

## Exposure to the genocide news, boycott campaigns on social media, and their consequences on social attitudes

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### Abstract

*The Israeli Genocide against Palestine was widely reported in online mass media. The media's construction of this event reveals violations of international humanitarian law. The audience's rage is conveyed through social media, funding campaigns, and exclamation to influence UN decisions. Continuous exposure to news and social media campaigns eventually leads the public to boycott products that are confirmed to support Israel. Based on this fact, this study intends to investigate the impact of online news exposure and social media campaigns on social attitudes. Through a survey of 400 respondents, data were analyzed using multiple linear regression. The partial test results obtained: 1) online news exposure influences social attitudes with an estimated value of 0.137; 2) Social media campaigns also influence social attitudes with an estimated value of 0.801. Both results can be interpreted as having a positive influence on variables. The results of the F test show that online news exposure and social media campaigns are considered to have a simultaneous influence on social attitudes. This study offers implications for theoretical advancement in digital activism and practical recommendations for strengthening public communication strategies in humanitarian issues.*

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## INTRODUCTION

Recently, online news has been inundated with the issue of Israeli genocide against Palestine. The world has reacted forcefully ever since the conflict between Hamas and Israel escalated and was deemed to be a violation of human rights. Pro-Palestine marches in other nations have brought attention to the need to denounce Israel's activities. In Indonesia itself, demonstrations were held in several regions as a form of support for Palestine. Media coverage of the increasing number of victims of Israeli attacks reached 20,258, mostly women and children (Sihombing, 2023). The way the media has portrayed this event goes

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beyond a religious dispute; instead of discussing Palestine's history or the reasons behind the conflict, they have exposed breaches of international humanitarian law and highlighted the Israeli army's brutality by showcasing images of women and children who have been attacked.

This kind of news affects the audience emotionally. The anger and condemnation of the audience are expressed through social media, starting from fundraising actions, calls urging UN decisions, and others. In this instance, the Indonesian people understand that they are limited to what they are capable of. Following this, online mass media reported on the boycott of products that support Israel. The media even revealed several brands that were confirmed to support Israel such as cosmetics, fashion, fast food restaurants, consumer goods products, technology, and others. As reported by Republika, "The Palestinian BDS National Committee verified that these products were involved in Israeli colonization and apartheid. These products are obvious and directly contribute to Israel's misdeeds" (Puspaningtyas, 2023). Nevertheless, the researcher omitted the names of the associated brands from this study.

Exposure according to Shore is more than just accessing media. Exposure is the activity of hearing, seeing, and reading mass media messages or having experiences and attention to the messages that occur in individuals or groups. Rosengren defines media exposure as the activity of seeing, reading, and hearing messages in mass media or attention and experience of a message. Media exposure can be measured by the amount of time spent using media and media content and the relationship that media consumers have with the media content consumed or the media as a whole (Kriyantono, 2014).

As in the article on War & Globalization; Indonesia "Under Attack" Conspiracy to Win Opinion to Control of Indonesian Resources, Heri Budianto, and DH Santoso, opinion war is a "contemporary" war that is sometimes more deadly to the role and presence of the State in various fields. On a broader level, cooperation in forming opinions certainly involves a global-scale media corporation network. The grassroots opinion refers to the word "public". At the same time, the grassroots opinion is attached to the elites. Dialogue on opinion is always limited to certain groups or circles and tends to be homogeneous. This means that the atmosphere of thinking, acting and even making decisions is described as something that is thought about, felt and shared and bears all the consequences (Budianto & Santoso, 2021).

The topics covered in this study were also made into social media posts. Social media platforms are occupied with talk about the boycott movement. The Boycott, Divestment and

Sanctions (BDS) Movement in Indonesia is one group advocating for a boycott. 36.7K people follow it. Founded in May 2021, BDS Indonesia promotes freedom, justice, and equality through its narrative content, which it often posts about its support for Palestine.

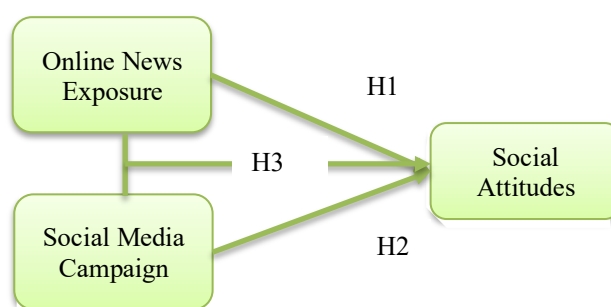
Social media campaigns are thought to be successful at reaching a large audience thus far. Businesses, communities, opinion leaders, and people who are concerned about social and environmental issues frequently run social media campaigns. The audience was stimulated by the news coverage that was explained in the opening paragraph of this study. In response, social media was busy posting content from brands that were confirmed to support Israel's attacks on Palestine. Indonesians believed that this could help, and they were able to do so. As a result of the campaign, posts from social media accounts began to highlight fast-food restaurants that were deserted. Although the contents of the message could not be confirmed as true, the response from social media users reinforced the urge to switch to MSME and Indonesian-made items.

Audience response on social media is one form of social attitude acquired as a result of news exposure. Audiences who care about existing social problems. The news exposure carried out by the mass media is believed to have the power to influence the attitudes and behavior of its audience (Pangestu & Isnaini, 2022). Social media campaigns in this study are ideologically or cause-oriented campaigns. Campaigns with specified goals typically focus on social change movements. According to Kotler, social change initiatives try to address diverse social problems by changing the behavior and attitudes of the relevant public (Herawati & Nasionalita, 2022).

