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# Analysis of Social Media Strategy on Behavioral Changes: A Case Study of Dilans Indonesia Organization

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**ABSTRACT**

Digital media access is crucial for the disabled and elderly, but access gaps limit their participation. Dilans Indonesia seeks to empower and fight for their rights through social media. This research aims to analyze the strategies implemented through Dilans Indonesia's social media aimed at achieving changes in public behavior. The initiative of the establishment of Dilans Indonesia is to empower individuals with disabilities and the elderly to become empowered and independent communities while advocating the voices of the disabled and elderly community to the government. This research uses a qualitative research method with a case study approach, which is analyzed through data processing using NVivo software. The research findings show that social media activities carried out by Dilans Indonesia in promoting a culture of inclusive living have created changes in individual perspectives and behaviors towards disability issues as well as increased visibility and involvement of the disabled and elderly community. The continuity in the delivery of the message campaign is in line with the social marketing strategy applied, with the aim of raising awareness, expanding understanding, and changing people's perspectives, attitudes and behaviors towards people with disabilities and the elderly.

## Introduction

Digital media, especially social media, plays an important role in disseminating information, mobilizing resources, and creating social change (Ummah, 2022). Inclusion in the digital world is becoming an increasingly important social issue (Poerwanti et al., 2024). Access to technology and digital media is now a crucial and important thing to consider in this modern era, especially for people with disabilities and the elderly. This access is not only a technical matter, but a door to wider opportunities such as access to government policies and support from the private sector that can affect the quality of life and empowerment of persons with disabilities and the elderly (Ernawati & Asropi, 2023).

Social media is defined as a group of internet-based applications built on ideological foundations and *web 2.0* technologies that enable the creation and exchange of user-generated content (Kaplan & Haenlein, 2010). Social media has another definition that is more complex and is divided into three parts, namely (a) an information

infrastructure and tools used to produce and distribute content; (b) content in digital form in the form of personal messages, ideas, news, and cultural products; and (c) people, organizations and industries that produce and consume digital content (Carr & Hayes, 2015).

The current research findings show how the wider community views and behaves towards people with disabilities and the elderly. So far, there are five perspectives that influence the way people think about disability issues. These five perspectives include moral, compassion, health, social and human rights perspectives (Rika et al., 2020). These views and behaviors are still divided into positive or supportive, neutral, and negative views and behaviors. Social media has a great influence to be used by people with disabilities and the elderly to help voice their aspirations and convey complaints that they have not been able to convey to policy makers and convey messages and information to the wider community. Complaints and voices that have been difficult to convey to policy makers have become the initiative of some people to create a forum in the form of organizations or community groups that empower disability and elderly groups, one of which is Dilans Indonesia.

Dilans Indonesia is a disability and elderly advocacy organization based in Bandung, West Java, Indonesia. The organization aims to build an inclusive world where people with disabilities and the elderly can be independent and empowered in economic, political, social and cultural aspects. By mobilizing resources through collaboration with various stakeholders, both governmental and non-governmental, Dilans Indonesia seeks to accelerate the realization of an inclusive society (Dilans Indonesia, 2021). The presence of Dilans Indonesia is to support people with disabilities and the elderly in ensuring that they get the attention and support they deserve. In addition, Dilans Indonesia provides a gathering space, organizes various useful activities, and offers the emotional and physical support needed. The organization also acts as an advocate, working to promote more inclusive policies that uphold the rights of the elderly and people with disabilities.

The use of social media by disability and elderly organizations such as Dilans Indonesia has a great opportunity to improve the empowerment and well-being of these groups. Organizations that support disability and the elderly often experience difficulties in reaching their audiences and delivering their messages efficiently. Social media can serve as an effective tool to overcome these obstacles by giving organizations the opportunity to communicate directly with audiences, disseminate important information, garner support, and create behavior change. Social media also has an important role in empowering people, activities, communities of an organization, and social action (Yulia et al., 2018).

The concept of social marketing is the right concept to be elaborated with the use of social media for the purpose of changing behavior. This is because the concept of social marketing is considered different from the concept of commercial marketing where commercial marketing sells goods and services with the goal of achieving financial goals or profits with reciprocity only for stakeholders or *shareholders.* An important point in social marketing activities is not just behavior change and increasing *awareness of* a

problem, but empowering and motivating others to adapt the desired behavior as part of their daily lives (Kumar et al., 2021).This program of marketing communication is a strategic step to bring together and align the best combination of strategies (Kulsum, 2020).

