



## ***Analysis of Information Needs and Student Content Preferences on Social Media of the Sriwijaya State Polytechnic***

**M. Ridho Apriliadi<sup>1</sup>, Alexandra Naflah Ramadhani M<sup>2</sup>, Riska Talisa<sup>3</sup>, Robiah Alawiyah<sup>4</sup>, Yunita Fauzia Achmad<sup>5</sup>, Astika Ulfah Izzati<sup>6</sup>, Bangga Surya Nagara<sup>7</sup>**

<sup>1,2,3,4,5,6,7</sup>Politeknik Negeri Sriwijaya, Palembang, Indonesia

Email: <sup>1</sup>[mridhoapriadi0@gmail.com](mailto:mridhoapriadi0@gmail.com), <sup>2</sup>[alexandranafiah1010@gmail.com](mailto:alexandranafiah1010@gmail.com),  
<sup>3</sup>[riskatalisa59@gmail.com](mailto:riskatalisa59@gmail.com), <sup>4</sup>[robialawiyah444@gmail.com](mailto:robialawiyah444@gmail.com),  
<sup>5</sup>[yunita.fauzia.achmad@polsri.ac.id](mailto:yunita.fauzia.achmad@polsri.ac.id), <sup>6</sup>[astika.ulfah.izzati@polsri.ac.id](mailto:astika.ulfah.izzati@polsri.ac.id),  
<sup>7</sup>[banggasurya@polsri.ac.id](mailto:banggasurya@polsri.ac.id)

**Abstract:** This study aims to analyze students' information needs and content preferences on social media of Politeknik Negeri Sriwijaya (POLSRI). Using a mixed-method approach encompassing client interviews, internal Instagram Insights data, social media observation, and direct interviews with three audiences, this study identifies the demographic, psychographic, and digital behavioral profiles of POLSRI audiences. Results indicate the primary audience is aged 17-24, predominantly female (54.3%), from South Sumatra, especially Palembang (49.8%), and most active on social media between 19.00-23.00. Preferred platforms are Instagram and TikTok. Audiences need fast, transparent, and relevant content in the form of authentic and relatable short videos. Key pain points include hard-to-digest campus information and one-way communication. This study recommends a more responsive, informative, and interactive campus social media content strategy to enhance student digital engagement.

**Keywords:** Information needs, content preferences, campus social media, students, Politeknik Negeri Sriwijaya

**Abstrak:** Penelitian ini bertujuan untuk menganalisis kebutuhan informasi dan preferensi konten mahasiswa pada media sosial Politeknik Negeri Sriwijaya (Polsri). Menggunakan pendekatan mixed-method yang mencakup wawancara klien, riset data internal Instagram Insights, observasi media sosial, dan wawancara langsung dengan tiga audiens, penelitian ini mengidentifikasi profil demografis, psikografis, dan perilaku digital audiens Polsri. Hasil penelitian menunjukkan bahwa audiens utama berusia 17-24 tahun, mayoritas perempuan (54,3%), berasal dari Sumatera Selatan, khususnya Palembang (49,8%), dan paling aktif di media sosial pada pukul 19.00-23.00. Platform favorit adalah Instagram dan TikTok. Audiens membutuhkan konten yang cepat, transparan, dan relevan berupa video pendek yang autentik dan relatable. Pain point utama meliputi informasi kampus yang sulit dicerna dan komunikasi satu arah. Penelitian ini merekomendasikan strategi konten media sosial kampus yang lebih responsif, informatif, dan interaktif guna meningkatkan keterlibatan mahasiswa secara digital.

**Kata Kunci:** Kebutuhan informasi, preferensi konten, media sosial kampus, mahasiswa, Politeknik Negeri Sriwijaya

## **INTRODUCTION**

The development of digital technology has brought about fundamental changes in the way humans access and consume information. Social media is no longer just a means of entertainment; it has become the main platform for communication, information dissemination, and the formation of social identity, especially among the younger generation. Kaplan and Haenlein define social media as a group of internet-based applications built on the ideological and technological foundations of Web 2.0 that enable the creation and exchange of user-generated content (Kaplan & Haenlein, 2010). This definition emphasizes that social media is not only a distribution channel but also a space for user participation.

In Indonesia, social media penetration is growing very rapidly. According to data from DataIndonesia.id, the number of active social media users in Indonesia reached 167 million, or around 60.4% of the total population, in January 2023, with an average daily usage time of 3 hours and 18 minutes (Shilvina Widi, 2023). The most widely used platforms include YouTube, Instagram, TikTok, and WhatsApp (Indriansyah et al., 2025; Marisyah et al., 2025). This fact shows the great potential of social media as a communication channel for higher education institutions to reach their students.

