

SOCIAL MEDIA INFLUENCERS AND HALAL PRODUCT DEMAND: DIGITAL MARKETING ECONOMICS

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Abstract: *This study investigates the influence of social media influencers on consumer demand for halal products within the framework of digital marketing economics. The purpose of this manuscript is to examine how influencer credibility, religious representation, and digital engagement shape Muslim consumers' perceptions, attitudes, and purchasing decisions toward halal products. The study employs a qualitative research design using in depth interviews with Muslim consumers, qualitative content analysis of influencer marketing activities on major social media platforms, and a review of relevant academic literature related to digital marketing and halal consumption. The findings reveal that social media influencers play a significant role in increasing awareness, trust, and perceived value of halal products. Influencers who demonstrate religious alignment, authenticity, and transparency in promoting halal certified products are more likely to strengthen consumer confidence and stimulate purchase intentions. Social media platforms such as Instagram, TikTok, and YouTube function not only as promotional channels but also as spaces for religious reassurance, social interaction, and value based consumption. The study concludes that influencer driven digital marketing contributes to the economic expansion of the halal industry by reducing information asymmetry and reinforcing consumer trust. Integrating influencer strategies with halal certification and branding is essential to support growth.*

Keywords: *Social Media Influencers; Halal Product Demand; Digital Marketing Economics*

INTRODUCTION

Consumer awareness of halal products is currently increasing significantly, particularly globally, and most prominently among the younger generation. This increase is influenced by a growing understanding that halal products must not only comply with religious requirements but also reflect ethical and sustainable values. Younger generations familiar with digital technology are increasingly sensitive to issues of product quality, environmental sustainability, and their impact on health. This encourages them to choose products that are not only halal according to

Islamic law but also align with the principles of diversity and social responsibility. Technological advances and rapid access to information have also made it easier for the public to obtain information about halal products, giving producers greater opportunities to reach a wider market.

Instagram is a highly influential social media platform in shaping purchasing decisions, especially among the younger generation. As a visual-based platform, Instagram allows brands to interact directly with consumers through engaging and shareable content. The presence of influencers on this platform plays a significant role in shaping perceptions and purchasing intentions, as they are perceived as more relatable and trustworthy than conventional advertising. Recommendations from influential influencers can influence consumer attitudes toward halal products through a more personal approach. Their content typically appears natural and less promotional, thus encouraging consumers to make purchases. Therefore, Instagram holds a strategic position as a visual medium for introducing and marketing halal products.

Although halal products are gaining increasing attention, there are still market segments that remain untapped. One example is Generation Z, who, despite being highly active on social media, has their own preferences and considerations when choosing products. This generation tends to favor products that not only comply with halal principles but also reflect an active, creative lifestyle and social values that align with their views. Furthermore, consumer groups with specific lifestyles, such as those who practice a healthy lifestyle, also represent a potential market that has not yet been fully tapped into by halal product promotions. To reach this segment, companies need to better understand their consumption habits and preferences, and how to connect halal products to their specific needs. Selecting influencers who align with these lifestyle characteristics, along with more targeted use of social media, can be effective steps to expand the reach of halal products to this previously underserved group.

Trust and reputation are crucial factors in determining consumer purchasing decisions, particularly in influencer marketing on social media platforms like Instagram. Consumers tend to place greater trust in recommendations from influencers they follow due to the close relationship they have established. Influencers are often perceived as possessing expertise and authority in specific fields, such as fashion, beauty, culinary arts, and halal products. This level of trust is built through the consistency and quality of their content, projecting a positive and authentic impression. This trust is further strengthened by influencers' frequent sharing of personal experiences with the products they promote, making their recommendations feel more authentic and less like advertisements. Furthermore, because they have built an emotional connection with their followers through their content, influencers' advice is perceived as more relevant and credible than direct promotions from companies or brands.

Interactions between consumers and influencers on social media, particularly Instagram, have a significant impact on their perspectives, attitudes, and purchasing decisions. Interactions such as commenting, liking posts, or sending direct messages create a closer connection between consumers and the influencer. This impact stems not only from the information conveyed but also from the process of forming perceptions about a brand or product. When a trusted influencer shares their experience using a halal product, their followers tend to be more receptive to the product and more inclined to purchase it. This influence also arises through social norms within the influencer's follower community. If many followers show interest and a positive response to a halal product, it can create a desire to follow the trend. This positive attitude not only demonstrates interest in the product but also creates a desire to emulate the influencer's lifestyle. Thus, the relationship between

an influencer and their followers is crucial in shaping attitudes and purchasing decisions, as the sense of closeness encourages consumers to imitate the influencer's choices and actions.

