

## Research Article

# Preservation of Kebaya Among Gen Z Through TikTok

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**ORCID**Rahmawati: <https://orcid.org/0009-0003-1240-9743>Ayang Fitrianti: <https://orcid.org/0009-0003-1831-4593>**Abstract.**

Advancements in communication technology have made it easier for people to access and adopt foreign cultures, often at the expense of their own cultural heritage. This study analyzes the role of the TikTok account @rumroijen in preserving kebaya clothing among the younger generation, using the diffusion of innovation theory as a framework. Using a qualitative approach, the research uses observation, interviews, and case studies for data collection. The findings reveal that the TikTok account @rumroijen, managed by Mbak Yu Berkebaya, has successfully increased interest in kebaya clothing among youth. By presenting creative and modern content, the account effectively bridges traditional kebaya values with contemporary lifestyles. This study highlights that social media, particularly TikTok, can serve as a powerful tool in preserving cultural heritage, making traditional clothing like the kebaya more appealing to the younger generation in the digital era.

**Keywords:** social media, TikTok, Kebaya, cultural preservation, young generation

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## 1. INTRODUCTION

Indonesia has a very rich cultural heritage. This region includes many islands from the tip of Sabang to Merauke, which creates diverse cultures and various ethnic groups. According to the 2010 Census by the Central Statistics Agency, it states that there are more than 300 tribes or 1,340 ethnic groups in Indonesia (Pasla, 2023)

This diversity is the inspiration for the motto *Bhinneka Tunggal Ika*, which means although different, we remain one. Although there are different races, cultures, religions, and groups, Indonesia remains united. This motto expresses the meaning that the diversity found in Indonesia is a unique and beautiful wealth that cannot be found in other countries.

However, along with the development of technology, especially communication technology, society is increasingly able to access cultures from outside, making it easy to be



influenced by Western culture and forget its own culture. In addition, the traditions and cultures of Indonesian society are also increasingly fading due to globalization; society prefers foreign cultures over its own culture.

According to the Lowy Institute, currently, the influence of Indonesian culture at the Asian level is still lagging behind compared to other Asian countries such as the influence of Chinese, Japanese, Indian, Malaysian, South Korean, Thai, and Singaporean cultures in 2023 (Pratama, 2024).

One of them is the influence of Western fashion in Indonesia. The introduction of foreign fashion can be done in various ways, for example through mass media and the internet. Many young generations who initially only followed Western cultural clothing and merely wanted to take a look, now want to try the trending Western cultural clothing, so their own cultural clothing is gradually abandoned and destroyed by foreign culture.

This is evident from the research titled “The Influence of Korean Dramas on the Clothing of Students at Al Asyariah Mandar University,” which was conducted in a survey in 2020.

3 generates data, many respondents prefer Korean drama clothing, 77% of 60 respondents (Nurrahmadani, Yuyun, & Gay, 2021). Clothing is a cultural expression that reflects the cultural affiliation of its wearer. In other words, clothing represents a person's national and cultural identity. Furthermore, as explained by Kuper in Nordholt (2005), he sees the importance of clothing to show social identity, origins, loyalty, where the relationship of people with clothing is very attached to other objects (Trismaya, 2018). One of the garments that symbolizes Indonesian women and symbolizes simplicity, elegance, modesty, and confidence of Indonesian women is the kebaya. Globalization has many impacts on Indonesia's socio-culture, one of the negative impacts is the erosion of cultural values that greatly affect the identity of society and the loss of love for national culture.

However, different from one of the youths in Semarang City who prefers local Indonesian cultural clothing, namely the kebaya, and he wears this clothing in his daily life to explore unique places. A young person named Alifia Hidayanti. Young people who love regional clothing like Alifia are rarely found today. Alifia, who enjoys sharing her daily life wearing kebaya on social media through the TikTok platform. Alifia Hidayanti with the TikTok account name Mbak Yu Berkebaya or @rumroijen, an ordinary young person who does not have noble blood or the like, is known through the creation of content wearing kebaya that is uploaded on her TikTok, such as traveling using kebaya clothing,

mixing and matching modern kebaya clothing, and educating about kebaya clothing. The account @rumroijen with 70.8 thousand followers and 11.7 million likes counted on September 16, 2024. From several aspects, this becomes the reason the researcher is interested in studying how the TikTok account @rumroijen plays a role in introducing kebaya among the younger generation.