In exploring the strategy of using social media, of course, it is necessary to have a strategy in using social media to change behavior through the concept of social marketing, one of which is the P.O.S.T (People, Objective, Strategy, Technology) Step developed by Thackeray, Neiger, and Keller (Thackeray et al., 2012) which is described in the following integration steps:

| | |
|---|---|
| People | Target audiences who are targeted for audience segmentation through media |
| Objective | Determining the purpose of why you want to engage a predetermined target audience segmentation |
| Strategy | Formation of specific strategies to engage the target audience in order to achieve the expected goals, namely behavior change |
| Technology | The medium or technology that will be used to deliver the message to the right target audience segmentation. |

Based on previous research, it reveals the use of social media with the target of changing behavior towards awareness of HIV/AIDS (Suwarso, 2020)or information that is within the scope of health communication. However, there is no research related to social marketing activities on social media used by non-governmental organizations that aim to change the views or behavior of the wider community regarding people with disabilities and the elderly. This is certainly an interest for researchers to conduct research on the use of social media with the concept of social marketing but using different objects, namely this research focuses on non-governmental organizations that focus on empowering disabilities and the elderly.

This research targets the gaps that exist in previous research that focuses on non-governmental organizations that focus on empowering disabilities and the elderly. The purpose of this research is to analyze the P.O.S.T strategy on the use of social media used by Dilans Indonesia in changing the behavior of the wider community such as the views and behavior of the community disabilities and the elderly and policy makers. Of course, accelerating the development of an inclusive culture that starts from changing views and behaviors is the global development framework of the Sustainable Development Goals (SDGs).

## Method

This research uses a qualitative method with a case study approach. Through qualitative research, researchers have the possibility to see behavior in real situations without any engineering (Morissan, 2019). Through the case study approach, researchers

can explore real life by studying events, programs, activities of various individuals through detailed and in-depth data collection involving various sources of information such as observation, interviews, documents, and other materials (Creswell, 2010). Through this method, researchers can obtain a clear and real picture through real experience and in-depth exploration and interaction with Dilans Indonesia.

The data that has been collected is then processed and analyzed using the NVivo application. This analysis involves three stages, namely: *coding reference, project map,* and *word cloud*. This research also involved 23 expert informants who were selected through *purposive sampling* technique by matching the informant criteria with the research needs. The informant criteria chosen by the researcher are individuals who know Dilans Indonesia either directly or through social media and who are involved or have been involved with Dilans Indonesia such as participating in a series of activities that have been carried out by Dilans Indonesia.

This research uses method triangulation as a data validity technique that involves interview, observation, and survey methods to check the truth through various perspectives or views of various individuals (Husnullail et al., 2024).

## Results and Discussion

Based on the coding results that have been processed through NVivo Analysis, researchers obtained the results of *coding reference* data related to the use of social media for behavior change through the concept of social marketing from the informants' answers. The data results show that the *coding* with the highest percentage level is *objective* with a total percentage of 32%, followed by a *strategy of* 29% at the second level. Furthermore, *technology* with a percentage result of 20%. The last level is occupied by a *person* with a percentage of 18% of the total *coding reference* results. The results of the *coding reference* will be described in the table below:

**Table 1**. **Results of Coding**

| Codes | Number of coding references | Percentage |
|---|---|---|
| Nodes\\Use of Social Media in Social Marketing\Objective | 71 | 32% |
| Nodes\\Use of Social Media in Social Marketing\Person | 41 | 18% |
| Nodes\\Use of Social Media in Social Marketing\Strategy | 65 | 29% |
| Nodes\\\Use of Social Media in Social Marketing\Technology | 45 | 20% |
| | 222 | 100% |

*Source*: Processed Data from NVivo Analysis, 2024

Based on the results of the informant contribution mapping, the contribution results from the *objective* sub-unit were 4 key informants, 16 supporting informants, and 1 expert informant. Furthermore, the contribution results from the *strategy* sub-unit are 4 key informants, 12 supporting informants, and 1 expert informant. Followed by the results of the *technology* sub-unit contribution, 4 key informants, 13 supporting

informants, and 1 expert informant were obtained. Finally, the results of the contribution of the *person* sub-unit are 4 key informants, 12 supporting informants, and 1 expert informant. The following presents the visualization results of informants who contributed to the coding using the *project map*:

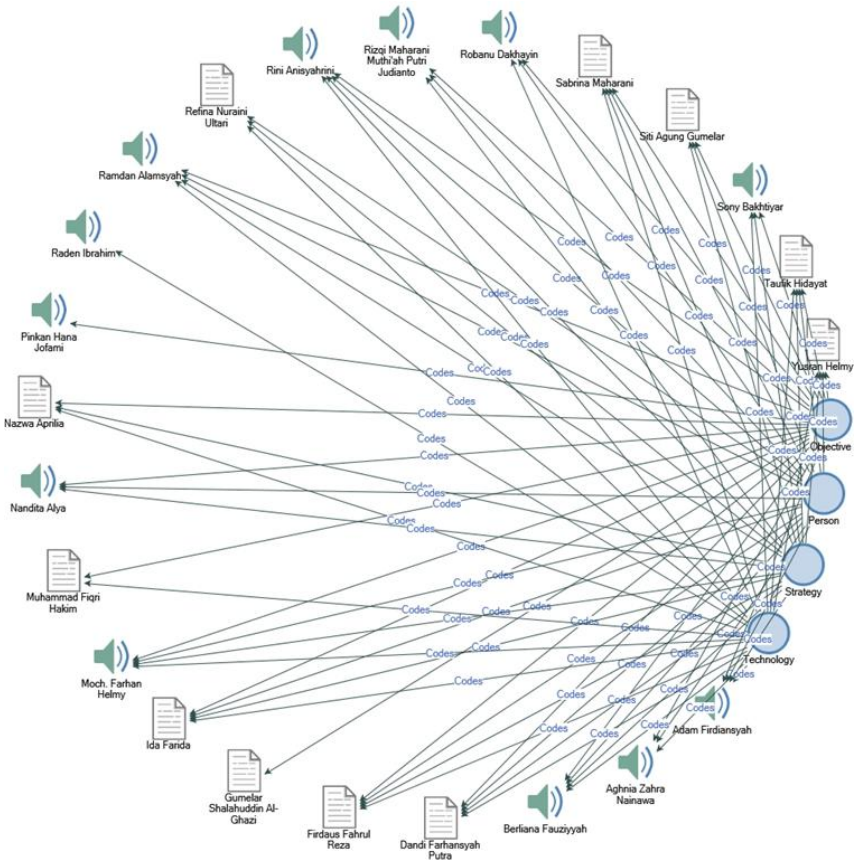


**Figure 1. Project Map of Informant Contributions**
Source: Processed Data from NVivo Analysis, 2024

The next stage is *word cloud* visualization, which is the use of words that have the highest frequency visualized as follows:

**Figure 2. Word Cloud Result of NVivo Analysis**

*Source*: Processed Data from NVivo Analysis, 2024

Based on the results of the *word cloud* visualization, there are five words that have the highest frequency, namely 'dilans', 'disability', 'social', 'media' and 'content'. Based on the results of this *word cloud*, the largest *coverage of the* word 'Dilans' comes from Supporting Informant 9 which reaches 58.89%.

**Objective**

A total of 32% of informants fall into the objective *coding* category. Objective refers to determining the main goal before engaging the target audience in the campaign. The messages and activities initiated by Dilans Indonesia are designed to attract the attention of policy makers to encourage change. This was explained by Key Informant 1:

> "Well, the social media that Dilans does is a fairly long narrative, about 4 paragraphs because what we are aiming for is a change in policy. So, we always process it, if you look at the data or narrative posted by Dilans Indonesia, it contains the substance of the problem, there is data even though it is not detailed and also how the engagement or thoughts of Dilans are in changing the situation." (Key Informant 1, September 10, 2024)

Dilans Indonesia has pursued various strategic steps to attract the attention of policy makers, some of which include conducting accessibility assessments of public facilities that are considered to have fulfilled aspects of inclusiveness, becoming a resource person at events related to the issue of persons with disabilities and the elderly, and engaging in discussions with policy makers. The main objective of this step is to strengthen the existence of Dilans Indonesia as an organization that represents the voices and aspirations of the disabled and elderly groups. This statement was reinforced by Key Informant 1:

> "So the first thing that can be seen is that, for example, I am involved as a technical advisor or policy advisor in the current activities of the city government, for example, in the assessment of accessibility to social facilities and public facilities, participating in the competition to judge inclusive facilities, then also participating as a resource person in technical guidance from activities related to persons with disabilities and the elderly, one of which is with PUSPAGA (Family Education Center) where we encourage literacy for families for children with disabilities." (Key Informant 1, September 10, 2024)

He continued his statement:

> "Secondly, apart from PUSPAGA, there is our initiative to participate in public campaigns conducted by the city government. Third, we contribute the data we have to the city government and the city government uses it to intervene in areas that must be developed into inclusive areas. So for example conceptual design and so on. The fourth is the Sumur Bandung area, one of the sidewalks has

> entered the alley and also in that area, because we keep shouting, finally slowly it started to appear and be addressed." (Key Informant 1, September 10, 2024)

Key Informant 1 explained that this initiative aims to ensure government attention to relevant issues. Dilans Indonesia has taken various steps to draw the government's attention, including through their involvement with one of the services empowered by the Department of Women's Empowerment and Child Protection (DP3A), PUSPAGA, public campaigns with local governments, as well as providing data that the government uses to identify and develop inclusive areas. The Sumur Bandung area, for example, has seen positive changes, such as improved sidewalks and accessibility, thanks to Dilans Indonesia's ongoing advocacy.

In addition, other informants also recognized the changes felt from the various campaigns carried out by Dilans Indonesia. One of the campaigns, **Campaign4Dilans**, was considered successful in encouraging the improvement of facilities such as guiding blocks and sidewalks, as well as the reduction of indiscriminate parking that previously hindered accessibility in the surrounding area.

> "There was one, if I'm not mistaken, Campaign4Dilans was held in Dago or around the office. So it was organized and because of that, the guiding blocks were repaired, the sidewalks that were not connected to the guiding blocks were repaired, the trees that were blocking them were reduced, and also those who used to park carelessly have slowly thinned out. Some of the changes are felt after being voiced by Dilans." (Supporting Informant 11, November 01, 2024)

Dilans Indonesia also actively conducts surveys to identify the level of accessibility of places in Bandung, including streets and cafes, in order to create a more friendly environment for people with disabilities.

> "...Dilans is surveying the streets in Bandung or the cafes in Bandung to make them more disability-friendly." (Supporting Informant 9, November 01, 2024)

Overall, it can be concluded that Dilans Indonesia consistently conducts studies to target policy makers through inclusive messages and educational content on its social media accounts as an effort to advocate and encourage real action. Of course, this is based on the collective voice of various parties who coordinate and cooperate with Dilans Indonesia to strengthen the voice.

## Strategy

A total of 29% of informants fall into the *coding strategy* category. *Strategy* is a long-term plan designed to achieve certain goals or objectives. The strategy implemented

by Dilans Indonesia focuses on conveying field facts related to disability and elderly issues. This was stated by Supporting Informant 14:

> "Dilans Indonesia often shares documentation of their activities and creates educational content that aims to spread inclusive messages while changing the stigma of people with disabilities. Although there isn't much dedicated content on Dilans Indonesia's social media, they are more likely to organize in-person/offline activities. However, Dilans Indonesia's social media has considerable influence among important people, so the content created is more easily spread to various layers of society." (Supporting Informant 14, August 27, 2024)

One of Dilans Indonesia's main approaches is consistency in delivering information and messages through their social media. This is supported by the opinion of Supporting Informant 11:

> "The most important thing in my opinion is consistency, because they have new posts on social media almost every day, always with fresh things. In addition, in each of their programs such as Yoga 4 Dilans and Students 4 Dilans, they have their own social media channels. This is very productive because each program has its own focus." (Supporting Informant 11, November 01, 2024)

Besides utilizing social media, Dilans Indonesia also emphasizes on offline activities such as Yoga 4 Dilans, Sign Language 4 Dilans, Tour 4 Dilans, and Karaoke 4 Dilans. This strategy aims to expand the audience and reach out to more people with disabilities.

> "...Campaign strategies continue to be carried out until the audience grows, such as Yoga 4 Dilans, Sign Language 4 Dilans, Tour 4 Dilans, and Karaoke 4 Dilans. Their social media needs to be improved so that it has a wider reach and can be accessed by more people with disabilities." (Supporting Informant 2, September 08, 2024)

According to Expert Informants, a strategic communication planner must understand how to maximize the impact of social media content through engagement, such as the number of views, reach, shares, saves, and positive and negative comments. Collaborative strategies and consistency in creating content are the main keys to success.

