



- [HOME](#)
  - [ABOUT](#)
  - [USER HOME](#)
  - [SEARCH](#)
  - [CURRENT](#)
  - [ARCHIVES](#)
  - [ANNOUNCEMENTS](#)
- [CONTACT](#)

**OJS USER GUIDE**

[Home](#) > [User](#) > [Author](#) > [Submissions](#) > #4997 > [Summary](#)

## #4997 Summary

[SUMMARY](#)   [REVIEW](#)   [EDITING](#)



### Submission

**Authors** Muhammad Thoyib Amali  
**Title** Grammarly adoption among higher-education students in Yogyakarta  
**Original file** [4997-16800-1-SM.DOCX](#) 2023-12-24  
**Supp. files** [4997-16801-1-SP.PDF](#) 2023-12-24  
[4997-16802-1-SP.PNG](#) 2023-12-24  
[4997-16803-1-SP.PNG](#) 2023-12-24  
[4997-17578-1-SP.PDF](#) 2024-03-20  
**Submitter** Mr. Muhammad Thoyib Amali  
**Date submitted** December 24, 2023 - 10:27 PM  
**Section** Articles  
**Editor** Muhamad Isnaini  
**Author comments**

Dear Editor-in-Chief,

We are writing to submit an original research article entitled "Grammarly Adoption Among Higher-Education Students in Yogyakarta: The Impact of Online Ad Exposure and Reference Group with the Mediating Role of Trust" for consideration of publication in Bricolage: Jurnal Magister Ilmu Komunikasi. This research article was presented at The 1st Communication Sciences International Conference For APJIKI Members (CSICA) 2023, and the CSICA committee has decided that this article is suitable for submission to Bricolage: Journal of Masters in Communication Sciences. Furthermore, we also attach the Announcement of CSICA 2023 Publication Letter on supplementary files along with pictures/figures in this article for the need for high-resolution images in layouting.

The research article also adheres to the guidelines and standards set by Bricolage: Jurnal Magister Ilmu Komunikasi, and we believe that the article aligns well with the scope and objectives.

Thank you for considering our submission. We look forward to your favorable response and the opportunity to contribute to the scholarly discourse in the field of communication.

Yours sincerely,  
 Muhammad Thoyib Amali | Program Studi Ilmu Komunikasi | Universitas Ahmad Dahlan  
 Corresponding Author

Abstract Views 157

### Status

**Status** Published Vol 10, No 1 (2024): Accredited by Kemenristekdikti RI SK No.152/E/KPT/2023  
**Initiated** 2024-03-21  
**Last modified** 2024-04-01

### Submission Metadata

#### Authors

**Name** Muhammad Thoyib Amali  
**Affiliation** Universitas Ahmad Dahlan  
**Country** Indonesia  
**Bio Statement** Department of Communication Science  
 Principal contact for editorial correspondence.

#### Title and Abstract

**Title** Grammarly adoption among higher-education students in Yogyakarta

#### Abstract

Education has experienced significant changes due to recent advances in information technology. Technological developments, such as Grammarly, are pivotal in enhancing language education, benefiting learners of English as a Second Language. This research's primary objective is to examine the impact of online ad exposure and reference groups on the adoption of Grammarly while considering trust as the mediating role. This research utilized a quantitative approach by surveying 120 higher-education students in Yogyakarta. The analysis technique used in this research is path analysis using the SmartPLS program. Based on hypothesis testing, online ad exposure and reference groups have a positive and significant impact on Grammarly adoption behavior, where trust takes the role of full mediation on the relationship between online ad exposure and adoption behavior. Meanwhile, trust serves as partial mediation in the relationship between reference groups and adoption behavior. Furthermore, the managerial implications the researcher can suggest for Grammarly are to improve the performance of the features offered further, where improvements to the feedback provided by Grammarly should be more contextual and relevant.

In Collaboration with:



Ikatan Sarjana Komunikasi Indonesia

Nomor: 12/MoU/Jurnal/ISKI/IX/2022

**FOCUS AND SCOPE**

**AUTHOR GUIDELINES**

**PUBLICATION ETHICS**

**EDITORIAL TEAM**

**PEER REVIEWERS**

**PEER REVIEW PROCESS**

**MOU BRICOLAGE-APJIKI**

**ORIGINALITY LETTER**

**VISITOR STATISTICS**

Recommended Tools:



Supervised by:



**JOURNAL TEMPLATE**

Untuk penulis yang ingin mengirimkan artikel, harap gunakan *template* standar kami yang bisa di-download dari link di bawah ini:

Indexing

Keywords Grammarly Adoption; Online Ad Exposure; Reference Group; Trust  
 Language en

Supporting Agencies

Agencies —

References

References

Agag, G., & El-Masry, A. A. (2016). Understanding Consumer Intention to Participate in Online Travel Community and Effects on Consumer Intention to Purchase Travel Online and WOM: An Integration of Innovation Diffusion Theory and TAM with Trust. *Computers in Human Behavior*, 60, 97–111. <https://doi.org/10.1016/j.chb.2016.02.038>

Alotaibi, A. H. E. (2023). The Impact Of AI-Powered Grammarly on Enhancing Grammar Proficiency Among Saudi EFL Students. *Remittances Review*, 8(4), 3718–3726.

Ambarwati, E. K. (2021). Indonesian University Students' Appropriating Grammarly for Formative Feedback. *ELT in Focus*, 3(1), 1–11. <https://doi.org/10.35706/eltinf.v4i1.5216>

Anggraini, M., & Sanjaya, V. F. (2020). Pengaruh Kelompok Referensi, Media Sosial, Word of Mouth terhadap Keputusan Pembelian pada Generasi Milenial. *Jurnal Ekonomak*, 6(3), 1–8.

Armanda, M. L., Nugraheni, A. F., Wulansari, A., & Imron, A. (2022). "Grammarly" as English Writing Assistant from EFL Students' Perspective. *English Education: Journal of English Teaching and Research*, 7(2), 128–137. <https://doi.org/10.29407/jetar.v7i2.17988>

Armaya, T., Herieningsih, S. W., Pradekso, T., & Yulianto, M. (2014). Terpaan Pemberitaan Media Massa dan Tingkat Kepercayaan Masyarakat pada Kompetensi Jokowi sebagai Pemimpin terhadap Minat Masyarakat Memilih Jokowi sebagai Capres. *Interaksi Online*, 2(4).

Awalin, A. S., Iftanti, E., & Umami, M. S. M. (2023). Students' Perceptions On The Impact Of Artificial Intelligence On English Grammar Learning. In *International Conference on Education*, 169–174.

Clemens, F., Hanewinkel, R., & Morgenstern, M. (2017). Exposure to Gambling Advertisements and Gambling Behavior in Young People. *Journal of Gambling Studies*, 33(1), 1–13. <https://doi.org/10.1007/s10899-016-9606-x>

Dewi, R., Azis, N., Syafil, M., & Basalamah, A. (2023). Persepsi Referensi Kelompok Terhadap Keputusan Pembelian Produk Halal Kosmetik Pada Mahasiswi FEB Universitas Muslim Indonesia. *Jurnal Ilmiah Dan Bisnis Kewirausahaan*, 12(2), 152–165.

