slide 4		<i>One sides</i>	Anti Climax	<i>Rational Appeals</i>	Informatif
		Slide 4		<i>One sides</i>	Anti Climax	<i>Rational Appeals</i>	Persuasif
25	10/05/2023	Slide 1	Reels	<i>One sides</i>	Climax	<i>Rational Appeals</i>	Informatif
26	12/05/2023	Slide 1	Reels	<i>One sides</i>	Climax	Emotional Appeals	Persuasif
27	14/05/2023	Slide 1	Reels	<i>One sides</i>	Climax	Rational Appeals	Persuasif
28	16/05/2023	Slide 1	Carousel	-	-	-	-
		Slide 2		-	-	-	-
		Slide 3		<i>One sides</i>	Climax	<i>Rational Appeals</i>	Informatif
		Slide 4		<i>One Sides</i>	Climax	<i>Rational Appeals</i>	Informatif
		Slide 5		<i>One sides</i>	Climax	<i>Rational Appeals</i>	Informatif
		Slide 6		<i>One sides</i>	Climax	<i>Rational Appeals</i>	Informatif
		Slide 7		<i>One sides</i>	Climax	<i>Rational Appeals</i>	Informatif
29	16/05/2023	Slide 1	Reels	<i>One sides</i>	Climax	<i>Fear Appeals</i>	<i>Informatif</i>

30	20/05/2023	Slide 1	Reels	<i>One sides</i>	Climax	<i>Rational Appeals</i>	<i>Persuasif</i>
31	22/05/2023	Slide 6	Carousel	-	-	-	-
				<i>One sides</i>	Climax	<i>Rational Appeals</i>	Informatif
				<i>One sides</i>	Climax	<i>Rational Appeals</i>	Informatif
				<i>One sides</i>	Anti Climax	<i>Rational Appeals</i>	Informatif
				<i>One Sides</i>	Anti Climax	<i>Rational Appeals</i>	<i>Informatif</i>
				-	-	-	-
32	27/05/2023	Slide 1	Reels	<i>One sides</i>	Climax	<i>Fear Appeal</i>	Persuasif
33	28/05/2023	Slide 1	Reels	<i>One sides</i>	Anti Climax	<i>Emotional Appeals</i>	Informatif
34	08/06/2023	Slide 1	Carousel	-	-	-	-
		Slide 2		<i>One sides</i>	Climax	<i>Rational Appeals</i>	<i>informatif</i>
		Slide 3		<i>One sides</i>	Anti Climax	<i>Rational Appeals</i>	<i>informatif</i>
		Slide 4		<i>One sides</i>	Anti Climax	<i>Rational Appeals</i>	<i>informatif</i>
		Slide 5		<i>One sides</i>	Anti Climax	<i>Rational Appeals</i>	<i>informatif</i>
		Slide 6		<i>One sides</i>	Anti Climax	<i>Rational Appeals</i>	<i>informatif</i>
		Slide 7		<i>One sides</i>	Anti climax	<i>Rational Appeal</i>	<i>informatif</i>
		Slide 8		<i>One sides</i>	Anti Climax	<i>Emotional Appeal</i>	<i>persuasif</i>
35	11/06/2023	Slide 1	Reels	<i>One sides</i>	Climax	<i>Rational Appeal</i>	<i>informatif</i>
36	17/06/2023	Slide 1	Reels	<i>One sides</i>	Anti Climax	<i>Emotional Appeals</i>	<i>Persuasif</i>
37	22/06/2023	Slide 1	Reels	<i>One sides</i>	Anti climax	<i>Fear appeal</i>	informatif
38	27/06/2023	Slide 1	carousel	<i>Two sides</i>	-	-	-
		Slide 2		Two sides	Anti climax	<i>Rational Appeal</i>	Informatif
		Slide 3		One sides	Anti Climax	<i>Rational Appeal</i>	informatif
		Slide 4		One sides	Anti CLimax	<i>Rational Appeal</i>	Informatif
		Slide 5		One sides	Anti Climax	<i>Rational appeal</i>	Informatif
		Slide 6		One sides	climax	<i>Rational Appeals</i>	<i>informatif</i>
		Slide 7		One sides	climax	<i>Emotional Appeals</i>	<i>Persuasif</i>

39	02/07/2023	Slide 1	Reels	<i>One sides</i>	<i>Anti climax</i>	<i>Rational Appeals</i>	Informatif
40	04/07/2023	Slide 1	Carousel	-	-	-	-
		Slide 2		<i>One sides</i>	<i>Anti climax</i>	<i>Rational Appeals</i>	Informatif
		Slide 3		<i>One sides</i>	<i>Anti climax</i>	<i>Rational Appeals</i>	Informatif
		Slide 4		<i>One sides</i>	<i>Anti climax</i>	<i>Rational Appeals</i>	Informatif
		Slide 5		<i>One sides</i>	<i>Anti climax</i>	<i>Rational Appeals</i>	Informatif
		Slide 6		<i>One sides</i>	<i>Anti climax</i>	<i>Rational Appeals</i>	Informatif
41	05/07/2023	Slide 1	Reels	<i>Two sides</i>	<i>Climax</i>	<i>Emotional Appeals</i>	Persuasif
42	06/07/2023	Slide 1	Reels	<i>One sides</i>	<i>Anti climax</i>	<i>Rational Appeals</i>	Informatif
43	12/07/2023	Slide 1	Carousel	-	-	-	-
		Slide 2		<i>One sides</i>	<i>Climax</i>	<i>Rational Appeals</i>	Informatif
		Slide 3		<i>One sides</i>	<i>Climax</i>	<i>Rational Appeals</i>	Informatif
		Slide 4		<i>One sides</i>	<i>Climax</i>	<i>Rational Appeals</i>	Informatif
		Slide 5		<i>One sides</i>	<i>Climax</i>	<i>Rational Appeals</i>	Informatif
		Slide 6		<i>One sides</i>	<i>Climax</i>	<i>Rational Appeals</i>	Informatif
		Slide 7		<i>One sides</i>	<i>Climax</i>	<i>Rational Appeals</i>	Informatif
44	15/07/2023	Slide 1	Reels	<i>One sides</i>	<i>Anti climax</i>	<i>Emotional Appeals</i>	Informatif
45	17/07/2023	Slide 1	Reels	<i>One sides</i>	<i>climax</i>	<i>Emotional Appeals</i>	Informatif
46	18/07/2023	Slide 1	Carousel	-	-	-	-
		Slide 2		<i>One sides</i>	<i>Climax</i>	<i>Fear Appeals</i>	Informatif
		Slide 3		<i>One sides</i>	<i>Anti Climax</i>	<i>Rational Appeals</i>	Informatif
		Slide 4		<i>One sides</i>	<i>Anti Climax</i>	<i>Rational Appeals</i>	Informatif
		Slide 5		<i>One sides</i>	<i>Anti Climax</i>	<i>Rational Appeals</i>	Informatif
		Slide 6		<i>One sides</i>	<i>Anti Climax</i>	<i>Rational Appeals</i>	Informatif
47	19/07/2023	Slide 1	Reels	<i>Two sides</i>	<i>Anti Climax</i>	<i>Rational Appeals</i>	Informatif
48	21/07/2023	Slide 1	Carousel	-	-	-	-