Research on media effects has been widely conducted, including news exposure, media exposure, program broadcasts, and other factors that influence audience attitudes. Such as research on news exposure to drug cases among public figures has a significant effect on the protective attitudes of housewives (Apriliawati & Purworini, 2019); exposure to news about the COVID-19 vaccine has a positive effect on the attitudes of market traders (Pradana, 2022); exposure to news about the National Capital (IKN) on the online media Kompas.com affects the attitudes of students (Purba et al., 2023). Similar research on news exposure and its impact on other variables also shows the same results, that exposure to political news in the media has a positive effect on electability (Ilhami et al., 2014); audience response (Arinta & Birowo, 2015); image (Setiandini et al., 2015); behavior (Pangestu & Isnaini, 2022); and anxiety levels (Permadi et al., 2023). Likewise with studies on the impact of campaigns. The #pantangplastik campaign has an impact on environmentally friendly attitudes (Krisyanti et

al., 2020); the campaign has an impact on community attitudes (Kaligis et al., 2020); the campaign has an impact on attitudes to complying with health protocols (Putri & Christin, 2022). In addition, the campaign also affects purchasing interest (Putra & Candraningrum, 2021); and consumer awareness (Ardi & Natalia, 2022).

The novelty of this study is testing the effect of exposure to online news and social media campaigns simultaneously on audience attitudes. Another novelty is in the sample used as respondents. In this study, researchers targeted the attitudes of the millennial generation. Based on the results of previous studies that have been discussed in the final paragraph of the background of the problem, there is an influence between news exposure on audience attitudes (Apriliawati, 2019; Pradana, 2022; and Purba et al., 2023) and there is an influence between social media campaigns on audience attitudes (Krisyanti; Kaligis; Syafrikurniasari and Widiani, 2020); then the researcher has an assumption as described in the hypothesis framework below:



**Figure 1. Hypothesis Framework**

Referring to the assumptions above, three hypotheses will be proposed, namely: 1) Online news exposure about 'Boycott of Products Supporting Israel' influences the social attitudes of the millennial generation in DKI Jakarta; 2) There is an influence between social media campaigns about 'Boycott of Products Supporting Israel' on the social attitudes of the millennial generation in DKI Jakarta. 3) There is an influence between online news exposure and social media campaigns about 'Boycotting Products that Support Israel' on the social attitudes of the millennial generation in DKI Jakarta.

## LITERATURE REVIEW

Exposure is a state of being exposed to the audience by messages caused by mass media which can be operationalized as the amount of time spent in various types of media (news intensity), the content of media news consumed (message content), and various relationships between individual media consumers and the content of the media consumed or with the

media as a whole (news appeal) in watching television, films, reading newspapers, online news portals, or magazines and listening to the radio (Rakhmat, 2018).

The next variable tested in this study is social media campaigns. The campaign itself is divided into 3 categories: 1) Product-oriented campaigns are those that promote certain products. used for this type of; 2) candidate-oriented campaigns; and 3) ideologically or cause-oriented campaigns are types of campaigns that are oriented towards specific goals and often have a social change dimension, therefore this type of campaign in Kotler's terms is called a social change campaign, namely campaigns aimed at addressing social problems through changes in public attitudes and behavior (Venus, 2018).

As social attitudes are the third variable in the research, ideologically or cause-oriented campaigns are important to discuss. Rakhmat explains the definition of attitude into several things, namely; Attitude is an individual's tendency to think, perceive, feel, and act when facing objects, situations, or values. Attitude is the motivation or driving force. Attitude determines what is expected, and liked, and sets aside unwanted things. Attitude is relatively more fixed. Attitude is considered to change rarely and tends to be maintained. Attitude contains evaluative. Where attitude has pleasant and unpleasant values (Rakhmat, 2018).

Furthermore, attitude begins with a person's cognitive aspect of a problem, continues to the affective aspect, where interest or attention begins to emerge to act on these problems, and ends with the conative aspect or behavior change, where a person decides and acts according to what he or she considers right. Several factors influence attitudes: 1) Personal experience; 2) the influence of others is an important social component that influences attitudes; 3) mass media; and 4) emotional factors. Such attitudes can be temporary and pass immediately once the frustration has disappeared, but they can also be more persistent and long-lasting attitudes (Azwar, 2012). This study will examine three variables. Online news exposure and social media campaigns act as independent variables that will be tested the social attitudes variable as the dependent variable.

### ***Online News Exposure (X1)***

Online news exposure in this study is defined as the activity of viewing, reading, and hearing messages in the mass media or attention and experience of a message, where the messages reported by the mass media are carried out to influence the attitudes and behavior of its audience. This variable has three dimensions: 1) news intensity; 2) message content; and 3) news appeal.

### ***Social Media Campaign (X2)***

The campaign in this study is a communication action that aims to create influence on a large audience and is carried out over a certain period on an ongoing basis. The campaign in question is a campaign aimed at addressing social problems through changes in public attitudes and behavior (social change campaigns), which are delivered through media channels, especially social media. The dimensions of a social media campaign are: 1) stimulating; 2) appealing; and 3) reasoning.

### ***Social Attitudes (Y)***

Defined as the tendency of the audience to think, perceive, feel, and decide to act when faced with an object, view, norm, values, and situation so that a consensus is formed on social events and problems. There are three dimensions of social attitudes: 1) cognitive, is a person's knowledge of an object, event, or problem. Cognitive includes the audience's views, beliefs, and beliefs; 2) affective, is a situation where interest or encouragement arises to act on an object, event, or social problem by involving feelings or emotional reactions; 3) behavior change, the action (decision to act) or behavior of the audience on an object, event, or social problem according to what is considered right.