Fadhilah, U., Lizawati, & Saribu, H. J. D. (2019). Effectiveness Of Grammarly Application For Writing Abstract. *International Journal of Science and Research (JSR)*, 8(12), 163–166. <https://doi.org/10.21275/ART20202994>

Faidah, E. N., & Harti, H. (2021). Pengaruh Intensitas Browsing dan Kelompok Referensi terhadap Keputusan Pembelian Sabun Pembersih Wajah (Studi pada Mahasiswa Universitas Negeri Surabaya). *Jurnal Pendidikan Tata Niaga (JPTN)*, 9(1), 1167–1173.

Faisal, F., & Carabella, P. A. (2023). Utilizing Grammarly in an Academic Writing Process: Higher-education Students' Perceived Views. *Journal of English Language Teaching and Linguistics*, 8(1), 23–42.

Febriada, R., & Oktavianti, R. (2020). Pengaruh Terpaan Iklan di Media Sosial Youtube terhadap Persepsi Konsumen (Studi terhadap Pelanggan Iklan.com di Youtube). *Prologia*, 4(1), 179. <https://doi.org/10.24912/pr.v4i1.6471>

Fitria, T. N. (2021). Grammarly as AI-powered English Writing Assistant: Students' Alternative for Writing English. *Metathesis: Journal of English Language, Literature, and Teaching*, 5(1), 65. <https://doi.org/10.31002/metathesis.v5i1.3519>

Gefen, D., & Straub, D. W. (2004). Consumer Trust in B2C e-Commerce and the Importance of Social Presence: Experiments in e-Products and e-Services. *Omega*, 32(6), 407–424. <https://doi.org/10.1016/j.omega.2004.01.006>

Ghozali, I. (2008). *Structural Equation Modeling: Metode Alternatif dengan Partial Least Square (PLS)*. Badan Penerbit Universitas Diponegoro.

Ghozali, I. (2019). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 23*. Universitas Diponegoro Press.

Ghufron, M. (2019). Exploring an Automated Feedback Program 'Grammarly' and Teacher Corrective Feedback in EFL Writing Assessment: Modern vs. Traditional Assessment. *Proceedings of the 3rd English Language and Literature International Conference, ELLiC*. <https://doi.org/http://dx.doi.org/10.4108/eahi.27-4-2019.2285308>

Griffin, E. (2012). *A First Look at Communication Theory*, 8th Edition. McGraw-Hill.

Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2017). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*. In Sage Publications.

Kamau, M. J., Mberia, H., & Muchunku, I. G. (2023). Opinion Leaders in Interpersonal Communication and Their Influence on Alcohol Consumption among Students in Government Tertiary Colleges in Kenya. *Matondang Journal*, 2(2), 59–69.

Kasinem. (2020). Pengaruh Kepercayaan dan Kualitas Pelayanan Terhadap Kepuasan Konsumen Pada Hotel Bukit Serelo Lahat. *Jurnal Media Wahana Ekonomika*, 17(4), 329. <https://doi.org/10.31851/jmwe.v17i4.5096>

Kemp, S. (2023). *Digital 2023: Indonesia. We Are Social & Meltwater*. <https://datareportal.com/reports/digital-2023-indonesia>

Kurniawan, A., & Dwijayanti, R. (2022). Pengaruh Ekuitas Merek Dan Kelompok Referensi Terhadap Keputusan Pembelian Sepeda Merek Polygon Pada Masyarakat Kabupaten Gresik. *Jurnal Pendidikan Tata Niaga (JPTN)*, 10(1), 1512–1522. <https://doi.org/10.26740/jptn.v10n1.p1512-1522>

Leong, L. Y., Hew, T. S., Ooi, K. B., & Dwivedi, Y. K. (2020). Predicting Trust in Online Advertising with An SEM-Artificial Neural Network Approach. *Expert Systems with Applications*, 162, 113849. <https://doi.org/10.1016/j.eswa.2020.113849>

Li, Z., Chan, C., Chen, Y.-F., Chan, W. W. H., & Im, U. L. (2023). Millennials' Hotel Restaurant Visit Intention: An Analysis of Key Online Opinion Leaders' Digital Marketing Content. *Journal of Quality Assurance in Hospitality & Tourism*, 1–30. <https://doi.org/https://doi.org/10.1080/1528008X.2023.2219467>

Lippert, S. K., & Davis, M. (2006). A Conceptual Model Integrating Trust into Planned Change Activities to Enhance Technology Adoption Behavior. *Journal of Information Science*, 32(5), 434–448. <https://doi.org/https://doi.org/10.1177/0165551506066042>

Littlejohn, S. W., Foss, K. A., & Oetzel, J. G. (2017). *Theories of Human Communication*, 7th Edition. Waveland Press.

Liu-Thompkins, Y. (2019). A Decade of Online Advertising Research: What We Learned and What We Need to Know. *Journal of Advertising*, 48(1), 1–13. <https://doi.org/10.1080/00913367.2018.1556138>

Luo, X., Li, H., Zhang, J., & Shim, J. P. (2010). Examining Multi-dimensional Trust and Multi-Faceted Risk in Initial Acceptance of Emerging Technologies: An Empirical Study of Mobile Banking Services. *Decision Support Systems*, 49(2), 222–234.

Lytvyn, V., Pukach, P., Vysotska, V., Vovk, M., & Kholodna, N. (2023). Identification and Correction of Grammatical Errors in Ukrainian Texts Based on Machine Learning Technology. *Mathematics*, 11(4), 904.

Mariyanda, A., Wachyudi, K., & Kartini, D. (2022). Analisis Survei Terhadap Pengguna Grammarly. *Jurnal Educatio FKIP UNMA*, 8(3), 1147–1152. <https://doi.org/10.31949/educatio.v8i3.3171>

Muntaha, N. G., & Amin, A. (2023). Difusi Inovasi, Diseminasi Inovasi, Serta Elemen Difusi Inovasi. *Jurnal Pendidikan Dan Konseling (JPDK)*, 5(2), 2548–2554.

Murti, H. T., Lakoni, I., & Safrianti, S. (2023). Pengaruh Literasi Keuangan Dan Literasi Teknologi Terhadap Adopsi Uang Elektronik Pada Mahasiswa di Kota Bengkulu Melalui Mediasi Attitude Toward Adoption. *JMB: Jurnal Manajemen Dan Bisnis*, 12(2), 89–99.

Novita, D., & Wulandari, S. (2020). Pengaruh Dimensi Kepercayaan (Trust) Terhadap Partisipasi (Participation) Pelanggan Wulan Rent Car. *JABE (Journal of Applied Business and Economics)*, 6(3), 259–273.

Nugroho, M. I. Y., Efendi, A., & Abdullah, W. (2022). Pengaruh Iklan Online Dan Merek Terhadap Minat Beli



Untuk pengelola jurnal harap gunakan template standar berikut.