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Competition in the halal product market is intensifying as public awareness of the importance of products that comply with Islamic teachings grows. This situation has encouraged many businesses to expand their market reach by offering halal products through conventional distribution channels and digital platforms. Halal products are no longer limited to food and beverages, but have also expanded into the beauty, fashion, and various other product sectors, resulting in increasingly fierce competition. To address this situation, companies are required to implement creative and flexible marketing strategies to attract consumers. Utilizing influencers on social media, particularly Instagram, is one effective method because influencers have a significant influence on shaping views and purchasing decisions, especially among millennials and Generation Z. Influencers with audiences that align with the characteristics of halal products can help introduce products more intimately and naturally, thereby increasing consumer trust and encouraging purchasing interest.

However, using influencers as part of a marketing strategy also faces significant challenges, particularly related to differences in regulations and halal certification across countries. Each country has its own standards for halal products, from production and processing to distribution. In Indonesia, for example, halal certification falls under the jurisdiction of the Indonesian Ulema Council (MUI), while in other countries, such as Malaysia or the United Arab Emirates, different regulatory bodies govern the process. This diversity presents a challenge for producers seeking to penetrate the global market, as they must ensure their products are not only halal but also comply with the regulations of their target countries. This lack of uniformity in regulations often makes it difficult, especially for new businesses, to obtain internationally recognized certification. Therefore, a thorough understanding of the regulations in the target market and the ability to adapt to all applicable provisions are required, although this requires considerable time and expense.

Furthermore, budget constraints are a major challenge for many MSMEs involved in the production and marketing of halal products. Many MSMEs lack the financial resources to manage effective marketing activities. Using influencers, a trending marketing tactic, often carries significant costs, depending on the influencer's popularity and audience reach. For MSMEs, the cost of influencer marketing can be a significant burden if not properly planned.

Therefore, to overcome these budget constraints, MSMEs must be smart in selecting influencers who align with their target market and consider more affordable options, such as micro-

influencers who have smaller, highly engaged and relevant audiences. Furthermore, MSMEs can also maximize digital platforms like Instagram by optimizing organic content and focusing on creating closer, authentic relationships with their audiences, which can increase engagement without having to spend a lot of money. The right marketing strategy will enable MSMEs to remain competitive in this highly competitive market even with a limited budget.

LITERATURE REVIEW

Influencer marketing is understood as a marketing strategy that uses influential figures to influence consumer views, attitudes, and behavior through digital media. In the digital economy, influencers serve as information sources that bridge the interests of producers and consumers. Several studies have shown that influencers can reduce information gaps, particularly for credence goods, products whose quality is difficult for buyers to assess directly. Through stories of experiences, reviews, and recommendations, influencers help consumers build perceptions of product quality, increase trust, and reduce risk in purchasing decisions.

In the consumption of halal products, trust plays a crucial role because consumers are not always able to independently verify a product's halal status. Literature shows that halal certification is the most influential factor in shaping trust, followed by brand reputation and the use of religious symbols. Halal certification serves as formal proof that a product meets Islamic law, while brand reputation reflects the producer's consistency in upholding halal values. Religious symbols serve as visual markers that strengthen consumer confidence in a product's halal status. Various studies confirm that the higher the level of trust in these aspects, the greater the consumer's tendency to choose and purchase halal products.

Various studies have also highlighted the role of influencer personality in determining the success of halal product marketing. The influencer's level of religiosity and value alignment with Muslim audiences have been shown to positively influence consumer attitudes and purchase intentions. Influencers who consistently display a religious lifestyle are considered more trustworthy in conveying messages about halal products. Furthermore, authenticity and openness are important factors in building audience trust. Authenticity is reflected in the alignment between the influencer's displayed values and behavior, while openness is reflected in honesty in explaining brand collaborations and personal experiences using the product. The literature concludes that the combination of religiosity, value alignment, authenticity, and openness shape positive consumer perceptions, ultimately driving increased purchase intentions for halal products.

