

The Effects of Mass Communication on Changes of Public Attitudes and Behavior in the Digital Era

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Abstract

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Through social media and online platforms that reach a wide audience, the development of information technology in the digital era has significantly changed the pattern of mass communication. Every message in the media does not stop at conveying information but can also have an impact on the audience. This impact is known as the mass communication effect, which has become a major focus in communication studies. How audiences think, act, and behave is largely influenced by the media. This study aims to discuss the effects of mass communication on changes in attitudes and behavior, focusing on three main domains of human psychology: cognitive, affective, and conative. This research use descriptive qualitative approach and content analysis to emphasize the effects of mass communication on the psychological realm. The results of this study demonstrate that digital media has the ability to construct knowledge, influence feelings, and drive audience action quickly and dynamically. This research confirms that the role of social media as a strategic space requires critical study, especially on the effects of mass communication on understanding the relationship between media dynamics, society, and the process of forming an opinion that has an impact on changes in people's attitudes and behavior.

Abstrak

Melalui media sosial dan platform daring yang menjangkau masyarakat luas, perkembangan teknologi informasi di era digital telah mengubah pola komunikasi massa secara signifikan. Setiap pesan dalam media tidak berhenti pada penyampaian informasi, tetapi hingga dapat menimbulkan dampak pada audiens. Dampak tersebut dikenal sebagai efek komunikasi massa, yang telah menjadi perhatian utama dalam kajian ilmu komunikasi. Bagaimana khalayak berpikir, bersikap, dan berperilaku lebihnya dipengaruhi oleh media. Penelitian ini bertujuan untuk membahas efek komunikasi massa terhadap perubahan sikap dan perilaku masyarakat dengan fokus pada tiga ranah utama psikologis manusia, yaitu kognitif, afektif, dan konatif. Dengan menggunakan pendekatan kualitatif deskriptif dan analisa konten untuk mempertegas efek komunikasi massa dalam ranah psikologis. Hasil penelitian ini membuktikan bahwa media digital memiliki kemampuan untuk mengonstruksi pengetahuan, memengaruhi perasaan, dan mendorong tindakan khalayak secara cepat dan dinamis. Penelitian ini menegaskan bahwa peran media sosial sebagai ruang strategis memerlukan kajian kritis terkehusus pada efek komunikasi massa terhadap pemahaman terkait relasi antara dinamika media, masyarakat, dan proses pembentukan suatu opini yang berdampak pada perubahan sikap dan perilaku masyarakat.

INTRODUCTION

In the digital era, the dynamics of mass communication have undergone a fundamental transformation. Communication that was basically linear and one-way is recently developed into an interactive, participatory, and two-way communication. This is in line with the view of McQuail (2011), who emphasizes that the emergence of digital media has blurred the boundaries between

communicators and audiences, changing the position of the audience from being only recipients of messages to be active participants in the production, distribution, and interpretation of information. In this context, each individual not only plays the role as a media consumer, but also a message producer (prosumer) who has the ability to influence the flow of public information through various digital platforms. This change marks a paradigm shift in mass communication from the traditional model to the more open communication ecosystem. Mass media has extraordinary power in influencing audiences. The information which is spread not only shapes knowledge, but also evokes emotions and encourages action. Therefore, understanding the effects of mass communication is important in analyzing the social changes that occur in modern society.

Communication is important to support human life. The existence of social media today makes communication unnecessary to be done directly, but it can be done remotely. Social media, which is also part of mass communication, has a very big function in society, especially teenagers (Vitri Nainggolan: tt). Without communication, interaction with fellow humans will not occur, especially in this day and age, communication is not only done directly or face-to-face, but it can be done through certain media intermediaries, for example, communication in the past, in conveying information, it still uses newspapers, radios and others. (Benny Munardi: 2022)

However, at this time, due to the sophistication of the digital world that makes human easier to communicate, namely the presence of smartphones, all information can be easily disseminated to all circles (Angeline Xiao: 2018). Fatma also stated that various information media are effective tools for teenagers in shaping their perceptions, attitudes and behaviors. It happens because of the fact that almost all information distribution activities contain influencing elements that are not frequently realized by the public or teenagers as communicators (Fatma and Laili Khoirun: 2022).

