

Melodic engagement: unveiling interactions dynamics in deaf content on tiktok with @jennifernatalie_

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Abstract

Social media has evolved into an inclusive communication tool, enabling individuals with disabilities to share various messages with the broader public. This study explores how the educational content shared by the TikTok account @jennifernatalie_ fosters audience engagement with deaf-related issues. Using a qualitative approach through content analysis, the research examines how five dimensions of Social Media Influencer (SMI) communication—namely information usefulness, dialogic interaction, affectivity, collectivity, and connectivity—are manifested in the content uploaded. The analysis was conducted on 189 selected videos from four educational-themed playlists. Findings indicate that despite verbal communication limitations, @jennifernatalie_ effectively utilizes social media features to communicate in a creative and inclusive manner, delivering messages that foster emotional connection and interactive engagement. Through her authentic expression as a deaf individual, she succeeds in activating audience participation via comments, likes, and two-way conversations. This study highlights how influencer communication characteristics play a pivotal role in shaping engagement, particularly in disability-related topics. The findings contribute to a deeper understanding of inclusive communication practices on social media and the role of disabled influencers in fostering digital social interaction.

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INTRODUCTION

Serving as a medium of communication, social media platforms can facilitate the dissemination of diverse forms of educational content to their users. According to data from Gitnux (2023), approximately 1.25 billion monthly users utilize Facebook to access academic content. A separate survey of one thousand students from various countries conducted by Intelligent (2023) revealed that 51% of students used TikTok as a resource to

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aid in completing their academic assignments. Social media platforms host a wealth of educational content that transcends the confines of the academic sphere. However, its reach extends to health education (Bintang et al., 2022), financial literacy (Hidayat et al., 2023), and digital literacy (Rahardaya & Irwansyah, 2021). Social media platforms have the potential to serve as a valuable educational tool due to their provision of visual content and diverse study materials (Sharma & Sharma, 2021). Diverse entities must optimize social media's pedagogical capacity to ensure that media audiences efficiently acquire valuable information quickly.

Any user can disseminate educational content across social media platforms, including social media influencers (SMI). Hartina (2023) examines how Instagram influencers Victoria and Riya Agrawal disseminate knowledge regarding vitiligo disease, employing three distinct categories of content: information dissemination, emotional support, and experience sharing. In contrast, the Instagram account of influencer @dr.tirta frequently disseminates diverse forms of educational content on healthy lifestyles, including guidance on exercise and dietary selection (Bintang et al., 2022). It is believed that the audience can understand the importance of leading a healthy lifestyle through the education offered by @dr.tirta (Bintang et al., 2022). In order to aid government programs in managing the COVID-19 pandemic, influencers including @rachelvennya, @awkarin, @dr.tirta, and @dr.erche_idrus disseminated information regarding personal hygiene and social distancing (Annisa et al., 2021). Based on this evidence, SMI must also disseminate educational and product endorsement content to the public.

The content they share on social media is regarded as a means by which social media influencers (SMI) can inform and raise the consciousness of their audiences regarding a particular issue. SMI can execute effective health education campaigns by utilizing easily shareable content on social media platforms (Kostygina et al., 2020). In the meantime, according to the findings of Okuah et al. (2019), SMI's social media opinions may contribute to the education of pro- environmental behavior and consciousness. Financial sector influencers (influencers) can educate Generation Z on consumption patterns and financial literacy through the TikTok social media platform, employing the hashtag #investing (Zhou et al., 2023). Additionally, Chee et al. (2023) explained that SMI, associated with parenthood and family, can provide young mothers with education and motivation regarding childrearing. The function of SMI is deemed essential for disseminating information regarding various topics that the mainstream media have yet to cover extensively.

The communication conducted by SMI is regarded as an efficacious method of transmitting a message due to its capacity to generate interaction with media audiences. The concept of engagement in the context of social media encompasses any form of communication or interaction on these networking sites. This includes responses to tweets, retweets, likes, and replies on Twitter, as well as reactions to shares, comments, impressions, hashtags, and more (Wisessathorn et al., 2022). Social media engagement can influence the audience's cognitive and affective faculties in a way that motivates them to undertake specific actions (Gross & von Wangenheim, 2022). Ngai et al. (2020) also described how SMI-generated engagement can generate social connections between SMI and its audiences and elicit emotional responses—engagement results from SMI and media audiences engaging in two-way communication (Ngai et al., 2020). Ultimately, SMI must be capable of developing communication patterns that facilitate interaction between the organization and its social media audiences.

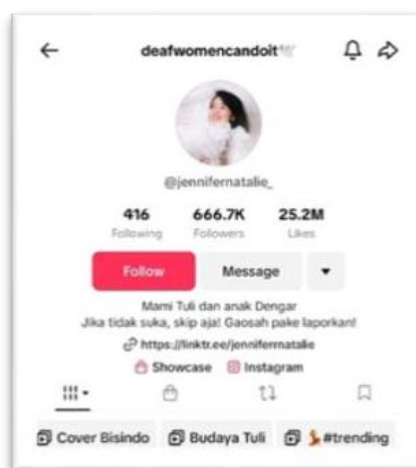


Figure 1. Profil TikTok @jennifernatalie_
Source: jennifernatalie_ (2024)

Figure 1 Profil Tiktok @jennifernatalie_ is a social media user whose TikTok account frequently shares informative content concerning deaf-related topics, including sign language, cultural practices, and conventions. According to Jennifer (2020), the account amassed an estimated 666,000 followers and 25 million likes as of March 22nd, 2024. According to the SMI classification proposed by Ruiz-Gomez (2019), @jennifernatalie falls within the MacroInfluencers category due to its substantial follower base, which ranges from 500,000 to 1,000,000. Regarding the nature of her notoriety, @jennifernatalie_ can be categorized as a social media celebrity whose TikTok content garners more audience interest

than her mainstream media recognition. To achieve social media celebrity status, an SMI must possess the capacity to generate engaging and innovative digital content.