## **METHODS**

Based on the formulation of the problem in this study, the research used a quantitative survey approach. A survey is research conducted to obtain facts from existing symptoms and seek factual information from social, economic, or political institutions from a group or an area (I. Hasan, 2009). The population in this study is the Millennial Generation, with the consideration that: 1) this generation has more logical thinking in deciding to buy a product; 2) pays more attention to customer experience, has high standards and expectations for products/services; 3) idealistic in product preferences; 4) cares more about brands and their supporting aspects (Studilmu, 2023). Based on BPS data on the 2020 Population Census, the millennial generation in DKI Jakarta numbered 2,828,858 (BPS, 2020). With the Yamane formula calculation with a precision of 5%, a sample of 400 respondents was obtained. The sampling technique used was convenience sampling.

This study analyzes quantitative data using descriptive and inferential statistical approaches. The data analysis will be carried out in the following stages: 1) pre-test, a validity test is performed to determine how correctly a scale or sequence of measurements represents what will be measured. Reliability testing determines the degree to which a

measurement device may be trusted or depended upon; 2) The correlation test is used to identify relationships and evaluate the hypothesis of a relationship between two variables. The Pearson's Correlation (Product Moment) method is used in this study to find the correlation coefficient or degree of strength of the association and prove the hypothesis of the relationship between variables/data/interval scales and other intervals; 3) determination coefficient, conducted to find out how much influence the relationship between the independent variables and the dependent variable has; 4) multiple linear regression test, conducted to determine the linear effect of several independent variables on a dependent variable; 5) hypothesis test, the t-test is used to determine whether the independent variables have an individual or partial influence on the dependent variable. Meanwhile, the F-test is used to determine whether the independent variables have a joint or simultaneous influence on the dependent variable.

## RESULTS AND DISCUSSION

The measurement of all variables employed a five-point Likert response scale, structured to capture the intensity of participants' agreement, with numerical values ranging wherein respondents indicated their level of agreement on a continuum from 1 (indicating the lowest level of agreement) to 5 (representing the highest level of agreement). Before presenting the results, the pre-test results will be explained first.

Validity test, a valid instrument means that the measuring instrument used to obtain data (measure) is valid. Valid means that the instrument can be used to measure what should be measured (Sugiyono & Lestari, 2021). To determine whether the research questionnaire is valid or not, the researcher used the IBM SPSS 25.0 for Windows program system. The results of the validity test obtained from each indicator are as follows. Based on the results of the validity test in Table 1, it can be said that all statement items in the questionnaire are greater than or equal to 0.30 ( $\geq 0.30$ ) so they are declared valid.

Furthermore, a questionnaire is reliable if a person's answer to a question or statement is consistent or stable over time. High reliability is indicated by the  $r_{xx'}$  value (reliability coefficient) approaching 1. The general agreement is that reliability is considered satisfactory if  $\geq 0.700$ . Testing the reliability of the instrument using the Cronbach Alpha formula because this research instrument is in the form of a questionnaire and a graded scale. The questionnaire is declared reliable if it has an alpha coefficient value, then the alpha stability measure is used which is interpreted as follows: For example, if the alpha value >

0.40 means sufficient reliability, while if  $\alpha > 0.60$  this suggests that all items are reliable and all tests consistently have reliability.

**Table 1. Validity Test**

Online News Exposure		Social Media Campaign		Social Attitudes	
Coding	Score	Coding	Score	Coding	Score
NI1	0,71784	ST1	0,86938	CG1	0,73516
NI2	0,62346	ST2	0,91982	CG2	0,74982
NI3	0,77794	ST3	0,80778	CG3	0,76392
NI4	0,64837	AP1	0,82656	AF1	0,88879
NI5	0,78750	AP2	0,88107	AF2	0,88890
MC1	0,72841	AP3	0,85488	AF3	0,87789
MC2	0,77788	RS1	0,89502	AF4	0,76281
MC3	0,79746	RS2	0,93760	BC1	0,86893
MC4	0,74308	RS3	0,90672	BC2	0,85995
MC5	0,70531	RS4	0,73507	BC3	0,85598
NA1	0,75585			BC4	0,84513
NA2	0,72546				
NA3	0,63293				
NA4	0,68137				

Source: Questionnaire result, 2024

**Table 2. Reliability of Online News Exposure**

Reliability Statistics	
Cronbach's Alpha	N of Items
.766	15

Source: Questionnaire result, 2024

**Table 3. Reliability of Social Media Campaign**

Reliability Statistics	
Cronbach's Alpha	N of Items
.788	11

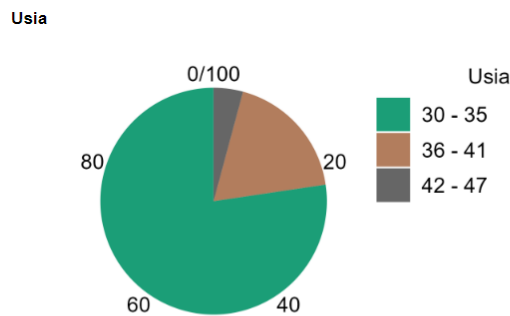
Source: Questionnaire result, 2024

**Table 4. Reliability Social Attitudes**

Reliability Statistics	
Cronbach's Alpha	N of Items
.781	12

Source: Questionnaire result, 2024

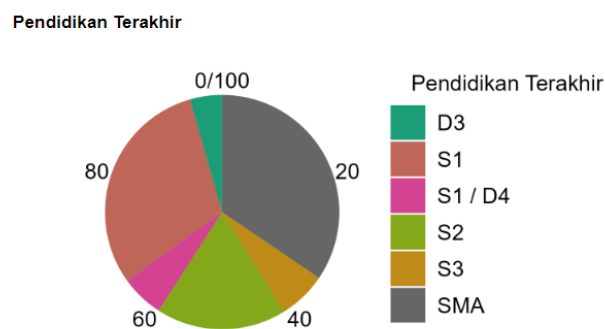
Based on the results of processing questionnaire data from 400 respondents, the following profile of respondents was obtained:



**Figure 2. Age**

Source: Questionnaire result, 2024

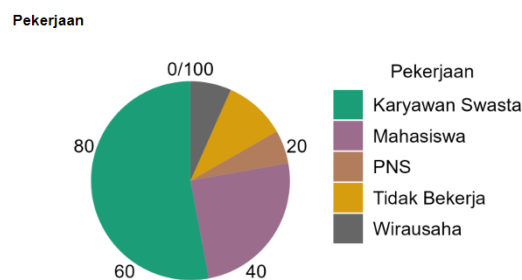
Data on the age profile obtained results showing that 77.34% of respondents were in the 30-35 year age range, 18.47% of respondents in the 36-41 year age range, and finally 4.18% were in the 42-47 year age range.



**Figure 3. Education**

Source: Questionnaire result, 2024

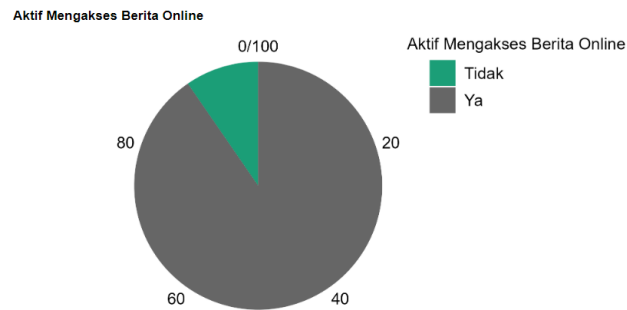
Most of the respondents had a high school or bachelor's degree with a total of 34.48% and 30.54% respectively. The rest, were respondents with the last education of Masters (17.98%), Doctoral (6.65%), D4 (5.91%), and D3 (4.43%).



**Figure 4. Occupation**

Source: Questionnaire result, 2024

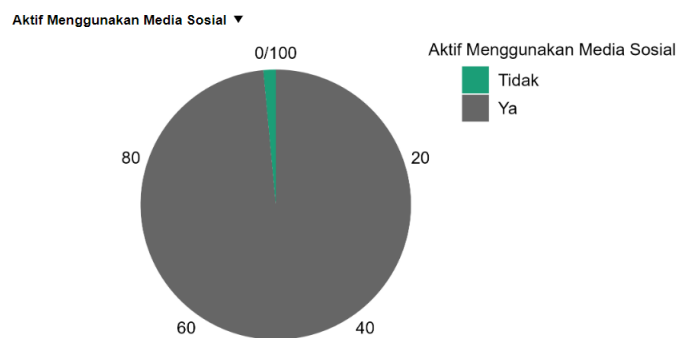
52.95% of respondents worked as private employees, followed by 24.87% as students, and 10.09% did not work. The remainder are self-employed (6.65%) and civil servants (5.41%).



**Figure 5. Access Online News**

Source: Questionnaire result, 2024

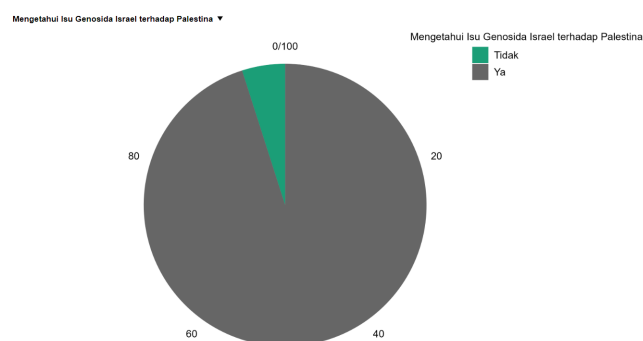
90.39% of respondents admitted that they actively accessed online news, while the other 9.60% chose not to be active



**Figure 6. Active Using Social Media**

Source: Questionnaire result, 2024

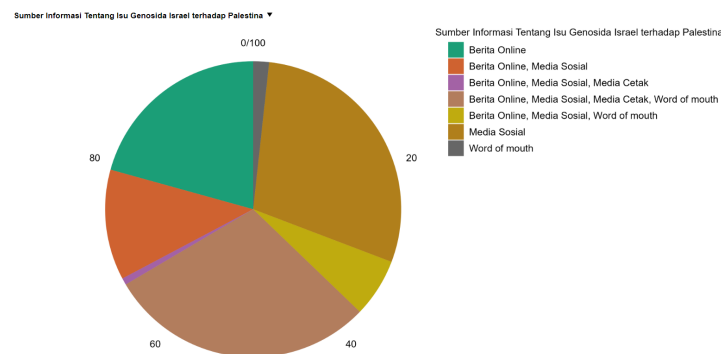
As many as 98.52% actively use social media, while 1.47% fill in the inactive option in using social media.



**Figure 7. Knowledge of Genocide Issues**

Source: Questionnaire result, 2024

Most respondents are aware of the issue of Israeli genocide against Palestine, which is 95.07%. Respondents who are not aware of the issue are 4.92%.



**Figure 8. Sources of Information on Genocide Issues**

Source: Questionnaire result, 2024

In the pie-chart above, it can be seen that the source of information about the issue of Israeli genocide against Palestine was obtained from all sources (online news, social media, print media, and word of mouth) is 29.31%. Respondents who obtained information sources only from social media amounted to 29.06%. Meanwhile, respondents who obtained information sources only from online news amounted to 20.69%, and only obtained from word of mouth amounted to 1.72%. Respondents who obtained from both sources (online news and social media) were 12.06%, from the three sources (online news, social media, and word of mouth) amounted to 6.40%, and the other three sources (online news, social media, and print media) were 0.73%.

