

The Effectiveness Of Implementing Digital Platforms Through Websites In Collecting Zakat, Infak, And Sedekah (Zis) At The National Zakat Agency Of Sragen City

Intanaka Anugrah Bintar^{1*}, Farkhan²

¹Department of Zakat and Waqf Management, Faculty of Islamic Economics and Business, Raden Mas Said State Islamic University Surakarta, Surakarta, Indonesia

²Department of Islamic Criminal Law, Faculty of Sharia, Raden Mas Said State Islamic University Surakarta, Surakarta, Indonesia

*Corresponding email: intanakaanugrah@gmail.com

Abstract - The National Amil Zakat Agency (BAZNAS) of Sragen Regency has developed a digital platform through the website kabsragen.baznas.go.id to facilitate the collection of zakat, infak, and sedekah (ZIS). This study aims to analyze the effectiveness of implementing the platform in increasing ZIS collection. The research employed a qualitative approach through field studies, with data collected from interviews and documentation. Data analysis was conducted using Miles and Huberman's interactive model, consisting of data reduction, data display, and conclusion drawing. The findings reveal that the effectiveness of ZIS collection through the digital platform is still not optimal. This is reflected in the effectiveness ratio of 11.83%, which remains far below the 70% standard. The low effectiveness results from the failure to meet three aspects of Richard M. Steers' theory: goal achievement, integrity, and adaptation. Therefore, BAZNAS Sragen is encouraged to improve promotion and socialization efforts while regularly updating platform features to enhance convenience for donors, thereby increasing ZIS collection significantly.

Keywords: Effectiveness, Digital Platform, ZIS Collection

I. INTRODUCTION

Indonesia as a developing country faces economic problems, especially income inequality and high poverty [1]. Poverty can trigger criminal acts due to economic pressure. To overcome this, a sustainable welfare system is needed, one of which is through zakat. Zakat, in Islamic teachings, is an obligation that must be fulfilled by Muslims who have met the requirements, functions to clean property and souls, and help ease the burden of the underprivileged.

Surah Al-Baqarah (2) verse 43 which reads:

وَأَقِيمُوا الصَّلَاةَ وَآتُوا الزَّكَاةَ وَارْكَعُوا مَعَ الرَّاكِعِينَ

Means:

"Strengthen prayer, pay zakat, and ruku' with those who are ruku'

In Islamic teachings, infak is a noble act that is highly recommended, with the promise of a multiplied reward of sustenance from Allah SWT, no matter how small the amount. Alms means sincere giving to those who are entitled, expected to receive rewards from Allah, and its meaning is broader than just material giving [2].

BAZNAS Sragen Regency was established on May 27, 1991 through the Regent's Decree under the name BAZIS, involving local scholars and bureaucratic figures. In 1996, the local government provided a land grant of 2,900 m² which was used for the construction of the Ukhuwah Islamiyah Mosque and BAZSRA Flagship Islamic Kindergarten. Along with the issuance of Law No. 38 of 1999, BAZIS transformed into BAZ and grew through the establishment of 148 Zakat Collection Units, the establishment of KJKS LES-BAZ, and the implementation of an online system. Entering the 2011 period, BAZ strengthened the institution with the construction of new offices, integration of mustahik data, preparation of SOPs, and the addition of permanent employees. In 2014, the Sragen Sehat program was launched in the form of Griya Sehat and free ambulance services. With the enactment of Law No. 23 of 2011, BAZ officially became BAZNAS and won a national award for professional zakat management.

Since 2023, BAZNAS Sragen Regency has begun to implement the kabsragen.baznas.go.id digital platform as a means of collecting zakat, infak, and alms. The presence of this platform is an innovative step in adapting services to technological developments while making it easier for muzaki to fulfill their ZIS obligations. The main feature available is an automatic zakat calculator that can accurately calculate zakat on income, company, trade, and gold. To support the ease of payment, BAZNAS also collaborates with various national banks such as BNI, Mandiri, and Permata, as well as digital wallets such as Gopay. This effort aims to improve service efficiency, transparency, and comfort for muzaki in

distributing their zakat. With the use of this digital technology, BAZNAS Sragen Regency hopes that community participation in zakat will be higher and have a significant impact on the empowerment of the people.