When disseminating knowledge regarding aural disabilities, @jennifernatalie_ frequently presents a variety of disability-related content. According to the data presented in Figure 1, the account organizes its content into segments that correspond to specific themes, including sign language communication education, deaf culture, and motivation for deaf individuals (Jennifernatalie, 2024). Additionally, numerous content formats were developed. Dancing content, sign language practice, and interaction with those closest to you are some examples (jennifernatalie2024). Jennifer Natalie, an authoritative figure in content creation, was invited to deliver a presentation at the Inclusive Party event (Inclusive Indonesia Connection, 2023). This initially indicates that @jennifernatalie_ is capable of creatively and effectively creating and managing social media content.

The utilization of social media content is a critical component in SMI's efforts to engage and communicate with media audiences. In regards to attaining social media celebrity status, @jennifernatalie_'s notoriety is primarily predicated on the ingenuity of the content she produces; thus, her content must engage the audience and attract attention to the greatest extent possible (Ruiz-Gomez, 2019). Jennifer Natale is a content creator for SMI. To maintain SMI's reputation in the field of auditory disabilities, she must consistently incorporate a social identity into each of her pieces of content (Ruiz-Gomez, 2019). SMI can increase constituent participation in voicing an issue by developing straightforward content to distribute on social media (Kostygina et al., 2020). According to Okuah et al. (2019), content curation capabilities are essential for SMI to facilitate the management of content that pertains to a specific theme—given the significance of content in the SMI communication process, examining how the content produced by @jennifernatalie_ can foster social media engagement is imperative.

The @jennifernatalie_ account is distinctive in this instance due to the fact that its proprietor is deaf and, therefore, has difficulty communicating orally. The user's deafness is additionally acknowledged in the biography section of her TikTok profile by the notation MamaTuli (jennifernatalie_, 2024). This presents an inherent difficulty for Jennifer Natalie, as she needs to effectively communicate verbally and occasionally resorts to sign language, which may only be comprehensible to specific audiences. According to the SMI engagement framework developed by Ngai et al. (2020), effective engagement on social media requires influencers to possess strong interpersonal and two-way

communication abilities. However, upon initial examination, @jennifernatalie_ appears to have a comparatively high level of social media engagement, as evidenced by a sign language instructional video that garnered as much as 16.1 million views (jennifernatalie_, 2024). The inconsistency between the communication capabilities of SMI and @jennifernatalie's interaction with audiences on social media platforms is an intriguing contradiction.

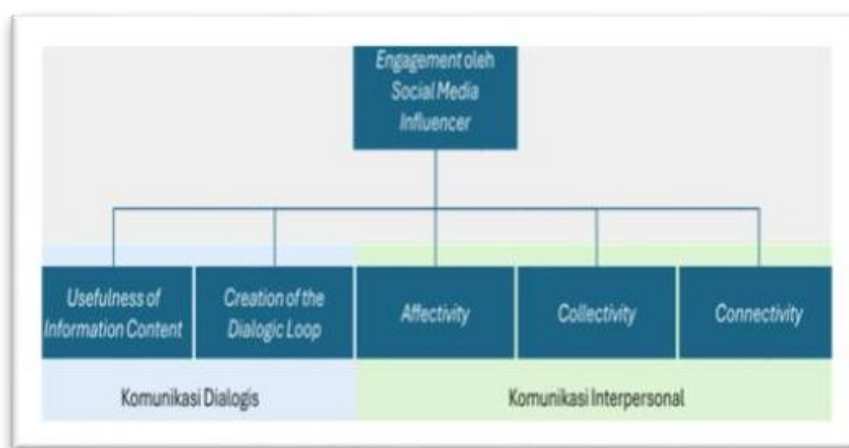


Figure 2. Engagement framework by SMI Source: Ngai et al. (2020)

LITERATURE REVIEW

Further analysis is warranted regarding the capacity of @jennifernatalie to generate engagement via TikTok content, given her status as a deaf SMI. Ngai et al. (2020) posit that engagement resulting from SMI necessitates the application of two theoretical frameworks: interpersonal communication and dialogical communication. Figure 2 illustrates the dimensions that SMI should possess to stimulate engagement effectively. Ngai et al. (2020) postulate that social media engagement results from establishing relationships between influencers and their audiences in which reciprocal communication is done to the greatest extent possible. Five dimensions are required to generate engagement according to this framework: the utility of the information content, establishing a dialogic loop, affectivity, collectivity, and connectivity. The conceptualization of each dimension is displayed in Table 1. This framework will be utilized to assess the extent to which the social media content of @jennifernatalie_ can satisfy the requirements for generating engagement.

Dialogic communication is one of the theories incorporated into the model. According to Ngai et al. (2020), the crucial element in establishing discourse is information that is informative and engaging for the audience. Helpful information is regarded as

such within the domain of social media if it motivates an individual to share, like, or comment (Ngai et al., 2020). In the meantime, Pang et al. (2018) assert that social media-mediated communication can still foster intimacy through the transmission of texts. On social media, dialectical communication can still occur. The fundamental concept underlying dialogical communication in fostering engagement is that SMI remains receptive to messages transmitted by media audiences.