		Slide 2		<i>One sides</i>	<i>Anti Climax</i>	<i>Rational Appeals</i>	Informatif
		Slide 3		<i>One sides</i>	<i>Anti Climax</i>	<i>Rational Appeals</i>	Informatif
		Slide 4		<i>One sides</i>	<i>Anti Climax</i>	<i>Rational Appeals</i>	Informatif
		Slide 5		<i>One sides</i>	<i>Anti Climax</i>	<i>Rational Appeals</i>	Informatif
		Slide 6		<i>One sides</i>	<i>Anti Climax</i>	<i>Rational Appeals</i>	Informatif
		Slide 7		<i>One sides</i>	<i>Anti Climax</i>	<i>Rational Appeals</i>	Informatif
49	23/07/2023	Slide 1	Reels	<i>One sides</i>	<i>Anti Climax</i>	<i>Emotional Appeals</i>	Informatif
50	25/07/2023	Slide 1	Reels	<i>Two sides</i>	<i>Anti Climax</i>	<i>Rational Appeals</i>	Informatif
51	26/07/2023	Slide 1	Reels	<i>One sides</i>	<i>Anti Climax</i>	<i>Rational Appeals</i>	Informatif
52	27/07/2023	Slide 1	Reels	<i>One sides</i>	<i>Anti Climax</i>	<i>Rational Appeals</i>	Informatif
53	27/07/2023	Slide 1	Carousel	-	-	-	-
		Slide 2		<i>One sides</i>	<i>Anti Climax</i>	<i>Rational Appeals</i>	Informatif
		Slide 3		-	-	-	-
		Slide 4		<i>One sides</i>	<i>Anti Climax</i>	<i>Rational Appeals</i>	Informatif
		Slide 5		<i>One sides</i>	<i>Anti Climax</i>	<i>Rational Appeals</i>	Informatif
		Slide 6		<i>One sides</i>	<i>Anti Climax</i>	<i>Rational Appeals</i>	Informatif
54	29/07/2023	Slide 1	Reels	<i>One sides</i>	<i>Anti Climax</i>	<i>Emotional Appeals</i>	Informatif
55	06/08/2023	Slide 1	Reels	<i>One sides</i>	<i>Anti Climax</i>	<i>Rational Appeals</i>	Informatif
56	09/08/2023	Slide 1	Reels	<i>One sides</i>	<i>Anti Climax</i>	<i>Rational Appeals</i>	Informatif
57	10/08/2023	Slide 1	Carousel	-	-	-	-
		Slide 2		<i>One sides</i>	<i>Climax</i>	<i>Rational Appeals</i>	Informatif
		Slide 3		<i>One sides</i>	<i>Climax</i>	<i>Rational Appeals</i>	Informatif
		Slide 4		<i>One sides</i>	<i>Climax</i>	<i>Rational Appeals</i>	Informatif
		Slide 5		-	-	-	-

IV G U N A

58	11/08/2023	Slide 1	Reels	<i>One sides</i>	<i>Climax</i>	<i>Emotional Appeals</i>	Persuasif
59	12/08/2023	Slide 1	Reels	<i>One sides</i>	<i>Anti Climax</i>	<i>Rational Appeals</i>	Informatif
60	18/08/2023	Slide 1	Carousel	-	-	-	-
		Slide 2		<i>One sides</i>	<i>Climax</i>	<i>Rational Appeals</i>	Informatif
		Slide 3		<i>One sides</i>	<i>Climax</i>	<i>Rational Appeals</i>	Informatif
		Slide 4		<i>One sides</i>	<i>Climax</i>	<i>Rational Appeals</i>	Informatif
		Slide 5		<i>One sides</i>	<i>Climax</i>	<i>Rational Appeals</i>	Informatif
		Slide 6		<i>One sides</i>	<i>Climax</i>	<i>Rational Appeals</i>	Informatif
		Slide 7		-	-	-	-
61	20/08/2023	Slide 1	Reels	<i>One sides</i>	<i>Anti Climax</i>	<i>Rational Appeals</i>	Informatif
62	22/08/2023	Slide 1	Carousel	-	-	-	-
		Slide 2		<i>One sides</i>	<i>Climax</i>	<i>Rational Appeals</i>	Informatif
		Slide 3		<i>One sides</i>	<i>Climax</i>	<i>Rational Appeals</i>	Informatif
		Slide 4		<i>One sides</i>	<i>Climax</i>	<i>Rational Appeals</i>	Informatif
		Slide 5		<i>One sides</i>	<i>Climax</i>	<i>Rational Appeals</i>	Informatif
		Slide 6		<i>One sides</i>	<i>Climax</i>	<i>Rational Appeals</i>	Informatif
		Slide 7		<i>One sides</i>	<i>Climax</i>	<i>Rational Appeals</i>	Informatif
		Slide 8		-	-	-	-
63	23/08/2023	Slide 1	Reels	<i>One sides</i>	<i>Climax</i>	<i>Emotional Appeals</i>	Persuasif
64	26/08/2023	Slide 1	Reels	<i>One sides</i>	<i>Anti Climax</i>	<i>Rational Appeals</i>	Informatif
65	30/08/2023	Slide 1	Reels	<i>One sides</i>	<i>Anti Climax</i>	<i>Rational Appeals</i>	Persuasif
66	01/09/2023	Slide 1	Carousel	<i>Two Sides</i>	-	-	-
		Slide 2		<i>One sides</i>	<i>Climax</i>	<i>Rational Appeals</i>	Informatif
		Slide 3		<i>One sides</i>	<i>Climax</i>	<i>Rational Appeals</i>	Informatif
		Slide 4		<i>One sides</i>	<i>Climax</i>	<i>Emotional Appeal</i>	<i>Informatif</i>
		Slide 5		<i>One sides</i>	<i>Climax</i>	<i>Rational Appeals</i>	Informatif
67	02/09/2023	Slide 1	Reels	<i>Two sides</i>	<i>Anti Climax</i>	<i>Rational Appeals</i>	Informatif

68	03/09/2023	Slide 1	Reels	<i>One sides</i>	<i>Anti Climax</i>	<i>Rational Appeals</i>	Persuasif
69	05/09/2023	Slide 1	Reels	<i>Two sides</i>	<i>Anti Climax</i>	<i>Rational Appeals</i>	Informatif
70	09/09/2023	Slide 1	Reels	<i>Two sides</i>	<i>Anti Climax</i>	<i>Fear Appeals</i>	Informatif
71	16/09/2023	Slide 1	Reels	<i>One sides</i>	<i>Anti Climax</i>	<i>Rational Appeals</i>	Informatif
72	19/09/2023	Slide 1	Carousel	-	-	-	-
		Slide 2		<i>One sides</i>	<i>Climax</i>	<i>Rational Appeals</i>	Informatif
		Slide 3		<i>One sides</i>	<i>Climax</i>	<i>Rational Appeals</i>	Informatif
		Slide 4		<i>One sides</i>	<i>Climax</i>	<i>Rational Appeals</i>	Informatif
73	22/09/2023	Slide 1	Reels	<i>Two sides</i>	<i>Anti Climax</i>	<i>Rational Appeals</i>	Informatif
74	23//09/2023	Slide 1	Reels	<i>Two sides</i>	<i>Anti Climax</i>	<i>Rational Appeals</i>	Informatif
75	25/09/2023	Slide 1	Carousel	-	-	-	-
		Slide 2		<i>One sides</i>	<i>Anti Climax</i>	<i>Rational Appeals</i>	Informatif
		Slide 3		<i>One sides</i>	<i>Anti Climax</i>	<i>Rational Appeals</i>	Informatif
76	28/09/2023	Slide 1	Reels	<i>Two sides</i>	<i>Anti Climax</i>	<i>Rational Appeals</i>	Informatif
77	01/10/2023	Slide 1	Reels	<i>One sides</i>	<i>Anti Climax</i>	<i>Rational Appeals</i>	Informatif
78	03/10/2023	Slide 1	Reels	<i>Two sides</i>	<i>Climax</i>	<i>Rational Appeals</i>	Informatif
79	04/10/2023	Slide 1	Reels	<i>Two sides</i>	<i>Anti Climax</i>	<i>Rational Appeals</i>	Informatif
80	07/10/2023	Slide 1	Reels	<i>One sides</i>	<i>Anti Climax</i>	<i>Fear Appeals</i>	Informatif
81	08/10/2023	Slide 1	Reels	<i>Two sides</i>	<i>Anti Climax</i>	<i>Rational Appeals</i>	Informatif
82	10/10/2023	Slide 1	Carousel	-	-	-	-
		Slide 2		<i>One sides</i>	<i>Anti Climax</i>	<i>Rational Appeals</i>	Informatif
		Slide 3		<i>One sides</i>	<i>Anti Climax</i>	<i>Rational Appeals</i>	Informatif
		Slide 4		<i>One sides</i>	<i>Anti Climax</i>	<i>Rational Appeals</i>	Informatif
		Slide 5		<i>One sides</i>	<i>Anti Climax</i>	<i>Rational Appeals</i>	Informatif
		Slide 6		<i>One sides</i>	<i>Anti Climax</i>	<i>Rational Appeals</i>	Informatif
		Slide 7		<i>One sides</i>	<i>Anti Climax</i>	<i>Rational Appeals</i>	Informatif