The presence of the internet, social media, online news portals, and various online communication platforms is the real form of information technology developments and communication that currently has a great influence, by making people not only as recipients of information, but also as producers and spreaders of messages. This condition confirms that mass communication in the digital era has a very strong influence on the social, cultural, political, and economic life of the community.

According to Wright (2008) in (Tambunan, 2018) mass communication has three main characteristics: 1) Mass communication is directed to a relatively large, heterogeneous and anonymous audience; 2) Messages that are disseminated generally, are often scheduled to reach many audience members simultaneously and temporarily 3) Communicators tend to be located or operate in a complex organization that may require significant costs.

The statement in this study is supported by McQuail who states that the symbolic content or message of mass communication is usually 'produced' in a standardized way (mass production) and it is reused and repeated in an identical form. The flow is very one-way. Generally, the content has lost its uniqueness and originality due to excessive reproduction and use. Media messages are work products that have exchange value in the media market and use value for the recipient, media consumers. Media messages are essentially commodities and, in this sense, they are different from the symbolic content of other types of human communication (McQuail, 2011). While according to Effendy (2009), mass communication is a form of communication which is aimed at a wide audience through the media, with heterogeneous and anonymous characteristics.

Mass communication does not simply aim to disseminate information, but also has an impact on the psychological aspects of individuals. According to Dominick (1999), the effect of mass communication can be seen from three main aspects, namely cognitive, affective, and

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conative effects. Cognitive effects arise when media expands knowledge, shapes perceptions, and constructs the social reality of society. The affective effect appears in the form of the media influence on the feelings, emotions, and attitudes of the audience. Meanwhile, the conative effect is related to the real actions taken by the community after being exposed to media messages, both in the form of consumptive behavior, political participation, and social movements.

In the digital era, these three domains of effects are increasingly visible. Online news about health issues, for example, can increase public awareness about the importance of maintaining a healthy lifestyle (cognitive effect), as well as increasing empathy for victims (affective effect), and ultimately encourage social actions such as digital solidarity campaigns (conative effect). It is concluded that digital mass media is not only a channel of information, but also an instrument that is able to shape the way of thinking, how people feel, and how people act.

Research that has been conducted by Muhammad Bisri Mustofa, et al. This research focuses on how to apply mass communication to audiences who use social media which is focused on teenagers in the era of society 5.0. where adolescence is at the beginning of the change between childhood to adulthood which is still vulnerable to be influenced by the mass media in this era of society 5.0. From the results of this study, the biggest application of social media for adolescents is changes in attitudes and behaviors in the social and cultural sphere. Therefore, the social effect of mass communication in adolescents is like a currency that has good and bad effects, so as a result of today's mass media, all actions taken by adolescents sometimes cannot be controlled and it still cannot be considered the goodness or the badness for themselves personally (Muhammad Bisri Mustofa, et al: 2022). From this previous research, it is clear that there is clear difference with the research in this paper.

Examining more deeply about how the effects of mass communication work on society in the digital era by using a qualitative content analysis approach is very important. Through this approach, research can uncover the meaning of media messages and how they affect the cognitive, affective, and conative aspects of society. This research is expected to be able to provide a comprehensive understanding of the role of digital media in changing people's attitudes and behaviors and become a reference for the development of mass communication studies.

METHOD

This research uses a qualitative approach with a content analysis method. This method was chosen to understand deeply about how mass communication in the digital era affects changes in people's attitudes and behaviors, especially in the three main psychological domains, namely cognitive, affective, and conative. The qualitative approach was chosen because this study focuses on the meaning and interpretation of media messages, rather than statistical measurement. The content analysis method is used to examine the meaning, patterns, and tendencies of messages in various digital media such as online news portals, social media, and public communication platforms. The analysis is carried out by identifying the content of messages that have the potential to affect knowledge (cognitive effects), feelings (affective effects), and people's actions or behaviors (conative effects).

According to Krippendorff (2004), qualitative content analysis allows researchers to interpret the social and cultural contexts contained in media messages systematically and reflectively. Meanwhile, the thought of Effendy (2009), is the basis for understanding the complex and multi-layered mass communication process. Data is collected through observation of digital content and documentation from trusted online sources. The results of the analysis were

interpreted to illustrate how mass communication patterns in the digital era contribute to changes in attitudes and behaviors of society more broadly.