## 2. THEORETICAL REVIEW

The theory of innovation diffusion emerged in the early 20th century (Rogers, 1983). The innovation diffusion theory by Everett M. Rogers discusses the changes of the times that give rise to various innovations in various fields, which are disseminated to be accepted by the wider community. Innovation is defined by Rogers (2003) as an idea, activity, or object that has elements of novelty. The sense of novelty here is based on individual reactions. If an idea seems new to someone or a group, then that idea can be classified as an innovation idea. Diffusion is in turn explained as the process by which communication occurs over a period of time among members of a social system (Sutjipto & Pinariya, 2019).

In the process of innovation diffusion, Rogers states that there are key elements, namely (Rogers, 1983):

1. The Innovation, is an idea, practice, or object that is considered new by individuals or social groups. An idea is considered an innovation only for some people.
2. Communication channel, is the means by which messages are conveyed from one individual to another. In the basic theory of communication, where communication will work well when there is a channel to convey messages from source to receiver, this also applies in the diffusion of innovation.
3. Time, is one of the important elements in the diffusion process that affects the decision-making process to accept or reject information, and time influences how many adopters are affected by an innovation over a period of time.
4. A social system, is a social group that is related and involved in solving problems together to achieve common goals.

After entering the stage of diffusion elements, the next is the process of innovation decisions made by the social system. This process consists of five stages, namely:

1. Knowledge. Knowledge occurs when the decision-making unit, whether individual or others, is exposed to the existence of innovation and some understanding of how it functions.
2. Persuasion occurs when individuals form favorable or unfavorable attitudes towards innovation.
3. Decisions occur when a person engages in activities that lead to a choice to adopt or reject an innovation.
4. Implementation occurs when an individual puts an innovation into use.
5. Confirmation occurs when an individual seeks reinforcement of an innovation decision that has been made, but confirmation can also be a conflicting decision about the innovation.

### 3. RESEARCH METHODS

This research uses a qualitative descriptive approach. The description itself is a problem formulation proposed by researchers to explain or describe the social conditions that will be studied in depth (Wekke & dkk, 2019). Bogdan and Taylor, as explained by Lexy J. Moleong, say that a qualitative approach is a research method that produces descriptive data in the form of written or spoken words about people and observed behavior (Moleong, 2007). This qualitative approach aims to obtain complete information regarding the role of social media TikTok @rumroijen in preserving kebaya fashion among the younger generation.

The technique for determining sources uses purposive sampling. In this research, the selection of main sources in this research had criteria including, the owner of the TikTok account @rumroijen; TikTok account @rumroijen understands the purpose, strategy and impact of the uploaded content; the owner of the @rumroijen account knows about the history, culture and meaning of kebaya in Indonesia; TikTok @rumroijen has an understanding of digital culture trends with social media among the younger generation.

Meanwhile, supporting sources came from TikTok followers @rumroijen with criteria including, TikTok users; follow the @rumroijen account; understand the content uploaded by the Tiktok account @rumroijen; have participated in activities or interactions with the TikTok account @rumroijen; aged between 15 – 30 years; interested in kebaya; willing to be interviewed.

Observing phenomena from different points of view provides a reliable degree of truth. Therefore, triangulation is used to check the accuracy of data or information obtained by researchers from various points of view during data collection and analysis.

## 4. RESULTS AND DISCUSSION

Everett M. Rogers in his theory of diffusion of innovations explains that the theory of diffusion of innovations is a process by which new ideas spread within a social group and how a new idea can be adopted by a social group. Rogers explains that in the process of diffusion of innovations there are two main elements, namely first the elements of diffusion of innovations and second the innovation decision-making process. In this case, the author finds something that corresponds to both points of this research: the role of the TikTok social network @rumroijen in efforts to preserve the kebaya fashion among the younger generation.