		Slide 8		<i>One sides</i>	<i>Anti Climax</i>	<i>Rational Appeals</i>	Informatif
83	11/10/2023	Slide 1	Carousel	-	-	-	-
		Slide 2		<i>Two sides</i>	<i>Climax</i>	<i>Rational Appeals</i>	Informatif
		Slide 3		<i>One sides</i>	<i>Anti Climax</i>	<i>Rational Appeals</i>	Informatif
		Slide 4		<i>One sides</i>	<i>Climax</i>	<i>Emotional Appeals</i>	<i>Informatif</i>
84	12/10/2023	Slide 1	Reels	<i>One sides</i>	<i>Anti Climax</i>	<i>Emotional Appeals</i>	Persuasif
85	13/10/2023	Slide 1	Reels	<i>Two sides</i>	<i>Climax</i>	<i>Rational Appeals</i>	Informatif
86	15/10/2023	Slide 1	Reels	<i>One sides</i>	<i>Anti Climax</i>	<i>Emotional Appeals</i>	Persuasif
87	17/10/2023	Slide 1	Reels	<i>Two sides</i>	<i>Anti Climax</i>	<i>Rational Appeals</i>	Informatif
88	04/11/2023	Slide 1	Reels	<i>One sides</i>	<i>Anti Climax</i>	<i>Emotional Appeals</i>	Persuasif
89	07/11/2023	Slide 1	Carousel	-	-	-	-
		Slide 2		<i>One Sides</i>	<i>Climax</i>	<i>Rational Appeals</i>	informatif
90	09/11/2023	Slide 1	Reels	<i>Two sides</i>	<i>Climax</i>	<i>Rational Appeals</i>	Informatif
91	12/11/2023	Slide 1	Reels	<i>One sides</i>	<i>Anti Climax</i>	<i>Emotional Appeals</i>	Persuasif
92	16/11/2023	Slide 1	Reels	<i>Two sides</i>	<i>Climax</i>	<i>Rational Appeals</i>	Informatif
93	19/11/2023	Slide 1	Reels	<i>One sides</i>	<i>Anti Climax</i>	<i>Emotional Appeals</i>	Persuasif
94	22/11/2023	Slide 1	Carousel	-	-	-	-
		Slide 2		<i>Two sides</i>	<i>Climax</i>	<i>Rational Appeals</i>	Informatif
		Slide 3		<i>One sides</i>	<i>Climax</i>	<i>Rational Appeals</i>	Informatif
		Slide 4		<i>One sides</i>	<i>Climax</i>	<i>Rational Appeals</i>	Informatif
95	02/12/2023	Slide 1	Reels	<i>Two sides</i>	<i>Anti Climax</i>	<i>Rational Appeals</i>	Informatif
96	05/12/2023	Slide 1	Reels	<i>One sides</i>	<i>Anti Climax</i>	<i>Emotional Appeals</i>	Informatif
97	06/12/2023	Slide 1	Reels	<i>Two sides</i>	<i>Climax</i>	<i>Rational Appeals</i>	Informatif
98	08/12/2023	Slide 1	Reels	<i>One sides</i>	<i>Anti Climax</i>	<i>Emotional Appeals</i>	Persuasif
99	19/12/2023	Slide 1	Reels	<i>Two sides</i>	<i>Climax</i>	<i>Rational Appeals</i>	Informatif

100	25/12/2023	Slide 1	Carousel	-	-	-	-
		Slide 2		<i>One sides</i>	<i>Anti Climax</i>	<i>Rational Appeals</i>	Informatif
		Slide 3		<i>One sides</i>	<i>Anti Climax</i>	<i>Rational Appeals</i>	Informatif
		Slide 4		<i>One sides</i>	<i>Anti Climax</i>	<i>Rational Appeals</i>	Informatif
101	26/12/2023	Slide 1	Reels	<i>One sides</i>	<i>Anti Climax</i>	<i>Emotional Appeals</i>	Persuasif
102	29/12/2023	Slide 1	Reels	<i>One sides</i>	<i>Anti Climax</i>	<i>Emotional Appeals</i>	Persuasif
103	30/12/2023	Slide 1	Reels	<i>Two sides</i>	<i>Climax</i>	<i>Rational Appeals</i>	Informatif

Lampiran 3. Hasil Coder 2

Coder 2							
No.	Periode	Slide	Jenis Konten	Sisi Pesan	Urutan Penyajian	Daya Tarik Pesan	Bentuk Pesan
1.	3/01/2023	Slide 1	Reels	<i>Two sides</i>	<i>Anti climax</i>	<i>Emotional Appeals</i>	Persuasif
2.	05/01/2023	Slide 1	Reels	<i>One sides</i>	<i>Anti climax</i>	<i>Emotional Appeals</i>	Informatif
3.	06/01/2023	Slide 1	Reels	<i>One sides</i>	<i>Climax</i>	<i>Emotional Appeals</i>	Persuasif
4.	12/01/2023	Slide 1	Reels	<i>Two sides</i>	<i>Anti climax</i>	<i>Emotional Appeals</i>	Persuasif
5.	12/01/2023	Slide 1	Reels	<i>Two sides</i>	<i>Climax</i>	<i>Emotional Appeals</i>	Persuasif
6.	13/01/2023	Slide 1	Reels	<i>One sides</i>	<i>climax</i>	<i>Emotional Appeals</i>	Persuasif
7.	18/01/2023	Slide 1	Reels	<i>Two sides</i>	<i>Anti climax</i>	<i>Emotional Appeals</i>	Informatif
8.	21/01/2023	Slide 1	Reels	<i>One sides</i>	<i>Anti climax</i>	<i>Rational Appeals</i>	Informatif
9.	12/03/2023	Slide 1	Reels	<i>One sides</i>	<i>Climax</i>	<i>Rational Appeals</i>	Informatif
10.	24/03/2023	Slide 1	Reels	<i>One sides</i>	<i>Anti climax</i>	<i>Emotional Appeals</i>	Persuasif
11.	25/03/2023	Slide 1	Reels	<i>One sides</i>	<i>Anti climax</i>	<i>Emotional Appeals</i>	Informatif
12	31/03/2023	Slide 1	Carousel	<i>One sides</i>	<i>Anti climax</i>	<i>Emotional Appeals</i>	Informatif
		Slide 2		<i>One sides</i>	<i>Anti climax</i>	<i>Rational appeals</i>	Informatif
		Slide 3		<i>One sides</i>	<i>Anti climax</i>	<i>Rational appeals</i>	Informatif
		Slide 4		<i>One sides</i>	<i>Anti climax</i>	<i>Rational appeals</i>	Informatif
		Slide 5		<i>One sides</i>	<i>Anti climax</i>	<i>Rational appeals</i>	Informatif
		Slide 6		-	-	-	-
13	05/04/2023	Slide 1	Reels	<i>Two sides</i>	<i>Anti climax</i>	<i>Rational Appeals</i>	Informatif
14	07/04/2023	Slide 1	Reels	<i>Two sides</i>	<i>Anti climax</i>	<i>Rational Appeals</i>	Informatif
15	08/04/2023	Slide 1	Reels	<i>One sides</i>	<i>Climax</i>	<i>Emotional Appeals</i>	Persuasif
16	10/04/2023	Slide 1	Reels	<i>One sides</i>	<i>Anti climax</i>	<i>Rational Appeals</i>	Informatif
17	15/04/2023	Slide 1	Reels	<i>One Sides</i>	<i>Anti climax</i>	<i>Rational Appeals</i>	Informatif