Table 1. Dimensional conceptualization for social media engagement construction

No.	Dimensional	Conceptualization
1	Usefulness of Information Content	Publicly disseminating beneficial information to facilitate the exchange of ideas and perspectives.
2	Creation of the Dialogic Loop	By utilizing SMI, attendees are able to submit inquiries and remarks.
3	Affectivity	Communicating personal sentiments, humor, and emotional expressions through SMI content to foster relationships.
4	Collectivity	Implementing interactive techniques such as quoting other users' posts, posing queries to the audience, or offering commendation to the audience.
5	Connectivity	A communication strategy that fosters a sense of interconnectedness with the outside world in order to establish a rapport with the community.

Source: Ngai et al. (2020)

The framework of Ngai et al. (2020), interpersonal communication theory attempts to analyze establishing rapport between an SMI and his audience. Interpersonal communication is an integral component of interpersonal relationships, serving the dual purpose of fostering and sustaining connections and comprehending the emotions of each individual (Ngai et al., 2020). Despite being regarded as having certain drawbacks compared to in-person communication, social media remains a viable means of fostering relationships by utilizing digital information at one's disposal (Candrasari, 2020). According to Neubaum and Kramer (2017), disseminating social media content can be considered a type of mass interpersonal communication. By leveraging the principles of interpersonal communication

theory, SMI should strive to establish meaningful connections with its social media audiences through its content.

This study examines the effectiveness of the educational content promoted by the TikTok account @jennifernatalie_ in cultivating audience engagement with deaf disabilities. Although Jennifernatalie has verbal communication limitations due to her status as an SMI, her engagement on social media is significant. This research will concentrate on the engagement-building potential of the content produced by @jennifernatalie_, given that this account is regarded capable of generating engaging and practical material. This research will answer the question: How does SMI @jennifernatalie_'s content engage the audience while educating deaf individuals?

METHODS

A content analysis methodology and a qualitative descriptive approach are utilized in this study. The investigation detailed in this study employs this methodology to analyze using a narrative that depicts actuality (Neuman, 2013). A qualitative approach to content analysis is a method of data analysis that seeks to discern the overt and hidden components of a text or communication's content by considering hermeneutical traditions to decipher its message (Kassem, 2023). Regarding the approach to content analysis, this study will employ deductive/directed social analysis (directed content analysis) to interpret media content to derive a comprehensive meaning consistent with the research framework (Monggillo, 2020).

In addition to pertinent literature studies, the primary research data source was obtained from the TikTok account page @jennifernatalie_. This approach offered a more comprehensive understanding of social media communication for individuals with visual impairments. The content under analysis comprises material featured on the Sign Language, Education, Deaf Culture, and Bisindo Covers playlists. On March 23, 2024, the four playlists comprise a mere 189 videos. The present study was conducted from March 18 to March 26, 2024—the playlist selection process aimed to direct the analysis towards educational materials that pertained to deaf disabilities.

The methodology employed for data analysis is Miles & A. Huberman's (1994) qualitative data analysis, which includes data reduction, data presentation, and conclusion drawing. This research will gather data in the form of text remark data and screenshots of brief video content from three predetermined compilations using this methodology. This

information will be condensed and presented using semantics corresponding to social media engagement dimensions. The data is presented in narrative format, accompanied by screenshot evidence sourced from @jennifernatalie_'s TikTok content and pertinent prior research. By employing data source triangulation techniques, this study aims to substantiate the presented findings' validity (Rahardjo, 2010).

RESULTS AND DISCUSSION

The results and research data on SMI engagement formation on social media will be offered. Additional discourse or discourse will be provided regarding each of the aspects above. Additionally, prior research will be incorporated into the discussion of research findings to elaborate on the result.

Usefulness of Information Content

This dimension describes how SMI ultimately influences the opinions of its audience by disseminating beneficial information via social media. On deaf culture playlists, one can frequently discover helpful information. Throughout this playlist, @jennifernatalie_ attempts to illustrate how deaf individuals experience daily life. @jennifernatalie_ juxtaposes videos in the playlist concerning customs or cultural practices typically observed by deaf individuals with those that non-deaf individuals practice, highlighting the distinctions between the two groups. One can acquire more lucid illustrations and information from the content, enabling an individual without deafness to comprehend the appropriate treatment of deaf individuals.

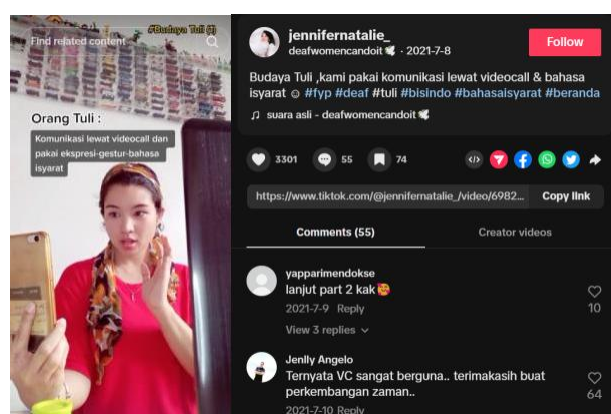


Figure 3. Content introduces deaf culture to audiences
Source: jennifernatalie_ (2024)

An instance of content that presents an overview of the customs or culture observed by individuals who are deaf is depicted in Figure 3. People with disabilities utilize cellphone

vibrations to indicate incoming calls and employ the video call function to convey sign language to the other party, according to this content (Jennifernatalie). Additionally, @jennifernatalie incorporates supplementary text into her video to furnish context and support the information she intends to communicate. By utilizing this material, @jennifernatalie is deemed proficient in using social media functionalities to effectively disseminate information regarding deaf culture, notwithstanding her verbal communication limitations.