According to data from BPS Sragen Regency, the population will reach 1,004,761 people in September 2024, with 98% of them Muslim. Zakat collection in Sragen in 2023 will reach IDR 12 billion, and the total collection is estimated to reach around IDR 13 billion, mostly from ASN salaries and only a little from online payments. BAZNAS Sragen Regency is confident that it can exceed their collection target by the end of the year [3]. To overcome socio-economic problems, the Amil Zakat Institute and BAZNAS continue to innovate in zakat collection strategies by utilizing digital technology, which is the main need of the community today for various activities, including communication and learning [4].

This research is focused on two main things, namely how Baznas Sragen Regency carries out the collection of zakat, infaq, and alms (ZIS) through the official website of kabsragen.baznas.go.id, and how the level of effectiveness of ZIS collection through the digital platform in supporting the optimization of fundraising at Baznas Sragen Regency.

The effectiveness of an activity is determined by success in carrying out key tasks, achieving goals, punctuality, and active participation. According to Duncan in Steers [5], there are three indicators of organizational effectiveness, namely: (1) Achievement of goals, which emphasizes the success of the strategy through timeliness and the achievement of targets; (2) Integration, namely the ability of the organization to build communication, socialization, and decision-making involving various elements; and (3) Adaptation, namely the ability to adapt to changes in the environment through the development of human resources skills and the provision of adequate facilities.

The level of effectiveness can be assessed by comparing the plan that has been established with the real results achieved. However, if the results of the work and actions do not meet expectations, and cause the goals or targets to not be achieved, then it is categorized as ineffective. To analyze effectiveness, a comparison between realization and targets can be used as follows:

$$\text{Rasio Efektivitas} = \frac{\text{Realisasi Jumlah Perolehan}}{\text{Target}} \times 100\%$$

With the following criteria for measuring the level of effectiveness measurement:

Table 1 Effectiveness Level Assessment

Percentage	Criterion
($x \geq 90\%$)	Highly effective
($x = 70\% - 89\%$)	Effective
($x = 50\% - 69\%$)	Quite Effective
($x = 20\% - 49\%$)	Less Effective
($x < 20\%$)	Not Yet Effective

Based on the description above, it can be understood that effectiveness measurement includes comparisons between inputs and outputs, satisfaction level assessments, and the ability to build productive and intense working relationships. Thus, effectiveness reflects a high sense of mutual ownership.

Taking into account the description that has been submitted, the author is interested in researching and compiling a thesis with a focus on "The Effectiveness of the Implementation of Digital Platforms Through *Websites* in the Collection of Zakat Infak Sedekah (ZIS) at the National Amil Zakat Agency of Sragen Regency".

II. METHODOLOGY

In this study, a qualitative descriptive approach was used through field studies to collect data from interviews and processing [6]. Descriptive data were obtained from spoken or written words and observation of actions. Qualitative methods focus on an in-depth understanding of objects, in contrast to experimental research. Researchers play the role of the main instrument in data collection. Triangulation techniques are used to obtain a comprehensive picture, and data analysis is carried out inductively, emphasizing the understanding of meaning and context [7].

This research was carried out at the National Amil Zakat Agency (BAZNAS) of Sragen Regency. The research process, from the submission stage to the preparation of the final report, will take place from October 2024 to March 2025.

Field research was conducted to provide a detailed and in-depth picture of the conditions at the research site [8]. Data is collected, analyzed, and reorganized to gain a good understanding. There are two types of data sources in this study: primary data and secondary data [9]. Primary data was obtained from direct interviews with staff, including Dewi Nuraini from the collection field, Ratih Ayuningtyas U from general administration, and Agus Widodo from social media. Meanwhile, secondary data comes from official documents, research reports, and books relevant to the research topic [10].

In qualitative research, the data collected is not in the form of numbers, but in the form of text, documents, images, or other objects found during research in the field [11]. To facilitate data analysis, the researcher used the following techniques:

1. Interviews are one of the methods of data collection in qualitative research, carried out by asking open-ended questions to the interviewees and recording the answers of the interviewees. The collected information is then converted into written text and then further analyzed, according to the method described by [12].
2. Documents, which include personal notes, material from websites, stories, newspapers, meeting minutes, and personal data, are a valuable and quality source of information for qualitative researchers. The documentation provides important information that helps researchers understand the main phenomena in qualitative studies. In this study, the field data collected included photos of interview activities and screenshots from the website and social media of Baznas Sragen Regency.

