

SOCIAL MEDIA COMMUNICATION STRATEGIES OF PT. MINESKI INDONESIA IN ENHANCING AUDIENCE ENGAGEMENT DURING THE MOBILE LEGENDS PROFESSIONAL LEAGUE INDONESIA SEASON 15

Abstract

1 The rapid growth of social media has transformed communication practices within the esports
2 industry, shifting the focus from one-way information dissemination toward interactive and
3 engagement-driven strategies. This study examines the social media communication strategies
4 employed by PT. Mineski Indonesia to enhance audience engagement during the Mobile
5 Legends Professional League (MPL) Indonesia Season 15. Adopting a qualitative case study
6 approach within a constructivist paradigm, data were collected through in-depth interviews with
7 the social media team and active audience members, non-participant observation of Instagram
8 and TikTok content, and document analysis of social media posts and interactions. The findings
9 reveal that audience engagement was generated through an integrated strategy combining
10 informational relevance, entertainment-oriented content, and interactive communication
11 practices. Instagram functioned primarily as an information and identity-building platform, while
12 TikTok was strategically utilized to deliver entertaining, emotionally engaging, and trend-based
13 content that encouraged participation. Active interaction by social media administrators,
14 including direct responses to comments and the use of interactive features, strengthened
15 emotional closeness and fostered community involvement. The study confirms that audience
16 engagement in esports is a multidimensional and relational process shaped by the fulfillment of
17 information, entertainment, social interaction, and escapism needs, as explained by the Uses and
18 Gratifications framework. These findings contribute to digital communication scholarship and
19 provide practical insights for esports organizers in designing effective social media engagement
20 strategies.
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Key words:-

23 Audience engagement, esportscommunication, Instagram, social media strategy, TikTok
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Introduction:-

27 The rapid growth of social media platforms, particularly short-form video applications, has
28 fundamentally transformed organizational communication strategies from one-way information
29 dissemination into interactive, participatory, and engagement-oriented practices (Abbasi et al.,
30 2025). Contemporary digital communication emphasizes not only content visibility but also the
31 ability of organizations to stimulate sustained audience interaction through likes, comments,
32 shares, and user-generated content, which collectively define audience engagement in digital
33 environments (Liu et al., 2021). This shift requires organizations to carefully design
34 communication strategies that integrate message content, platform affordances, and audience
35 participation mechanisms to remain relevant in competitive digital ecosystems (Lu & Lin, 2022).
36

37 In recent years, short-form video platforms such as TikTok and Instagram Reels have reshaped
38 patterns of media consumption by promoting rapid scrolling, algorithmic personalization, and
39 repetitive exposure, thereby altering how attention and engagement are generated and
40 maintained (Alruwaili, 2025). Studies indicate that engagement on these platforms is strongly
41 influenced by entertainment value, trend alignment, emotional stimulation, and interactive
42 features embedded within content formats (Zeng et al., 2025). Consequently, organizations must
43 adopt communication strategies that are not only informative but also emotionally resonant and
44 culturally aligned with platform-specific norms (Vaterlaus & Winter, 2021).

45 Within the esports industry, social media has emerged as a central arena for building
46 relationships between event organizers, professional teams, players, and audiences (Kennedy &
47 Funk, 2023). Esports audiences are not passive spectators; rather, they actively engage in
48 discussions, identity construction, and community-building through digital platforms
49 surrounding tournaments and leagues (Calapez et al., 2024). Social media thus functions as a
50 connective infrastructure that links live competition, mediated content, and fan communities into
51 a continuous engagement cycle (Huang et al., 2024).

52 Research on esports consumption highlights that audience engagement is closely associated with
53 fan identity, emotional attachment, and perceived authenticity of communication (Noh et al.,
54 2025). Social media content such as match highlights, behind-the-scenes footage, and interactive
55 posts enables audiences to express loyalty, demonstrate expertise, and reinforce their belonging
56 to esports communities (Polyakova et al., 2024). As a result, communication strategies in esports
57 increasingly focus on fostering participation and emotional closeness rather than merely
58 broadcasting match information (Pagáč et al., 2025).