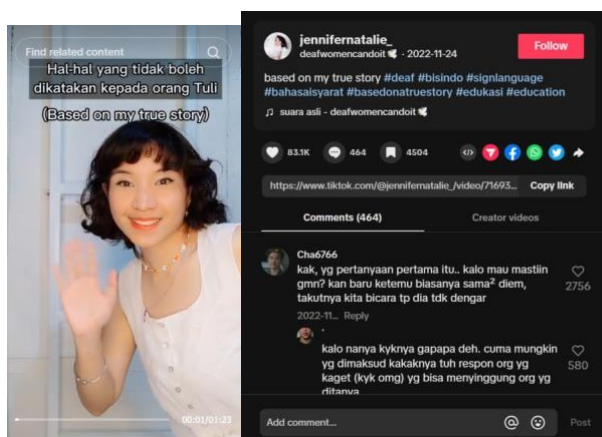


Figure 4. Content introduces things that should not be said to the visually impaired
Source: jennifernatalie_ (2024)

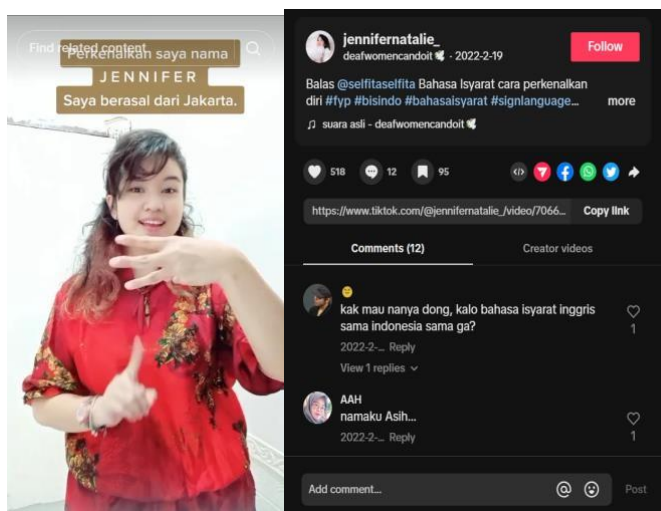


Figure 5. Content of using sign language to introduce yourself
Source: jennifernatalie_ (2024)

Additional valuable information was also presented on the educational playlist by @jennifernatalie_. An instance of the information communicated pertains to matters that ought not to be communicated to individuals who are blind. Within this context, @jennifernatalie poses several inappropriate sentences and queries, including one that calls

into question the intelligibility of spoken language and one that requests deaf individuals to read the lips of non-deaf individuals. Additionally, this content garnered substantial user engagement, as evidenced by the 83,000 likes and 464 comments from other users. Additionally, it was revealed that Jennifer Natalie incorporated supplementary text into her video to convey information or details.

Furthermore, @jennifernatalie_ provided information regarding the utilization of sign language during specific instances. The content presented by Jennifer Natalie is depicted in Figure 5. The content demonstrates the process of introducing oneself using sign language. Jennifer Natalie describes in this content how to become acquainted with one another and say one's name using sign language. Concerning supplementary information, @jennifernatalie_ incorporates supplementary text into her video to facilitate the viewer's comprehension of the sign language that she is honing.

An observation that can be made regarding informative content is the incorporation of supplementary text in videos that have been shared by @jennifernatalie_. Additional text used to elucidate the meaning of a video for people who are deaf or hard of hearing is called closed caption (CC) in the multimedia domain. By utilizing this functionality, individuals who are deaf and unable to hear video sound can surmount their obstacles and gain a more comprehensive comprehension of a video's content. However, certain facets of communication remain exclusively auditory (Li et al., 2022).

According to Ngai et al. (2020), if SMI can utilize social media features effectively, they can improve the appearance of all communications created, leading to increased engagement in the form of likes and comments. Mack et al. (2020) further elaborated that the development of technology to generate CC automatically is essentially underway so that deaf individuals can automatically receive CC in all social media content. Considered capable of facilitating the inclusive dissemination of information are a number of the features of social media that have been developed recently.

Jennifer Natalie, in her capacity as SMI, has utilized social media to disseminate various beneficial information regarding the routines of individuals with disabilities, according to the findings mentioned above. Building engagement is achieved when the audience perceives the content as valuable information. Through providing remarks and likes (Ngai et al., 2020). SMIs typically possess expertise or profound knowledge in a particular domain; therefore, disseminating valuable information serves as a strategy to foster engagement with their audience (Chee et al., 2023). Additionally, the utility of the

information they offer influences the credibility of an SMI (Ruiz-Gomez, 2019). Suppressibly, an SMI must be capable of delivering advantages to its audience by providing diverse, high-information-value content to elicit engagement as feedback.

Creation of the Dialogic Loop

This dimension elucidates how SMI can enable its audiences to furnish mechanisms through which they can communicate with one another. Specifically, @jennifernatalie_ has enabled audience members to provide feedback and opinions regarding the uploaded video in the comments section. Regarding generating a cycle of dialogical discourse, @jennifernatalie_ produces videos in response to comments column-submitted audience requests. By adhering to this pattern, @jennifernatalie_, as SMI, remains receptive to external input and comments and actively engages with the delivered.