### 4.1. Elements of diffusion of innovation TikTok @rumroijen in kebaya content

#### 4.1.1. Innovation

In this research, innovation is seen from the process of introducing kebaya clothing with a contemporary style, so it is not outdated. In the past, before the advancement of technology, introducing culture to the younger generation, the community or cultural artists held art performances, cultural exhibitions, and did not forget the tradition of oral communication (verbal communication), but this required costs and more time to design the cultural performances. However, with the advancement of technology today, it is important to be used to introduce and promote the preservation of local culture to a wider world. Research findings based on the theory of diffusion of innovations show that the TikTok account @rumroijen successfully applies the main elements found in the theory of diffusion of innovations.

The idea or new innovation carried out by Mbak Yu Berkebaya in introducing kebaya through social media TikTok among the younger generation is:

1. Using social media TikTok to create content about kebaya.

2. Packaging content about kebaya that is interesting. Mbak Yu Berkebaya creates content for outings (traveling) using public transportation while wearing kebaya clothing.
3. Mixing and matching contemporary kebaya clothing, so it is not boring, as well as educational content about kebaya.

#### 4.1.2. Communication channel

In this research, the bridge to convey new ideas is social media TikTok as a communication channel in preserving kebaya among the younger generation. With approximately 106.51 million Indonesian people actively using TikTok as of October 2023 (We Are Social, May 23, 2024), it greatly helps preserve the local culture of kebaya clothing with its user reach extending globally or even internationally. It also presents a great opportunity to introduce and preserve kebaya clothing through existing technological advancements.

TikTok offers various interesting features to create content such as music videos, live broadcasts, video filters, voice changers, auto subtitles, and other features (Pranoto & Agraini, 2021), which facilitate users in creating engaging content, one of which is exemplified by Mbak Yu Berkebaya on her account @rumroijen.

#### 4.1.3. Time

Mbak Yu Berkebaya takes advantage of the trend on TikTok. The time in the innovation diffusion process which started in early 2023 was approximately in January, with the passage of time until now in September 2024, many people have watched Mbak Yu's kebaya content. Where at that time, there were still few people who saw the content, with 5 thousand viewers and 73 people who liked the video on January 19 2023. Compared to his current followers on TikTok with 70.8 thousand followers, and 11.7 million likes, starting from September 16 2024. With the latest content having 8,368 thousand views and 676 video likes within 2 hours after it was uploaded on September 16 2024.

This number can be evidence of the innovation diffusion decision on the role of social media TikTok @rumroijen in efforts to preserve kebaya clothing among the younger generation. Time is the process by which innovation can be conveyed to individuals,

which is the third element of the diffusion of innovation theory found in research on the TikTok account @rumroijen.

#### **4.1.4. Social system**

Mbak Yu Berkebaya's target segment regarding the cultural content of kebaya clothing is the younger generation or Generation Z, with an age range of 12 – 27 years. With the segmentation that Mbak Yu created in creating kebaya content, it makes it easier for the innovations that are created to be well received by the target audience (the younger generation), and it is easy to determine content that is suitable for today's young generation.

The four elements in the diffusion of innovation theory above confirm the existence of the most important elements in the diffusion of innovation theory, related to the use of TikTok @rumroijen or Mbak Yu Berkebaya, in preserving kebaya clothing among the Young Generation. Where the TikTok account @rumroijen is a means of communication in conveying innovation via TikTok social media.

### **4.2. Diffusion of Innovation Theory Decision Process by TikTok follower @rumroijen**

In this research, a case study is used to see how the TikTok account @rumroijen influences the introduction of kebaya among the younger generation to its followers on TikTok from the perspective of the diffusion of innovation theory. In the case study data collection technique, the researcher asked questions to followers of the TikTok account @rumroijen, in the form of questions on Google form and then distributed to respondents via online media direct message (DM).

