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AUDIENCE COGNITION THROUGH ELABORATION LIKELIHOOD MODEL PROCESS: INSTAGRAM CONTENT OF INDONESIAN HEALTH MINISTRY ON STUNTING PHENOMENON

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Abstract

This study assesses the impact of the Instagram campaign "25.000 Penentu Generasi Penerus" on the audience's cognitive response to Indonesia's stunting education efforts. Using an explanatory quantitative method, data was collected via online questionnaires and analyzed using Variance-Based Structural Equation Modeling (VB-SEM) and Generalized Structured Component Analysis (GSCA). The findings suggest that Instagram content and perceived persuasiveness have a direct, positive, and significant influence on the cognitive responses of the @kemenkes_ri Instagram content viewers, with the effect being moderate to high. However, perceived persuasiveness significantly influences audience behavior change when it acts as a mediator. Thus, it is essential for the Ministry of Health of the Republic of Indonesia (Kemenkes RI) to maintain high-quality messaging in stunting education content and to enhance the selection of highly credible figures as sources in the content.

Keyword: Instagram Content; Perceived Persuasiveness; (ELM) Elaboration Likelihood Model; GSCA

Abstrak

Studi ini menilai dampak kampanye Instagram "25.000 Penentu Generasi Penerus" terhadap respons kognitif audiens dalam upaya edukasi stunting oleh pemerintah Indonesia. Menggunakan metode kuantitatif eksplanatif, data dikumpulkan melalui kuesioner online dan dianalisis menggunakan Variance-Based Structural Equation Modeling (VB-SEM) dan Generalized Structured Component Analysis (GSCA). Temuan menunjukkan bahwa konten Instagram dan persuasiveness yang dirasakan memiliki pengaruh langsung, positif, dan signifikan terhadap respons kognitif penonton konten @kemenkes_ri di Instagram, dengan efeknya berkisar antara sedang hingga tinggi. Namun, persuasiveness yang dirasakan secara signifikan mempengaruhi perubahan perilaku audiens ketika bertindak sebagai mediator. Oleh karena itu, sangat penting bagi Kementerian Kesehatan Republik Indonesia (Kemenkes RI) untuk menjaga pesan berkualitas tinggi dalam konten edukasi stunting dan meningkatkan pemilihan tokoh dengan kredibilitas tinggi sebagai sumber dalam konten tersebut.

Kata Kunci: Konten Instagram; Perceived Persuasiveness; (ELM) Elaboration Likelihood Model; GSCA

Introduction

According to the 2022 survey on Indonesian Nutritional Status Study, the incidence of stunting in Indonesia remains at 21.6% (Handayani, 2023). This statistic is significantly higher than the target outlined in the National Medium-Term Development Plan (RPJMN) 2020-2024, which aims to reduce the prevalence of stunting in Indonesia to 14% by 2024. The target of a 7.6% reduction by the end of 2024 is considered difficult to achieve because the average decrease in stunting in previous years was only 2.3% per year (Partadisastra & Octaria, 2023).

Stunting refers to the impaired growth and development observed in children, often resulting from poor nutrition, frequent infections, and insufficient psychosocial stimulation. (Imani, 2020). It not only affects physical growth, but it also has significant effects on a child's cognitive abilities and the potential for intellectual impairment (Daracantika et al., 2021) (Hasanah et al., 2023). Hence, the initiatives to mitigate stunting have emerged as a pressing national concern that requires immediate attention (Ramadhan et al., 2024).

Presidential Regulation Number 72 of 2021 underscores the government's unwavering commitment to accelerating the stunting reduction. (Simatupang, 2024). This regulation not only reaffirms the priority status of stunting reduction but also updates the implementation and rollout timeline beyond the initial project design expectations to combat stunting effectively, fostering community development (Maad & Anugrahini, 2021). As part of the efforts to accelerate stunting reduction, the Ministry of Health of the Republic of Indonesia has undertaken several campaigns to enhance public awareness about stunting (Pratiwi, 2019).