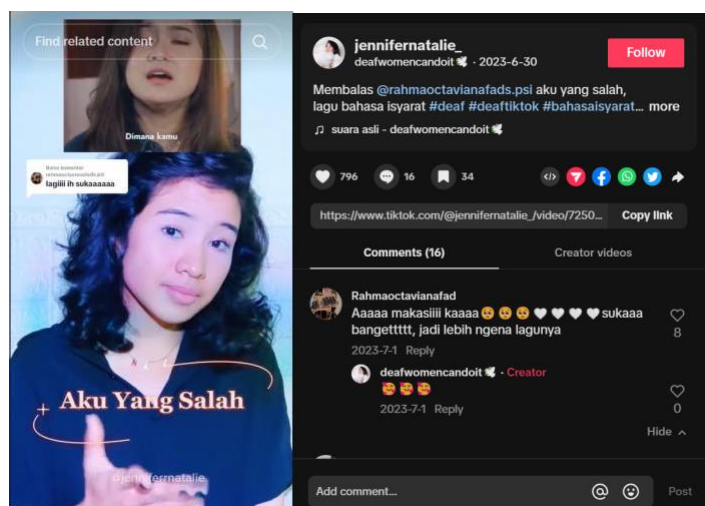


Figure 6. Content responds to requests from the audience

Source: jennifernatalie_ (2024)

A portion of the content that @jennifernatalie_ uploads is in response to audience requests. Following the directives provided by the account @rahmaocavianafads.psi, Jennifer Natalie produced visual content (Figure 6) showcasing sign language applied to song covers. In this instance, the account @rahmaocavianafads.psi disclosed that he enjoyed @jennifernatalie_'s content concerning song adaptations. In response to the remarks made by @rahmaocavianafads.psi, @jennifernatalie_ uploaded a rendition of the song Aku Yang Salah. Furthermore, the exchange continued as @rahmaocavianafads.psi conveyed gratitude to @jennifernatalie_ in the remarks section, to which @jennifernatalie_ replied with emoticons.

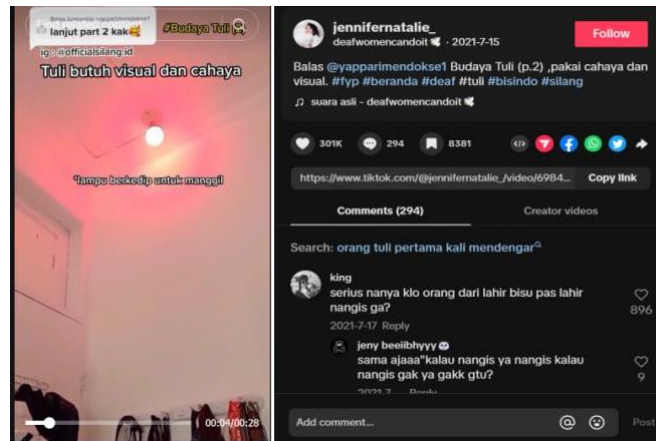


Figure 7. Content responding to follow-up video requests from the audience

Source: jennifernatalie_ (2024)

Natalie provided additional information concerning the responses individuals with disabilities give to inquiries from the exterior of their residences. Unlike the situation depicted in Figure 6, @yapparimendokse1 did not respond in this instance. Nevertheless, this demonstrates that Jennifer Natalie activated the conversation column function to facilitate interaction with her audience.

Engaging content and functionalities on social media platforms facilitate user interaction. According to Gell et al. (2023), using social media influencers in campaign execution results in greater levels of engagement, including interaction and sharing, than conventional methods. SMI-uploaded engaging content can encourage audience participation through likes, comments, or further sharing (Wariski & Jumiati, 2023). Currently, social media platforms include a live-streaming functionality that enables users to communicate directly with SMI (Alam, 2020). In order to foster ongoing positive relationships and facilitate interactive communication, SMI ought to optimize every aspect of social media (Ngai et al., 2020).

Affectivity Dimensions

The affectivity dimension elucidates the mode of communication employed by SMI members, which consists of expressing their emotions or sentiments. Specifically, @jennifernatalie_ shared various content on the feelings she encountered while deaf. Jenny-Natalie frequently encounters instances where she cannot comprehend the verbal communication of those in her vicinity due to her hearing impairment. Using this aspect, the audience is able to understand the emotions that deaf individuals experience when interacting with hearing and verbally literate individuals.

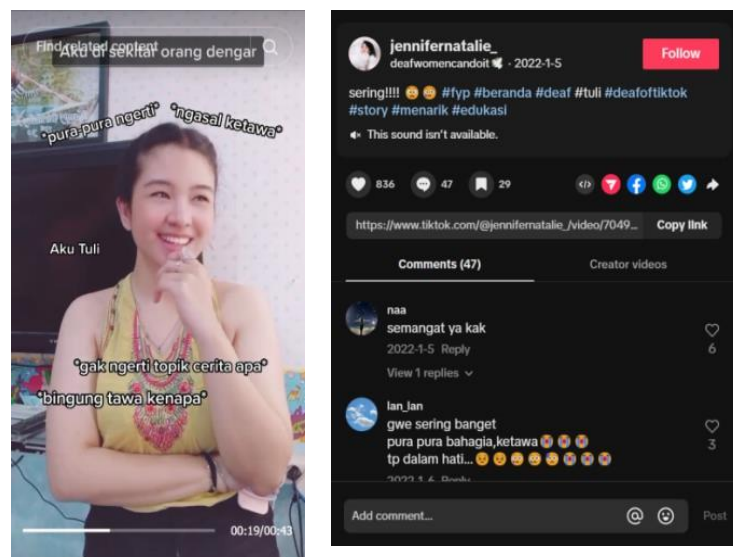


Figure 8. Content about @jennifernatalie_'s feelings when socializing

Source: jennifernatalie_ (2024)