USER

You are logged in as...  
**thoyibamali**  
[My Journals](#)  
[My Profile](#)  
[Log Out](#)

Print ISSN

Electronic ISSN

KEYWORDS

Communication Consumption of Signs, Prolved, Generation Z, Market Place, Shopee Embedded advertisement, sinetron, intrusive advertisement, micro narratives Fear of missing out behavior Foucault Hegemony, counter hegemony, beauty, advertising, The Body Shop.  
[Instagram](#) Madurese Panoptic Phenomenology **Social Media** Surveillance TikTok **Twitter** Virtual Identity, Social Media, Public Spaces, Teenagers, cultural heritage destination branding, social media Instagram, sport event, Mandelika, World Superbike 2021 management of communication privacy, late teens, step parent mindfulness **symbolic interactionism** tourism

Visitors



Let's Visit Social Media Bricolage:



Indexed by:


Dengan Kepercayaan Merek Sebagai Variabel Intervening Pada Toko Online Shopee Di Makassar. *Study Of Scientific And Behavioral Management*, 3(2), 8–20.

Oktaviani, S., Bahrani, B., & Noor, W. (2022). Students' Perception Towards The Use of Grammarly In English Writing Skill Of Fourth Semester English Education Department at UINSI Samarinda. *Jurnal SIPPg: Sultan Idris Pendidikan Profesi Guru*, 1(1), 135–159. <https://doi.org/10.21093/sippg.v1i1.5465>

Olobatuyi, M. E. (2006). *A User's Guide to Path Analysis*. University Press of America.

Pal, D., & Triyason, T. (2018). User Intention towards a Music Streaming Service: A Thailand Case Study. *KnE Social Sciences*, 3(1), 1. <https://doi.org/10.18502/kss.v3i1.1393>

Panigrahi, A. (2020). Role of Artificial Intelligence in Education. *SSRN Electronic Journal*, 4(4), 3150–3158. <https://doi.org/10.2139/ssrn.3666702>

Peter, J. P., & Olson, J. C. (2013). Perilaku Konsumen dan Strategi Pemasaran. Salemba Empat.

Piarna, R. (2014). Pengaruh Sumber Informasi dan Kualitas Website terhadap Kepercayaan Pelanggan dalam Menentukan Keputusan Bertransaksi pada E-commerce (Studi pada Pelanggan E-commerce di Indonesia ). *Jurnal Aplikasi Manajemen*, 12(1), 10–21.

Preacher, K. J., & Leonardelli, G. J. (2001). Calculation for the Sobel Test: An interactive Calculation tool for Mediation Tests. *Quantity*. <http://quantpsy.org/sobel/sobel.htm>

Purnama, P., Angraini, R., Hartono, A., Inwansyah, & Ernungtyas, N. F. (2019). Terpaan Iklan Digital, Word Of Mouth dan Komunikasi Pemasaran Interaktif pada Keputusan Pembelian Produk Perawatan Tubuh. *KOMUNIDA : Media Komunikasi Dan Dakwah*, 9(2), 192–209. <https://doi.org/10.35905/komunida.v9i2.1123>

Rajanikanth, M. (2023). Influence of Reference Group on Tractor Purchasing Decision of Farmers In Telangana. *Academy of Marketing Studies Journal*, 27(5), 1–12.

Rakhmat, J. (2003). Psikologi Komunikasi. In Remaja Rosdakarya. Remaja Rosdakarya.

Rakhmawati, I. Y., & Sudarwanto, T. (2021). Pengaruh Citra Merek dan Kelompok Referensi Terhadap Keputusan Pembelian Produk Shake Herbalife. *Jurnal Pendidikan Tata Niaga (JTPN)*, 9(2), 1244–1250.

Rogers, E. M. (2003). *Diffusions of Innovations*, 5th Edition. In Macmillan Publishing. Free Press.

Sarah, S. F., & Artanti, Y. (2020). Pengaruh Religiusitas dan Kelompok Referensi Terhadap Keputusan Pembelian. *BISNIS : Jurnal Bisnis Dan Manajemen Islam*, 8(1), 37. <https://doi.org/10.21043/bisnis.v8i1.6732>

Scharrer, E., & Ramasubramanian, S. (2021). *Quantitative Research Methods in Communication: The Power of Number for Social Justice* (New York). Routledge.

Sulistawati, A., Fatchiya, A., Rahmadhony, A., & Puspita Sari, D. (2021). Tingkat Keterdedahan Media Massa dan Perilaku Ber-Kb pada Keluarga Pra-Sejahtera di Pedesaan dan Perkotaan. *Jurnal Penyuluhan*, 17(2 SE-Articles), 246–257. <https://doi.org/10.25015/17202135542>

Ventayen, R. J. M., & Orlanda-Ventayen, C. C. (2018). Graduate students' perspective on the usability of Grammarly® in one ASEAN state university. *Asian ESP Journal*, 14(7), 9–30.

Venus, A. (2019). *Manajemen Kampanye: Panduan Teoritis Dan Praktis Dalam Mengefektifkan Kampanye Komunikasi*, Edisi Revisi. Simbiosis Rekatama Media.

Vo, N. H. K., & Nguyen, Q. T. (2020). Applying Grammarly as an Online Grammar Checker Tool to Enhance Writing Skills for English-Major Students. *OpenTESOL International Conference 2020*, June, 454–467.

Wong, D. (2017). Pengaruh Ability, Benevolence Dan Integrity Terhadap Trust, Serta Implikasinya Terhadap Partisipasi Pelanggan E-Commerce: Studi Kasus Pada Pelanggan E-Commerce Di Ubm. *Jurnal Riset Manajemen Dan Bisnis (JRMb) Fakultas Ekonomi UNIAT*, 2(2), 155–168. <https://doi.org/10.36226/jrmb.v2i2.46>

Yusnita, M. (2021). Relationship between Social Media Exposure and Adolescents' Knowledge, Attitude and Behaviour to HIV/AIDS Prevention. *Jurnal Komunikasi Indonesia*, X(1), 42–53. <https://doi.org/10.7454/jkmi.v10i1.1019>

Zheng, X., Li, W., Wong, S. W., & Lin, H. C. (2021). Social Media and E-Cigarette Use Among US Youth: Longitudinal Evidence on the Role of Online Advertisement Exposure and Risk Perception. *Addictive Behaviors*, 119, 106916. <https://doi.org/10.1016/j.addbeh.2021.106916>

Accredited by:



Indexed by:



UNIVERSITAS BUNDA MULIA PRESS

PROGRAM STUDI MAGISTER ILMU KOMUNIKASI  
 Lantai 3 Ruang Pascasarjana - Universitas Bunda Mulia  
 Jl. Lodan Raya No. 2, Ancol – Jakarta Utara 14430, Indonesia  
 Telp: +62 21 692 9090 ext.1317  
 Email: [bricolage@ubm.ac.id](mailto:bricolage@ubm.ac.id); [bricolage.mikom@gmail.com](mailto:bricolage.mikom@gmail.com)



- HOME
- ABOUT
- USER HOME
- SEARCH
- CURRENT
- ARCHIVES
- ANNOUNCEMENTS

### CONTACT

### OJS USER GUIDE

[Home](#) > [User](#) > [Author](#) > [Submissions](#) > #4997 > [Review](#)