Using the theory of innovation diffusion in the decision on the innovation adoption process by followers of the TikTok account @rumroijen in preserving kebaya clothing, there are five stages of the innovation diffusion decision process that will be followed, as follows:

#### **4.2.1. Knowledge**

Knowledge is the stage where informants know that there is a new idea or innovation that is spreading in the social environment and they try to learn about this innovation.

The case study obtained from the informant, namely TikTok follower @rumroijen, stated that apart from TikTok, they found out about kebaya, there was also social media Instagram, to obtain information about kebaya. Then there is also social interaction, such as through friends, the surrounding environment, public spaces such as markets, and so on. However, after knowing and seeing the TikTok account @rumroijen in introducing kebaya, a feeling of interest and concern for kebaya has grown, as evidenced by the large number of Mbak Yu's current followers, with 70.8 thousand followers, with 11.7 million likes, as of September 16 2024 .

The following is a statement from Mbak Yu's followers who are interested in following her account. On behalf of Kareen Atyra Noya (17 years old, Semarang), stated, "Ms. Yu's cheerful characteristics, with a mature and positive demeanor, as well as her exciting content, attracted my interest, as a teenager," Annisa Ika Nur Fatha (22 years old, Semarang), "Because Mbakyu wearing a kebaya has a unique characteristic about her. "The content is also interesting, especially when traveling using kebaya and taking public transportation looks exciting." And Asmarra Hatti (23 years old, Semarang), "Likes wearing kebaya and likes people who take part in preserving culture."

At the knowledge stage, the TikTok account @rumroijen has succeeded in increasing awareness of the younger generation regarding the existence and cultural value of kebaya clothing. Through creative and interesting content, this account is able to reach a wide audience, especially the younger generation, and provide initial information about the history, meaning and beauty of the kebaya. This shows that TikTok social media has great potential in introducing Indonesian cultural heritage to the younger generation in a relevant way.

#### 4.2.2. Persuasion

Persuasion is the stage where the informant's attitude towards an innovation is formed, starting to become interested in the innovation and finding out about the innovation. At the persuasion stage of the decision process on the diffusion of innovation theory, the informant realized the innovation on the TikTok account @rumroijen in introducing kebaya, which created interest in kebaya.

It is known that the informant knows, knows Mbak Yu Berkebaya or @rumroijen and considers the content shared by Mbak Yu Berkebaya to be useful in introducing culture among the younger generation, as well as resulting in the informant's mind being



opened to this kebaya clothing. This is proven by the statements of followers of the TikTok account @rumroijen.

Asmara Hatti (23 years old, Semarang), “@rumroijen has its own characteristics in introducing kebaya culture to the audience,” Ivon Puspitasari (26 years old, Semarang) said, “The definition of content is that the kebaya is really stylish for today’s generation of children,” Emay Hanni Haya P.A. (24 years old, Kudus), “The personality he has is very rare, self-confident, and sometimes a little motivational spice,” Khoirunisa Agustri (24 years old, Yogyakarta), “This account brings kebaya into everyday life without fear of existing boundaries,” Tria Yunita (22 years old, Solo), “The account uses a kebaya in every activity while traveling to various interesting places,”

Based on the diffusion of innovation theory, analysis of the statements of its followers, it can be concluded that the TikTok account @rumroijen has succeeded in convincing the younger generation that kebaya is relevant and attractive clothing. Kebaya is not only worn at certain events, but can be worn every day for activities. Through creative content and strong personal branding, the @rumroijen account has succeeded in changing negative perceptions about kebaya into positive ones.

#### 4.2.3. Decision

The decision-making stage is when the decision maker takes action that leads to selecting, using, or rejecting the new idea that Mbak Yu Berkebaya did on TikTok in introducing kebaya.