59 From a theoretical perspective, the Uses and Gratifications framework provides a valuable lens
60 for understanding audience engagement in digital and esports contexts (Yang & Ha, 2021). This
61 theory conceptualizes audiences as active agents who selectively use media to satisfy specific
62 needs, including information acquisition, entertainment, social interaction, identity formation,
63 and escapism (Wang & Oh, 2023). In social media environments, these gratifications are often
64 amplified by platform features such as algorithmic recommendation systems, participatory
65 content tools, and interactive feedback loops (Majumdar & Prakash, 2023).

66 Empirical studies demonstrate that social media marketing activities designed to meet audience
67 gratifications significantly enhance engagement and behavioral intentions, particularly among
68 younger digital-native audiences (Khan, 2022). In esports settings, gratification-driven content
69 has been shown to increase not only immediate engagement metrics but also long-term loyalty
70 and advocacy behaviors (Khan et al., 2023). These findings suggest that effective
71 communication strategies must align content design with audience motivations and platform
72 cultures to generate meaningful engagement outcomes (Zhang et al., 2023).

73 Visual and audiovisual design elements also play a crucial role in shaping engagement on short-
74 form video platforms (Qi et al., 2024). Research indicates that video rhythm, visual complexity,
75 and emotional cues significantly influence viewers' willingness to comment, share, and
76 participate in online interactions (Fu et al., 2024). Accordingly, esports organizations are
77 increasingly required to invest in professional content production and strategic message framing
78 to stand out in saturated digital environments (Abbasi et al., 2025).

79 Despite growing scholarship on social media engagement and esports marketing, there remains a
80 need for in-depth, organization-level case studies that examine how communication strategies
81 are practically formulated and implemented across platforms within specific competitive
82 contexts (Kennedy & Funk, 2023). In particular, limited research has explored how event
83 organizers integrate content planning, community interaction, and platform differentiation to
84 enhance engagement during a single competitive season (Calapez et al., 2024). Addressing this
85 gap is essential to better understand the mechanisms through which social media communication
86 strategies translate into measurable audience engagement outcomes (Pagáč et al., 2025).

87 Against this backdrop, the Mobile Legends Professional League Indonesia Season 15 provides a
88 relevant empirical context for examining social media communication strategies in the esports
89 industry. As the organizer, PT. Mineski Indonesia actively utilizes Instagram and TikTok to
90 distribute information, entertain audiences, stimulate interaction, and cultivate digital
91 communities around the league (Huang et al., 2024). Analyzing these strategies offers valuable
92 insights into how esports event organizers leverage social media to enhance audience
93 engagement while responding to evolving platform dynamics and audience expectations (Noh et
94 al., 2025).

95 **Research methods**

96 **1) Research Paradigm and Approach**

97 This study adopts a constructivist research paradigm, which views social reality as socially
98 constructed through interaction, interpretation, and shared meaning rather than as an objective
99 and fixed entity (Creswell & Poth, 2018). Within this paradigm, meaning is generated through
100 communication practices, experiences, and interpretations of social actors involved in specific
101 contexts. The constructivist perspective is particularly suitable for communication research that
102 seeks to understand how strategies are designed, enacted, and interpreted by both communicators
103 and audiences in digital environments (Bungin, 2020).

104 Based on this paradigm, the research employs a qualitative approach, aiming to obtain an in-
105 depth understanding of social media communication strategies implemented by PT. Mineski
106 Indonesia and how these strategies contribute to audience engagement during the Mobile
107 Legends Professional League (MPL) Indonesia Season 15. Qualitative research enables the
108 exploration of processes, meanings, and contextual dynamics that cannot be adequately captured
109 through quantitative measurement alone (Flick, 2018).

110 2) **Research Design**

111 The study utilizes a descriptive qualitative case study design. A case study allows researchers to
112 examine a contemporary phenomenon within its real-life context, particularly when the
113 boundaries between the phenomenon and the context are not clearly evident (Yin, 2018). This
114 design is appropriate because the communication strategies of PT. Mineski Indonesia are
115 embedded within the specific organizational, cultural, and temporal context of MPL Indonesia
116 Season 15.

117 The case study approach facilitates a holistic analysis of communication practices, including
118 content planning, platform utilization, interaction patterns, and audience responses across
119 Instagram and TikTok. By focusing on a single case, the research aims to generate rich,
120 contextualized insights that contribute to theoretical understanding and practical implications for
121 social media communication in the esports industry (Stake, 2015).