18	19/04/2023	Slide 1	Reels	<i>One sides</i>	Anti climax	<i>Rational Appeals</i>	<i>Persuasif</i>
19	20/04/2023	Slide 1	Reels	<i>One sides</i>	Climax	<i>Rational Appeals</i>	Persuasif
20	27/04/2023	Slide 1	Reels	<i>One sides</i>	Climax	<i>Fear Appeals</i>	<i>Informatif</i>
21	29/04/2023	Slide 1	Reels	<i>One sides</i>	Anti Climax	<i>Rational Appeals</i>	Informatif
22	01/05/2023	Slide 1	Reels	<i>One sides</i>	Anti climax	<i>Emotional Appeal</i>	<i>Persuasif</i>
23	06/05/2023	Slide 1	Reels	<i>One sides</i>	Anti Climax	<i>Rational Appeals</i>	Informatif
24	08/05/2023	Slide 1	Carousel	-	-	-	-
		Slide 2		<i>One sides</i>	Anti climax	<i>Rational Appeals</i>	Informatif
		Slide 4		<i>One sides</i>	Anti climax	<i>Rational Appeals</i>	Informatif
		Slide 5		<i>One sides</i>	Anti Climax	<i>Rational Appeals</i>	Informatif
		Slide 5		<i>One sides</i>	Anti Climax	<i>Rational Appeals</i>	Informatif
25	10/05/2023	Slide 1	Reels	<i>One sides</i>	Climax	<i>Rational Appeals</i>	Informatif
26	12/05/2023	Slide 1	Reels	<i>One sides</i>	Climax	<i>Emotional Appeals</i>	Persuasif
27	14/05/2023	Slide 1	Reels	<i>One sides</i>	Climax	<i>Rational Appeals</i>	Persuasif
28	16/05/2023	Slide 1	Carousel	-	-	-	-
		Slide 2		-	-	-	-
		Slide 3		<i>One sides</i>	Climax	<i>Rational Appeals</i>	Informatif
		Slide 4		<i>One Sides</i>	Climax	<i>Rational Appeals</i>	Informatif
		Slide 5		<i>One sides</i>	Climax	<i>Rational Appeals</i>	Informatif
		Slide 6		<i>One sides</i>	Climax	<i>Rational Appeals</i>	Informatif
		Slide 7		-	-	-	-
29	16/052023	Slide 1	Reels	<i>One sides</i>	Climax	<i>Fear Appeals</i>	<i>Informatif</i>
30	20/05/2023	Slide 1	Reels	<i>One sides</i>	Climax	<i>Rational Appeals</i>	<i>Persuasif</i>

31	22/05/2023	Slide 6	Carousel	One sides	-	<i>Emotional Appeals</i>	Informatif
				<i>One sides</i>	Climax	<i>Rational Appeals</i>	Informatif
				<i>One sides</i>	Climax	<i>Rational Appeals</i>	Informatif
				<i>One sides</i>	Anti Climax	<i>Rational Appeals</i>	Informatif
				<i>One Sides</i>	Anti Climax	<i>Rational Appeals</i>	<i>Informatif</i>
				-	-	-	-
32	27/05/2023	Slide 1	Reels	<i>One sides</i>	Climax	<i>Fear Appeal</i>	Persuasif
33	28/05/2023	Slide 1	Reels	<i>One sides</i>	Anti Climax	<i>Emotional Appeal</i>	Informatif
34	08/06/2023	Slide 1	Carousel	-	-	-	-
		Slide 2		<i>One sides</i>	Climax	<i>Rational Appeal</i>	<i>informatif</i>
		Slide 3		<i>One sides</i>	Anti Climax	<i>Rational Appeal</i>	<i>informatif</i>
		Slide 4		<i>One sides</i>	Anti Climax	<i>Rational Appeal</i>	<i>informatif</i>
		Slide 5		<i>One sides</i>	Anti Climax	<i>Rational Appeal</i>	<i>informatif</i>
		Slide 6		<i>One sides</i>	Anti Climax	<i>Rational Appeal</i>	<i>informatif</i>
		Slide 7		<i>One sides</i>	Anti climax	<i>Rational Appeal</i>	<i>informatif</i>
		Slide 8		<i>One sides</i>	Anti Climax	<i>Emotional Appeal</i>	<i>persuasif</i>
35	11/06/2023	Slide 1	Reels	<i>One sides</i>	Climax	<i>Rational Appeal</i>	<i>informatif</i>
36	17/06/2023	Slide 1	Reels	<i>One sides</i>	Anti Climax	<i>Emotional Appeals</i>	<i>Persuasif</i>
37	22/06/2023	Slide 1	Reels	<i>One sides</i>	Anti climax	<i>Fear appeal</i>	<i>informatif</i>
38	27/06/2023	Slide 1	carousel	-	-	-	-
		Slide 2		One sides	climax	Emotional Appeal	Informatif
		Slide 3		One sides	Anti Climax	Rational Appeal	informatif
		Slide 4		One sides	Anti CLimax	Rational Appeal	Informatif
		Slide 5		One sides	Anti Climax	Rational appeals	Informatif
		Slide 6		One sides	climax	Rational appeals	<i>informatif</i>
		Slide 7		One sides	climax	Emotional Appeals	Persuasif

39	02/07/2023	Slide 1	Reels	<i>One sides</i>	<i>Anti climax</i>	<i>aRational Appeals</i>	Informatif
40	04/07/2023	Slide 1	Carousel	-	-	-	-
		Slide 2		<i>One sides</i>	<i>Anti climax</i>	<i>Rational Appeals</i>	Informatif
		Slide 3		<i>One sides</i>	<i>Anti climax</i>	<i>Rational Appeals</i>	Informatif
		Slide 4		<i>One sides</i>	<i>Anti climax</i>	<i>Rational Appeals</i>	Informatif
		Slide 5		<i>One sides</i>	<i>Anti climax</i>	<i>Rational Appeals</i>	Informatif
		Slide 6		<i>One sides</i>	<i>Anti climax</i>	<i>Rational Appeals</i>	Informatif
41	05/07/2023	Slide 1	Reels	<i>Two sides</i>	<i>Climax</i>	<i>Emotional Appeals</i>	Persuasif
42	06/07/2023	Slide 1	Reels	<i>One sides</i>	<i>Anti climax</i>	<i>Rational Appeals</i>	Informatif
43	12/07/2023	Slide 1	Carousel	-	-	-	-
		Slide 2		<i>One sides</i>	<i>Climax</i>	<i>Rational Appeals</i>	Informatif
		Slide 3		<i>One sides</i>	<i>Climax</i>	<i>Rational Appeals</i>	Informatif
		Slide 4		<i>One sides</i>	<i>Climax</i>	<i>Rational Appeals</i>	Informatif
		Slide 5		<i>One sides</i>	<i>Climax</i>	<i>Rational Appeals</i>	Informatif
		Slide 6		<i>One sides</i>	<i>Climax</i>	<i>Rational Appeals</i>	Informatif
		Slide 7		<i>One sides</i>	<i>Climax</i>	<i>Rational Appeals</i>	Informatif
44	15/07/2023	Slide 1	Reels	<i>One sides</i>	<i>Anti climax</i>	<i>Emotional Appeals</i>	Informatif
45	17/07/2023	Slide 1	Reels	<i>One sides</i>	<i>climax</i>	<i>Emotional Appeals</i>	Informatif
46	18/07/2023	Slide 1	Carousel	-	-	-	-
		Slide 2		<i>One sides</i>	<i>Climax</i>	<i>Fear Appeals</i>	Informatif
		Slide 3		<i>One sides</i>	<i>Anti Climax</i>	<i>Rational Appeals</i>	Informatif
		Slide 4		<i>One sides</i>	<i>Anti Climax</i>	<i>Rational Appeals</i>	Informatif
		Slide 5		<i>One sides</i>	<i>Anti Climax</i>	<i>Rational Appeals</i>	Informatif
		Slide 6		<i>One sides</i>	<i>Anti Climax</i>	<i>Rational Appeals</i>	Informatif
47	19/07/2023	Slide 1	Reels	<i>Two sides</i>	<i>Anti Climax</i>	<i>Rational Appeals</i>	Informatif
48	21/07/2023	Slide 1	Carousel	-	-	-	-