Data analysis techniques are a systematic way to organize data from various sources, such as interviews and observations, so that they are easy to understand and convey. This research uses qualitative analysis techniques, which involve organizing and sorting data, finding patterns, and compiling narratives for communication. This analysis aims to convert data into information that helps find solutions to research problems.

The data analysis model used is an interactive model from Miles and Huberman, consisting of three main components. First, data reduction, which is filtering relevant information to eliminate non-essential data. Second, the presentation of data in the form of narratives and tables to make it easier to understand. Third, the conclusion is written in a description describing the data collected [13].

III. RESULT

A. Collection of Zakat, Infaq, and Alms (ZIS) through the Kabsragen.baznas.go.id Platform at BAZNAS Sragen Regency

In 2023, BAZNAS Sragen Regency has implemented the kabsragen.baznas.go.id digital platform as an innovation in collecting zakat, infaq, and alms (ZIS). The implementation of this platform makes it easier for muzaki to fulfill their obligations practically through online services. Through the available features, muzaki can not only distribute zakat, but also infaq, alms, and donations for various programs such as education, health, humanitarianism, economic empowerment, solidarity in the Islamic world, to assistance for Palestine and orphans. The presence of an automatic zakat calculator on this platform is also a plus, because it helps muzaki calculate zakat obligations more quickly and accurately.

In addition to providing digital services, BAZNAS Sragen Regency also develops diverse marketing strategies to expand its reach. The strategy includes the use of official websites, social media such as Instagram and Facebook, as well as offline campaigns through events and the installation of posters at various strategic points. The BAZNAS Sragen website is regularly updated with news, financial reports, leadership agendas, and zakat calculator services, so that the transparency of the institution is maintained. Social media is used as a means of promotion and publication of daily activities, with attractive visual displays to increase the interest of muzaki, especially the younger generation. Meanwhile, offline campaigns are a complementary strategy in reaching people who are still used to conventional methods.

B. The Effectiveness of Zakat, Infaq, and Alms Collection through the Kabsragen.baznas.go.id Platform at BAZNAS Sragen Regency

The kabsragen.baznas.go.id platform is an official internal platform managed and wholly owned by Baznas Sragen Regency. This platform has a dual role, both as an information media and as an online ZIS fundraising facility. Although it has not been operating as an information and collection medium for a long time, this new kabsragen.baznas.go.id, precisely in 2022, was inaugurated as a patent that facilitates online-based collection and functions in 2023.

Thus, muzaki can easily and comfortably pay their zakat through this platform, as well as obtain relevant information about Baznas Sragen Regency and its programs. Here are the results of ZIS fund collection from 2023-2024.

Table 2 ZIS fundraising from 2023-2024

Year	Total ZIS collection
2023	IDR 13,300,345,885,00
2024	IDR 17,720,979,711,00

From the increase in ZIS fundraising above, the role of the platform kabsragen.baznas.go.id quite helpful. After the implementation of the kabsragen.baznas.go.id platform for collecting zakat has a good influence on the realization of collection in Baznas.

"After the existence of the online zakat platform, it has become a significant change because it is more flexible, especially for the younger generation who do not have time to come to the office. This increases the payment of zakat, so that the increase in the amount of zakat payments is quite good every month. Every month there is also an increase in new muzaki who pay zakat online" [14].

Baznas sets the same overall collection target and collection target through *the website*, namely

Table 3 Target collection through the website

Year	Target
2023	IDR 12,620,000,000
2024	IDR13,500,000,000

The results of the interview with Mrs. Dewi of the collection at Baznas Sragen Regency through the platform kabsragen.baznas.go.id only 10% of the overall collection in 2023-2024 are as follows:

Table 4 Overall collection in 2023-2024

Year	Digital collection results
2023	IDR 1,330,034,588,40
2024	IDR 1,772,097,971,10

IV. DISCUSSION

A. Collection of Zakat, Infaq, and Alms (ZIS) through the Kabsragen.baznas.go.id Platform at BAZNAS Sragen Regency

Since the beginning of the establishment of Baznas Sragen Regency, the implementation of the kabsragen.baznas.go.id platform will only be carried out in 2023. The use of digital technology through kabsragen.baznas.go.id platform aims to make it easier for muzaki to pay their ZIS. In order for muzaki to pay ZIS to Baznas, Baznas makes interesting programs.