> "As strategic communication planners, we must know how to make content more impactful. In social media, we look at the engagement, such as the number of views, reach, shares, saves, and comments received, both positive and negative. These things are very important for Dilans campaign communication planners. So, I think it's important to post frequently and create a collaborative content strategy." (Expert Informant 18, November 2024)

Based on these interviews, Dilans Indonesia's strategy includes a combination of social media messaging and offline activities. With continued consistency, this strategy is expected to expand its impact and reach more audiences, so that organizational goals can be achieved effectively.

## Technology

20% of informants fall into *Technology coding*. *Technology* is choosing the technology that will be used as a medium for delivering messages. Medium technology used by Dilans Indonesia includes Instagram, Facebook, Whatsapp, and Youtube. Dilans Indonesia. This is in accordance with what was conveyed by Key Informant 1:

""The first is social media *tools*, we have Facebook, Instagram, then Youtube and there is also X or Twitter and others such as LinkedIn and Tiktok but we haven't elaborated further because we see their effectiveness."" (Key Informant 1, September 10, 2024)

Supporting Informant 5 expressed his views on the delivery of information by Dilans Indonesia through its social media:

> "The message has been conveyed quite well, so people already know what Dilans is through social media." (Supporting Informant 5, September 08, 2024)

Dilans Indonesia has various Instagram accounts that match the programs they run, such as Yoga 4 Dilans, Sign Language 4 Dilans, Student 4 Dilans, Tour 4 Dilans, Art 4 Dilans, Chef 4 Dilans, as well as the main Dilans Indonesia account. This is supported by the statement of Supporting Informant 14:

> "...Social media plays a very important role in this technological era, because through social media, information is more accessible to various groups and easier to understand, especially by young people. In my opinion, Dilans Indonesia is quite active on social media, especially Instagram. Currently, there are Dilans Indonesia social media accounts, one of which is Student 4 Dilans, which is the main media for promotion to introduce Dilans Indonesia with the target of the younger generation." (Supporting Informant 14, August 27, 2024)

Supporting Informant 12 expressed his opinion that Dilans Indonesia's social media has been quite effective:

> "In my opinion, Dilans Indonesia's social media is currently good, because nowadays, to make something trendy or disseminate information is very dependent on the use of good social media. Well-managed social media can reach a wider audience and share knowledge with more users." (Supporting Informant 12, August 29, 2024)

This was also confirmed by Supporting Informant 3, who stated that information from Dilans Indonesia is delivered through various channels, including social media and

community WhatsApp groups. However, even though the information has been well conveyed through social media such as Instagram and Facebook, the response rate is still lacking:

> "Apart from getting information via social media such as Instagram and Facebook, we also get information through the community WhatsApp group after joining Dilans Indonesia. What I know is that the information disseminated has been well conveyed through social media, but those who respond are still lacking. Not everyone is interested, especially if it is related to disability issues that may be considered less interesting by some people." (Supporting Informant 3, September 07, 2024)

From the various opinions above, it can be concluded that Dilans Indonesia has made good use of social media as a technological medium to convey messages of inclusivity and promote the organization. Social media is used to empower and voice the aspirations of people with disabilities and the elderly, as well as advocate these issues to policy makers. Through the statements made by informants, although the audience reach and reactions are still far from optimal, this does not stop Dilans Indonesia from continuing its activities to deliver inclusive messages.

**Person**

32% of informants fall into the *person coding*. *Person* is the intended audience and focuses on social marketing and social media. The existence of social media has helped Dilans Indonesia to expand the reach of the message it wants to convey. In addition, information about activities that will be carried out by Dilans Indonesia also helps for some audiences who are looking for activities with the community. This was conveyed by Supporting Informant 13:

> "Dilans' social media, especially the one that is now most active on Instagram, is quite active to inform the wider community that Dilans exists and there are always activities to empower and make the disabled and elderly in Indonesia, especially Bandung, have diverse activities and they can accommodate what they want to do but in other communities they cannot do." (Supporting Informant 13, August 28, 2024)

The messages conveyed by Dilans Indonesia also help some people to realize the importance of issues that in reality are considered 'ordinary' but can have a tremendous impact on people with disabilities and the elderly. This was conveyed by Supporting Informant 14:

> ".... by often interacting with people with disabilities I find many facts about issues that we might have considered "normal" but that are actually the main problem for them, such as unequal access for them when they are outside the home, which causes many people with disabilities to stay at home more often, so that when they leave the house it causes a stigma from the community because

> they feel unfamiliar with the existence of disabilities around them " (Supporting Informant 14, August 27, 2024).