		Slide 2		<i>One sides</i>	<i>Anti Climax</i>	<i>Rational Appeals</i>	Informatif
		Slide 3		<i>One sides</i>	<i>Anti Climax</i>	<i>Rational Appeals</i>	Informatif
		Slide 4		<i>One sides</i>	<i>Anti Climax</i>	<i>Rational Appeals</i>	Informatif
		Slide 5		<i>One sides</i>	<i>Anti Climax</i>	<i>Rational Appeals</i>	Informatif
		Slide 6		<i>One sides</i>	<i>Anti Climax</i>	<i>Rational Appeals</i>	Informatif
		Slide 7		<i>One sides</i>	<i>Anti Climax</i>	<i>Rational Appeals</i>	Informatif
49	23/07/2023	Slide 1	Reels	<i>One sides</i>	<i>Anti Climax</i>	<i>Emotional Appeals</i>	Informatif
50	25/07/2023	Slide 1	Reels	<i>Two sides</i>	<i>Anti Climax</i>	<i>Rational Appeals</i>	Informatif
51	26/07/2023	Slide 1	Reels	<i>One sides</i>	<i>Anti Climax</i>	<i>Rational Appeals</i>	Informatif
52	27/07/2023	Slide 1	Reels	<i>One sides</i>	<i>Anti Climax</i>	<i>Rational Appeals</i>	Informatif
53	27/07/2023	Slide 1	Carousel	-	-	-	-
		Slide 2		<i>One sides</i>	<i>Anti Climax</i>	<i>Rational Appeals</i>	Informatif
		Slide 3		-	-	-	-
		Slide 4		<i>One sides</i>	<i>Anti Climax</i>	<i>Rational Appeals</i>	Informatif
		Slide 5		<i>One sides</i>	<i>Anti Climax</i>	<i>Rational Appeals</i>	Informatif
		Slide 6		<i>One sides</i>	<i>Anti Climax</i>	<i>Rational Appeals</i>	Informatif
54	29/07/2023	Slide 1	Reels	<i>One sides</i>	<i>Anti Climax</i>	<i>Emotional Appeals</i>	Informatif
55	06/08/2023	Slide 1	Reels	<i>One sides</i>	<i>Anti Climax</i>	<i>Rational Appeals</i>	Informatif
56	09/08/2023	Slide 1	Reels	<i>One sides</i>	<i>Anti Climax</i>	<i>Rational Appeals</i>	Informatif
57	10/08/2023	Slide 1	Carousel	-	-	-	-
		Slide 2		<i>One sides</i>	<i>Climax</i>	<i>Rational Appeals</i>	Informatif
		Slide 3		<i>One sides</i>	<i>Climax</i>	<i>Rational Appeals</i>	Informatif
		Slide 4		<i>One sides</i>	<i>Climax</i>	<i>Rational Appeals</i>	Informatif
		Slide 5		-	-	-	-

58	11/08/2023	Slide 1	Reels	<i>One sides</i>	<i>Climax</i>	<i>Emotional Appeals</i>	Persuasif
59	12/08/2023	Slide 1	Reels	<i>One sides</i>	<i>Anti Climax</i>	<i>Rational Appeals</i>	Informatif
60	18/08/2023	Slide 1	Carousel	-	-	-	-
		Slide 2		<i>One sides</i>	<i>Climax</i>	<i>Rational Appeals</i>	Informatif
		Slide 3		<i>One sides</i>	<i>Climax</i>	<i>Rational Appeals</i>	Informatif
		Slide 4		<i>One sides</i>	<i>Climax</i>	<i>Rational Appeals</i>	Informatif
		Slide 5		<i>One sides</i>	<i>Climax</i>	<i>Rational Appeals</i>	Informatif
		Slide 6		<i>One sides</i>	<i>Climax</i>	<i>Rational Appeals</i>	Informatif
		Slide 7		-	-	-	-
61	20/08/2023	Slide 1	Reels	<i>One sides</i>	<i>Anti Climax</i>	<i>Rational Appeals</i>	Informatif
62	22/08/2023	Slide 1	Carousel	-	-	-	-
		Slide 2		<i>One sides</i>	<i>Climax</i>	<i>Rational Appeals</i>	Informatif
		Slide 3		<i>One sides</i>	<i>Climax</i>	<i>Rational Appeals</i>	Informatif
		Slide 4		<i>One sides</i>	<i>Climax</i>	<i>Rational Appeals</i>	Informatif
		Slide 5		<i>One sides</i>	<i>Climax</i>	<i>Rational Appeals</i>	Informatif
		Slide 6		<i>One sides</i>	<i>Climax</i>	<i>Rational Appeals</i>	Informatif
		Slide 7		<i>One sides</i>	<i>Climax</i>	<i>Rational Appeals</i>	Informatif
		Slide 8		-	-	-	-
63	23/08/2023	Slide 1	Reels	<i>One sides</i>	<i>Climax</i>	<i>Emotional Appeals</i>	Persuasif
64	26/08/2023	Slide 1	Reels	<i>One sides</i>	<i>Anti Climax</i>	<i>Rational Appeals</i>	Informatif
65	30/08/2023	Slide 1	Reels	<i>One sides</i>	<i>Anti Climax</i>	<i>Rational Appeals</i>	Persuasif
66	01/09/2023	Slide 1	Carousel	-	-	-	-
		Slide 2		<i>One sides</i>	<i>Climax</i>	<i>Rational Appeals</i>	Informatif
		Slide 3		<i>One sides</i>	<i>Climax</i>	<i>Rational Appeals</i>	Informatif
		Slide 4		-	-	-	-
		Slide 5		<i>One sides</i>	<i>Climax</i>	<i>Rational Appeals</i>	Informatif
67	02/09/2023	Slide 1	Reels	<i>Two sides</i>	<i>Anti Climax</i>	<i>Rational Appeals</i>	Informatif

68	03/09/2023	Slide 1	Reels	<i>One sides</i>	<i>Anti Climax</i>	<i>Rational Appeals</i>	Persuasif
69	05/09/2023	Slide 1	Reels	<i>Two sides</i>	<i>Anti Climax</i>	<i>Rational Appeals</i>	Informatif
70	09/09/2023	Slide 1	Reels	<i>Two sides</i>	<i>Anti Climax</i>	<i>Fear Appeals</i>	Informatif
71	16/09/2023	Slide 1	Reels	<i>One sides</i>	<i>Anti Climax</i>	<i>Rational Appeals</i>	Informatif
72	19/09/2023	Slide 1	Carousel	-	-	-	-
		Slide 2		<i>One sides</i>	<i>Climax</i>	<i>Rational Appeals</i>	Informatif
		Slide 3		<i>Two sides</i>	<i>Climax</i>	<i>Rational Appeals</i>	Informatif
		Slide 4		<i>One sides</i>	<i>Climax</i>	<i>Rational Appeals</i>	Informatif
73	22/09/2023	Slide 1	Reels	<i>One sides</i>	<i>Anti Climax</i>	<i>Emotional appeals</i>	Informatif
74	23//09/2023	Slide 1	Reels	<i>Two sides</i>	<i>Anti Climax</i>	<i>Rational Appeals</i>	Informatif
75	25/09/2023	Slide 1	Carousel	-	-	-	-
		Slide 2		<i>One sides</i>	<i>Anti Climax</i>	<i>Rational Appeals</i>	Informatif
		Slide 3		<i>One sides</i>	<i>Anti Climax</i>	<i>Rational Appeals</i>	Informatif
76	28/09/2023	Slide 1	Reels	<i>Two sides</i>	<i>Anti Climax</i>	<i>Rational Appeals</i>	Informatif
77	01/10/2023	Slide 1	Reels	<i>One sides</i>	<i>Anti Climax</i>	<i>Rational Appeals</i>	Informatif
78	03/10/2023	Slide 1	Reels	<i>Two sides</i>	<i>Climax</i>	<i>Rational Appeals</i>	Informatif
79	04/10/2023	Slide 1	Reels	<i>Two sides</i>	<i>Anti Climax</i>	<i>Rational Appeals</i>	Informatif
80	07/10/2023	Slide 1	Reels	<i>One sides</i>	<i>Anti Climax</i>	<i>Fear Appeals</i>	Informatif
81	08/10/2023	Slide 1	Reels	<i>Two sides</i>	<i>Anti Climax</i>	<i>Rational Appeals</i>	Informatif
82	10/10/2023	Slide 1	Carousel	-	-	-	-
		Slide 2		<i>One sides</i>	<i>Anti Climax</i>	<i>Rational Appeals</i>	Informatif
		Slide 3		<i>One sides</i>	<i>Anti Climax</i>	<i>Rational Appeals</i>	Informatif
		Slide 4		<i>One sides</i>	<i>Anti Climax</i>	<i>Rational Appeals</i>	Informatif
		Slide 5		<i>One sides</i>	<i>Anti Climax</i>	<i>Rational Appeals</i>	Informatif
		Slide 6		<i>One sides</i>	<i>Anti Climax</i>	<i>Rational Appeals</i>	Informatif
		Slide 7		<i>One sides</i>	<i>Anti Climax</i>	<i>Rational Appeals</i>	Informatif