## #4997 Review

[SUMMARY](#) [REVIEW](#) [EDITING](#)



### Submission

Authors: Muhammad Thoyib Amali

Title: Grammarly adoption among higher-education students in Yogyakarta

Section: Articles

Editor: Muhamad Isnaini

In Collaboration with:



Ikatan Sarjana Komunikasi Indonesia

Nomor: 12/MoU/Jurnal/ISKI/IX/2022

### Peer Review

#### Round 1

Review Version: [4997-16804-2-RV.DOCX](#) 2024-01-09

Initiated: 2024-01-09

Last modified: 2024-02-01

Uploaded file: [Reviewer B 4997-17157-1-RV.DOCX](#) 2024-02-01

### Editor Decision

Decision: Accept Submission 2024-03-18

Notify Editor: Editor/Author Email Record 2024-03-13

Editor Version: [4997-16907-1-ED.DOCX](#) 2024-01-09  
[4997-16907-2-ED.DOCX](#) 2024-03-18

Author Version: [4997-17236-1-ED.DOCX](#) 2024-02-11 [DELETE](#)  
[4997-17236-2-ED.DOCX](#) 2024-03-13 [DELETE](#)  
[4997-17236-3-ED.PDF](#) 2024-03-13 [DELETE](#)  
[4997-17236-4-ED.PDF](#) 2024-03-13 [DELETE](#)

Upload Author Version:

### FOCUS AND SCOPE

### AUTHOR GUIDELINES

### PUBLICATION ETHICS

### EDITORIAL TEAM

### PEER REVIEWERS

### PEER REVIEW PROCESS

### MOU BRICOLAGE-APJIKI

### ORIGINALITY LETTER

### VISITOR STATISTICS

Accredited by:



Indexed by:



Recommended Tools:



Supervised by:



UNIVERSITAS BUNDA MULIA PRESS

PROGRAM STUDI MAGISTER ILMU KOMUNIKASI  
Lantai 3 Ruang Pascasarjana - Universitas Bunda Mulia  
Jl. Lodan Raya No. 2, Ancol – Jakarta Utara 14430, Indonesia  
Telp: +62 21 692 9090 ext.1317  
Email: [bricolage@ubm.ac.id](mailto:bricolage@ubm.ac.id); [bricolage.mikom@gmail.com](mailto:bricolage.mikom@gmail.com)

### JOURNAL TEMPLATE

Untuk penulis yang ingin mengirimkan artikel, harap gunakan *template* standar kami yang bisa di-download dari link di bawah ini:

## Editor/Author Correspondence

Editor Subject: [Bricolage] Editor Decision [DELETE](#)

2024-02-01 10:05 AM

---

The following message is being delivered on behalf of Bricolage: Jurnal Magister IlmuKomunikasi.

---

Mr. Muhammad Thoyib Amali:

We have reached a decision regarding your submission to Bricolage : Jurnal Magister Ilmu Komunikasi, "Grammarly Adoption Among Higher-Education Students in Yogyakarta: The Impact of Online Ad Exposure and Reference Group with the Mediating Role of Trust".

Our decision is to:revision required

Muhamad Isnaini  
Master's Degree of Communication Science Department, - Universitas Bunda Mulia  
emisnaini@gmail.com

---

Bricolage: Jurnal Magister IlmuKomunikasi  
<http://journal.ubm.ac.id/index.php/bricolage>

Author Subject: Grammarly Adoption Among Higher-Education Students in Yogyakarta: [DELETE](#)

2024-02-11 01:06 PM

---

The following message is being delivered on behalf of Bricolage: Jurnal Magister IlmuKomunikasi.

---

The following message is being delivered on behalf of Bricolage: Jurnal Magister IlmuKomunikasi.

---

Dear Mr. Isnaini

I have revised the manuscript according to the notes provided by the reviewer and have uploaded it to OJS.

Thank you.

---

Bricolage: Jurnal Magister IlmuKomunikasi  
<http://journal.ubm.ac.id/index.php/bricolage>

Author Subject: Grammarly Adoption Among Higher-Education Students in Yogyakarta: [DELETE](#)

2024-03-13 10:25 AM

---

The Role of Trust in Diffusion of Innovation

---

The following message is being delivered on behalf of Bricolage: Jurnal Magister IlmuKomunikasi.

---

Dear Editor

I have proofread and checked the manuscript's similarities, which I have reviewed based on the reviewer's notes and input. I also attached proof of the similarity results and a statement letter from the proofreader. I have also paid the publication fee and confirmed it on the form.

Best regards

---

Bricolage: Jurnal Magister IlmuKomunikasi  
<http://journal.ubm.ac.id/index.php/bricolage>

Close



- HOME
- ABOUT
- USER HOME
- SEARCH
- CURRENT
- ARCHIVES
- ANNOUNCEMENTS
- CONTACT

### OJS USER GUIDE

[Home](#) > [User](#) > [Author](#) > [Submissions](#) > #4997 > [Editing](#)

## #4997 Editing

[SUMMARY](#) [REVIEW](#) [EDITING](#)



In Collaboration with:



Ikatan Sarjana Komunikasi Indonesia

Nomor: 12/MoU/Jurnal/ISKI/IX/2022

### Submission

Authors: Muhammad Thoyib Amali

Title: Grammarly adoption among higher-education students in Yogyakarta

Section: Articles

Editor: Muhamad Isnaini

### FOCUS AND SCOPE

### Copyediting

#### COPYEDIT INSTRUCTIONS

##### REVIEW METADATA

	REQUEST	UNDERWAY	COMPLETE
1. Initial Copyedit File: None	—	—	—
2. Author Copyedit File: None <input type="button" value="Choose File"/> no file selected <input type="button" value="Upload"/>	—	—	
3. Final Copyedit File: None	—	—	—

### AUTHOR GUIDELINES

### PUBLICATION ETHICS

### EDITORIAL TEAM

### PEER REVIEWERS

### PEER REVIEW PROCESS

### MOU BRICOLAGE-APJIKI

Copyedit Comments No Comments

### ORIGINALITY LETTER

### Layout

#### Galley Format

	FILE		
1. PDF <a href="#">VIEW PROOF</a>	4997-17579-2-PB.PDF	2024-03-21	98

### VISITOR STATISTICS

#### Supplementary Files

	FILE		
1. JPL CSICA No 23 Muhammad Thoyib Amali	4997-16801-1-SP.PDF	2023-12-24	
2. Outer Model PLS Algorithm	4997-16802-1-SP.PNG	2023-12-24	
3. Inner Model PLS Bootstrapping	4997-16803-1-SP.PNG	2023-12-24	
4. Proofreading	4997-17578-1-SP.PDF	2024-03-20	

### Recommended Tools:



Layout Comments No Comments

### Proofreading

#### REVIEW METADATA

	REQUEST	UNDERWAY	COMPLETE
1. Author	—	—	
2. Proofreader	—	—	—
3. Layout Editor	—	—	—

Supervised by:



Proofreading Corrections No Comments [PROOFING INSTRUCTIONS](#)

Accredited by:



### JOURNAL TEMPLATE

Untuk penulis yang ingin mengirimkan artikel, harap gunakan *template* standar kami yang bisa di-download dari link di bawah ini:

Indexed by:



UNIVERSITAS BUNDA MULIA PRESS

PROGRAM STUDI MAGISTER ILMU KOMUNIKASI  
 Lantai 3 Ruang Pascasarjana - Universitas Bunda Mulia  
 Jl. Lodan Raya No. 2, Ancol – Jakarta Utara 14430, Indonesia  
 Telp: +62 21 692 9090 ext.1317  
 Email: [bricolage@ubm.ac.id](mailto:bricolage@ubm.ac.id); [bricolage.mikom@gmail.com](mailto:bricolage.mikom@gmail.com)



This work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

00144902 [View My Stats](#)



Untuk pengelola jurnal harap gunakan template standar berikut.