The TikTok account @rumroijen provides easy to access and understand information about kebaya, from history, how to wear it, to style inspiration. This makes it easier for followers to get the information they need before making a decision. This account displays various kebaya models with various styles, so followers have many choices and can choose a kebaya that suits their taste and personality. From the informant data obtained, almost all of them answered that they were very interested. Like Emay Hanni Haya P.A. (24 years old, Kudus) said, “Yes, very interested.” Apart from that, there were also statements from her followers in the comments column, one of which was “Mbak Yu, can you help me spill the kebaya and where to buy the fabric. Thank you, Mbak Yu,” on behalf of Alif (July 25).

From the statement above, it can be analyzed that at the decision stage of the diffusion of innovation theory, the informant decided to accept the innovation made by

Mbak Yu Berkebaya in introducing kebaya among the younger generation. Where the informant stated that he was interested in the content created by @rumroijen, which was then implemented in their social life.

#### 4.2.4. Implementation

The implementation stage is when the informant begins to use the innovation being disseminated. After going through the decision process, the next step is implementation, which confirms that the informant has truly accepted the new idea.

Consistency in uploading quality content helps build trust in the @rumroijen account. This trust is an important factor in influencing followers' decisions. This can be an inspiration for followers to try wearing kebaya. The @rumroijen account has collaborated with kebaya sellers several times, so that followers can easily find and buy the kebaya they want.

This is proven by the statement from the informant that, after seeing content from TikTok @rumroijen, he wanted to wear a kebaya. Like Kinkin (26 years old, Yogyakarta), "Yes, on certain occasions,.". There is also Ivon Puspitasari (26 years old, Semarang), "At certain events I wear his ootd,.". In addition, Emay Hanni Haya P.A. (24 years old, Kudus) said, "Very eager and inspiring." Then, Valentina Putri Febryana (21 years old, Banyuwangi) revealed that, "I have always been interested in kebaya but was not very confident, thanks to Mbak-Yu's content I dared to try wearing kebaya."

The TikTok account @rumroijen has influenced its followers' decision making in wearing kebaya. With complete informative content about kebaya, it can build trust in its followers to participate in implementing kebaya in their daily lives. This is proven through the comments column who decided to buy or rent a kebaya after being inspired by the uploaded content.

#### 4.2.5. Confirmation

Confirmation is the point where after taking a decision, someone tries to strengthen the decision that has been taken. Someone who decides to accept or reject an innovation will try to find additional information to ensure that the decision taken is correct. As expressed by Mbak Yu wearing a kebaya:

"Thank God, there are some people who have started wearing kebaya for everyday use, not just formal events, and maybe people like to tag me, for example, is this a kebaya or not, I like to ask- ask me via DM, or via tags on tik tok like that,"

These words show the actions of someone who has made a decision, accepted or used and implemented it. This shows that there is an action to confirm the decision. In the statement above, the informant tried to confirm whether the clothes he was wearing were kebaya or not, through mentions on social media. Other informants did not do this stage, because they felt there were positive things after watching Mbak Yu Berkebaya's content. Meanwhile, judging from the implementation stage, informants accepted that there was innovation in preserving kebaya clothing.

From the statement data obtained, no one has carried out evaluation actions to find out whether the innovation on the TikTok account @rumroijen is true or false. Because the informant felt that there was something positive about the Tiktok @rumroijen content, namely, to help the younger generation get to know local Indonesian culture, namely kebaya clothes that can be made contemporary, not out of date. So there is no decision that leads to rejection of an innovation made by Mbak Yu Berkebaya.

The general level of adoption is influenced by many factors, namely the perception of the importance of new ideas compared to existing ideas or practices; Compatibility means being in accordance with current values; Complexity is the level of understanding and application of new ideas; Diversity refers to the ability of new ideas to be adopted and used without significant costs; Communication is the extent to which the benefits of a new project can be communicated to the general public (Serah, 2014).

This means that an idea will be accepted if a new idea has benefits, or the greater the perceived benefits, the easier the innovation will be adopted. One of them, Valentina Putri Febryana (21 years old, Banyuwangi) felt that the content created by Mbak Yu Berkebaya gave her the courage to wear kebaya, even though she had had this desire for a long time. However, after seeing content from TikTok @rumroijen, her confidence in wearing kebaya grew, and she felt the importance of preserving cultural heritage. From this statement, it is included in the decision on the theory of diffusion of innovation as its implementation. This shows that the new innovations carried out by Mbak Yu have an impact on preserving cultural heritage for the younger generation.