In higher education, social media has become a communication bridge between institutions and the academic community. Wulandari and Irawan emphasized that using social media as an academic communication medium in higher education can increase information accessibility and emotional closeness between campuses and students (Wulandari & Irawan, 2021). Nevertheless, the effectiveness of such communication depends heavily on the institution's understanding of its digital audience's characteristics, needs, and preferences (Ahmad Yani Kosali, Despita, Sinta Bella Agustina, RA Rodia Fitri Indriani, 2026; Fitria Marisyah et al., 2025).

Previous research shows that students, as a digital native generation, have unique information consumption patterns. Rohmiyati stated that millennials and Gen Z tend to use social media as their primary source of information because of its availability, speed, and ease of access (Rohmiyati, 2018). Furthermore, Rohmawati and Arfa found that TikTok, previously considered a purely entertainment platform, has become a significant information search platform among college students (Rohmawati & Arfa, 2022).

Sriwijaya State Polytechnic (POLSRJ), a leading vocational university in South Sumatra, has a dominant digital audience aged 17-24. However, no academic study has specifically analyzed students' information needs and content preferences regarding the National Police's official social media accounts. This research is formulated to answer: (1) What is the demographic and psychographic profile of the POLSRJ social media audience? (2) What are the information needs and preferences of students on POLSRJ social media? (3) What do students feel are the main pain points in consuming POLSRJ social media content?

## **METHODOLOGY**

This study uses a mixed-methods approach (qualitative and quantitative) designed in three systematic stages. Sugiyono (2017) defines the mixed-methods approach as the combination of qualitative and quantitative methods to obtain more comprehensive, valid, and objective data. The first stage is initial preparation and exploration, during which an in-depth interview is conducted with the POLSRJ social media manager using a structured question guide covering six dimensions: demographic profile, psychography,

pain points, online activity, active time, and content preferences.

The research instrument consists of three main components. First, the semi-structured interview guidelines include 10 questions for the initial exploration and audience interview stages, covering demographic dimensions, social media activity, content preferences, and purchasing behavior. This instrument is qualitative with researchers as the main instrument (Waruwu, 2023). Second, a social media observation guide in the form of a structured keyword search sheet using 20 keywords on the Instagram and TikTok platforms. Third, a quantitative data analysis sheet from Instagram Insights that records statistics on follower demographics, active time, and account performance over 30 days.

The quantitative data collection technique in this study is secondary data analysis from the Instagram Insights feature. The data collected were numerical and structured, including: (1) the age distribution of followers per age group in percentages; (2) gender distribution; (3) geographical distribution by city of origin; and (4) hourly follower active time data. Masrizal (2011) stated that in mixed-methods research, the quantitative component provides statistical validation of qualitative findings. Data collection was conducted from January 26 to February 24 via direct access to the Instagram Insights dashboard for the official Polsri account.

The third stage is data analysis and synthesis. Qualitative data was analyzed using the pattern recognition method to identify recurring patterns in audience behaviors, needs, and preferences. Quantitative data from Instagram Insights were analyzed using descriptive statistics, including frequency and percentage distributions. Data triangulation involves comparing the results from three data sources to validate the findings and draw comprehensive conclusions (Sugiyono, 2017).

## RESULT AND DISCUSSION

### Result

#### **Audience Demographic Profile**

Based on Instagram Insights data for January 26 - February 24, the demographic profile of Polsri's social media followers can be described as follows: The majority of followers are in the age range of 18-24 years (53.9%), followed by the age range of 25-34 years (28.1%). In terms of gender, the majority of followers are women (54.3%) and men (45.7%). Geographically, almost half of the followers come from Palembang (49.8%), with the rest spread across Gandus (3.0%), Indralaya (2.8%), and Prabumulih (2.5%).

These demographic findings are in line with the initial hypothesis derived from client interviews, which identified the main audience of the National Police as students aged 17-23 years from high school, vocational, or MA backgrounds, from middle-income families, and domiciled primarily in South Sumatra Province. Cross-validation between hypotheses and actual data shows high consistency, strengthening the reliability of the data.

#### **Psychographic Profile of Audiences**

Psychographically, the Police audience is young individuals strongly oriented towards self-development and career readiness. They uphold independence, hard work, and resilience as core values. Their lifestyle is rich in activities that bridge theory and

practice, reflecting the characteristics of vocational education students who prioritize applicative competence.

This audience is digitally literate and meticulously managing finances, with most still relying on their parents' pocket money. Their main emotional need is a sense of pride in their alma mater, which is most strongly triggered when they see students' real achievements or innovations developed by the POLSRI academic community. These findings are consistent with the research of Rizki and Supriyadi (2022), who found that the impact of social media use on students extends beyond behavioral effects to include emotional and self-identity outcomes.

The results of structured interviews with three informants reinforce the psychographic findings above.

Informant 1 (Niswa, 17 years old) mentioned that he uses social media for "positive things," such as seeking entertainment and information, and likes useful content—reflecting utilitarian values and a self-development orientation.