The content depicted in Figure 8 is extracted from an educational playlist and illustrates the emotions that @jennifernatalie experiences when interacting with individuals who rely on verbal communication. Jennifer Natalie, being deaf, is undoubtedly unable to adequately process the messages communicated by the person she is conversing with. As a result, she needs clarification regarding the appropriate facial expression to employ. Even @jennifernatalie_ stated in the content's caption that she frequently experiences this condition. Audiences can discover how individuals with disabilities, particularly Jennifer Natalie, feel when interacting with others or communicating verbally through this material.

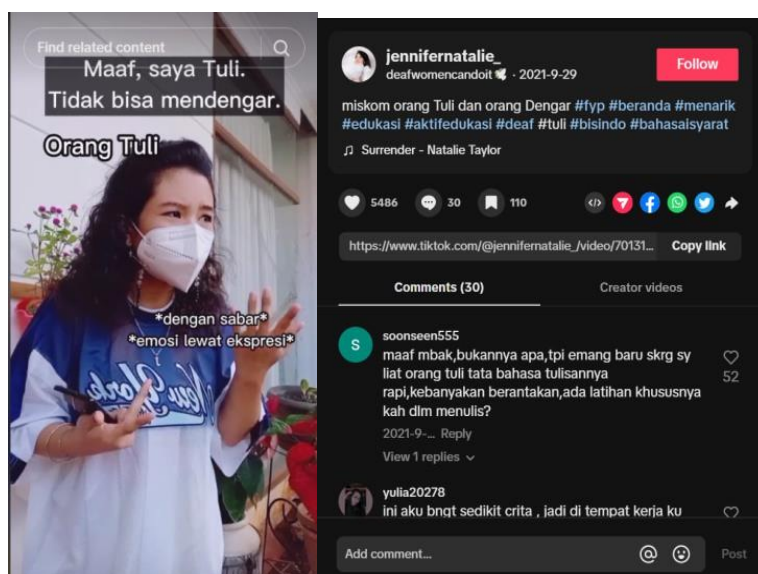


Figure 9. Content about @jennifernatalie_'s feelings when miscommunication occurs

Source: jennifernatalie_ (2024)

The depicted content in Figure 9 illustrates a moment when specific individuals lacked comprehension regarding the disability that Jennifer Natalie encountered. Within this material, @jennifernatalie_ recounts an incident in which she encountered difficulty comprehending a verbal exchange involving an interlocutor. The interlocutor's response indicated a lack of recognition on her part regarding @jennifernatalie_'s status as an individual with a disability. The interlocutor's response indicates that he requested @jennifernatalie_ to conceal her disguise once more when she attempted to respond verbally to the conversation. This was deemed to have offended @jennifernatalie, who despite having previously used sign language, did not comprehend the interlocutor's message in this instance. Through this material, viewers are encouraged to develop an understanding of the plight of individuals with special hearing requirements and to recognize that sign language signifies the presence of a person with a disability.

Audiovisual content has enabled a more precise depiction of an individual's emotions. Incorporating visual and auditory elements into social media content can enhance the clarity of an illustration or provide additional context to the intended message. Social media platforms have the capability to transmit content in the form of emoticons, which enhances the emotional impact of the message sender's expression beyond the confines of text-only communication (Ge & Gretzel, 2018). Additionally, Agustina (2020) explains that social media content can convey emotions due to its support for various message formats, including humor, adverse actions, etc. Additionally, social media content may inspire an individual to attempt the products or services it promotes by evoking feelings of pride or enjoyment concerning the subject (Santiyuda et al., 2023). Social media content can enhance the portrayal of the emotions experienced by deaf individuals, particularly @jennifernatalie_, thus contributing to the clarity and significance of the message she intends to communicate.

Based on an accumulation of research about the affectivity dimension, it can be concluded that @jennifernatalie_ has expressed her feelings as an individual with a disability via social media. SMI can increase engagement by candidly sharing her personal experiences on social media (Gross & von Wangenheim, 2022). Audiences will seek and appreciate the genuineness and authenticity of SMI, according to Balaban and Szabolcs (2022), because this fosters emotional attachment. According to Rehman et al. (2023), SMI strives to exhibit itself authentically to enable social media audiences to gain insight into its self-concept and establish social connections. An SMI can establish a relationship known as

parasocial interaction using communications that apply to real-life situations (Permana & Astuti, 2023). Ultimately, examining this aspect indicates that SMI must possess the ability to genuinely convey their emotions on social media to evoke a response from the audience.

Collectivity Dimension

SMI facilitates a variety of forms of audience participation through collectivity to inspire collective action. In this aspect, SMI can foster audience engagement by quoting the work of others, posing inquiries, and offering compliments (Ngai et al., 2020). SMI may utilize this dimension to engage with a broader audience or the group. By leveraging this aspect, SMI can communicate a message of passion that encourages the wider audience to engage in collaborative efforts. This is inextricably linked to social media, which effectively facilitates mass communication.