Regarding the content of Dilans Indonesia, based on the observations made by researchers, Supporting Informant 11 expressed his opinion regarding the content of Dilans Indonesia:

> "If it depends on the user of social media, there are types of people who are lazy to read and there are people like me who just like to read, so I'm just curious every time if there is any urgency but there are also people who are like 'ah lazy deh long' so. But it all goes back to *their* own *environment*." (Supporting Informant 11, November 01, 2024)

Key Informant 1 shared the reason behind the content on Dilans Indonesia's social media accounts, which includes lengthy content:

> "So, the existence of persons with disabilities and the elderly will also be recognized if we often speak out. well, how to speak out, of course, there are capacity *problems*, not all of them, for example, if longer messages are difficult. then my friends and I process longer ones and *tag* interested people. but in our experience, the capacity of staff to compile the narrative is very, very limited knowledge. So so far, I have mostly done it with my friends, because it requires a deeper reading of a phenomenon" (Key Informant 1, September 10, 2024).

Based on the interview excerpts above, it can be concluded that some informants get more insight and raise awareness about the concept of inclusiveness through message information delivered by Dilans Indonesia. Although the impact of the information that arrived still did not reach the entire intended target audience supported by the lack of human resources responsible for implementing strategies regarding the content on Dilans Indonesia's social media kun.

The researcher describes the results of the analysis based on the data that has been obtained and processed through NVivo. Through the P.O.S.T strategy, Dilans Indonesia has determined the main target audience (*person*) is the policy makers and then the wider community. The *objectives of* why this target audience is the target of delivering messages through social media is to urge real action by policy makers to immediately make changes both in terms of regulations and city layout. The *strategies* or efforts developed by Dilans Indonesia so far are not only through its social media such as Instagram, Youtube, and Facebook (*technology*), but collaborating with the government through various open discussion activities and citizen forums and opening opportunities for all levels of non-disabled people who have an interest in learning and opening up insights about disabilities and the elderly to participate in various activities carried out by Dilans Indonesia such as Yoga4Dilans, Sign Language4Dilans, Campaign4Dilans, Tour4Dilans, and many other offline programs that aim to introduce inclusive culture to all levels of society. With

frequent positive interactions between the disabled and non-disabled community, it will certainly provide motivation to implement an inclusive culture and reduce the negative stigma circulating.

Although the impressions received are still lower than expected and the scope of audience reach is still minimal considering Dilans Indonesia's social media is done organically, this does not close the spirit and consistency of Dilans Indonesia to continue spreading inclusive messages to the wider community in order to immediately realize changes in behavior and perspective, as well as changes in policy and city layout for policy makers. Dilans Indonesia will always strive for activities that have been carried out by them to become sustainable activities that support the development framework of the Sustainable Development Goals (SDGs). Openness of views and changes in the behavior of the wider community, especially non-disabled people towards non-disabled people, can accelerate the pace of implementing an inclusive culture.

The limitation of this research is that the results of this study cannot generalize the overall content of the perspective and behavior of the people in Indonesia because the informants selected as samples in this study are informants who know and have been or are currently involved in Dilans Indonesia.

## Conclusion

Non-governmental organizations such as Dilans Indonesia continue to prioritize the delivery of aspirations, inclusive messages, and advocacy regarding the concerns experienced by disabilities and the elderly so that they can refer to positive things such as changes in behavior, increase insight, to changes in perspective and stigma. Dilans Indonesia has consistently optimized the strategy of using various social media platforms such as Instagram, Youtube, and Facebook to spread message campaigns about inclusivity and advocate for the rights and voices of the disabled and elderly community even though the impression reach is still low. Not only through social media, Dilans Indonesia also strategizes the delivery of this inclusive message through various activities that have been implemented to empower disabilities and the elderly and spread information and knowledge about disabilities and the elderly to the wider community not only policy makers. Of course, this strategy can still be developed better to expand the reach of the audience and the impression is wider with the aim of encouraging people to adopt the same practice values such as being motivated to learn about the world of disabilities and the elderly, understand the inclusive world and open their views more so as to reduce negative stigma and improve the overall perspective.

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