Informant 2 (Aura Dewi, 17 years old) admitted that entertainment needs drive her social media habits, but also needs educational content, such as skincare education, which shows awareness of self-development in personal aspects.

Informant 3 (Dwi Latifah, 20 years old, an active female student) explicitly stated her need for "up-to-date information content", reflecting the pragmatic orientation and career readiness typical of vocational students.

The three informants were shown to make purchases via social media when the marketing or promotional content they saw was relevant to their needs, indicating a high level of digital literacy and information-based decision-making among the Polsri audience.

### **Student Information Needs**

Pattern recognition analysis of 27 text comments on POLSRI's social media revealed three main clusters of information needs. First, the technical-operational needs of registration (44% of comments), including questions about the SNBT schedule, SNBP login error solutions, password resets, graduation requirements, KIP-K scholarship information, and UTBK fees. Second, emotional expression and social involvement (37% of comments), in the form of prayers/hopes for acceptance and support from fellow perspective students. Third, the request for data transparency (11% of comments), especially information on quotas and departmental capacity.

This pattern emphasizes that the main information needs of prospective students and National Police students are practical and technical. They need information that is quick to respond to, accurate, and easy to understand. This finding aligns with Azahra and Hasbiansyah (2021), who stated that social media is now preferred as a source of information due to its availability, speed, and ease of access.

Of the three informants interviewed, all mentioned information content as the main need ("Useful", "Education", and "Latest Information"), although entertainment content was also the initial attraction that made them feel at home with social media.

In more detail, the results of the interviews show that:

Informant 1 (Niswa, 17 years old) defines his need as "beneficial" content, which, in the context of campus communication, means academic announcements, scholarship information, and lecture schedules presented concisely and clearly.

Informant 2 (Aura Dewi, 17 years old) specifically mentioned the need for quotes, short films, and skincare education, indicating that while campus information is important, it should be presented in an attractive, flexible format.

Informant 3 (Dwi Latifah, 20 years old, an active female student) emphatically stated that her main need is "up-to-date information content," which indicates that the speed and timeliness of information delivery are critical factors in audience satisfaction with campus social media accounts. The findings of these interviews confirm a pattern observed in the analysis of comments: 44% of comments contained technical or operational questions that had not been proactively addressed in campus content.

### **Content Preferences and Digital Behavior**

The favorite platforms of the POLSRI audience are Instagram and TikTok for socialization and entertainment, as well as YouTube and Google Scholar for academic needs. All the informants interviewed use Instagram as their main app, and two are also active on TikTok. This pattern shows that the POLSRI audience is a group of digital natives who allocate their digital time evenly between entertainment and academic development.

The most preferred content format is short videos featuring student achievements, alum testimonials, and student innovations. This type of content is effective because it evokes pride in the alma mater, provides tangible evidence of the quality of vocational education, and is easy to consume and share on favorite platforms. These findings align with Khansa and Putri's (2022) research, which found that short TikTok videos are highly effective at influencing the behavior and emotional responses of young audiences.

The most active time for followers on social media is 19.00 (prime time), with activity extending until 23.00. Meanwhile, campus services are most accessed in the morning (before lectures) and in the afternoon (after lectures), with the peak at the beginning of the semester.

The interview data support the findings of these content preferences:

Informant 1 (Niswa, 17 years old) and Informant 2 (Aura Dewi, 17 years old) both mentioned TikTok and Instagram as their favorite applications, with active time ranges that align with the Insights data: 19.00-23.00. Both were influenced to make purchases after seeing interesting social media marketing content—Niswa bought clothes and Aura Dewi bought skincare, both on February 26-27, 2026. This proves that engaging, relevant visual content formats have strong persuasive power among audiences aged 17-18.

Meanwhile, Informant 3 (Dwi Latifah, 20 years old), who is already an active female student, uses Instagram as her main platform and is active in the morning (10.00), showing a different pattern from that of the younger audience. She likes accounts like Nazwa Adinda because the outfit content serves as a style reference, suggesting that active students are more selective in their content consumption and tend to look for practical, applicable references.

### **Audience Pain Points**

Two main pain points have been identified. First, information is difficult to digest, as important announcements are often delivered in the form of vague PDF screenshots,

rather than in concise, engaging infographics. Second, one-way communication: POLSRI social media captions tend to be formal, like official letters, and admins rarely respond to comments or DMs, creating the impression of an unresponsive campus.

In addition, the observation results revealed that POLSRI posts appear only in search results when users specifically use the words "Sriwijaya State Polytechnic" or "POLSRI", indicating low SEO optimization that hinders reach to new audiences, especially prospective students.