The government uses Instagram, a social media, to carry out campaigns about stunting. Instagram is a smartphone application specifically for social media. Instagram can inspire its users and can also increase creativity because Instagram has features that can make photos more beautiful, more artistic, and better (Damayanti, 2018). One of the initiatives carried out by the government in the campaign regarding stunting awareness on Instagram is creating content entitled "25,000 Determinants of the Next Generation," which is shared on the Instagram account @kemenkes_ri. This awareness-raising campaign plays a vital role in overcoming the problem of stunting and encouraging positive behavioral changes in society (Istikhori et al., 2022).

Picture 1. Instagram Content "25.000 Penentu Generasi Penerus"

The content aims to campaign and encourage the audience to pay more attention to children's nutrition by urging a father to quit smoking and prioritize purchasing eggs for children's consumption to prevent stunting. Compared to similar content addressing the stunting issue in 2023, this content has the highest number of views, reaching 1.1 million on the @kemenkes_ri Instagram account. In today's digital age, content is a powerful promotional tool (Syahputra & Rahmawati, 2021). The content produced by @kemenkes_ri exemplifies a social media campaign designed to influence the audience, encouraging them to embrace its concepts. Effective persuasive communication is essential to achieve this objective—it enables a successful shift in the audience's attitudes, aligning with the communicator's intended goals (Fitri & Muhajarah, 2021).

We encounter diverse content containing persuasive messages in our daily social media consumption. However, each individual has limitations in processing these messages effectively. (Nirbita & Widyaningrum, 2022). The Elaboration Likelihood Model (ELM), conceived by Richard E. Petty and John T. Cacioppo in the early 1980s, sheds light on how people respond to persuasive messages and when they are likely to be persuaded or not (Agustin et al., 2023). According to the ELM, individuals can process information through either the central route (which involves logical analysis and factual evidence) or the peripheral

route (where distractions play a role). Understanding these routes helps us design more effective persuasive communication strategies (Petty & Briñol, 2011).

According to the ELM theory, individuals tend to use the central route when confronted with information that needs to be thoroughly understood (Dewi et al., 2022). Nonetheless, individuals can also be influenced by peripheral cues such as liking, consensus, or credibility of the source rather than the arguments in the received message (S. X. Zhang et al., 2020). The central and peripheral routes yield different effects on message acceptance. When someone processes a message through the central route, it results in changes likely to be solid and permanent. On the contrary, processing messages through the peripheral route does not lead to long-lasting changes (Hereyah & Kusumaningrum, 2019).

Therefore, from the ELM perspective, the quality of arguments and source credibility are considered in the audience's acceptance of the message (MEIDIANA, 2021). The quality of the argument indicates the central path, while the source's credibility is in line with the peripheral path (Fuady et al., 2020). The quality of the argument and the source's credibility positively and significantly impact e-WOM (electronic word-of-mouth) adoption and subsequent repurchase intentions, meaning that ELM in a message can influence the audience's attitude (Suryadi, 2020).

In previous studies related to ELM, persuasive perceptions were used to measure general perceptions regarding the strength of the persuasive message a person receives ((Liu et al., 2019); (Rahmataini et al., 2022); (K. Z. Zhang et al., 2014)). Hovlands suggests that three factors influence the persuasive power of a message, namely the characteristics of the message recipient, the credibility of the source, and the nature of the message itself (Alhammad & Gulliver, 2014). The existence of a strong relationship between source credibility and persuasive power shows that the higher the source's credibility, the more persuasive the message conveyed will be (Pornpitakpan, 2004). However, research (Rahmataini et al., 2022) Although message credibility and perceived persuasiveness do not significantly affect impulse buying attitudes, source credibility remains a decisive factor in shaping attitude change.