122 3) **Research Object and Unit of Analysis**

123 The object of this research is the social media communication strategy implemented by PT.
124 Mineski Indonesia in enhancing audience engagement during MPL Indonesia Season 15. The
125 strategy encompasses content creation, message framing, interaction management, and the
126 utilization of platform-specific features on Instagram and TikTok.

127 The unit of analysis includes:

- 128 1. Communication practices of the social media team of PT. Mineski Indonesia.
- 129 2. Social media content related to MPL Indonesia Season 15 published on Instagram and
130 TikTok.
- 131 3. Audience interactions with the content, including comments, likes, shares, and
132 participatory activities such as challenges and user-generated content.

133 4) **Research Subjects and Informants**

134 Research subjects consist of individuals directly involved in the planning and execution of social
135 media communication strategies as well as audiences who actively engage with MPL Indonesia
136 content.

- 137 • Key informant: A member of the PT. Mineski Indonesia social media team responsible
138 for content strategy and audience interaction during MPL Indonesia Season 15.
- 139 • Supporting informants: Selected audience members who actively interact with MPL
140 Indonesia's Instagram and TikTok content through comments, shares, or participation in
141 interactive features.

142 Informant selection follows a purposive sampling technique, whereby participants are chosen
143 based on their relevance, involvement, and capacity to provide rich information related to the
144 research objectives (Palinkas et al., 2015).

145 5) **Data Collection Techniques**

146 Data collection is conducted using multiple qualitative techniques to ensure depth and credibility
147 through data triangulation.

148

149 1. In-depth Interviews

150 Semi-structured interviews are conducted with the key informant and supporting
151 informants. This interview format allows flexibility to explore predetermined themes
152 while providing space for informants to elaborate on experiences, perceptions, and
153 interpretations of social media communication strategies and engagement (Kvale &
154 Brinkmann, 2015). Interview guides focus on content planning processes, strategic
155 objectives, interaction management, perceived audience responses, and engagement
156 outcomes.

157 2. Non-participant Observation

158 The researcher observes social media activity on Instagram and TikTok during MPL
159 Indonesia Season 15. Observations include content types, posting frequency, interaction
160 patterns, use of platform features, and audience responses. This technique enables the
161 researcher to capture natural communication practices without interfering with ongoing
162 interactions (Flick, 2018).

163 3. Document and Content Analysis

164 Documentation includes screenshots, videos, captions, hashtags, and interaction metrics
165 from Instagram and TikTok posts related to MPL Indonesia Season 15. These materials
166 are analyzed to identify recurring themes, message patterns, and strategic elements used
167 to stimulate audience engagement. Content analysis supports systematic interpretation of
168 communication artifacts within their digital context (Bowen, 2009).

169

170 **6) Data Analysis Technique**

171 Data analysis follows a thematic analysis process, allowing the identification, organization, and
172 interpretation of patterns within qualitative data (Braun & Clarke, 2021). The analysis proceeds
173 through several stages:

174

175 1. Data Familiarization

176 Transcribed interview data, observation notes, and social media documents are read
177 repeatedly to gain comprehensive understanding.

178 2. Initial Coding

179 Relevant data segments are coded based on emerging concepts related to communication
180 strategies, audience engagement, and platform utilization.

181 3. Theme Development

182 Codes are grouped into broader themes reflecting strategic communication dimensions
183 such as content relevance, interactivity, emotional appeal, and platform differentiation.

184 4. Theoretical Interpretation

185 Themes are interpreted using the Uses and Gratifications framework and audience
186 engagement theory to explain how communication strategies fulfill audience needs and
187 stimulate engagement behaviors.

188

189 **7) Trustworthiness and Data Validity**

190 To ensure research rigor, the study applies criteria of credibility, transferability, dependability,
191 and confirmability (Lincoln & Guba, 1985). Credibility is enhanced through triangulation of

192 interviews, observations, and document analysis. Transferability is supported by detailed
193 contextual descriptions of the case. Dependability and confirmability are ensured through
194 systematic documentation of research procedures and analytical decisions.

195 **8) Ethical Considerations**

196 Ethical principles are observed throughout the research process. Informants provide informed
197 consent prior to participation, and confidentiality is maintained by anonymizing personal
198 identifiers where necessary. Data obtained from social media platforms are analyzed solely for
199 academic purposes, respecting platform policies and ethical research standards (British
200 Psychological Society, 2021).