The program offered by Baznas is to provide easy services for people who want to distribute property, both zakat, infak and alms. In kabsragen.baznas.go.id platform, there are many features to channel kindness. Not just zakat, but other ZIS payments. These features include: zakat, disaster and humanitarian affairs, education, health, solidarity of the Islamic world, mustahik, orphans, Palestine, economic empowerment, and legal aid.

In an effort to maximize the potential of zakat, infaq, and alms in the digital era, Baznas presents a new breakthrough in the method of collecting funds, namely by using the kabsragen.baznas.go.id platform. According to Mrs. Nuraini, in the interview mentioned that there are several types of marketing places through technology to maximize ZIS's fundraising strategy through the kabsragen.baznas.go.id platform, including:

1. The Sragen Regency Baznas website, is a collection of pages that display various information such as text, images, animations, and sounds [15]. ZIS fundraising through this website helps because it increases every year, especially among millennials. Baznas continues to innovate and update the website version, as well as always updating news and programs to attract social media users. Through the official BAZNAS website, the public can easily access and monitor the latest information about BAZNAS transparently and follow the development of useful programs.
2. Social Media (Instagram and Facebook), Social Media is a new tool for communicating online that uses digital technology. Baznas uses social media as a means to promote the invitation to zakat, infaq, and almsgiving [16]. Social media is also used to convey information and activities that have been carried out by the Sragen Regency Baznas. By using Facebook and Instagram, muzaki can easily access information about Baznas' daily activities, as well as create innovative displays to attract the attention of the public to get to know this institution better.
3. Offline campaign, Baznas Sragen Regency introduced their services through various communication channels. They use the website for donations at Kabsrage. baznas. go.id and active on social media such as Instagram and Facebook. In addition, Baznas also conducts offline campaigns when holding events for mustahik and muzaki, as well as making posters. The poster was uploaded on social media and installed in a strategic place in the city. The effective time to collect funds is during the holy month of Ramadan and ahead of the feast of qurban, when many people pay zakat fitrah.

The mechanism for paying zakat, infaq, and alms through kabsragen.baznas.go.id platform is very simple. As explained by Mrs. Nuraini as the collection staff:

The following is an explanation of the mechanism for paying zakat, infaq, or alms through the kabsragen.baznas.go.id platform:

- 1) The first step is to open Google, then type the keyword "kabsragen.baznas.go.id", then select the zakat payment feature at the bottom, then there are donation options, including income zakat, infaq or alms. Choose the one you want to distribute.
- 2) After choosing one of the options we want to donate, we choose the best donation nominal, in filling in the nominal there is no minimum donation.
- 3) Next, fill in your personal data correctly to get proof of payment and report.
- 4) Once the personal information is complete, the next step is to choose the desired payment method, such as bank transfer, virtual account, e-wallet, or instant payment.
- 5) After selecting a payment method, you will receive a payment code or be directly redirected to the related application, such as GoPay. If the payment and recipient details are correct, click "pay" and a confirmation of success will appear.
- 6) Successful payment notifications are not only in the related application, Baznas also sends payment notifications via email and message as a thank you.

B. The Effectiveness of Zakat, Infaq, and Alms Collection through the Kabsragen.baznas.go.id Platform at BAZNAS Sragen Regency

The presence of kabsragen.baznas.go.id platform is the latest innovation owned by Baznas Sragen Regency in an effort to increase the effectiveness of zakat, infaq, and alms collection. To measure the extent to which these platforms succeeded in achieving their goals, the researchers used the method of calculating the effectiveness ratio. This ratio will give a clear picture of the success of kabsragen.baznas.go.id platform. in raising ZIS funds. The calculation of the effectiveness ratio can be calculated with the following formula:

$$\text{Rasio Efektivitas} = \frac{\text{Realisasi Jumlah Perolehan}}{\text{Target}} \times 100\%$$

From the formula above, the following results are obtained:

Table 5 Target Data and Realization of Collection Through the Kabsragen.baznas.go.id Platform

Year	Target	Realization	Percent
2023	12.620.000.000	1.330.034.588,40	10,54%
2024	13.500.000.000	1.772.097.971,10	13,13%
Average			11,83%

With the following criteria for measuring the level of effectiveness measurement:

Table 6 Effectiveness Level Assessment

Percentage	Criterion
(x ≥ 90%)	Highly effective
(x = 70% - 89%)	Effective
(x = 50% - 69%)	Quite Effective
(x = 20% - 49%)	Less Effective
(x < 20%)	Not Yet Effective

Based on the data in the table above, it can be observed that the collection of zakat, infaq, and alms through the kabsragen.baznas.go.id platform shows an increase from 2023-2024. In 2023 it will gain 10.54%, in 2024 it will gain 13.13%. If calculated on average from the two years, namely 2023-2024, it is 11.83%.