The data collection technique is carried out by documentation and observation (content analysis) of digital content. Especially communication messages that are disseminated through social media, online news portals, and other digital platforms. The researcher collected data in the form of texts, uploads, articles, comments, and public narratives that reflect the form of mass communication in the digital era. The selection of data sources is carried out purposively by considering the relevance of the content to the research theme, such as media messages that have the potential to affect cognitive (knowledge), affective (emotions/feelings), and conative (action) aspects of society. In addition, researchers also use literature studies to strengthen theoretical analysis. The literature used books, scientific journals, and the results of previous research related to the theory of the effects of mass communication and the behavior of the digital society.

RESULTS AND DISCUSSION

Results

The development of digital technology has changed the dynamics of mass communication from a one-way model to an interactive and participatory one. If in the era of conventional media, audiences were only passive audiences, then in the digital era, they turned into producers as well as consumers of information (prosumers). Digital media allows anyone to produce, share, and influence public opinion through uploaded content. This change in communication structure has direct implications for people's behaviors, attitudes, and mindsets.

It can be admitted that major changes in society are mostly influenced by the easily accessible mass media. The simple example is through digital platforms such as Instagram, YouTube, Facebook, and TikTok. Humans are actually social creatures, so it is not surprising that communication is the most important part in changing the mindset and behavior of the individual. The community itself is a number of people who have the same interest in a particular hobby/problem without having to have the same opinion, and want to solve problems without any experience for it. The largest age range of social media users is 18-34 years old, some of whom are also very dominant, especially in engagement and the use of platforms with visual content such as Instagram, TikTok, and YouTube (Napoleon, 2025).

Dominick identified three main effects of mass communication for the audience, namely cognitive, affective, and behavioral effects. Three of them show how the media can influence the way people think, feel, and act. In the digital era, which is characterized by information openness, interactivity, and high public participation, these effects become more significant and widespread.

Cognitive Effects

The simple cognitive effect is the effect that appears on the communicator that is informative for himself. In a positive connotation, this cognitive effect helps the audience in learning useful information and developing cognitive abilities. In the digital age, people obtain information from various sources, including social media, online news portals, and digital influencers. Rapid access to information leads to increased public knowledge, but it also opens up opportunities for disinformation and cognitive bias. The cognitive effects, in this context, suggest that digital media not only broadens people's horizons, but also directs the way they interpret social reality

Affective Effects

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The purpose of mass communication is not only to tell the audience to know about something, but also concern on making audience feel it after knowing the information they receive (Karlina, 1999) in (Fitriansyah, 2018). Affective effects are related to changes in feelings, emotions, and attitudes that arise as a result of exposure to media messages. According to Dominick, this effect appears when the audience experiences emotional involvement with media content, whether in the form of empathy, sympathy, fear, anger, or hope. There are several factors that affect the occurrence of affective effects of mass communication.

- (1) Emotional atmosphere; our response to a visual content such as a movie, advertisement, or narrative content of an information, will be influenced by a person's emotional mood;
- (2) Cognitive schema; is a script that exists in our minds that explains the flow of events;
- (3) Setting of exposure; One would be very frightened to watch a horror movie, for example, if they watch it alone in an old house, when it rains heavily, and the pillars of the house rattle;
- (4) Individual predisposing factors; This factor shows how far people feel involved with the figures portrayed in the mass media.

Affective effects can also have negative impacts such as mass anger (online outrage) or emotional polarization due to provocative news or hoaxes. Thus, digital media plays a dual role as a tool for building social emotional awareness and has the potential to create tension and conflict in the public space.

Conative Effects

The conative or behavioral effect is the influence of mass communication on the real actions of society. Emphasizing that this effect is the most concrete form of the media's success in mobilizing the audience. The output is in the form of consequences that arise in the audience such as behavior, actions or activities.

In a digital society, the conative effect can be seen through the phenomenon of collective action that originates from digital media, such as online donation movements, social campaigns, and changes in public consumption patterns. Social media recently becomes a space where people not only receive messages, but also respond actively by sharing, commenting, or even initiating social movements.