USER

You are logged in as...  
**thoyibamali**  
[My Journals](#)  
[My Profile](#)  
[Log Out](#)

[Print ISSN](#)

[Electronic ISSN](#)

KEYWORDS

Communication Consumption of Signs, Preloved, Generation Z, Market Place, Shopee Embedded advertisement, sinetron, intrusive advertisement, micro narratives Fear of missing out behavior Foucault Hegemony, counter hegemony, beauty, advertising, The Body Shop.  
**Instagram** Madurese Panoptic Phenomenology **Social Media** Surveillance TikTok  
**Twitter** Virtual Identity, Social Media, Public Spaces, Teenagers, cultural heritage destination branding, social media Instagram, sport event, Mandalika, World Superbike 2021 management of communication privacy, late teens, step parent mindfulness symbolic interactionism tourism



Let's Visit Social Media Bricolage:



Indexed by:

?
?
?
?
?
?



[HOME](#) [ABOUT](#) [USER HOME](#) [SEARCH](#) [CURRENT](#) [ARCHIVES](#) [ANNOUNCEMENTS](#)

[CONTACT](#)

[OJS USER GUIDE](#)

[Home](#) > [User](#) > [Author](#) > [Archive](#)

## Archive

[ACTIVE](#) [ARCHIVE](#)



ID	MM-DD SUBMIT	SEC	AUTHORS	TITLE	STATUS
4997	12-24	ART	Amali	GRAMMARLY ADOPTION AMONG HIGHER-EDUCATION STUDENTS IN...	Vol 10, No 1 (2024): Accredited by Kemenristekdikti RI SK No.152/E/KPT/2023

1 - 1 of 1 Items

### Start a New Submission

[CLICK HERE](#) to go to step one of the five-step submission process.

### Refbacks

[ALL](#) [NEW](#) [PUBLISHED](#) [IGNORED](#)

	DATE ADDED	HITS	URL	ARTICLE	TITLE	STATUS	ACTION
<input type="checkbox"/>	2024-03-24	7	<a href="https://scholar.google.co.id/">https://scholar.google.co.id/</a>	Grammarly adoption among higher-education students in Yogyakarta	—	New	<a href="#">EDIT</a>   <a href="#">DELETE</a>
<input type="checkbox"/>	2024-03-24	7	<a href="https://scholar.google.com/">https://scholar.google.com/</a>	Grammarly adoption among higher-education students in Yogyakarta	—	New	<a href="#">EDIT</a>   <a href="#">DELETE</a>
<input type="checkbox"/>	2024-03-24	1	<a href="https://scholar.google.co.id/scholar?hl=en&amp;as_sd...">https://scholar.google.co.id/scholar?hl=en&amp;as_sd...</a>	Grammarly adoption among higher-education students in Yogyakarta	—	New	<a href="#">EDIT</a>   <a href="#">DELETE</a>
<input type="checkbox"/>	2024-03-24	2	<a href="https://www.google.co.id/">https://www.google.co.id/</a>	Grammarly adoption among higher-education students in Yogyakarta	—	New	<a href="#">EDIT</a>   <a href="#">DELETE</a>
<input type="checkbox"/>	2024-03-25	1	<a href="https://scholar.google.co.id/scholar?hl=en&amp;as_sd...">https://scholar.google.co.id/scholar?hl=en&amp;as_sd...</a>	Grammarly adoption among higher-education students in Yogyakarta	—	New	<a href="#">EDIT</a>   <a href="#">DELETE</a>
<input type="checkbox"/>	2024-04-10	8	<a href="https://www.google.com/">https://www.google.com/</a>	Grammarly adoption among higher-education students in Yogyakarta	—	New	<a href="#">EDIT</a>   <a href="#">DELETE</a>
<input type="checkbox"/>	2024-04-16	5	<a href="https://scholar.google.co.id/citations?view_op=v...">https://scholar.google.co.id/citations?view_op=v...</a>	Grammarly adoption among higher-education students in Yogyakarta	—	New	<a href="#">EDIT</a>   <a href="#">DELETE</a>
<input type="checkbox"/>	2024-04-16	1	<a href="http://google.com/search?q=publications">http://google.com/search?q=publications</a>	Grammarly adoption among higher-education students in Yogyakarta	—	New	<a href="#">EDIT</a>   <a href="#">DELETE</a>
<input type="checkbox"/>	2024-04-24	2	<a href="https://scholar.google.co.uk/">https://scholar.google.co.uk/</a>	Grammarly adoption among higher-education students in Yogyakarta	—	New	<a href="#">EDIT</a>   <a href="#">DELETE</a>
<input type="checkbox"/>	2024-07-25	1	<a href="https://doi.org/10.30813/bricolage.v10i1.4997">https://doi.org/10.30813/bricolage.v10i1.4997</a>	Grammarly adoption among higher-education	—	New	<a href="#">EDIT</a>   <a href="#">DELETE</a>

In Collaboration with:



Ikatan Sarjana Komunikasi Indonesia

Nomor: 12/MoU/Jurnal/ISKI/IX/2022

[FOCUS AND SCOPE](#)

[AUTHOR GUIDELINES](#)

[PUBLICATION ETHICS](#)

[EDITORIAL TEAM](#)

[PEER REVIEWERS](#)

[PEER REVIEW PROCESS](#)

[MOU BRICOLAGE-APJIKI](#)

[ORIGINALITY LETTER](#)

[VISITOR STATISTICS](#)

Recommended Tools:



Supervised by:



[JOURNAL TEMPLATE](#)

Untuk penulis yang ingin mengirimkan artikel, harap gunakan *template* standar kami yang bisa di-download dari link di bawah ini:



<input type="checkbox"/>	2024-08-10	1	<a href="https://scholar.google.co.id/scholar?hl=en&amp;as_sd...">https://scholar.google.co.id/scholar?hl=en&amp;as_sd...</a>	students in Yogyakarta Grammarly adoption among higher-education students in Yogyakarta	—	New	EDIT   DELETE
<input type="checkbox"/>	2024-08-15	14	<a href="https://journal.ubm.ac.id/">https://journal.ubm.ac.id/</a>	Grammarly adoption among higher-education students in Yogyakarta	—	New	EDIT   DELETE
<input type="checkbox"/>	2024-08-19	1	<a href="https://scholar.google.co.id/scholar?scilib=1&amp;hl...">https://scholar.google.co.id/scholar?scilib=1&amp;hl...</a>	Grammarly adoption among higher-education students in Yogyakarta	—	New	EDIT   DELETE
<input type="checkbox"/>	2024-08-21	2	<a href="https://scholar.google.co.id/citations?view_op=v...">https://scholar.google.co.id/citations?view_op=v...</a>	Grammarly adoption among higher-education students in Yogyakarta	—	New	EDIT   DELETE
<input type="checkbox"/>	2024-08-21	4	<a href="https://ldikti5.id/">https://ldikti5.id/</a>	Grammarly adoption among higher-education students in Yogyakarta	—	New	EDIT   DELETE

1 - 15 of 15 Items

Accredited by:



Indexed by:



UNIVERSITAS BUNDA MULIA PRESS

PROGRAM STUDI MAGISTER ILMU KOMUNIKASI  
 Lantai 3 Ruang Pascasarjana - Universitas Bunda Mulia  
 Jl. Lodan Raya No. 2, Ancol – Jakarta Utara 14430, Indonesia  
 Telp: +62 21 692 9090 ext.1317  
 Email: [bricolage@ubm.ac.id](mailto:bricolage@ubm.ac.id); [bricolage.mikom@gmail.com](mailto:bricolage.mikom@gmail.com)



This work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

00144915 [View My Stats](#)



Untuk pengelola jurnal harap gunakan template standar berikut.



USER

You are logged in as...  
**thoyibamali**  
[My Journals](#)  
[My Profile](#)  
[Log Out](#)

[Print ISSN](#)

[Electronic ISSN](#)

KEYWORDS

Communication Consumption of Signs, Preloved, Generation Z, Market Place, Shopee Embedded advertisement, sinetron, intrusive advertisement, micro narratives Fear of missing out behavior Foucault Hegemony, counter hegemony, beauty, advertising, The Body Shop.  
**Instagram** Madurese Panoptic Phenomenology **Social Media** Surveillance TikTok  
**Twitter** Virtual Identity, Social Media, Public Spaces, Teenagers, cultural heritage destination branding, social media Instagram, sport event, Mandalika, World Superbike 2021 management of communication privacy, late teens, step parent mindfulness symbolic interactionism tourism

Visitors

	114,018		994
	4,391		787
	3,960		661



Let's Visit Social Media Bricolage:



Indexed by:




### ABOUT THE AUTHOR

Muhammad Thoyib Amali  
Universitas Ahmad Dahlan  
Indonesia

Department of Communication  
Science

[HOME](#) [ABOUT](#) [LOGIN](#) [REGISTER](#) [SEARCH](#) [CURRENT](#)  
[ARCHIVES](#) [ANNOUNCEMENTS](#) [CONTACT](#)

### OJS USER GUIDE

In Collaboration with:



Ikatan Sarjana Komunikasi Indonesia

Nomor: 12/MoU/Jurnal/ISKI/IX/2022

[Home](#) > [Vol 10, No 1 \(2024\)](#) > [Amali](#)

## Grammarly adoption among higher-education students in Yogyakarta

Muhammad Thoyib Amali

Naskah di OJS

### Abstract

Education has experienced significant changes due to recent advances in information technology. Technological developments, such as Grammarly, are pivotal in enhancing language education, benefiting learners of English as a Second Language. This research's primary objective is to examine the impact of online ad exposure and reference groups on the adoption of Grammarly while considering trust as the mediating role. This research utilized a quantitative approach by surveying 120 higher-education students in Yogyakarta. The analysis technique used in this research is path analysis using the SmartPLS program. Based on hypothesis testing, online ad exposure and reference groups have a positive and significant impact on Grammarly adoption behavior, where trust takes the role of full mediation on the relationship between online ad exposure and adoption behavior. Meanwhile, trust serves as partial mediation in the relationship between reference groups and adoption behavior. Furthermore, the managerial implications the researcher can suggest for Grammarly are to improve the performance of the features offered further, where improvements to the feedback provided by Grammarly should be more contextual and relevant.

### Keywords

Grammarly Adoption; Online Ad Exposure; Reference Group; Trust

### Full Text:

[PDF](#)

### References

- Agag, G., & El-Masry, A. A. (2016). Understanding Consumer Intention to Participate in Online Travel Community and Effects on Consumer Intention to Purchase Travel Online and WOM: An Integration of Innovation Diffusion Theory and TAM with Trust. *Computers in Human Behavior*, 60, 97–111. <https://doi.org/10.1016/j.chb.2016.02.038>
- Alotaibi, A. H. E. (2023). The Impact Of AI-Powered Grammarly on Enhancing Grammar Proficiency Among Saudi EFL Students. *Remittances Review*, 8(4), 3718–3726.
- Ambarwati, E. K. (2021). Indonesian University Students' Appropriating Grammarly for Formative Feedback. *ELT in Focus*, 3(1), 1–11. <https://doi.org/10.35706/eltinf.v4i1.5216>
- Anggraini, M., & Sanjaya, V. F. (2020). Pengaruh Kelompok Referensi, Media Sosial, Word of Mouth terhadap Keputusan Pembelian pada Generasi Milenial. *Jurnal Ekonomak*, 6(3), 1–8.
- Armanda, M. L., Nugraheni, A. F., Wulansari, A., & Imron, A. (2022). "Grammarly" as English Writing Assistant from EFL Students' Perspective. *English Education: Journal of English Teaching and Research*, 7(2), 128–137. <https://doi.org/10.29407/jetar.v7i2.17988>
- Armaya, T., Herieningsih, S. W., Pradexso, T., & Yulianto, M. (2014). Terpaan Pemberitaan Media Massa dan Tingkat Kepercayaan Masyarakat pada Kompetensi Jokowi sebagai Pemimpin terhadap Minat Masyarakat Memilih Jokowi sebagai Capres. *Interaksi Online*, 2(4).
- Awalin, A. S., Iftanti, E., & Umami, M. S. M. (2023). Students' Perceptions On The Impact Of Artificial Intelligence On English Grammar Learning. In *International Conference on Education*, 169–174.
- Clemens, F., Hanewinkel, R., & Morgenstern, M. (2017). Exposure to Gambling Advertisements and Gambling Behavior in Young People. *Journal of Gambling Studies*, 33(1), 1–13. <https://doi.org/10.1007/s10899-016-9606-x>
- Dewi, R., Azis, N., Syafii, M., & Basalamah, A. (2023). Persepsi Referensi Kelompok Terhadap Keputusan Pembelian Produk Halal Kosmetik Pada Mahasiswa FEB Universitas Muslim Indonesia. *Jurnal Ilmiah Dan Bisnis Kewirausahaan*, 12(2), 152–165.
- Fadhilah, U., Lizawati, & Saribu, H. J. D. (2019). Effectiveness Of Grammarly Application For Writing Abstract. *International Journal of Science and Research (IJSR)*, 8(12), 163–166. <https://doi.org/10.21275/ART20202994>
- Faidah, E. N., & Harti, H. (2021). Pengaruh Intensitas Browsing dan Kelompok Referensi terhadap Keputusan Pembelian Sabun Pembersih Wajah (Studi pada Mahasiswa Universitas Negeri Surabaya). *Jurnal Pendidikan Tata Niaga (JPTN)*, 9(1), 1167–1173.
- Faisal, F., & Carabella, P. A. (2023). Utilizing Grammarly in an Academic Writing Process: Higher-education Students' Perceived Views. *Journal of English Language Teaching and Linguistics*, 8(1), 23–42.
- Febriada, R., & Oktavianti, R. (2020). Pengaruh Terpaan Iklan di Media Sosial Youtube terhadap Persepsi Konsumen (Studi terhadap Pelanggan Iklan Tiket.com di Youtube). *Prologia*, 4(1), 179.