		Slide 8		<i>One sides</i>	<i>Anti Climax</i>	<i>Rational Appeals</i>	Informatif
83	11/10/2023	Slide 1	Carousel	-	-	-	-
		Slide 2		<i>Two sides</i>	<i>Climax</i>	<i>Rational Appeals</i>	Informatif
		Slide 3		<i>One sides</i>	<i>Anti Climax</i>	<i>Rational Appeals</i>	Informatif
		Slide 4		-	-	-	-
84	12/10/2023	Slide 1	Reels	<i>One sides</i>	<i>Anti Climax</i>	<i>Emotional Appeals</i>	Persuasif
85	13/10/2023	Slide 1	Reels	<i>Two sides</i>	<i>Climax</i>	<i>Rational Appeals</i>	Informatif
86	15/10/2023	Slide 1	Reels	<i>One sides</i>	<i>Anti Climax</i>	<i>Emotional Appeals</i>	Persuasif
87	17/10/2023	Slide 1	Reels	<i>Two sides</i>	<i>Anti Climax</i>	<i>Rational Appeals</i>	Informatif
88	04/11/2023	Slide 1	Reels	<i>One sides</i>	<i>Anti Climax</i>	<i>Emotional Appeals</i>	Persuasif
89	07/11/2023	Slide 1	Carousel	-	-	-	-
		Slide 2		-	-	-	-
90	09/11/2023	Slide 1	Reels	<i>Two sides</i>	<i>Climax</i>	<i>Rational Appeals</i>	Informatif
91	12/11/2023	Slide 1	Reels	<i>One sides</i>	<i>Anti Climax</i>	<i>Emotional Appeals</i>	Persuasif
92	16/11/2023	Slide 1	Reels	<i>Two sides</i>	<i>Climax</i>	<i>Rational Appeals</i>	Informatif
93	19/11/2023	Slide 1	Reels	<i>One sides</i>	<i>Anti Climax</i>	<i>Emotional Appeals</i>	Persuasif
94	22/11/2023	Slide 1	Carousel	-	-	-	-
		Slide 2		<i>Two sides</i>	<i>Climax</i>	<i>Rational Appeals</i>	Informatif
		Slide 3		<i>One sides</i>	<i>Climax</i>	<i>Rational Appeals</i>	Informatif
		Slide 4		<i>Two sides</i>	<i>Climax</i>	<i>Rational Appeals</i>	Informatif
95	02/12/2023	Slide 1	Reels	<i>Two sides</i>	<i>Anti Climax</i>	<i>Rational Appeals</i>	Informatif
96	05/12/2023	Slide 1	Reels	<i>One sides</i>	<i>Anti Climax</i>	<i>Emotional Appeals</i>	Informatif
97	06/12/2023	Slide 1	Reels	<i>Two sides</i>	<i>Climax</i>	<i>Rational Appeals</i>	Informatif
98	08/12/2023	Slide 1	Reels	<i>One sides</i>	<i>Anti Climax</i>	<i>Emotional Appeals</i>	Persuasif
99	19/12/2023	Slide 1	Reels	<i>Two sides</i>	<i>Climax</i>	<i>Rational Appeals</i>	Informatif

100	25/12/2023	Slide 1	Carousel	-	-	-	-
		Slide 2		<i>Two sides</i>	<i>Anti Climax</i>	<i>Rational Appeals</i>	Informatif
		Slide 3		<i>One sides</i>	<i>Anti Climax</i>	<i>Rational Appeals</i>	Informatif
		Slide 4		<i>One sides</i>	<i>Anti Climax</i>	<i>Rational Appeals</i>	Informatif
101	26/12/2023	Slide 1	Reels	<i>One sides</i>	<i>Anti Climax</i>	<i>Emotional Appeals</i>	Persuasif
102	29/12/2023	Slide 1	Reels	<i>One sides</i>	<i>Anti Climax</i>	<i>Emotional Appeals</i>	Persuasif
103	30/12/2023	Slide 1	Reels	<i>Two sides</i>	<i>Climax</i>	<i>Rational Appeals</i>	Informatif

Lampiran 4. Hasil Uji Realibilitas

Kategori	Indikator	Coder 1	Coder 2	Uji Realibilitas	Persentase
Jenis Konten	Single Image	-	-	-	-
	Carousel	21	21	$2(21)/(21+21)$	100%
	Video Reels	83	83	$2(83)/(83+83)$	100%
Sisi Pesan	One side	146	149	$2(146)/(146+149)$	98%
	Two side	33	30	$2(30)/(33+30)$	95%
Urutan Penyajian	Climax	64	66	$2(63)/(63+67)$	98%
	Anti Climax	109	109	$2(109)/(109+109)$	100%
Daya Tarik Pesan	Rational Appeals	134	132	$2(132)/(134+132)$	99%
	Emotional Appeals	35	36	$2(35)/(35+36)$	99%
	Fear Appeals	7	7	$2(7)/(7+7)$	100%
Bentuk Pesan	Informatif	145	145	$2(144)/(144+144)$	100%
	Persuasif	30	30	$2(31)/(31+31)$	100%
	Koersif	-	-	--	





Lampiran 5. Tabel Unit Analisis

No	Periode	Link	Visual
1	3/01/23	https://www.instagram.com/reel/Cm8u5S3LDyd/	
2	5/01/23	https://www.instagram.com/reel/CnByo2uAdf1/	
3	06/01/23	https://www.instagram.com/reel/CnD2Dg1P-s4/	
4	12/01/23	https://www.instagram.com/reel/CnTP0cmPEZ_/	





5	12/01/23	https://www.Instagram.com/reel/CnT32hCOm_c/	 <p>STRESS MAKAN JADI BANYAK</p> <p>Farah Safini Khairani, S.Gz</p>
6	13/01/23	https://www.Instagram.com/reel/CnWrDVjJhWM/	 <p>flimty</p> <p>Memiliki PENYAKIT LAMBUNG Tapi ingin</p>
7	18/01/23	https://www.Instagram.com/reel/Cni6vBZO8QP/	 <p>flimty</p> <p>CARA SQUAT YANG BENAR</p>
8	21/01/23	https://www.Instagram.com/reel/Cnqg1vKAZA6/	 <p>COOLING DOWN, PENTING GAK SIH?</p>

9	12/03/23	https://www.Instagram.com/reel/CprE_xoTP_Gv/	
10	24/03/23	https://www.Instagram.com/reel/CqK_GtZ3PQCI/	
11	25/03/23	https://www.Instagram.com/reel/CqM_yVJAjot2/	
12	31/03/23	https://www.Instagram.com/p/CqcEJF_ErdkW/	

13	05/04/23	https://www.Instagram.com/reel/CqpS1h0Mz9F/	
14	07/04/23	https://www.Instagram.com/reel/CquqbWzMBR4/	
15	08/04/23	https://www.Instagram.com/reel/CqwzssStB2a/	
16	10/04/23	https://www.Instagram.com/reel/Cq2F6-fuQuF/	


17	15/04/23	https://www.Instagram.com/reel/CrC19TmRhL9/	 <p>#MariOlahraga</p> <p>4 Gerakan Resistance Band Workout</p>
18	19/04/23	https://www.Instagram.com/reel/CrN MUHeLw6C/	
19	20/04/23	https://www.Instagram.com/reel/CrPc pdgNYXm/	 <p>flmty</p> <p>Bagaimana Cara Menghilangkan Visceral Fat?</p>
20	27/04/23	https://www.Instagram.com/reel/Crhg menv5x9/	 <p>#TanyaJawabAhliGizi</p> <p>DIET ≠ TIDAK MAKAN</p> <p>Farah Safitri Khairani, S.Gz Ahli Gizi</p>