Based on data on the number of collections through kabsragen.baznas.go.id platforms from 2023-2024, the average collection only reached 11.83%. This figure is still far from the standard effectiveness of 70%. Therefore, based on the calculation of effectiveness, it can be concluded that the collection of ZIS through kabsragen.baznas.go.id platform is still not effective.

The author also uses Richard M Steers' theory to determine the effectiveness of collection through kabsragen.baznas.go.id platform, measuring effectiveness using Richard M Steers' theory as follows:

1. Goal achievement

Organizational strategy is measured from the time factor of implementation and target targets. The implementation of the online zakat, infaq, and alms (ZIS) payment system by BAZNAS Sragen Regency is a new innovation since 2023. In the first year, the system has already shown positive results. In the future, BAZNAS will continue to strive to increase the use of this digital platform to achieve maximum and sustainable ZIS collection growth.



There is an increase in the collection of zakat, infaq, and alms through the kabsragen.baznas.go.id platform from 2023-2024. The total collection through *the website* is only 10% of the annual target. In 2023, it will be the first year of ZIS collection through the platform, which is IDR 1,330,034,588.40 of the total ZIS collection of IDR 13,300,345,885.00. In 2024, the collection of zis through the kabsragen.baznas.go.id platform will increase to IDR 1,772,097,971.10 from IDR 17,720,979,711.00 of the overall collection.

From the results of the collection through the platform, kabsragen.baznas.go.id has increased every year. The increase from 2023-2024 can be seen in the following table:

Table 7 Annual increase through the kabsragen.baznas.go.id platform in 2023-2024

Year	ZIS Collection Results	Increase
2023	IDR 1,330,034,588,40	0
2024	IDR 1,772,097,971,10	442.063.382,7

The data in table 6 shows a considerable increase in the collection of zakat, infaq, and alms (ZIS) between 2023 and 2024, with a total increase of IDR 442,063,382.7. BAZNAS Sragen Regency targets all people who are obliged to give zakat in the Sragen Regency area. Despite implementing kabsragen.baznas.go.id digital platform, BAZNAS has not fully achieved this target. The collection of zakat, infaq, and alms (ZIS) through the platform is still far from the set target, which is IDR 13,500,000,000. Although the amount has increased from 2023 to 2024, the increase is not significant enough to achieve the existing target.

2. Integration

Integration is a measurement of effectiveness that looks at the organization's ability to communicate, socialize, and develop various related elements. However, this integration focuses more on socialization carried out by the institution. In an effort to socialize the kabsragen.baznas.go.id platform, Baznas Sragen Regency uses a broad multi-platform approach. This approach encompasses a wide range of communication streams designed to reach the wider community.

Some of the platforms used by Baznas to encourage digital ZIS payments, BAZNAS Sragen Regency uses an internal platform in the form of a website to provide information and transactions related to zakat, infaq, and alms (ZIS), including payment options through QR Codes. Although BAZNAS has used the official website, social media, and direct socialization to market the kabsragen.baznas.go.id platform, these efforts have not been maximized. This is because there are no new innovations that can attract wider attention from the public. BAZNAS is still too dependent on social media and websites alone.

3. Adaptation

Organizations need to adapt to change. BAZNAS Sragen Regency realizes this by starting to utilize digital technology in 2023, in accordance with Law No. 23 of 2011 concerning zakat management. This adaptation effort was realized by launching kabsragen.baznas.go.id internal platform in the same year. According to Ibu Dewi, the implementation of this platform has helped increase the effectiveness of ZIS collection, and BAZNAS will continue to develop it in the future.

The BAZNAS Sragen Regency digital platform makes donations easier with features such as zakat calculators and program information. Nonetheless, the platform is still a website, not a more practical mobile app. To improve convenience, BAZNAS needs to develop mobile applications and simplify its features.