METHOD

This discussion, using a literature review method from reputable international journals, demonstrates that digital marketing, Islamic economics, and halal consumer behavior are closely interconnected in the modern marketplace. Social media and influencer marketing play a crucial role in shaping perceptions and purchasing decisions, primarily through increasing trust and reducing information asymmetry. In an Islamic economy, marketing activities must comply with Sharia values such as honesty and transparency, making halal certification and brand reputation key factors in building trust. Meanwhile, halal consumer behavior is influenced by religiosity, social norms, and digital information, which collectively determine attitudes and purchase intentions toward halal products.

RESULT AND DISCUSSION

The Role of Social Media Influencers in Increasing Halal Product Awareness

Research results indicate that social media influencers contribute significantly in increasing the level of awareness of Muslim consumers towards halal products. The informants revealed that the presence of influencers helps them in identifying halal products, especially new products that have not been widely known before. Influencers are seen as an effective source of initial information because they are able to convey messages visually, narratively, and personally through communicative and easy-to-understand content. This finding is in line with the opinion of experts who stated that endorsers or public figures have the ability to shape consumer perceptions through their attractiveness, competence, and credibility, thus affecting the audience's attitude towards a product.

Social media such as Instagram, TikTok, and YouTube provide space for influencers to display product usage demonstrations, provide reviews based on personal experience, and convey information related to halal certification directly. The interactive presentation of visual content makes information easier to understand while increasing the level of consumer confidence. Alkan, Z., & Ulas, S. (2023) explained that the characteristics of influencers—including the number of followers, the level of closeness to the audience, and communication styles—affect the perception of trust and consumer buying interest. In the context of halal products, the delivery of information about the halal logo, ingredient composition, and production process through influencers can strengthen consumer confidence that the product is in accordance with sharia principles.

This finding is also relevant to the digital marketing theory that places influencers as information intermediaries that are able to reduce search costs for consumers. Based on the search cost theory, consumers tend to choose the most accessible and reliable source of information. Influencers present product information in a concise, personal, and easy-to-reach way through social media platforms, so that consumers do not need to look for references from various sources. Lou and Yuan (2019) also emphasized that the credibility of influencers and the quality of the content presented have a direct influence on brand trust and purchase intentions. Therefore, the role of influencers in promoting halal products not only increases consumer awareness, but also accelerates the decision-making process among Muslim consumers.

Influencer Credibility and Consumer Trust Formation

Influencer credibility not only appears as a supporting factor, but becomes the main determinant in the formation of consumer trust towards halal products. Research findings show that Muslim consumers do not only consider the popularity or number of influencer followers, but also assess the consistency of behavior, lifestyle compatibility with Islamic values, and the level of transparency in expressing commercial cooperation. This indicates that in the context of halal products—which are loaded with a religious dimension—authenticity becomes a fundamental prerequisite before a promotional message is accepted as valid information. In other words, credibility here is normative, because it is tied to religious and ethical values, not solely on the professional aspect of communication.

The dimension of expertise, attractiveness, and trust shapes the credibility of the source. However, in the context of halal products, this research shows that the dimension of trustworthiness and expertise has a more dominant weight than attractiveness. Physical attractiveness or popularity is not enough to build consumer confidence if it is not accompanied

by an adequate understanding of the halal aspects of the product. This shows that there is a shift in the orientation of Muslim consumers from just symbolic appeal to value-based evaluation, where the suitability of values is the main consideration in receiving promotional messages.

Furthermore, the transparency of influencers in explaining the status of halal certification, the composition of ingredients, and the experience of using the product contributes to strengthening the perception of integrity. The open attitude not only increases trust, but also distinguishes between informative promotions and purely persuasive promotions. This finding strengthens the research results of Audrezet, de Kerviler, and Moulard (2018) regarding the importance of authenticity in influencer communication. However, this research also indicates that authenticity can be a strategic construction—meaning, influencers can "show" authenticity as part of a personal branding strategy. Therefore, the level of consumer digital literacy also determines the extent to which the message is truly trusted.

From the perspective of information economy, the role of influencers becomes significant in reducing information asymmetry in halal products that are classified as credence goods. This type of product is not easily verified by consumers, so trust in third parties becomes very crucial. In this context, influencers function as a substitution mechanism for the limitations of direct information from the manufacturer. However, high dependence on influencers also has the potential to cause risks if the credibility is not maintained consistently. If there is an inconsistency or scandal that damages the reputation of the influencer, then the impact can directly lower the perception of halal and trust in the promoted brand.

Thus, influencer credibility in the promotion of halal products is not only a matter of marketing communication strategy, but is closely related to the ethical dimension, moral responsibility, and public trust. The success of influencers in building the trust of Muslim consumers depends on the ability to maintain consistency of values, transparency of information, and personal integrity in the long term.