To find out the tendency of respondents' attitudes towards the statements in the questionnaire, the following are the results of the mean value.

**Table 5. Mean**

Online News Exposure		Social Media Campaign		Social Attitudes	
Coding	Score	Coding	Score	Coding	Score
NI1	3,87931	ST1	4,12807	CG1	4,32266
NI2	3,47783	ST2	4,23399	CG2	4,15270
NI3	3,75369	ST3	4,25369	CG3	4,03448
NI4	3,60837	AP1	3,99753	AF1	4,29310
NI5	3,58860	AP2	4,14039	AF2	4,31527
MC1	3,91379	AP3	4,15517	AF3	4,38670
MC2	4,14532	RS1	4,11083	AF4	3,96059
MC3	4,19458	RS2	4,14778	BC1	4,20443
MC4	4,11822	RS3	4,23152	BC2	4,21674
MC5	4,13793	RS4	4,10098	BC3	4,14285
NA1	4,16502			BC4	4,37192
NA2	4,16995				
NA3	4,14532				
NA4	3,92364				

Source: Data processing result, 2024

The average findings will be described starting with the variable online news exposure. The first dimension, news intensity, has the lowest value in the indication of the duration of reading news, while the maximum value is in the first indicator, the frequency of accessing online news. In the content dimension, the highest average value represents the respondent's opinion that the content of messages on online news portals is considered up-to-date in telling current conditions, while the lowest assessment represents respondents' perception that the content of the message contains information relevant to the audience's needs. Regarding the attraction of the message as the third dimension, the news is presented in an engaging message style is the lowest choice; nevertheless, the greatest is represented in the image (photo) as the reason for the audience to read the news.

In the social media campaign variable, all dimensions have an average range that is not too wide. The highest value in the first dimension (stimulating) shows the respondent's belief that the campaign message encourages the audience to share their thoughts, while the lowest reflects the campaign message's ability to stimulate the audience. The second component discusses attractiveness; respondents believe that photos/videos that look real and show true conditions are the best choice, whilst images that are packaged artistically to draw attention have the lowest value. Finally, the reasoning dimension has the highest value, as demonstrated by the respondent's statement on the campaign message, which describes an event that has just occurred and is being discussed by the audience. With a value that is not substantially different but the lowest, the campaign message encourages the audience to reach rational conclusions.

The social attitude variable is examined along three dimensions: cognitive, affective, and behavioral change. The maximum value of the first dimension is represented in the audience's faith in information, while awareness of a problem (issue) based on information is the lowest. The second dimension has different values; the respondent's belief in attitudes toward a problem (issue) is at the top of this dimension, while the lowest is the willingness to act on a problem (issue). In terms of behavior change, respondents believe that the audience decides and acts by what they consider as a truth, to be the highest value, although these actions are motivated by beliefs and convictions about a problem (issue).

### ***Correlation Test***

The following are the results of the correlation test of this research. Correlation analysis is a statistical method used to determine a quantity that states how strong the relationship of a variable is with another variable without questioning whether a particular variable depends

on another variable (Sekaran & Bougie, 2016). Pearson correlation is between  $-1$  to  $1$ , where if the correlation value is positive then the relationship shows the same direction and is increasing, if the correlation value is negative then the relationship is unidirectional and decreased.

**Table 6. Correlation Test Results**

Correlations				
		Online News Exposure	Social Media Campaign	Social Attitudes
Online News Exposure	Pearson Correlation	1	0.832**	0.764**
	Sig. (2-tailed)		0.000	0.000
	N	400	0400	400
Social Media Campaign	Pearson Correlation	0.832**	1	0.855**
	Sig. (2-tailed)	0.000		0.000
	N	400	400	400
Social Attitudes	Pearson Correlation	0.764**	0.855**	1
	Sig. (2-tailed)	0.000	0.000	
	N	400	400	400

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Source: Data processing result, 2024

The correlation coefficient of the online news exposure and social attitudes variables shows a sig. value of  $0.000 < 0.05$ , which means that there is a relationship between the two variables. The magnitude of the correlation value between the two variables is  $0.764$ , which means that the correlation between online news exposure and social attitudes has a strong correlation. Meanwhile, the correlation coefficient of the social media campaign and social attitudes variables shows a sig. value of  $0.000 < 0.05$ , which also means that there is a relationship between the two variables. The magnitude of the correlation value between the two variables is  $0.855$ , which means that the correlation between social media campaigns and social attitudes has a strong correlation.

### ***Coefficient of Determination Test***

The determination coefficient test aims to see the ability of the regression model to predict the dependent variable of the study. The determination coefficient value ranges between zero and one (Hair et al., 2021).

Based on the results of the coefficient of determination (R Square) test of  $0.740$  obtained from squaring the correlation coefficient value of  $0.740$  ( $0.860 \times 0.860 = 0.740$ ). Furthermore, the coefficient of determination is obtained with the following values:

$$\begin{aligned}
 KD &= (r_{xy})^2 \times 100\% \\
 &= 0,740 \times 100\% \\
 &= 74\%
 \end{aligned}$$

Table 7. Coefficient of Determination Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.860 <sup>a</sup>	0.740	0.739	3.98924

a. Predictors: (Constant), Social\_Media\_Campaign, Online\_News\_Exposure

Source: Data processing result, 2024

So, it can be concluded that the variables of online news exposure and social media campaigns can provide 74% of the information needed to predict the results (impact of influence) on the social attitude variable. While the other 26% are other independent variables outside this study that are not the subject of observation.