21	29/04/23	https://www.Instagram.com/reel/CrmoQB8NP2m/	
22	01/05/23	https://www.Instagram.com/reel/CrsA0owpozH/	
23	06/05/23	https://www.Instagram.com/reel/Cr4_voqMu7u/	
24	08/05/23	https://www.Instagram.com/p/Cr9z0bErmvm/	

25	10/05/23	https://www.Instagram.com/reel/CsDIADIPczO/	
26	12/05/23	https://www.Instagram.com/reel/CsIOQnXNzN9/	 <p>#MariOlahraga</p> <p>Bakar 200 Kalori Dengan Gerakan Ini</p>
27	14/05/23	https://www.Instagram.com/reel/CsNI6RQPxBR/	 <p>#MariOlahraga</p> <p>5 Gerakan Stretching Sebelum Tidur</p>
28	16/05/23	https://www.Instagram.com/p/CsSwsu-LsoY/	 <p>flimty</p> <p>"Best Diet of 2023"</p> <p>Menurut Para Ahli</p>

29	16/05/23	https://www.Instagram.com/reel/CsTMBB6vmZP/	
30	20/05/23	https://www.Instagram.com/reel/CsdTpqrtAuP/	
31	22/05/23	https://www.Instagram.com/p/CsiYvLwrmB-/	
32	27/05/23	https://www.Instagram.com/reel/CsvY912v1Xn/	

33	28/05/23	https://www.Instagram.com/reel/CsxY7-ivV5k/	
34	08/06/23	https://www.Instagram.com/p/CtNxfHhLRKY/	
35	11/06/23	https://www.Instagram.com/reel/CtVtnSfrtS4/	
36	17/06/23	https://www.Instagram.com/reel/CtlcTukO-nv/	

37	22/06/23	https://www.Instagram.com/reel/Ctyrk2r5xw/	
38	27/06/23	https://www.Instagram.com/p/Ct-sXmULZw3/	
39	02/07/23	https://www.Instagram.com/reel/CuLy6H-vGcw/	
40	04/07/23	https://www.Instagram.com/p/CuRO1LFrc7m/	

41	05/07/23	https://www.Instagram.com/reel/CuTlNkMNowg/	
42	06/07/23	https://www.Instagram.com/reel/Cuds89WLoh5/	
43	12/07/23	https://www.Instagram.com/p/CulbT1ALLVm/	
44	15/07/23	https://www.Instagram.com/reel/CutQkWfLRDZ/	

45	17/07/23	https://www.Instagram.com/reel/CuygsYTtqfg/	
46	18/07/23	https://www.Instagram.com/p/Cu1aeHirKzc/	
47	19/07/23	https://www.Instagram.com/reel/Cu3wnJwNILi/	
48	21/07/23	https://www.Instagram.com/p/Cu87ESI_Li_c/	

49	23/07/23	https://www.Instagram.com/reel/CvBxUelxUR_/	
50	25/07/23	https://www.Instagram.com/reel/CvHIp2Jr1OK/	
51	26/07/23	https://www.Instagram.com/reel/CvKFKYLMgse/	
52	27/07/23	https://www.Instagram.com/reel/CvL9s3zv9LK/	

53	27/07/23	https://www.Instagram.com/p/CvMj3EpLUcq/	 <p>flimty Flimty Info Pola Makan Mempengaruhi Produktivitas Kerja</p>
54	29/07/23	https://www.Instagram.com/reel/CvRPODmL8tI/	 <p>#MariOlahraga Olahraga Saat Perut Kosong VS Makan Dulu</p>
55	06/08/23	https://www.Instagram.com/reel/CvI6IrrYrfue/	 <p>#MariOlahraga Tips Ampuh Biar Gak Bosan Workout</p>
56	09/08/23	https://www.Instagram.com/reel/CvuFot3ua9y/	 <p>Apa Bedanya Prebiotik dan Probiotik?</p> <p>PREBIOTIK ▶ PROBIOTIK ▶</p>

57	10/08/23	https://www.Instagram.com/p/CvwouGqLoK_/	 <p>flimty Flimty Info Waktu Makan Dapat Mempengaruhi Status Kesehatan</p>
58	11/08/23	https://www.Instagram.com/reel/CvypBn0rzpK/	 <p>#TanyaJawabAhliGizi Begini Cara Diet Tepat Untuk Lansia Ahli Gizi Farah Safitri Khairani, S.Gz</p>
59	12/08/23	https://www.Instagram.com/reel/Cv1KJOMLdTY/	 <p>#MariOlahraga 4 Gerakan Mengencangkan Betis</p>
60	18/08/23	https://www.Instagram.com/p/CwE7BVCrgWN/	 <p>flimty Mitos atau Fakta Prebiotik Bisa Bantu Turunkan BB?</p>


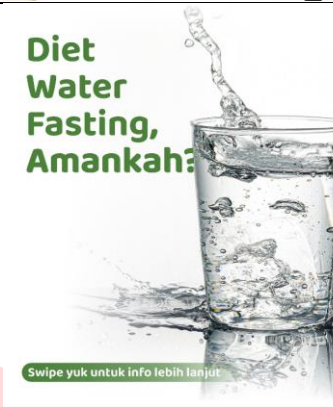


61	20/08/23	https://www.Instagram.com/reel/CwJ_yPAsjjK/	
62	22/08/23	https://www.Instagram.com/p/CwPZ1cCL6ED/	
63	23/08/23	https://www.Instagram.com/reel/CwRZBjKMBsK/	
64	26/08/23	https://www.Instagram.com/reel/CwZg0_IL7_j/	

65	30/08/23	https://www.Instagram.com/reel/CwkWVONrY2w/	
66	01/09/21	https://www.Instagram.com/p/Cwo4_Emrc_6/	
67	02/09/23	https://www.Instagram.com/reel/CwrhPFhLTqx/	
68	03/09/23	https://www.Instagram.com/reel/CwuTaNgraTt/	

69	05/09/23	https://www.Instagram.com/reel/Cwzo4C0LkZ1/	
70	09/09/23	https://www.Instagram.com/reel/Cw9nbaaLpOF/	
71	16/09/23	https://www.Instagram.com/reel/CxPd h8NmBP/	
72	19/09/23	https://www.Instagram.com/p/CxW9MkOru_v/	

73	22/09/23	https://www.Instagram.com/reel/CxfdwLprCYF/	
74	23/09/23	https://www.Instagram.com/reel/Cxh2AG6re9N/	
75	25/09/23	https://www.Instagram.com/p/Cxm21clrehN/	
76	28/09/23	https://www.Instagram.com/reel/CxuOsFur5cX/	

77	01/10/23	https://www.Instagram.com/reel/Cx2Gn5YLSIO/	 <p>Buat yang suka olahraga outdoor, wajib banget tau ini!</p>
78	03/10/23	https://www.Instagram.com/reel/Cx7FMEsrcjI/	 <p>#TanyaJawabAhliGizi</p> <p>Gak Makan Nasi Tapi Makan Gorengan?</p> <p>Ahli Gizi</p> <p>Esti Nurwanti, S.Gz, RD, MPH, Ph.D.</p>
79	04/10/23	https://www.Instagram.com/reel/Cx-Nx69LyxU/	 <p>#TanyaJawabAhliGizi</p> <p>3 Kesalahan Umum Pemula Diet</p> <p>Ahli Gizi</p> <p>Dr. Rita Ramayulis, DCN, M.Kes</p>
80	07/10/23	https://www.Instagram.com/reel/CyFx F91B-7x/	 <p>#TanyaJawabAhliGizi</p> <p>Makan Sambil Nonton Bikin BB Naik?</p> <p>Ahli Gizi</p> <p>Ayu Anisadiyah, S.Gz</p>




81	08/10/23	https://www.Instagram.com/reel/CyINQD9LXVN/	
82	10/10/23	https://www.Instagram.com/p/CyNG_ajLHQ3/	
83	11/10/23	https://www.Instagram.com/p/CyPdpApLnh1/	
84	12/10/23	https://www.Instagram.com/reel/CySNnfCLM8h/	