Figure 10. Content where @jennifernatalie_ asks for audience opinion
Source: jennifernatalie_ (2024)

Figure 10 illustrates the content in which @jennifernatalie_ solicited audience feedback concerning a scenario where a parent publicly discloses a dishonor or critiques their child's shortcomings. Additionally, @jennifernatalie_ includes CC in this content concerning the verbal message she imparts. Furthermore, @jennifernatalie_ requested audience feedback in the caption appended to this posting. By engaging in this activity, Jennifer Natalie actively participated in audience interaction. This content was commented on by 21 TikTok users and garnered 253 likes. The audience's active participation in offering feedback on the viewpoints conveyed by @jennifernatalie_ further demonstrates her ability to cultivate audience engagement effectively.

Through collective communication, the information in Figure 11 demonstrates that Jennifer Natalie inspires parents to enroll their deaf children in public institutions, although they have special requirements. He informs parents that children with disabilities are entitled

to the same privileges as their non- disabled counterparts. In this instance, @jennifernatalie_ also advised parents to continue fostering their children's motivation, confidence, and enthusiasm for school attendance. The audience also expressed various opinions and remarks in response to the material, including personal experiences with bullying at school. Additionally, Jennifer Natalie responded to numerous comments, providing encouragement and gratitude and fostering user interaction.

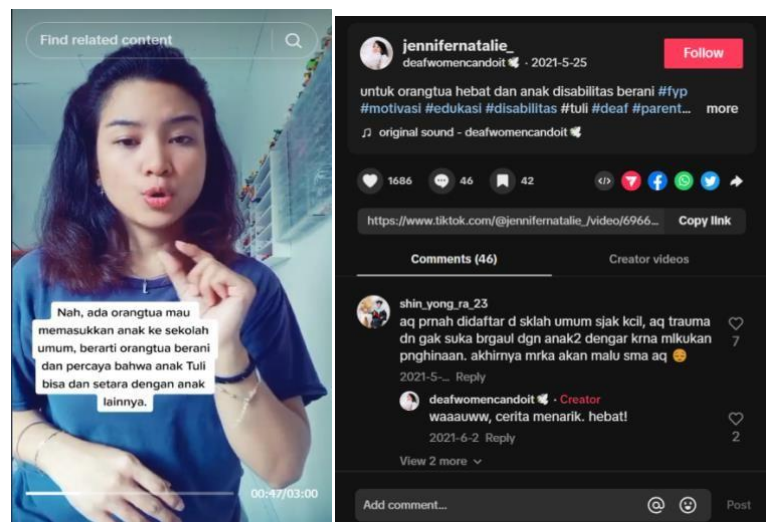


Figure 11. Content where @jennifernatalie_ replies to prayers from the audience
Source: jennifernatalie_ (2024)

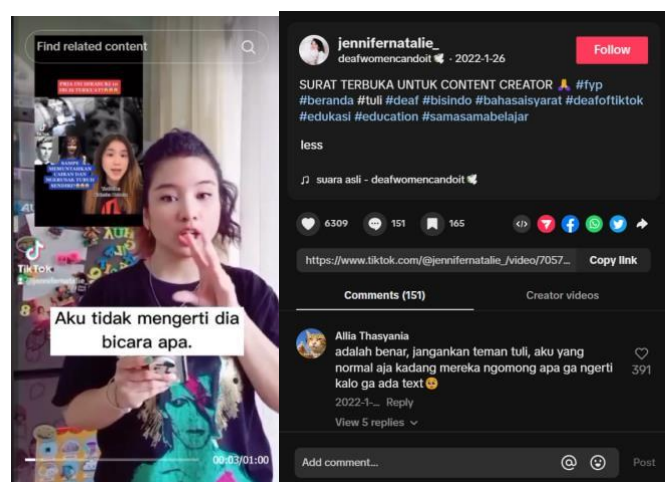


Figure 12. @jennifernatalie_'s reaction to content
Source: jennifernatalie_ (2024)

Content creators frequently publish reaction content in response to other content or issues. Jennifer Natalie also expressed this notion in her content, displayed in Figure 12. Jennifernatalie explained in this piece of content that certain digital content was produced without text/CC, which prevented her from comprehending the intended message. Regarding engaging content, @jennifernatalie_ cannot fathom why an individual would

find it amusing without a CC to substantiate it. Conversely, @jennifernatalie_ expresses her emotions through a message in which she uses CC to the greatest extent to ensure that the media audience can comprehend her message. Furthermore, @jennifernatalie_ alludes to several materials with CC embeddings, facilitating comprehension of the message by presenting them as videos that other content creators may emulate. Additionally, 151 users commented on this content, with some expressing agreement with what @jennifernatalie_ stated.

Social media has evolved into a communication instrument regarded as productive in achieving results related to mass or collective communication. Social media is a platform that facilitates mass self-communication, enabling self-mediants (SMIs) to deliver their messages directly to a sizable audience and generate collective feedback (Anjani & Irwansyah, 2020). The designation "SMI" essentially signifies that an individual must possess a minimum number of followers to qualify as an influencer (Ruiz- Gomez, 2019). An increase in the number of individuals who accept an invitation from an influencer is directly proportional to the magnitude of their follower base (Ki et al., 2020). SMI requires the capacity to conduct persuasive mass communication via social media to influence a broad spectrum of audiences.