### **Multiple Linear Regression Test**

Conducted to determine the linear effect of several independent variables on a dependent variable. The following are the test results:

Table 8. Multiple Linear Regression Test

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.651	1.246		4.536	0.000
	Online News Exposure	0.137	0.037	0.169	3.660	0.000
	Social Media Campaign	0.801	0.052	0.715	15.505	0.000

a. Dependent Variable: Social Attitudes

Source: Data processing result, 2024

Based on the results of the simple linear regression test, the constant value ( $\alpha$ ) was obtained as 5.651, while the regression coefficient value of the online news exposure variable ( $b$ ) was 0.137, while the social media campaign variable ( $b$ ) was 0.801, so the simple linear equation that can be compiled is as follows:

$$Y = \alpha + bX_1 + bX_2$$

$$Y = 5,651 + 0,137X_1 + 0,801X_2$$

### **Partial Hypothesis Test**

Partial test (t-test) is a test conducted to show how the influence of one independent variable can individually explain the variation of the dependent variable. In partial testing (t-test) it can be compared by looking at the calculated t with the t-table, or it can be seen in the Sig (Significance) column. This can be tested at a sig level of 0.05 or 5% with the assumptions (reject and accept). If the significance of Sig > 0.05 then  $h_0$  is accepted and  $H_a$  is rejected. This means that the independent variable partially does not have a significant effect on the dependent variable. If the significance of Sig < 0.05 then  $h_0$  is rejected and  $H_a$

is accepted. This means that the independent variable partially has a significant effect on the dependent variable.

**Table 9. Partial Hypothesis Test**

Model		Coefficients <sup>a</sup>			t	Sig.
		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta		
1	(Constant)	5.651	1.246		4.536	0.000
	Online News Exposure	0.137	0.037	0.169	3.660	0.000
	Social Media Campaign	0.801	0.052	0.715	15.505	0.000

a. Dependent Variable: Social Attitudes

Source: Data processing result, 2024

Based on the results of the first hypothesis test which shows a p-value of  $0.000 < 0.05$ , it can be interpreted that online news exposure affects social attitudes. The test results also show an estimated value of 0.137, so it can be interpreted that there is a positive influence. Further, the results of the second hypothesis test which shows a p-value of  $0.000 < 0.05$ , can be interpreted that social media campaigns affect social attitudes. The test results also show an estimated value of 0.801, so it can be interpreted that there is a positive influence.

### ***Simultaneous Hypotheses Test***

F test shows whether all independent variables or free variables are included in the model that have a joint influence on the dependent variable or dependent variable. This test also uses a significance level of 0.05. In making the F test decision we see if:

$\text{Sig} \geq 0.05$  then  $H_0$  fails to be rejected and  $H_a$  is rejected which means there are no independent variables that affect the dependent variable and  $\text{Sig} < 0.05$  then  $H_0$  is rejected and  $H_a$  fails to be rejected which means there is at least one independent variable affecting the dependent variable.

**Table 10. Simultaneous Hypotheses Test**

Model		ANOVA <sup>a</sup>				Sig.
		Sum of Squares	df	Mean Square	F	
1	Regression	18018.615	2	9009.307	566.122	0.000 <sup>b</sup>
	Residual	6317.883	397	15.914		
	Total	24336.497	399			

a. Dependent Variable: Social\_Attitudes

b. Predictors: (Constant), Social\_Media\_Campaign, Online\_News\_Exposure

Source: Data processing result, 2024

From the results of the simultaneous test (f test), a sig value of  $0.000 < 0.05$  was obtained, which means that  $H_0$  is rejected and  $H_a$  fails to be rejected, meaning that there is at least one independent variable that affects the dependent variable. As well as the variables of online

news exposure and free social media campaigns are considered to affect social attitudes simultaneously.

### ***Discussion***

Research on the effects of media originated under the umbrella term mass communication research. Media effects as Valkenburg et al, are the deliberate and nondeliberate short and long-term within-person changes in cognitions (including beliefs), emotions, attitudes, and behavior that result from media use. Media effects theories have identified three types of indirect effects. In the first type, media use itself acts as an intervening variable between pre-media-use variables (development, dispositions, and social context factors) and outcome variables. In the second type of indirect effects, the cognitive, emotional, and physiological processes that occur during and shortly after exposure act as mediators. The third type of indirect effect that has been identified conceptualizes postexposure variables that may be dependent (e.g., attitudes and beliefs) as mediators of other postexposure variables. At last, social contexts can also modify how we perceive media (Valkenburg et al., 2016).

Mass communication is one of the forms of communication that has significant differences from other forms of communication. The nature of the message is open to a varied audience, both in terms of age, religion, ethnicity, occupation, and needs. Mass communication has several distinctive features or characteristics; institution communicators, messages are general, the communicants are anonymous and heterogeneous, mass media is simultaneous, the message delivered is one-way, and delayed feedback (Cangara, 2021).

In the context of mass communication, several theories can support this research in revealing reality, the media effects theory and the social construction mass media theory. Mass media are powerful forces in society. Some key theories will help explain the effects that media have on both societies and the individuals who compose those societies, there are: 1) flow theories, theories that deal with the way effects travel from mass media to audiences; 2) social learning theories, theory that predicts that people will learn how to behave by observing others, including others portrayed in the mass media; 3) individual differences theories, theory that predicts that media users with different characteristics will be affected in different ways by the mass media; 4) agenda setting, a theory that states that the amount of attention given to an issue in the media affects the level of importance

consumers assign that issue; and 5) cumulative effects theory, a theory that predicts that media will have a profound effect over time (Adler et al., 2017).