Based on the results of this research, of the twelve informants who were obtained, it was also shown that the majority stated that after seeing the content shared by Mbak Yu via the TikTok account @rumroijen, it gave rise to a feeling of desire to preserve cultural

heritage, especially kebaya clothing, to grow a sense of self-confidence about wearing kebaya, to get a reference for modern mix and match kebaya, as well as information about kebaya that is easy to reach, especially social media users from the younger generation (Gen Z) to provide education regarding kebaya clothing.

This is in accordance with the theory presented by Rogers (1995) that innovation will be more easily accepted by society, if it has innovation characteristics with benefits both from an economic perspective and satisfaction that can be accepted by society (Serah, 2014). As is the opinion of Mardikanto (2007), the speed of adoption is influenced by many factors, one of which is the nature of the innovation itself, both internal factors (in the innovation itself) and external factors (because it is influenced by environmental factors) (Serah, 2014).

## 5. CONCLUSION AND SUGGESTIONS

Based on the data and information collected, analysis and interpretation in this research, the author can conclude several things related to the theory of diffusion of kebaya clothing innovation carried out by Mbak Yu Berkebaya on social media TikTok @rumroijen to the younger generation.

There are elements of the theory of diffusion of innovation on the TikTok account @rumroijen in an effort to preserve kebaya clothing among the younger generation. This is aimed at four elements contained in it. The four elements are, first, the existence of an innovation, which innovation is in the form of the use of social media TikTok in preserving kebaya clothing by packaging interesting content, and mixing and matching contemporary kebaya clothing so that it is not boring, not only for entertainment, but also as education about kebaya. In the innovation element, the social system will adopt an innovation or not, based on the characteristics of the innovation according to Rogers (1983), namely Relative Advantage, Compatibility, Complexity, Trialability, Observability. Second, there is the media used to communicate, or the means used to disseminate information related to kebaya clothing. Third, there is a time dimension in conveying the message so that there is an adoption decision process that followers of the TikTok account @rumroijen go through in adopting innovation, which is a stage that is in accordance with the theory of diffusion of innovation put forward by Roger M. Everett, by going through several stages such as knowledge, persuasion, decision, implementation and confirmation. Fourth, namely the social system aimed at spreading innovation, the segmentation is among the younger generation (Gen Z). In this social system, the

process of adopting an innovation is based on the characteristics of each individual such as their socio-economic conditions, level of education and their environment which shapes individual behavior when interacting or communicating according to (Rogers, 1995) divided into five categories, namely Innovators, Early Adopters, Early Majority, Late Majority, Laggard.

In the decision process, the diffusion of innovation theory was obtained from twelve informants who also showed that the majority stated that after seeing the content shared by Mbak Yu via the TikTok account @rumroijen, it created a feeling of desire to preserve cultural heritage, especially kebaya clothing, and increased self-confidence about wearing kebaya. , get references for mix and match kebaya that are contemporary and not old school, as well as information about kebaya that is easy to reach, especially social media users from the younger generation (Gen Z) to provide education regarding kebaya clothing.

This research shows that TikTok is an effective platform for promoting kebaya to the younger generation. By understanding the innovation adoption process and the characteristics of each adopter category, @rumroijen can develop more effective strategies to achieve kebaya preservation goals.

Based on this research, there are several suggestions that can be given to strengthen kebaya conservation efforts through social media. Government and cultural agencies can play an active role by supporting kebaya content creators, utilizing government social media for promotions, and building collaborations with influencers. Kebaya designers must continue to innovate and utilize e-commerce platforms. Meanwhile, the younger generation can act as kebaya ambassadors by actively participating in various activities related to kebaya and creating creative content about kebaya. Overall, continuous market research, public education, and the formation of a strong network are needed to ensure the sustainability of the kebaya as the nation's cultural heritage.

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