## **Discussion**

The findings of this study, as a whole, produce a comprehensive, data-based social media audience profile of Sriwijaya State Polytechnic. Demographically, the main audience is 18-24 years old (53.9%) with a predominance of female followers (54.3%) centered in Palembang City (49.8%). In terms of digital behavior, the audience is most active between 19.00-23.00, primarily on Instagram and TikTok. Information needs are technical-operational (44% of the total comments analyzed), while content preferences lean toward short, authentic, relatable, and informative videos. The main pain points are the difficult-to-digest information presentation and the one-way communication from the account manager.

This finding aligns with the research by Azahra and Hasbiansyah (2021), which shows a significant relationship between social media use and the fulfillment of people's information needs. In this study, POLSRI students, as active social media users, have high expectations of the official campus account to quickly and accurately meet their information needs. The failure of institutions to address this need creates a gap between audience expectations and the reality of available content, reflected in the high number of unanswered technical questions in the comments section.

The dominance of Instagram and TikTok aligns with the findings of Rohmawati and Arfa (2022), who stated that TikTok is now developing into a significant information search platform among students, no longer just an entertainment platform. This has strategic implications: the National Police needs to optimize its TikTok presence by tailoring content to the platform's algorithm, rather than simply duplicating Instagram content. Khansa and Putri's (2022) research also confirms that short TikTok videos are highly effective at influencing the behavior and emotional responses of young audiences, making this format a priority for POLSRI's content production.

From the perspective of the Uses and Gratifications Theory, the audience of the Police uses campus social media to meet five basic needs: cognitive (seeking academic information and scholarships), affective (feeling pride in their alma mater through achievement content), personal integrative (confirming identity as part of the POLSRI community), social integrative (interacting with fellow students and prospective students), and entertainment (getting relatable content about campus life). The incompatibility between the content produced and these five needs—especially the dominance of formal content that lacks affective and entertainment aspects—is at the root of low audience engagement. (Bambang Purwanto et al., 2026; Dita Rahmawati et al., 2026).

Research by Sutrisno and Mayangsari (2021) found a significant relationship between the use of institutional Instagram and the meeting of its followers' information needs. These findings reinforce the urgency of improving POLSRI's content strategy: when published content is relevant and responsive, audiences will actively seek it out

and consume it, thereby increasing the organic discoverability of accounts. The fact that POLSRI accounts can only be found through specific searches for the words "POLSRI" or "Sriwijaya State Polytechnic" indicates the need for more aggressive content SEO and hashtag strategies.

The practical implications of this research include three aspects. First, the implications for content strategy: POLSRI needs to adopt a blended content approach that blends infographic-based academic information (to meet cognitive needs) with authentic short videos about student life and achievement (for affective and entertainment needs). Second, the implications for communication management: social media admins need to be trained to actively respond to comments and DMs with language relevant to Gen Z (Fitria Marisya et al., 2025; Purwanto et al., 2025), as two-way communication has been shown to increase audience trust and loyalty to institutional brands. Third, the implications on content timing: the posting schedule needs to be adjusted to the audience's prime time (19.00-23.00) to maximize organic reach.

This research has several limitations that open up opportunities for further research. First, the limited number of interview informants (three people) reduces the ability to generalize qualitative findings. Future research is recommended to use a larger-scale quantitative survey with at least 100 active student respondents from the National Police to provide a more representative picture. Second, Instagram Insights' data, which only covers 30 days, limits understanding of long-term trends. Longitudinal research for at least 6 months will yield more accurate patterns, including changes in audience behavior at critical moments such as the start of the semester, the new-student enrollment period, and the exam period. Third, this study has not included a comparative analysis with other equivalent vocational college social media accounts, which could provide a benchmark for more measurable, data-driven optimization strategies.

## CONCLUSION

This study identified a comprehensive profile of the social media audience of Sriwijaya State Polytechnic. Demographically, the main audience is 17-24 years old, predominantly women (54.3%), domiciled in South Sumatra, especially Palembang, with a medium economic status. Psychographically, they are oriented towards self-development and digital literacy, and take great pride in their alma mater. The main information needs are technical-operational and require quick responses, especially regarding registration, academic policies, and scholarships. Content preferences lead to short videos that are authentic, emotional, relatable, and informative, which are most consumed in the evening prime time, 19:00-23:00. The biggest pain points are the presentation of information that is difficult to digest and one-way communication.

POLSRI is advised to adopt a mixed content strategy that combines concise, infographic-based information with authentic, emotional short videos, especially on Instagram and TikTok. Post times should be prioritized in the range of 19.00 - 23.00 to maximize reach. Social media admins need to respond to comments and DMs promptly in a language that aligns with Gen Z's vocabulary, while maintaining professionalism. Keyword optimization for content needs improvement to make POLSRI posts easier to find in organic search results. Campuses also need to provide regular content about student life, achievements, and alumni testimonials to build greater pride and emotional

engagement.

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