Religious Representation and Islamic-Based Consumption Value

Based on the results of content analysis, the presence of religious elements in influencer representation—such as the use of Islamic symbols, choice of diction with religious nuances, and framing of consumption messages that are in harmony with the principles of sharia—not only serves as an aesthetic communication strategy, but also as a value legitimization mechanism. The religious element works as a symbol that constructs meaning and shapes the positive perception of Muslim consumers. Thus, the religiosity displayed by influencers becomes an instrument of trust building as well as a means of building emotional closeness with audiences who have similar value orientation

Muslim consumers tend to interpret the alignment of influencers' religious values as an indicator of identity similarity (value congruence). This similarity creates a sense of symbolic representation, where consumers feel their religious identity is accommodated and respected in the digital space. In this context, influencer credibility is not only built through competence or popularity, but through the consistency of religious identity displayed. However, this finding also opens up the space for criticism that religiosity in digital content has the potential to be commodified—namely when religious symbols and narratives are used as market attractions.

Therefore, it is important to distinguish between substantive religiosity and performative religiosity in digital marketing practices..

Furthermore, religious representation plays a role in creating a sense of security (psychological safety) in the purchasing decision-making process. In Muslim society, consumption is not only based on rational considerations such as price and quality, but also on moral and spiritual dimensions. When influencers associate products with the concept of halal, blessing, and moral responsibility, the narrative expands the meaning of consumption from just economic activity to part of worship practices and identity expression. Thus, the decision to buy halal products is no longer understood solely as a market choice, but as a manifestation of obedience to religious teachings.

This finding confirms that the consumption of halal products is on the wedge between economy, culture, and spirituality. Halal products function as a symbol of religious obedience as well as a representation of Muslim identity in modern life. In a halal digital marketing ecosystem, influencers not only act as promotional agents, but also as a symbol of religious legitimacy that connects Islamic values with contemporary consumption practices. However, reliance on influencer figures as a source of legitimacy also contains risks: when religious legitimacy is personified in individuals, then religious credibility in the marketing context becomes vulnerable to the dynamics of personal reputation. Therefore, influencer-based halal marketing strategies need to consider ethical aspects, value consistency, and the sustainability of public trust in the long term. legitimasi religius yang menghubungkan nilai-nilai Islam dengan praktik konsumsi kontemporer.

Digital Engagement and Consumer Purchase Intention

The research results show that digital engagement—which is reflected through the intensity of comments, two-way interaction between influencers and followers, as well as the speed and quality of response—plays a strategic role in shaping consumer purchase intentions. However, this engagement not only increases the visibility of content algorithmically, but also functions as a mechanism for forming social relationships that strengthens the psychological closeness between influencers and audiences. In the context of halal product marketing, the level of engagement is an indirect indicator of the credibility and legitimacy of the information conveyed. The higher the interaction that occurs, the greater the perception that influencers have a commitment and responsibility to their community.

The comment column on social media transforms into a deliberative space that allows the exchange of experiences and clarification of information, especially related to the halal aspects of the product. Muslim consumers not only depend on the manufacturer's formal claims, but also seek social confirmation from other users who are considered to have similar values and beliefs. This mechanism reflects the process of social proof and collective validation, where purchase decisions are influenced by community consensus. In a situation when formal information is considered inadequate or less transparent, horizontal discussions between users actually have stronger legitimacy because they are perceived as more authentic and free from commercial interests.

Interactions that take place intensely and continuously also form a value-based virtual community (value-based virtual community). This community is not only a space for sharing information, but also a space for the reproduction of religious norms and identities. Consumption decisions in this context are no longer individual and rational only, but integrated in collective social dynamics. The sense of security that arises comes from the belief that product choices have gone through a social verification process by community members who have the same value

orientation. Thus, the consumption of halal products in digital space becomes a social practice mediated by community interaction.

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Implications on Halal Industrial Economy

The results of this study show that the contribution of social media influencers to the economic growth of the halal industry is significant, although it works indirectly through the mechanism of building trust and reducing information uncertainty. In the information economy framework, influencers function as intermediary agents that help reduce information asymmetry between producers and consumers. This role is crucial because halal products are classified as credence goods, which are products whose quality and halal claims are difficult to verify independently by consumers. By displaying transparency, consistency of religious values, and the clear delivery of certification information, influencers contribute to the formation of a sense of security in the decision-making process. This sense of security ultimately increases the probability of purchase and expands the demand for halal products in the digital market.