The content “25.000 Penentu Generasi Penerus” delivers a straightforward message and prominently features healthcare professionals

as messengers. Therefore, the source's credibility can enhance the message's persuasiveness. This study employs perceived persuasiveness to determine the extent to which someone receives persuasive effects from the quality of arguments and source credibility in the content, with indicators such as: 1) The information presented is convincing, 2) The information presented is persuasive, 3) The information presented is valid ((Liu et al., 2019); (Rahmataini et al., 2022); (S. X. Zhang et al., 2020)).

Cognitive responses in communication include various thoughts produced by message recipients when reading, seeing, or hearing persuasive messages (Belch & Belch, 2018). While receiving messages, individuals are faced with accepting or rejecting the message. They compare information with existing attitudes, knowledge, and feelings. The "25,000 Determinants of the Next Generation" content functions as external information individuals receive, then processed based on their experience and knowledge. This gives rise to positive or negative responses to the content of the message (Pamungkas & Zuhroh, 2016). This cognitive response ultimately has an impact on individual awareness of the problem of stunting (Ekayanthi & Suryani, 2019).

Given the context above, this research explores the impact of the "25.000 Penentu Generasi Penerus" content on the audience's cognitive response. It examines the mediating effect of perceived persuasiveness within it. With the first hypothesis (H1) being that Instagram content has a significant direct influence on the cognitive response of the audience, the second hypothesis (H2) being that Instagram content has a significant direct influence on perceived persuasiveness, the third hypothesis (H3) being that perceived persuasiveness has a significant direct influence on cognitive response. The fourth hypothesis (H4) is that Instagram content has a significant indirect influence on the cognitive response of the audience through perceived persuasiveness.

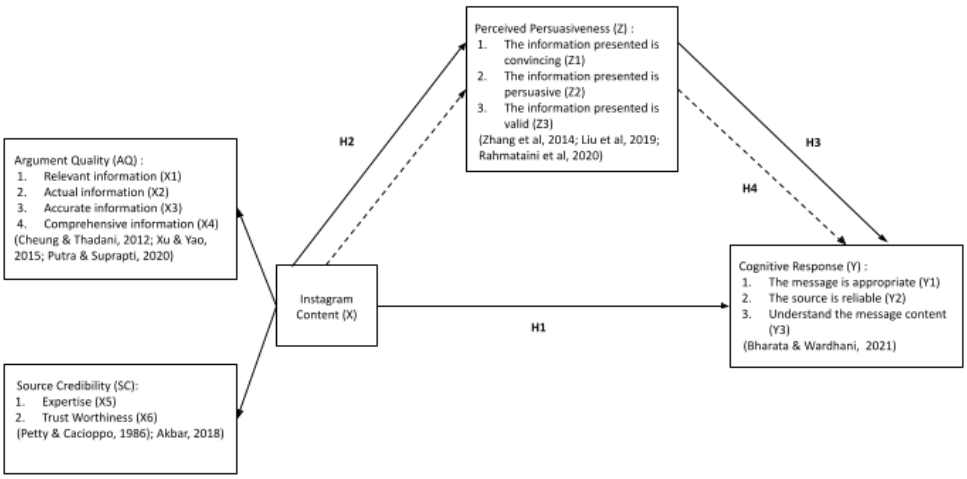

Figure 1. Conceptual Framework

Research Method

This study employs a quantitative approach with an explanatory type, aiming to test theories or hypotheses to either strengthen or even refute existing theories or hypotheses (Sari & Afriansyah, 2022). The population in this study comprises all viewers of the content titled "25,000 Penentu Generasi Penerus," although the exact number is unknown. The sample size used is 100. According to Cooper & Emory (1996), when the population size is indeterminate, a sample size of 100 respondents is directly determined (Harahap & Hidayat, 2018).

In this study, the sample is determined using the nonprobability purposive sampling technique, where individuals in the population who do not meet the specified criteria are not included as samples (Kriyantono, 2020). The established criteria include Indonesian citizens who have watched the video content "25,000 Penentu Generasi Penerus" on the @kemenkes_ri Instagram account and are above 17. Data collection is conducted through an online questionnaire distributed via Google Forms.