85	13/10/23	https://www.Instagram.com/reel/CyVAL2Nr_4y/	 <p>#TanyaJawabAhliGizi</p> <p>Die Mediterania Paling Cocok untuk Orang Indo</p> <p>Dr. Rita Ramayulis, DCN, M.Kes</p> <p>Ahli Gizi</p>
86	15/10/23	https://www.Instagram.com/reel/CyaJwAPLkLW/	 <p>#MariOlahraga</p> <p>Atasi Pegal di Pergelangan Tangan</p> <p>Suka kepo? Inisiasmed orang, sampai pergelangan pegal.</p>
87	17/10/23	https://www.Instagram.com/reel/CyfZpxzLq5n/	 <p>#TanyaJawabAhliGizi</p> <p>Minum Air Hangat Bisa Bakar Lemak?</p> <p>Esti Nurwani, S.Gz, RD, MPH, Ph.D</p> <p>Ahli Gizi</p>
88	04/11/23	https://www.Instagram.com/reel/CzOL8gRro1C/	 <p>Mari Olahraga</p> <p>Sibuk Tetap Bisa Olahraga? Begini Tipsnya!</p>

89	07/11/23	https://www.Instagram.com/p/CzVXI pbrERJ/	 <p>Kandungan Serat Buah Berawalan Huruf B</p> <p>Sumber: Fatsecret</p>
90	09/11/23	https://www.Instagram.com/p/CzarbV qL4yR/	 <p>Reverse Diet Perlu Gak Sih?</p> <p>Siapa bilang diet?</p>
91	12/11/23	https://www.Instagram.com/reel/CziX hgqrQr9/	 <p>5 Gerakan Core Exercise untuk Perut</p>
92	16/11/23	https://www.Instagram.com/reel/CztE x-frFae/	 <p>#TanyaJawabAhliGizi</p> <p>Basreng, Bagaimana Nilai Gizinya?</p> <p>Dr. Rita Ramayulis, DCN, M.Kes Ahli Gizi</p>

93	19/11/23	https://www.Instagram.com/reel/Cz0Bo_zLCUs/	
94	22/11/23	https://www.Instagram.com/p/Cz8GbR_LBS4/	
95	2/12//23	https://www.Instagram.com/reel/C0WOfgRrnXY/	
96	5/12/23	https://www.Instagram.com/reel/C0dI7paLQg4/	

97	6/12/23	https://www.Instagram.com/reel/C0f48eLGYG/	
98	8/12/23	https://www.Instagram.com/reel/C0lvCBuLqTn/	
99	19/12/23	https://www.Instagram.com/reel/C0WOfgRrnXY/	
100	25/12/23	https://www.Instagram.com/p/C1RE5jRLh8b/	

101	26/12/23	https://www.Instagram.com/reel/C1UOAWer-Gu/	 <p>4 Tips Sukses Intermittent Fasting Buat Pemula</p>
102	29/12/23	https://www.Instagram.com/p/C1b6iC9LvLA/	 <p>4 Gerakan Menguatkan Ankle</p>
103	30/12/23	https://www.Instagram.com/reel/C1eGhqLLfpF/	 <p>Bolehkah Makan Mie Instan Tengah Malam?</p> <p>Dr. Rita Ramayulis, DCN, M.Kes</p>

Lampiran 6. Bukti Screenshot Bimbingan Skripsi

NIM	2020041136	Nama Mahasiswa	RAIHAN AZKIA SHIDQI
Program Studi	Ilmu Komunikasi	SKS Lulus	139 SKS
Tgl. Mulai	7 Mei 2024	Judul Tugas Akhir	PENGEMASAN KONTEN HEALTHY LIFESTYLE PADA AKUN INSTAGRAM @FLIMTYFIBER

No	Tanggal	Dosen Pembimbing	Topik	Disetujui	Aksi
2	1 Maret 2024	Dra. Clara Evi Candrayuli Citraningtyas, M.A., Ph.D.	Progress Bab 1	✓	
3	21 Maret 2024	Dra. Clara Evi Candrayuli Citraningtyas, M.A., Ph.D.	Progress bab 1-3	✓	
4	4 April 2022	Dra. Clara Evi Candrayuli Citraningtyas, M.A., Ph.D.	Revisi Seminar Proposal	✓	
4	21 Maret 2024	Dr Ronald Maraden Parlindungan Silalahi, S.S., M.Hum	Progress bab 1-3	✓	
5	22 Maret 2024	Dr Ronald Maraden Parlindungan Silalahi, S.S., M.Hum	finalisasi bab 1-3	✓	
5	15 April 2024	Dra. Clara Evi Candrayuli Citraningtyas, M.A., Ph.D.	Finalisasi Revisi Seminar Proposal	✓	
6	8 Mei 2024	Dra. Clara Evi Candrayuli Citraningtyas, M.A., Ph.D.	Progress bab 4	✓	
7	24 Mei 2024	Dra. Clara Evi Candrayuli Citraningtyas, M.A., Ph.D.	Progress bab 4	✓	
8	12 Juni 2024	Dr Ronald Maraden Parlindungan Silalahi, S.S., M.Hum	Bab 5	✓	
9	13 Juni 2024	Dr Ronald Maraden Parlindungan Silalahi, S.S., M.Hum	finalisasi bab 5	✓	



Lampiran 7. Daftar Riwayat Hidup

Raihan Azkia Shidqi

Ko. Hegarmanah no.31 RT02/01 Parungpanjang, Bogor, Indonesia.
0881023446800 / Azkiaraihan@gmail.com / raihan.azkia.shidqi

ABOUT

An Undergraduate student at Universitas Pembangunan Jaya Majoring in Communication Studies who passionate in making design and content in social media. I use a creative approach to problem solve and able to work as a part of team or individual.

EDUCATION

Universitas Pembangunan Jaya - Tangerang Selatan, Indonesia Communication Studies, Faculty of Humaniora & Business (GPA: 3.3/4.00)	2020 – Present
Homeschooling Bocah Kampoeng – Tangerang Selatan, Indonesia High school diploma in Social	2019 – Present

WORK EXPERIENCES

Social Media Officer	Januari 2024 – D
<ul style="list-style-type: none">Making content and design about product and promoAnalyze and evaluate audience response on social mediaInteract with audiences on social mediamanage and operate all matters relating to online media platforms for promotion purposes, receiving orders delivering information about products and orders	
Urups Owner	March 2022 – Present
<ul style="list-style-type: none">Urups is a brand F&B who sells burger and waffle and have a slogan "Made by Love for Lovely People".Urups located at Manjaka Parung Panjang. This brand that I made using teal colour as a brand identity.In the first month we managed to sell 150 burgers by dine in and take away.responsible for planning, controlling, and ordering food and beverages for a hospitality business.Making content for Social Media	
Pelita Busana Graphic Design and Admin	Jan – September 2022
<ul style="list-style-type: none">Pelita busana is a clothing brand since 2021. The purpose of this brand is to evoke the visual aesthetic of Indonesia in the 90s with the attitude of Indonesian people. The achievement that we made is every collection has been sold out.Making Content and copywriting for the feedsUpdate stocks the productmanage and operate all matters relating to online media platforms for promotion purposes, receiving orders delivering information about products and orders	

ORGANIZATION EXPERIENCES

DAKAURI (Dari Kami Untuk Negeri) Head of KOMINFO division	September 2021 – Present
<ul style="list-style-type: none">Making content plannerDocumentation the whole event about Dakauri using Photography and VideographyOrganize and support the team about making content in social media due to raise awareness and create good image Dakauri in Public	

ADDITIONAL INFORMATION

SOFTWARE SKILLS <ul style="list-style-type: none">Adobe (Photoshop, Illustrator)Ms. Office (Ms. Word, Ms. Excel, Ms. Powerpoint)Canva	LANGUAGE SKILLS <ul style="list-style-type: none">Indonesian (Native Proficiency)English (Intermediate)
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Lampiran 8. Certificate LDK



Lampiran 10. Hasil Pengecekan Plagirism Turnitin

Turnitin Skripsi_Raihan Azkia Shidqi

ORIGINALITY REPORT			
10 %	10 %	1 %	1 %
SIMILARITY INDEX	INTERNET SOURCES	PUBLICATIONS	STUDENT PAPERS
PRIMARY SOURCES			
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