The dimension of collectivity can be broadly characterized as a collective appeal extended by Jennifer Natalie to her audience. If taken literally, SMI can be defined as an influencer, which refers to an individual whose communications exert the most significant possible influence on the audience by utilizing invitations or requests for action (Ruiz- Gomez, 2019). SMI is regarded as having the ability to influence media audiences due to their expertise or experience in a particular field (Ngai et al., 2020). The more persuasive the messages disseminated through social media, the more influence SMI has over those messages (Balaban & Szambolics, 2022). SMI will furnish a multitude of justifications for an invitation in order to effectively communicate a persuasive message (Okuah et al., 2019). As a trusted communicator to the media audience, SMI must optimize its function of effectively transmitting messages precisely, enabling the audience to comprehend the extended invitation profoundly.

Connectivity Dimensions

The dimension of collectivity can be broadly characterized as a collective appeal extended by Jennifer Natalie to her audience. If taken literally, SMI can be defined as an influencer, which refers to an individual whose communications exert the most

significant possible influence on the audience using invitations or requests for action (Ruiz-Gomez, 2019). SMI is regarded as having the ability to influence media audiences due to their expertise or experience in a particular field (Ngai et al., 2020). The more persuasive the messages disseminated through social media, the more influence SMI has over those messages (Balaban & Szambolics, 2022). SMI will furnish a multitude of justifications for an invitation in order to effectively communicate a persuasive message (Okuah et al., 2019). As a trusted communicator to the media audience, SMI must optimize its function of effectively transmitting messages precisely, enabling the audience to comprehend the extended invitation profoundly.



Figure 13. The blind can drive like the general public

Source: jennifernatalie_ (2024)

Using one of the tracks on the deaf culture playlist, @jennifernatalie_ hopes to demonstrate that deaf individuals can perform tasks typically performed by those without that disability. @jennifernatalie demonstrates in Figure 13 that individuals with disabilities can operate automobiles normally. Employing this material, @jennifernatalie demonstrates that her disabled spouse can operate a motor vehicle. In addition, Jennifer Natalie advised individuals with disabilities who wish to operate a motor vehicle to exercise greater caution and maintain a safe distance. The engagement levels generated by this content are comparatively high, with 1319 users leaving comments and 353 thousand people expressing likes.

The behavior of @jennifernatalie and that of society at large is also visually represented in Figure 14. Jennifer Natali orders sustenance from a fast-food restaurant in this content. Regarding her interaction with the restaurant attendant, Jennifer Natalie employs sign language. Additionally, the interlocutor employs various responsive communication strategies to comprehend the menu item that Jennifer Natalie

ordered. It is also possible to convey through this material that individuals with disabilities can perform the same tasks as those without disabilities. This content elicited active participation from the audience, as evidenced by the 1008 comments and 151 favorites. This content demonstrates that Jennifer Natalie is actively participating in society.



Figure 14. The moment @jennifernatalie_ ordered food as usual
Source: jennifernatalie_ (2024)



Figure 15. Jentizen's use of nicknames

Source: jennifernatalie_ (2024)

An attribute within the connectivity dimension pertains to using nicknames by an SMI concerning their followers. In this particular instance, @jennifernatalie_ designates her followers as Jentizens. This demonstrates that @jennifernatalie_ desires to strengthen her connection with her followers as an SMI. By adopting this strategy, the community of @jennifernatalie_'s adherents is elevated to the status of a distinct group. The audience's interaction with SMI is integral to the engagement-building procedure.

Although social media serves as a communication instrument, it primarily aims to foster connections among individuals by sharing compelling content. Social media is regarded as a mechanism for creating social capital, in which individuals who participate in an online community establish connections via its discourse (Aksar et al., 2020). Social capital is fostered through the diverse emotional and social supports offered by SMI; consequently, the audience network develops a sense of belonging (Vitak et al., 2011). To establish a social capital relationship with its audience, SMI must demonstrate its authenticity again (Riemer & Hovorka, 2015). It is essential to strengthen the content so that the audience feels a social connection to SMI despite explicitly needing to recognize it in the real world.

Based on an accumulation of research concerning the connectivity dimension, the capacity to recognize and integrate into society is a fundamental capability that SMI must possess. Ki et al. (2020) explained that an SMI will develop stronger emotional connections with his social media audiences the more frequently he presents himself as a community member. SMI who can present themselves as integrated members of society, encompassing both conduct and customs, generally need more support in influencing media audiences (Permana & Astuti, 2023). Establishing a sense of intimacy with his followers serves as a means for SMI to strengthen his brand while fostering profound emotional connections (Ki et al., 2020). Since social media communication is mediated, SMI must maintain its presence in society.

CONCLUSION

According to the findings of this study, @jennifernatalie_ is capable of illustrating five dimensions of social media engagement via various social media content. As an SMI, Jennifer Natalie has effectively delivered valuable information, engaged in audience participation, expressed sentiments and emotions, extended collective invitations, and established herself as an integral component of society. In the interim, Jennifernatalie has found solace in social media functionalities, which support her verbal communication limitations. Aside from that, it is believed that @jennifernatalie_ has presented herself in an authentic manner as an individual with a disability in order to cultivate social connections with social media audiences. Ultimately, the disability of @jennifernatalie does not impede her ability to disseminate educational messages regarding the deaf disability, as she effectively utilizes social media as a means of communication and

cultivates interaction with audiences on social media. Individuals with disabilities may employ this approach to utilize social media for expression and advocacy. Additional research may examine the social media content strategies employed by other individuals with disabilities to increase understanding of how disabled communities interact.

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