The data analysis in this research employs GeSCA Pro. This tool is grounded in Variance-Based Structural Equation Modeling (VB-SEM) and utilizes the Generalized Structured Component Analysis (GSCA)

approach. Two prerequisites must be met prior to the evaluation of the structural model and the testing of hypotheses via GSCA.: 1) Evaluating the measurement model by examining: a) having good convergent validity, which is if the loading factor values of each indicator are ≥ 0.60 and the Proportion of Variance Explained (PVE) ≥ 0.50 ((Ali et al., 2021); (Ngatno, 2019)), b) discriminant validity based on the Heterotrait-Monotrait ratio (HTMT) values ≤ 0.90 (Hair et al., 2019), c) having good composite reliability and Cronbach's Alpha values, which are ≥ 0.60 (Ghozali, 2016); 2) Evaluating the Goodness of Fit (GoF) in the structural model and overall model: a) In structural GoF evaluation, observe the values of FIT and AFIT, where FIT value indicates the total proportion of variance of endogenous variables explained by the model. Meanwhile, the AFIT value adjusts the FIT for the complexity of the model. To assess GoF in the overall model, it is seen through the values of Goodness of Fit (GFI) and standardized root mean square residual (SRMR). The GFI value is considered good if it approaches 1, while SRMR is considered good if it approaches zero ((Hwang & Chang, 2023a); (Ngatno, 2019)). When these two aspects are met, the data can be considered valid and reliable for further evaluation of the structural model and hypothesis testing.

The evaluation of the structural model used in this study begins with assessing the R-squared values of each endogenous variable, examining the significance and magnitude of the exogenous variables' influence on their endogenous variables, conducting Sobel testing through the Sobel test on the website https://quantpsy.org/sobel/sobel.htm to observe the role of mediating variables in the model, and evaluating the F-squared and Upsilon v values to assess the significance of the effects resulting from the relationships between variables, both direct and indirect (Lachowicz et al., 2018; Hair et al., 2019; Hwang et al., 2023).

Results and Discussion

Several conditions must be met before evaluating the structural model and testing hypotheses using GSCA, namely: 1) evaluating the measurement model by examining convergent validity, discriminant validity, composite reliability (Rho), and Cronbach's alpha values; and 2) evaluating the goodness of fit (GoF) in the structural and overall models

through FIT, AFIT, GFI, and SRMR values. The results of the data processing using GSCA Pro are presented below:

Evaluating Measurement Model

Table 1 shows the loading factors for each variable, representing its underlying construct. Loading factors assess the correlation between variables (indicators) and their latent constructs. The recommended threshold by Hair et al. (2019) is ≥ 0.708, but values ≥ 0.6 are still acceptable ((Dzakiyyah & Nugraha, 2023); (Ngatno, 2019)). Estimates below the specified threshold need to be eliminated. The displayed results represent the loading factors after eliminating variables Z1.1, Z2.2, and Y3.2 due to values below 0.6. After removing unsuitable variables, all remaining variables are considered to represent their constructs adequately.

Table 1. Loading Factor, PVE, Alpha, Rho

Indicator	Estimate	SE	95% CI (L)	95% CI (U)	PVE	Alpha	Rho
AQ					0.616	0.841	0.888
X1	0.829	0.029	0.778	0.888			
X2	0.682	0.085	0.494	0.824			
X3	0.694	0.068	0.545	0.805			
X4	0.802	0.053	0.67	0.876			
X4.2	0.896	0.019	0.86	0.936			
SC					0.683	0.768	0.866
X5.1	0.785	0.055	0.661	0.871			
X5.2	0.834	0.031	0.757	0.883			
X6	0.858	0.027	0.814	0.909			
Z					0.605	0.768	0.859
Z1.2	0.773	0.05	0.657	0.863			
Z2.1	0.693	0.082	0.404	0.81			
Z3.1	0.819	0.035	0.758	0.887			
Z3.2	0.818	0.038	0.732	0.888			
Y					0.563	0.801	0.864
Y1.1	0.857	0.028	0.795	0.899			
Y1.2	0.803	0.043	0.716	0.88			
Y2.1	0.728	0.062	0.59	0.811			
Y2.2	0.728	0.057	0.609	0.829			
Y3.1	0.613	0.085	0.416	0.735			