V. CONCLUSION

A. Conclusion

From the results of the study entitled "The Effectiveness of the Implementation of the Digital Website Platform in the Collection of Zakat, Infaq, and Alms at the National Amil Zakat Agency of Sragen Regency", the author concludes the following:

1. Implementation and Strategy of Digital Platforms, BAZNAS Sragen Regency has just started collecting zakat, infaq, and alms (ZIS) through the kabsragen.baznas.go.id website in 2023. This step was taken after BAZNAS adjusted to Law Number 23 of 2011 concerning Zakat Management. To introduce and improve the collection of ZIS, BAZNAS uses various marketing strategies, including the official website and social media.
2. The Level of Effectiveness of ZIS Collection, ZIS Collection through the kabsragen.baznas.go.id platform at BAZNAS Sragen Regency has not been effective. Based on the measurement results, the average effectiveness ratio from 2023-2024 only reaches 11.83%. This figure is far below the effectiveness standard set by the National Zakat Outlook, which is above 70%. This is also reinforced by the failure to fulfill the three elements of effectiveness of Duncan's theory in Richard M. Steers, namely the achievement of purpose and integrity.

B. Suggestion

1. Suggestion for BAZNAS Sragen Regency, BAZNAS needs to optimize the use of digital technology by updating the features on the kabsragen.baznas.go.id platform regularly. This aims to make it easier for donors and increase the collection of ZIS. In addition, because the platform is considered ineffective, BAZNAS needs to expand promotion and socialization to increase public awareness and optimize the potential of ZIS in the Sragen area.
2. Suggestions for Further Research, It is recommended to conduct a more in-depth analysis of the development of zakat platforms and their impact on efficiency, transparency, and community participation. Further research can expand information related to usage trends, changes in zakat behavior, and add experienced informants to gain broader insights.

VI. REFERENCE

- [1] Achyanadia, Septy. "The Role of Technology in Improving the Quality of Human Resources." *Journal of Educational Technology* 5 (2016).
- [2] Hasbi, Al Furqon. 125 Zakat Problems. Solo: Tiga Serangkai, 2008.
- [3] Mira. "Baznas Sragen encourages the optimization of zakat and infaq through the Nusantara Love Zakat Movement." Last modified 2024. <https://sragenkab.go.id/berita-2592.html>.
- [4] Aisyah, Siti, Ayu Fitriya Ramadani, Anggita Eka Wulandari, and Choli Astutik. "The Utilization of Digital Technology as an Interactive Learning Media for Elementary School Students." *Sadewa Journal: Publications of Education, Learning and Social Sciences* 3 Number 1 (2025): 388–401.
- [5] Irawati, Enza Resdiana and Irma. "The Effectiveness of Village Funds in Supporting Community Empowerment in Marengan Daya Village, Sumenep Regency." *Journal of Public Corner Fisip Wirajaya University* 15, no. 01 (2020).
- [6] Moleong, Lexy J. *Qualitative Research Methods*. Bandung: Remaja Rosdakarya, 2000.
- [7] Sugiyono. *Quantitative and qualitative research methodology*. Bandung: Alfabeta, 2014
- [8] Nasution. *Research Method: Scientific Research*. Jakarta: Bumi Aksara, 1996.
- [9] Saebani, Beni Ahmad. *Legal Research Methods*. Bandung: Pustaka Setia, 2008.
- [10] Suprayoga, Imam, and Tobroni. "Methodology of Religious Research." *Research Methodology* (2014).

- [11] Sarwono, Jonathan. Quantitative and qualitative research methods. Yogyakarta: Graha Ilmu, 2006.
- [12] Creswell, John W. Education Reseach. Garamond: TexTech, 2012.
- [13] Zulfirman, Rony. "Implementation of Outdoor Learning Method in Improving Student Learning Outcomes in Islamic Religious Education Subjects at Man 1 Medan." *Journal of Education and Teaching Research* 3 No. 2 (2022).
- [14] Nuraini, Dewi. "Personal Interview," 2025.
- [15] Humairah, Bintu. Proficient in creating websites with Adobe Dreamweaver C26, CSS and jquery. Yogyakarta: ANDI, 2015.
- [16] Sulianta, Feri. The Magic of Social Media. Jakarta: PT Elex Medi Komputindo, 2015.