201 **B. Results and Discussion**

202 **1) Overview of Empirical Findings**

203 This study examines how PT. Mineski Indonesia designed and implemented social media
204 communication strategies to enhance audience engagement during the Mobile Legends
205 Professional League (MPL) Indonesia Season 15. Based on in-depth interviews, non-participant
206 observation, and content analysis of Instagram and TikTok posts, the findings indicate that
207 audience engagement was not generated by a single tactical element but rather through an
208 integrated communication strategy combining content relevance, platform differentiation,
209 interaction management, and audience participation. These strategies collectively addressed
210 multiple audience needs, aligning closely with the Uses and Gratifications framework.

211 The discussion below is organized into four main thematic findings: (1) content relevance and
212 informational value, (2) entertainment-oriented content and emotional engagement, (3)
213 interactive communication and community involvement, and (4) platform-specific strategic
214 differentiation.

215

216 **2) Content Relevance and Informational Value**

217 Empirical findings show that informational content played a foundational role in sustaining
218 audience engagement throughout MPL Indonesia Season 15. PT. Mineski Indonesia consistently
219 published match schedules, team lineups, standings, and result summaries, particularly on
220 Instagram, which functioned as the primary information hub for audiences. Informants from the
221 social media team emphasized that informational accuracy and timeliness were prioritized to
222 ensure that audiences perceived the official social media accounts as reliable reference points.

223 Audience interviews revealed that such informational content fulfilled cognitive needs related to
224 understanding tournament progression and competitive dynamics. Many respondents reported
225 routinely checking Instagram before and after matches to confirm schedules and results. This
226 behavior indicates that informational relevance served as an entry point for engagement,
227 encouraging repeated visits and baseline interaction through likes and comments. These findings
228 support previous research suggesting that information gratification is a core driver of sustained
229 engagement in sports and esports communication contexts.

230

231 **3) Entertainment-Oriented Content and Emotional Engagement**

232 Beyond information dissemination, entertainment-oriented content emerged as a dominant factor
233 in intensifying audience engagement. Observational data show that match highlights, dramatic
234 in-game moments, humorous edits, and behind-the-scenes footage generated significantly higher
235 interaction rates compared to purely informational posts. TikTok, in particular, was used to

236 amplify emotional appeal through short-form videos aligned with trending audio, memes, and
237 platform-native humor.

238 Interview data indicate that audiences perceived entertainment content as enhancing emotional
239 closeness with the league and its players. Respondents frequently described feelings of
240 excitement, amusement, and emotional attachment when consuming highlight videos or behind-
241 the-scenes clips. This emotional engagement translated into active behaviors such as
242 commenting, sharing content with peers, and creating user-generated responses. These findings
243 reinforce the notion that emotional stimulation is a critical dimension of audience engagement,
244 especially within entertainment-driven digital environments such as esports.

245

246 **4) Interactive Communication and Community Involvement**

247 A key empirical finding relates to the role of interaction management in strengthening audience
248 engagement. PT. Mineski Indonesia actively utilized interactive features, including comment
249 replies, polls, question stickers, and TikTok challenges. Social media administrators regularly
250 responded to audience comments using informal and conversational language, which audiences
251 interpreted as a sign of accessibility and recognition.

252 Audience informants highlighted that direct responses from administrators increased their
253 willingness to engage further, as they felt acknowledged and valued. Interactive content also
254 stimulated peer-to-peer interaction among audience members, transforming comment sections
255 into spaces for discussion, debate, and shared enthusiasm. This dynamic indicates that
256 engagement extended beyond individual reactions toward collective community participation.
257 Such findings align with engagement theory, which emphasizes two-way communication and
258 relational interaction as essential components of meaningful audience involvement.

259

260 **5) Platform-Specific Strategic Differentiation**

261 The findings demonstrate a clear strategic differentiation between Instagram and TikTok.
262 Instagram was primarily used for structured, visually consistent, and information-rich content,
263 reinforcing the league's professional image. In contrast, TikTok was positioned as an
264 experimental and entertainment-driven platform, prioritizing virality, humor, and trend
265 participation.