The Proportion of Variance Explained (PVE) represents the average value of each indicator variable explained by the corresponding component (Hwang & Chang, 2023b). A PVE value of ≥ 0.50 is required for good convergent validity (Ali et al., 2021). The PVE results in Table 1 indicate that the variables Argument Quality (AQ), Source Credibility (SC), Perceived Persuasiveness (Z), and Cognitive Response (Y) all have values above 0.6. Based on the evaluation of loading factors and PVE, it can be concluded that the measurement model exhibits good convergent validity.

The Heterotrait-Monotrait (HTMT) ratio represents the mean of all correlations between indicator variables across constructs that measure different constructs (i.e., heterotrait-heteromethod correlations) relative to the mean (geometric mean) of the average correlations among indicators that measure the same construct. The acceptable threshold for HTMT is a maximum of 0.90. If the resulting value exceeds this threshold, there is an issue with discriminant validity (Hwang & Chang, 2023b). Table 2 shows that the HTMT results between constructs do not exceed 0.90, indicating that the model demonstrates good discriminant validity.

Table 2. HTMT Ratio

	Value	**SE**	**95% CI (L)**	**95% CI (U)**
AQ ↔ SC	**0.642**	0.0	0.0	0.0
AQ ↔ Z	**0.637**	0.0	0.0	0.0
AQ ↔ Y	**0.837**	0.0	0.0	0.0
SC ↔ Z	**0.164**	0.0	0.0	0.0
SC ↔ Y	**0.367**	0.0	0.0	0.0
Z ↔ Y	**0.899**	0.0	0.0	0.0

Data reliability is evaluated using two key measures: Cronbach's Alpha and Rho (composite reliability). For data to be considered reliable, Alpha and Rho values should be ≥ 0.60 (Ghozali, 2016). In the results

presented in Table 1, both Alpha and Rho surpass this threshold, affirming the reliability of the data.

Structural Model Evaluation and Hypothesis Testing

The R squared value signifies the extent to which the exogenous latent variable can account for the variance in the endogenous latent variable (Ngatno, 2019). Table 3 shows the R-squared results for each endogenous variable. Two dimensions in this study, Argument Quality (AQ) and Source Credibility (SC) have values of 0.903 and 0.564, respectively. Thus, the Argument Quality dimension is 90.3% explained by indicators (X1 to X4) and 9.7% explained by other indicators. The Source Credibility dimension is 56.4%, explained by indicators X5 and X5, while other indicators explain the rest. The Perceived Persuasion Variable (Z) has a value of 0.224, which means that 22.4% of the total is explained by the Instagram content variable (X). In contrast, the rest is explained by other variables that have not been studied. Lastly, the Cognitive Response variable (Y) has a value of 0.627, which means that 62.7% of the variable is explained by the Instagram content and perceived persuasiveness variables, and the remaining 37.3% is explained by other variables not studied in this research.

Table 3. R Squared

AQ	SC	Z	Y
0.903	0.564	0.224	0.627

Direct Effect

Table 4 displays the path coefficients in the structural model. A path coefficient is considered significant if the 95% confidence interval does not include negative values or if the estimate is statistically significant at the 0.05 level when the 95% CI does not encompass 0 ((Hair Jr et al., 2019); (Hwang & Chang, 2023)). Additionally, the F-squared values indicate the effect size for each predictor component, with thresholds as follows: 0.02 indicates a low effect, 0.15 indicates a moderate effect, and 0.35 indicates a significant effect (Hwang & Chang, 2023). The results in Table 4 show that the path coefficient from Instagram Content (X) to Cognitive Response (Y) is 0.397 (CI L = 0.216; CI U = 0.563), and F squared is 0.187,