### FOCUS AND SCOPE

### AUTHOR GUIDELINES

### PUBLICATION ETHICS

### EDITORIAL TEAM

### PEER REVIEWERS

### PEER REVIEW PROCESS

### MOU BRICOLAGE-APJKI

### ORIGINALITY LETTER

### VISITOR STATISTICS

### Recommended Tools:



### Supervised by:



### JOURNAL TEMPLATE

Untuk penulis yang ingin mengirimkan artikel, harap gunakan *template* standar kami yang bisa di-download dari link di bawah ini:

<https://doi.org/10.24912/pr.v4i1.6471>

Fitria, T. N. (2021). Grammarly as AI-powered English Writing Assistant: Students' Alternative for Writing English. *Metathesis: Journal of English Language, Literature, and Teaching*, 5(1), 65. <https://doi.org/10.31002/metathesis.v5i1.3519>

Gefen, D., & Straub, D. W. (2004). Consumer Trust in B2C e-Commerce and the Importance of Social Presence: Experiments in e-Products and e-Services. *Omega*, 32(6), 407–424. <https://doi.org/https://doi.org/10.1016/j.omega.2004.01.006>

Ghozali, I. (2008). *Structural Equation Modeling: Metode Alternatif dengan Partial Least Square (PLS)*. Badan Penerbit Universitas Diponegoro.

Ghozali, I. (2019). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 23*. Universitas Diponegoro Press.

Ghufroon, M. (2019). Exploring an Automated Feedback Program 'Grammarly' and Teacher Corrective Feedback in EFL Writing Assessment: Modern vs. Traditional Assessment. *Proceedings of the 3rd English Language and Literature International Conference, ELLIC*. <https://doi.org/http://dx.doi.org/10.4108/eaic.27-4-2019.2285308>

Griffin, E. (2012). *A First Look at Communication Theory, 8th Edition*. McGraw-Hill.

Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2017). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*. In Sage Publications.

Kamau, M. J., Mberia, H., & Muchunku, I. G. (2023). Opinion Leaders in Interpersonal Communication and Their Influence on Alcohol Consumption among Students in Government Tertiary Colleges in Kenya. *Matondang Journal*, 2(2), 59–69.

Kasinem. (2020). Pengaruh Kepercayaan dan Kualitas Pelayanan Terhadap Kepuasan Konsumen Pada Hotel Bukit Serelo Lahat. *Jurnal Media Wahana Ekonomika*, 17(4), 329. <https://doi.org/10.31851/jmwe.v17i4.5096>

Kemp, S. (2023). *Digital 2023: Indonesia*. We Are Social & Meltwater. <https://datareportal.com/reports/digital-2023-indonesia>

Kurniawan, A., & Dwijayanti, R. (2022). Pengaruh Ekuitas Merek Dan Kelompok Referensi Terhadap Keputusan Pembelian Sepeda Merek Polygon Pada Masyarakat Kabupaten Gresik. *Jurnal Pendidikan Tata Niaga (JPTN)*, 10(1), 1512–1522. <https://doi.org/10.26740/jptn.v10n1.p1512-1522>

Leong, L. Y., Hew, T. S., Ooi, K. B., & Dwivedi, Y. K. (2020). Predicting Trust in Online Advertising with An SEM-Artificial Neural Network Approach. *Expert Systems with Applications*, 162, 113849. <https://doi.org/10.1016/j.eswa.2020.113849>

Li, Z., Chan, C., Chen, Y.-F., Chan, W. W. H., & Im, U. L. (2023). Millennials' Hotel Restaurant Visit Intention: An Analysis of Key Online Opinion Leaders' Digital Marketing Content. *Journal of Quality Assurance in Hospitality & Tourism*, 1–30. <https://doi.org/https://doi.org/10.1080/1528008X.2023.2219467>

Lippert, S. K., & Davis, M. (2006). A Conceptual Model Integrating Trust into Planned Change Activities to Enhance Technology Adoption Behavior. *Journal of Information Science*, 32(5), 434–448. <https://doi.org/https://doi.org/10.1177/0165551506066042>

Littlejohn, S. W., Foss, K. A., & Oetzel, J. G. (2017). *Theories of Human Communication, 7th Edition*. Waveland Press.

Liu-Thompkins, Y. (2019). A Decade of Online Advertising Research: What We Learned and What We Need to Know. *Journal of Advertising*, 48(1), 1–13. <https://doi.org/10.1080/00913367.2018.1556138>

Luo, X., Li, H., Zhang, J., & Shim, J. P. (2010). Examining Multi-dimensional Trust and Multi-Faceted Risk in Initial Acceptance of Emerging Technologies: An Empirical Study of Mobile Banking Services. *Decision Support Systems*, 49(2), 222–234.

Lytvyn, V., Pukach, P., Vysotska, V., Vovk, M., & Kholodna, N. (2023). Identification and Correction of Grammatical Errors in Ukrainian Texts Based on Machine Learning Technology. *Mathematics*, 11(4), 904.

Mariiyanda, A., Wachyudi, K., & Kartini, D. (2022). Analisis Survei Terhadap Pengguna Grammarly. *Jurnal Educatio FKIP UNMA*, 8(3), 1147–1152. <https://doi.org/10.31949/educatio.v8i3.3171>

Muntaha, N. G., & Amin, A. (2023). Difusi Inovasi, Diseminasi Inovasi, Serta Elemen Difusi Inovasi. *Jurnal Pendidikan Dan Konseling (JPDK)*, 5(2), 2548–2554.

Murti, H. T., Lakoni, I., & Safrianti, S. (2023). Pengaruh Literasi Keuangan Dan Literasi Teknologi Terhadap Adopsi Uang Elektronik Pada Mahasiswa di Kota Bengkulu Melalui Mediasi Attitude Toward Adoption. *JMB: Jurnal Manajemen Dan Bisnis*, 12(2), 89–99.

Novita, D., & Wulandari, S. (2020). Pengaruh Dimensi Kepercayaan (Trust) Terhadap Partisipasi (Participation) Pelanggan Wulan Rent Car. *JABE (Journal of Applied Business and Economics)*, 6(3), 259–273.

Nugroho, M. I. Y., Efendi, A., & Abdullah, W. (2022). Pengaruh Iklan Online Dan Merek Terhadap Minat Beli Dengan Kepercayaan Merek Sebagai Variabel Intervening Pada Toko Online Shopee Di Makassar. *Study Of Scientific And Behavioral Management*, 3(2), 8–20.