266 This differentiation allowed PT. Mineski Indonesia to address diverse audience motivations
267 across platforms. Instagram satisfied information-seeking and identity-related needs, while
268 TikTok fulfilled entertainment and escapism needs. The strategic alignment of content types with
269 platform affordances contributed to broader reach and deeper engagement, as evidenced by
270 higher comment volumes and audience participation on TikTok compared to Instagram.

271

272 **1) Summary of Key Findings**

273

274 The main findings are summarized in Table 1, which maps empirical observations to engagement
275 dimensions and theoretical interpretations.

275 Table 1. Summary of Findings on Social Media Communication Strategies and Audience
276 Engagement

StrategicDimension	EmpiricalFindings	EngagementOutcom	TheoreticalInterpretation
InformationalContent	Timelymatchschedul	Repeatedvisits,	Informationgratification

Entertainment Content	es, results, standings Highlights, humor, behind-the- scenes videos	baseline interaction Highlikes, shares, emotional responses	Entertainment gratification
Interactive Communication	Comment replies, polls, challenges	Active participation, community discussion	Social interaction gratification
Platform Differentiation	Instagram for information, TikTok for entertainment	Broader reach, platform- appropriate engagement	Multi- gratification fulfillment

277 The results indicate that audience engagement during MPL Indonesia Season 15 was the
278 outcome of an integrated communication strategy rather than isolated content tactics. By
279 combining informational reliability with emotionally engaging and interactive content, PT.
280 Mineski Indonesia successfully addressed multiple audience gratifications simultaneously. This
281 supports the Uses and Gratifications perspective, which conceptualizes audiences as active
282 agents who engage with media based on the fulfillment of specific needs.

283 Furthermore, the strategic differentiation between Instagram and TikTok highlights the
284 importance of platform sensitivity in contemporary digital communication. Rather than
285 replicating identical content across platforms, PT. Mineski Indonesia adapted its communication
286 style to align with platform cultures, thereby enhancing engagement effectiveness. This finding
287 contributes to existing literature by demonstrating how esports organizations can operationalize
288 engagement theory within real-world social media practices.

289 Overall, the findings suggest that effective social media communication in esports requires not
290 only creative content but also relational management and strategic coherence across platforms.
291 Audience engagement emerges as a relational and processual phenomenon, shaped by
292 continuous interaction between content, communicators, and audiences within dynamic digital
293 environments.

294 **Conclusion**

295
296 This study concludes that the social media communication strategies implemented by PT. Mineski
297 Indonesia during the Mobile Legends Professional League (MPL) Indonesia Season 15 were
298 effective in enhancing audience engagement through an integrated and audience-centered
299 approach. The findings demonstrate that engagement was generated not merely by the frequency
300 of content distribution, but by the strategic alignment of informational accuracy, entertainment
301 value, and interactive communication practices. By consistently providing timely tournament
302 information, emotionally engaging content, and responsive interaction, PT. Mineski Indonesia
303 succeeded in positioning its social media platforms as both reliable information sources and
304 vibrant community spaces for esports audiences.

305 From a theoretical perspective, the results reinforce the applicability of the Uses and
306 Gratifications framework in contemporary esports and social media contexts. Audience
307 engagement emerged as a multidimensional phenomenon shaped by the fulfillment of

308 information, entertainment, social interaction, and escapism needs across different platforms. The
309 strategic differentiation between Instagram and TikTok further illustrates how platform-specific
310 affordances mediate the realization of these gratifications, with Instagram supporting
311 informational and identity-oriented engagement, while TikTok amplifies entertainment and
312 emotional involvement. This finding contributes to communication scholarship by demonstrating
313 how gratification-based theories can be operationalized in practical social media strategies within
314 digital entertainment industries.

315 Practically, this study offers important implications for esports organizers and digital
316 communication practitioners. Effective audience engagement requires a coherent strategy that
317 integrates content relevance, emotional storytelling, and sustained two-way interaction rather than
318 isolated or purely promotional tactics. Esports organizations are encouraged to tailor content to
319 platform cultures, actively manage community interactions, and continuously adapt strategies
320 based on audience feedback and engagement patterns. Future research may extend this study by
321 employing comparative or longitudinal designs to examine how social media communication
322 strategies evolve across seasons or differ across esports titles, thereby enriching understanding of
323 sustainable audience engagement in rapidly changing digital ecosystems.

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