indicating that the first hypothesis is accepted. This means that Instagram Content positively and significantly influences Cognitive Response with a moderate effect. In testing the second hypothesis, the path coefficient from Instagram Content (X) to Perceived Persuasiveness (Z) shows 0.473 (CI L = 0.342; CI U = 0.621) and F squared is 0.288, meaning the second hypothesis is accepted, and Instagram Content has a positive and significant influence on Perceived Persuasiveness with a moderate effect. Furthermore, in testing the third hypothesis, the path coefficient value from Perceived Persuasiveness (Z) to Cognitive Response (Y) shows a result of 0.522 (CI L = 0.332; CI U = 0.657), and the F squared is 0.375. This means the third hypothesis is accepted, indicating that Perceived Persuasiveness has a positive and significant influence on Cognitive Response with a large effect.

Additionally, in the second-order measurement, Argument Quality (AQ) has a path coefficient of 0.95 (CI L = 0.921; CI U = 0.921) with an F squared of 9.343, while Source Credibility (SC) has a path coefficient of 0.751 (CI L = 0.511; CI U = 0.836) with an F squared of 1.294. This suggests that Argument Quality and Source Credibility effectively reflect the Instagram Content variable.

Table 4. Path Coefficient and F Squared

	Estimate	**SE**	**95%CI (L)**	**95%CI (U)**	**F Squared**	**Decision**
Z→Y	**0.522**	0.086	**0.332**	**0.657**	**0.375**	H3 Accepted
X→AQ	0.95	0.015	0.921	0.983	9.343	
X→SC	0.751	0.086	0.511	0.836	1.294	
X→Z	**0.473**	0.076	**0.342**	**0.621**	**0.288**	H2 Accepted
X→Y	**0.397**	0.086	**0.216**	**0.563**	**0.187**	H1 Accepted

Indirect Effect

The Sobel test will be used for the fourth hypothesis testing, which examines the indirect effect between the Instagram Content variable and

Cognitive Response through Perceived Persuasiveness as a mediating variable. The Sobel test calculator yields a test statistic (z) of 4.174 and a p-value of 0.000029. A p-value below 0.05 is considered significant (Hair Jr et al., 2019). From the findings, it can be inferred that the Instagram Content variable through Perceived Persuasiveness significantly influences Cognitive Response, as indicated by the significance value of 0.000029.

To measure the magnitude of the mediation effect, we can perform the Upsilon V test (V effect) using the formula: $v=\beta^2_{MX}\ \beta^2_{YM.X}$ (Dunican et al., 2018). According to Cohen (Ogbeibu et al., 2021), a value of 0.01 represents a low effect, 0.075 indicates a moderate effect, and 0.175 signifies a high effect. Applying the formula, we get $v=(0.473)^2.\ (0.522)^2 = 0.06096$. Thus, the mediating role of the Perceived Persuasiveness variable at the structural level is still considered low to moderate.

Implementation of Elaboration Likelihood Model on Instagram Content and its Effect on Cognitive Response

The study's findings suggest that Argument Quality and Source Credibility reflect the Instagram Content variable, which influences Cognitive Response. This aligns with the Elaboration Likelihood Model (ELM) theory, which explains the roles of central and peripheral routes in variables that can lead to attitude change (Petty & Briñol, 2011). Additionally, Lin et al. (2017) found that the quality of arguments and the credibility of information sources significantly impact audience attitudes, especially in health information. Therefore, the content titled "25.000 Penentu Generasi Penerus" within the ELM perspective can enhance audience knowledge.