Oktaviani, S., Bahrani, B., & Noor, W. (2022). Students' Perception Towards The Use of Grammarly In English Writing Skill Of Fourth Semester English Education Department at UINSI Samarinda. *Jurnal SIPPG: Sultan Idris Pendidikan Profesi Guru*, 1(1), 135–159. <https://doi.org/10.21093/sippg.v1i1.5465>

Olobatuyi, M. E. (2006). *A User's Guide to Path Analysis*. University Press of America.

Pal, D., & Triyason, T. (2018). User Intention towards a Music Streaming Service: A Thailand Case Study. *KnE Social Sciences*, 3(1), 1. <https://doi.org/10.18502/kss.v3i1.1393>

Panigrahi, A. (2020). Role of Artificial Intelligence in Education. *SSRN Electronic Journal*, 4(4), 3150–3158. <https://doi.org/10.2139/ssrn.3666702>

Peter, J. P., & Olson, J. C. (2013). *Perilaku Konsumen dan Strategi Pemasaran*. Salemba Empat.

Piarna, R. (2014). Pengaruh Sumber Informasi dan Kualitas Website terhadap Kepercayaan Pelanggan dalam Menentukan Keputusan Bertransaksi pada E-commerce (Studi pada Pelanggan E-commerce di Indonesia). *Jurnal Aplikasi Manajemen*, 12(1), 10–21.

Preacher, K. J., & Leonardelli, G. J. (2001). Calculation for the Sobel Test: An interactive Calculation tool for Mediation Tests. *Quantity*. <http://quantpsy.org/sobel/sobel.htm>

Purnama, P., Anggraini, R., Hartono, A., Irwansyah, & Ernungtyas, N. F. (2019). *Terpaan Iklan Digital*,



## USER

Username

Password

Remember me

Login

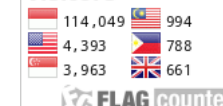
## Print ISSN

## Electronic ISSN

## KEYWORDS

Communication Consumption of Signs, Preloved, Generation Z, Market Place, Shopee Embedded advertisement, sinetron, intrusive advertisement, micro narratives Fear of missing out behavior Foucault Hegemony, counter hegemony, beauty, advertising, The Body Shop, Instagram Maduresse Panoptic Phenomenology Social Media Surveillance TikTok Twitter Virtual Identity, Social Media, Public Spaces, Teenagers, cultural heritage destination branding, social media Instagram, sport event, Mandalika, World Superbike 2021 management of communication privacy, late teens, step parent mindfulness symbolic interactionism tourism

## Visitors



Let's Visit Social Media Bricolage:



## Indexed by:


- Word Of Mouth dan Komunikasi Pemasaran Interaktif pada Keputusan Pembelian Produk Perawatan Tubuh. KOMUNIDA : Media Komunikasi Dan Dakwah, 9(2), 192–209.  
<https://doi.org/10.35905/komunida.v9i2.1123>
- Rajanikanth, M. (2023). Influence of Reference Group on Tractor Purchasing Decision of Farmers In Telangana. *Academy of Marketing Studies Journal*, 27(5), 1–12.
- Rakhmat, J. (2003). Psikologi Komunikasi. In Remaja Rosdakarya. Remaja Rosdakarya.
- Rakhmawati, I. Y., & Sudarwanto, T. (2021). Pengaruh Citra Merek dan Kelompok Referensi Terhadap Keputusan Pembelian Produk Shake Herbalife. *Jurnal Pendidikan Tata Niaga (JTPN)*, 9(2), 1244–1250.
- Rogers, E. M. (2003). Diffusions of Innovations, 5th Edition. In Macmillan Publishing. Free Press.
- Sarah, S. F., & Artanti, Y. (2020). Pengaruh Religiusitas dan Kelompok Referensi Terhadap Keputusan Pembelian. *BISNIS : Jurnal Bisnis Dan Manajemen Islam*, 8(1), 37.  
<https://doi.org/10.21043/bisnis.v8i1.6732>
- Scharrer, E., & Ramasubramanian, S. (2021). Quantitative Research Methods in Communication: The Power of Number for Social Justice (New York). Routledge.
- Sulistiawati, A., Fatchiya, A., Rahmadhony, A., & Puspita Sari, D. (2021). Tingkat Keterdedahan Media Massa dan Perilaku Ber-Kb pada Keluarga Pra-Sejahtera di Pedesaan dan Perkotaan. *Jurnal Penyuluhan*, 17(2 SE-Articles), 246–257. <https://doi.org/10.25015/17202135542>
- Ventayen, R. J. M., & Orlanda-Ventayen, C. C. (2018). Graduate students' perspective on the usability of Grammarly® in one ASEAN state university. *Asian ESP Journal*, 14(7), 9–30.
- Venus, A. (2019). Manajemen Kampanye: Panduan Teoritis Dan Praktis Dalam Mengefektifkan Kampanye Komunikasi, Edisi Revisi. Simbiosis Rekatama Media.
- Vo, N. H. K., & Nguyen, Q. T. (2020). Applying Grammarly as an Online Grammar Checker Tool to Enhance Writing Skills for English-Major Students. *OpenTESOL International Conference 2020*, June, 454–467.
- Wong, D. (2017). Pengaruh Ability, Benevolence Dan Integrity Terhadap Trust, Serta Implikasinya Terhadap Partisipasi Pelanggan E-Commerce: Studi Kasus Pada Pelanggan E-Commerce Di Ubm. *Jurnal Riset Manajemen Dan Bisnis (JRMB) Fakultas Ekonomi UNIAT*, 2(2), 155–168.  
<https://doi.org/10.36226/jrmb.v2i2.46>
- Yusnita, M. (2021). Relationship between Social Media Exposure and Adolescents' Knowledge, Attitude and Behaviour to HIV/AIDS Prevention. *Jurnal Komunikasi Indonesia*, X(1), 42–53.  
<https://doi.org/10.7454/jkmi.v10i1.1019>
- Zheng, X., Li, W., Wong, S. W., & Lin, H. C. (2021). Social Media and E-Cigarette Use Among US Youth: Longitudinal Evidence on the Role of Online Advertisement Exposure and Risk Perception. *Addictive Behaviors*, 119, 106916. <https://doi.org/10.1016/j.addbeh.2021.106916>

DOI: <http://dx.doi.org/10.30813/bricolage.v10i1.4997>

## Reffbacks

- There are currently no reffbacks.

Accredited by:



Indexed by:



UNIVERSITAS BUNDA MULIA PRESS

PROGRAM STUDI MAGISTER ILMU KOMUNIKASI  
 Lantai 3 Ruang Pascasarjana - Universitas Bunda Mulia  
 Jl. Lodan Raya No. 2, Ancol – Jakarta Utara 14430, Indonesia  
 Telp: +62 21 692 9090 ext.1317  
 Email: [bricolage@ubm.ac.id](mailto:bricolage@ubm.ac.id); [bricolage.mikom@gmail.com](mailto:bricolage.mikom@gmail.com)



This work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

**00144966** [View My Stats](#)