In explaining the theory of social construction of mass media, researchers adopted research conducted by Ilhami in his research on exposure to political news and exposure to campaign advertising messages discussing the theory of construction of mass media reality according to Burhan Bungin. Social reality is constructed through the process of externalization, objectivation, and internalization. Then adapting the Social Construction Theory of Reality by Berger and Luckmann by adding mass media variables to perfect the theory. According to this perspective, the stages in the social construction process of mass media occur through: the stage of preparing construction materials; the stage of distributing construction; the stage of forming construction; and the confirmation stage (Ilhami et al., 2014).

As explained in the background of the problem, this research discusses exposure to online news, so before explaining the concept of variables, it is necessary to first explain the understanding of news. News is the main presentation of mass media besides views (opinions). Finding news material and then compiling it is the main task of journalists and the editorial department of a mass media publication. Michæl V. Charnley put forward a more complete definition of news and for practical purposes, it is worthy of our reference. These four elements are also known as news values or journalistic values are fast, actual, factual, important, and interesting. News that usually attracts readers' attention, in addition to being actual and factual and concerning many people's interests, is entertaining, contains oddities or strangeness, or human interest news, touches emotions and arouses feelings) (Juwito, 2008).

The rapid development of technology is in line with the shift of conventional media. One of the media that is developing is new media, this new media combines text, images, sound, and video using computer technology to create a product that is similar but different from traditional media. New media is a terminology to explain the convergence between computerized digital communication technology and connection to a network (Flew & Smith, 2021). The emergence of new media has had a major impact on human life. New media has directly changed people's lifestyles, culture, ways of thinking, and almost all aspects of human life. Furthermore, regarding new media, the terminology digital media is used to explain all forms of media communication. Digital media, also called new media,

combines text, images, sound, and video using computer technology to create a product that is similar but different from traditional media (Biagi, 2012).

The issue of genocide persists to this day. Genocide itself can be defined after a long journey of scholars studying this term. The nature of the various contexts, its complexity, and the historical background from which it emerged. The term “genocide” was coined by Raphael Lemkin in 1944, combining the Greek word “genos” (meaning race or family) with the Latin “cide” (meaning murder). This reflects the intention to specifically criminalize ethnic, national, and religious groups, distinguishing it from other forms of mass violence. In a broader application, genocide is not limited to mass murder; it includes a variety of actions aimed at containing a group. This includes gathering culture, deportation, and the extermination of national elites, as seen in the accusations against the Soviet Union (Moses, 2013).

Moses in his research emphasizes that genocide is often understood in a broader context, reflecting historical trauma and colonial legacies. The term genocide has evolved to collect a variety of experiences related to the conquest and collection of groups. In cultural and political dimensions, the concept of genocide is related to the history of colonialism and the perception of civilization. It represents a semantic field that includes terms such as savagery and barbarism, which have historically been used to describe the relationship between colonizers and colonized peoples. Later, the UN recognized genocide as a crime against humanity after World War II, forming a framework for its condemnation. This recognition was influenced by the atrocities committed during the Holocaust, which shaped the understanding of genocide in the modern context. In short, genocide is defined as a complex and diverse concept that goes beyond mere mass murder, encompassing a variety of actions aimed at uniting certain groups, deeply embedded in historical and cultural contexts (Moses, 2013). The public is very well informed through mass media channels and social media that are interrelated and both are interconnected. Online mass media reports, readers repost on social media, become a topic of conversation, and the mass media reads the algorithm that this news is still worthy of airing, and the public still talks about it on social media, and so on.

Negative news captures public attention in its way. Negative news articles were found to be more shared on social media, with shares increasing by 30% to 150% on Facebook and shares increasing by 26% to 36% on Twitter. Aggregate analysis showed that negativity in an article correlated with a 91% increase in shares across both platforms, highlighting the

importance of article sentiment in social media sharing. The study suggests that social media sharing dynamics may encourage journalists to produce more negative content, potentially leading to increased exposure to negative news for users (Watson et al., 2024).

The impact of continuous news coverage and calls on social media made the public take a stand. Well-known brands that were confirmed to support the genocide were detected by netizens. It started with a reluctance to consume the product personally, then spread through e-word of mouth, until finally it became an anti-brand attitude. Although the manufacturer did not admit to a decline in sales, again, netizens were able to trace the shops that were deserted, stopped buying on online shopping platforms, and decided to boycott. That's how powerful the media effect is no matter what. The more the public is adamant about their stance, the more consistent their stance is on ideological values, human rights, and other issues that touch on emotions. And this causes the tendency for people's attitudes and ideologies to become stronger over time. Although the issue of genocide is not always viewed in the realm of ideology (religion), it is a certain consideration for netizens in portraying the nation brand of countries that support the action.

As research on the mutual influences between selective news exposure and ideological leaning shows, Dahlgren et al found that people seek out print and online news that is ideologically consistent, and exposure to news that is consistent with those attitudes strengthens citizens' ideological leanings over time (Dahlgren et al., 2019). It is clear that eliciting an emotional response is one of the goals of messaging and campaigning. Anti and pro attitudes that involve emotions, and anti and pro attitudes that tend to be neutral can have an impact on anger, anxiety, or positive emotions. Where positive emotions affect attitudes, participation, and voting intention (Marquart et al., 2019); There is a relationship between news exposure and emotional responses, which is why increasing media literacy is essential for individuals to distinguish reliable information and combat misinformation on social media (Montazeri et al., 2023).

A study that highlights the important role of mass media in shaping public perceptions and behavior during a crisis explains that media exposure, credibility, and social influence have a significant impact on individual perceptions of the benefits of mass media news. This study shows that effective media strategies can mobilize public support for altruistic actions and humanitarian efforts (Liao, 2023).

Confetto et al in their study, used the Stimulus-Organism-Response paradigm and social influence theory to explain how social media stimuli can influence attitudes and behaviors

related to sustainability. The findings of the study showed that all formulated hypotheses were confirmed, highlighting the strong impact of social media on sustainability-oriented behavior among Generation Z (Confetto et al., 2023).