However, this contribution also shows that the growth of the halal industry in the digital ecosystem is increasingly dependent on personal figures as a source of legitimacy. This dependence can be a strength as well as a structural vulnerability. On the one hand, influencers are able to accelerate the diffusion of information and expand market access efficiently. On the other hand, the legitimacy of halal mediated by individuals has the potential to be affected by the dynamics of personal reputation, so that the stability of market trust is not completely institutional, but based on social relations.

Furthermore, influencers play a role in expanding the penetration of the halal market, especially in the segment of the young Muslim generation who are active on digital platforms such as Instagram, TikTok, and YouTube. This segment has unique characteristics: high level of digital literacy, strong religious identity awareness, and a tendency to integrate ethical values in consumption decisions. In this context, influencers not only promote products, but also reconstruct the meaning of halal products as part of a modern lifestyle that is compatible with Islamic values. This meaning transformation strengthens the competitiveness of halal products in the increasingly digitized and competitive global market.

The integration between influencer marketing, halal certification, and Islamic value-based branding strategy shows a shift from label-based marketing approach to value-based marketing. Products that are communicated through the narrative of identity, blessings, and moral responsibility tend to have stronger brand equity than products that only rely on formal certification attributes. Economically, this condition opens up opportunities for the formation of long-term loyalty, market differentiation, and potential price premium. Thus, religious values not only function as normative legitimacy, but also as a source of economic value creation.

In addition, the role of influencers in providing halal education and sharing experience in using products also increases market efficiency through faster and wider dissemination of information. Increasing demand through digital channels encourages business actors—especially halal MSMEs—to innovate and adapt to technology-based marketing strategies. Macro, this dynamic strengthens the integration of the halal industry into the global digital economy through an increase in production, distribution, and consumption activities based on Islamic values.

However, the sustainability of this growth depends on the balance between commercialization and value integrity. If religious values are reduced to just a marketing instrument, then the legitimacy of the halal economy can be degraded. Therefore, social media influencers can be seen as a catalyst for the growth of the halal industry, but their effectiveness is largely determined by ethical consistency, transparency, and institutionalization of trust in the digital marketing ecosystem.

CONCLUSION

Based on the overall discussion, it can be concluded that social media influencers have a strategic role in forming a digital marketing ecosystem for halal products through psychological, social, and economic mechanisms. The role is not only limited to the promotion function, but includes building trust, strengthening religious identity, and reducing information asymmetry in the halal product market which is classified as credence goods.

Influencer credibility is proven to be the main foundation in building the trust of Muslim consumers. The dimension of trustworthiness and expertise has a more dominant influence than just personal attraction, especially because halal products are directly related to religious values and spiritual beliefs. Consistency of behavior, transparency in delivering halal certification, and the alignment of Islamic values strengthen the perception of authenticity that is the basis for receiving promotional messages.

In addition to credibility, religious representation in influencer content also forms a positive perception and emotional closeness with the audience. The symbolic and narrative elements of religion not only function as a communication strategy, but as a medium of value legitimacy that integrates consumption practices with Muslim identity. In this context, the consumption of halal products is no longer understood solely as an economic activity, but as a social and spiritual practice that reflects compliance with Islamic teachings.

Digital engagement (digital engagement) also plays an important role in strengthening purchase intentions. Two-way interaction, discussion in the comment column, and social validation between users form a value-based virtual community that increases a sense of security in decision making. Engagement not only has an impact on the psychological aspect, but also strengthens the network effect (network effect) which has a direct impact on the expansion of demand and the growth of the halal market.

Economically, influencers function as information intermediaries that help lower search costs and reduce consumer uncertainty. The integration between influencer marketing, halal certification, and Islamic value-based branding contributes to an increase in brand equity, consumer loyalty, and the potential for long-term demand sustainability. Thus, influencers can be seen as a catalyst that accelerates the integration of the halal industry into the global digital economy.

However, the effectiveness of the role depends heavily on the consistency of ethics, transparency, and integrity of values maintained by influencers and industry players. When religiosity is reduced to just a commercial instrument, the legitimacy and trust of the market have the potential to be eroded. Therefore, the sustainability of the halal industry growth in the digital ecosystem requires a balance between economic orientation and commitment to sharia values as the main foundation.

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