However, it can be seen from the path coefficient value that the influence of Argument Quality is more significant than Source Credibility. This means that the audience processes the content "25.000 Penentu Generasi Penerus" by paying attention to the quality of the arguments contained in the message. Messages that are processed more because of the weight of their arguments and disregard peripheral signals indicate that the message is processed in the central route (Pamungkas & Zuhroh, 2016). Processing the content "25.000 Penentu Generasi Penerus" through the central route can result in permanent changes to its audience, as stated by (Moradi & Zihagh, 2022) Their study found that the central route can

significantly increase influence in line with the objectives of Presidential Regulation No. 72 of 2021, which targets increasing public awareness of stunting as one of the roots of resolving the issue.

Although the influence of Argument Quality is more significant than that of Source Credibility, Source Credibility also has a significant influence on Instagram content, as seen from its f-squared value (f=1.294). Hence, it is known that the more expert and trustworthy a source is, the better acceptance it can garner from its audience. Just as the findings of Chung & Cho (2017) and Ismagilova et al. (2020) demonstrate, an expert and credible source can generate practical attitudes in its audience. Therefore, the use of source credibility elements in Instagram content still needs to be maintained and enhanced by the Ministry of Health of the Republic of Indonesia as the executor of accelerating the reduction of stunting.

The Effect of Instagram Content on Perceived Persuasiveness

The findings suggest that Instagram Content significantly and positively impacts Perceived Persuasiveness, ranging from moderate to high. This indicates that the quality of the message and the source's credibility in the "25.000 Penentu Generasi Penerus" content can increase its persuasiveness to the audience. This aligns with the research of (Rahmataini et al., 2022), which found that both the credibility of a message and the credibility of the source have a significant and positive effect on persuasiveness. The persuasiveness perceived by the audience improves as the quality of the arguments and the credibility of the source increase. However, while that study considered message credibility and source credibility as exogenous variables directly affecting persuasiveness, this study treats argument quality and source credibility as dimensions (second order) within Instagram Content, which is an exogenous variable.

The Effect of Perceived Persuasiveness on Cognitive Response

In this study, the direct effect of Perceived Persuasiveness on Cognitive Response is positive and significant, with a large effect (f=0.375). The greater the perceived persuasive effect someone feels when receiving a message, the better their cognitive response to that message. This is supported by the research (Thomas & Autio, 2019), which found that a message can influence persuasiveness and consequently affect behavior change. Additionally, the study by Liu et al. (2019) concluded that the

perceived persuasiveness by readers of a website can increase trust in the website's members (Liu et al., 2019). However, this differs from the findings of Nila Rahmataini et al. (2022), which stated that perceived persuasiveness does not have a significant impact on attitude change (Rahmataini et al., 2022).

The Effect of Instagram Content on Cognitive Response through Perceived Persuasiveness as an Intervening Variable

The study discovered that Perceived Persuasiveness significantly mediates the Instagram Content and Cognitive Response variables, although the effect is somewhat minimal (v=0.06096). This could be because, in this study, the argument's quality and the source's credibility are encompassed within a single exogenous variable - Instagram Content. On the other hand, a study by Nila Rahmataini et al. (2022), which also employed Perceived Persuasiveness as a mediating variable, found that argument quality does not significantly impact perceived persuasiveness. (Rahmataini et al., 2022). However, source credibility does have a significant effect on audience behavior change when mediated by perceived persuasiveness.

Conclusion

Based on the results of this study, Instagram content and perceived persuasiveness have a direct, positive, and significant impact on the cognitive response of viewers of the "25.000 Penentu Generasi Penerus" content on Instagram @kemenkes_ri. It was also found that perceived persuasiveness can mediate Instagram content and the cognitive response of the audience, albeit with a small effect. The most influential factor in the "25.000 Penentu Generasi Penerus" Instagram content is the quality of arguments present in the content. However, source credibility also plays a role in the content. Therefore, maintaining good message quality in stunting education content by the Ministry of Health of the Republic of Indonesia (Kemenkes RI) is necessary, and selecting figures with high credibility as sources in the content needs to be improved. This would enhance the cognitive response of the audience after viewing the content.

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