Apart from the discussion of several studies that explain the influence of media effects on attitude variables, some studies show other results, that online news exposure has a relatively low impact on readers' attitudes (N. I. Hasan, 2021), Although online news consumption has a small independent effect, it is still significant in influencing attitudes, especially through social networks (Mourao et al., 2015), that internet news consumption shows little consistent relationship with public attitudes, with mixed results across samples, and internet news exposure is negatively associated with support in contrast to the effects of traditional media (Roche et al., 2016), news exposure may not contribute to citizens' health as commonly believed, changes in news exposure did not significantly affect the measured outcomes, regardless of previous levels of news consumption (Wojcieszak et al., 2022).

In a study that highlighted the issue of marginalization of African Americans in society and explored how social media news can motivate activism against institutional policies that contribute to social inequality. Framing discriminatory news on social media evokes anger and motivates activism; emotional responses to news can influence engagement. Findings suggest that exposure to social media news highlighting institutional discrimination can motivate activism, particularly among college students who demonstrate an immediate response to information about social injustice. Additional results suggest that social media can play a significant role in raising awareness and motivating civic engagement (M. A. Smith et al., 2020).

Another study of a social media campaign that ran during the Canadian boating season assessed the response on Facebook to a social marketing campaign for recreational boating safety. Most comments were positive, indicating strong campaign acceptance, while the negative responses reflected concerns about reduced enjoyment rather than opposition to the campaign (J. Smith et al., 2021).

In a study that highlighted mental health issues and help-seeking attitudes, and how social media campaigns impacted these issues, it was found that social media campaigns were useful in addressing MH stigma and help-seeking, but messages may need to take into account the cultural characteristics of all adolescents (Thompson et al., 2020). Still on the impact of social media campaigns on mental health issues, and the tendency of young people to communicate about suicide through social media platforms. Suicide prevention campaigns

across the population have been shown to increase knowledge, awareness, and attitudes towards suicide (Thorn et al., 2020).

In addition, social media campaigns are also useful for fundraising. They positively influence charitable giving, volunteerism, and interpersonal trust. While they are successful in boosting prosocial behavior, these effects are mostly short-term, and the campaigns only reach those with accounts (Fazio et al., 2023). In other cases, social media campaigns can also support marketing agendas. Effective social media campaigns foster positive attitudes, potentially increasing attendance and engagement at events (Jensen & Limbu, 2016). Based on the search conducted to support this research, no other research results were found indicating that there was no influence between social media campaigns and audience attitudes.

## CONCLUSION

The results of the first hypothesis test revealed that exposure to online news affected social attitudes. The test results also revealed an estimated value of 0.137, which can be taken as a favorable effect. The results of the first hypothesis test indicate that the hypothesis of a positive effect of internet news exposure on social attitudes is supported or confirmed. The findings of the second hypothesis test revealed that social media campaigns influenced societal attitudes. The test results likewise indicated an estimated value of 0.801, implying a positive effect. The results of the second hypothesis test lead to the conclusion that social media campaigns have a favorable influence on social attitudes

Based on the results of the third hypothesis test, which measured the variables of online news exposure and social media campaigns about 'Boycotting Products Supporting Israel' simultaneously influencing the social attitudes of the millennial generation in DKI Jakarta, it was determined that online news exposure and social media campaigns affect social attitudes concurrently. The researcher found it challenging to uncover previous research on ideologically oriented campaigns and how this variable can influence societal views. This is a suggestion for further investigation.

The researcher believes that it is very important for us to pay special attention to global issues, especially those related to humanity. Campaigns are examined not only in the context of product promotion or image development but also in terms of how human beings move for broader goals, specifically human rights. Furthermore, the sample in this study was limited to the millennial generation in DKI Jakarta. It is feasible that in the future, similar

research on humanity can be undertaken on a larger scale (nation) to advocate the concern of human rights.

The use of convenience sampling in this study limits the ability to generalize the finding to the broader population in Jakarta. As a results, the sample may not adequately represent the full demographic diversity of the city. Nonetheless, the underlying assumption of the researchers is that millennials tend to possess relatively stable economic conditions and stronger purchasing power, particularly due to the responsibilities in fulfilling consumer demands. Future research is encouraged to employ probabilistic sampling techniques or stratified approaches that encompass a wider range of demographic segments, in order to enhance representativeness and strengthen the external validity of the findings. Moreover, comparative studies across different region or generational groups may provide deeper insight into variations in economic behavior, social attitudes, and responses to digital activism campaigns. This study implies that exposure to genocide news and boycott campaigns on social media plays a significant role in shaping public attitudes and behavioral intention. These findings provide a foundation for future research to further examine how digital information flows influence collective responses to humanitarian crisis.

Future studies could expand by integrating theories of media effects and digital activism, such as the Social Amplification of Risk Framework and Theory of Planned Behavior. Those critical literature are to explore the mechanisms through which online narrative mobilize collective action and shape public decision making in humanitarian contexts. Considering the significant association found in this research between exposure to genocide news, engagement with boycott campaigns on social media, and their consequences on social attitudes, subsequent research may further investigate how emotional and cognitive processing of conflict related information influences moral judgement, solidarity behaviors, and collective resistance. In particular, examining the role of affective responses, perceived moral responsibility, and social identity formation could deepen theoretical understanding of how individuals transform mediated suffering into concrete behavioral intentions, including participation in boycotts, advocacy, or donation movement. Future worl might also compare different digital platforms, campaign strategies, and cultural context to determine how variations in message framing and algorithmic visibility alter the strength and direction of public reactions toward humanitarian crisis.

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