These three effects (cognitive, affective, and conative) are interrelated and form a cycle of influence of mass communication on society. Information (cognitive effect) influences the way of thinking, emotions (affective effects) shape attitudes, and both drive actions (conative effects). Digital media accelerates the process of spreading new values, norms, and behaviors in society. Although technology is changing, the basic principles of the media's influence on human thoughts, feelings, and actions remain the same, it is only differentiated through the media's evolutionary nature.

Those are the three main effects that have been described, it can highlight that digital media can change attitudes and behaviors depending on the individual's own perspective. As in general, the effects that appear do not always have a positive connotation, but it also has the opposite side, namely the negative connotation. The negative impact of the media that is mostly highlighted is stereotypes, the media sometimes represents certain groups or things excessively or inaccurately so it creates two or more camps that can strengthen discrimination and narrow people's views on social diversity. The mass media has great power to shape public opinion and behavior, so it must be carried out with the principles of ethics, social responsibility, and a balance between freedom and regulation.

According to Dominick (1999), The mass media should have a moral and social responsibility instead of just focusing on the dissemination of information. Information spread in the media should be true, useful, and it should not be detrimental to the public. In other words, it must be neutral. Some of the obligations include; 1) providing balanced and accurate information, 2) being a forum for several opinions, 3) encouraging positive moral and cultural values, 4) keeping for the public interest.

Application of Mass Communication Effect in Green Pink and 17+8 Case Studies

From August to September 2025, this is a witness where this case is echoed. Various opinions, perspectives, and collective feelings of the community spilled over. Therefore, the researcher will present this case by using the application of Dominick's theory regarding to the effects of mass communication with three domains, namely, cognitive effects, affective effects, and conative/behavioral effects by employing the study of Instagram media.



Source: (Bijak Memantau, 2025)

Cognitive Effects

From the description above, the researcher found several symbols that need to be known some of their meanings. The color aspect for the background uses pink which means courage, because during the demonstration there was a mother who wore a pink hijab bravely gives reprimand and expresses her disappointment loudly. The courage that emerges from ordinary people, especially women; showing that courage can appear in a untraditional nuance and it is considered "strong". The green color is present as a meaning of hero, because at the time of the demonstration, the deceased Affan Kurniawan was run over by a vehicle and his life was not saved. Solidarity, hope, and respect for the sacrifices of small people; Identity of informal workers (ojol) who often becomes part of demonstrations.

There are two numers shown in the picture, 17 for short-term claims and; 1) Make an Independent Investigation Team in the case of Affan Kurniawan, Umar Amarudin, and all victims of violence and human rights violations by other authorities during the demonstrations from August 28-30 with a clear and transparent mandate, 2) Stop the involvement of the TNI in civilian security, 3) Release all demonstrators, 4) Arrest, prosecute, and process the law transparently of the members and commanders who ordered and did acts of violence, 5) Stop violence by the police and obey the SOPs on crowd control that are already available, 6) Freeze the increase in salaries/allowances of members of the House of Representatives and cancel new facilities, 7) Publish budget transparency (salaries, allowances, housing, facilities of the House of Representatives) proactively and report regularly, 8) Encourage the Honorary Body of the House

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of Representatives (DPR) to investigate members who harass the aspirations of the people, 9) The Party must fire or impose strict sanctions on party cadres who are unethical and trigger public anger, 10) Announce the party's commitment to side with the people in the midst of a crisis, 11) Party cadres of DPR members must involve themselves in public dialogue spaces with students and civil society to increase meaningful participation, 12) Immediately return to the barracks, stop involvement in civilian security, 13) Enforce internal discipline so that TNI members do not take over the functions of the National Police, 14) TNI public commitment not to enter the civilian space during a democracy crisis, 15) Ensure decent wages for the entire workforce (teachers, health workers, laborers, ojol partners), 16) Take emergency measures to prevent mass layoffs and protect contract workers, 17) Open a dialogue with the labor union for minimum wage solutions and outsourcing.

In addition, there are also 8 long-term demands such as; 1) Clean up and reform the House of Representatives (DPR) on a massive scale, 2) Reform political parties and strengthen executive supervision, 3) Draw up a fairer tax reform plan, 4) Confirm and enforce the Law on the Forfeiture of Corrupt Assets, 5) Reform the leadership and system in the police to be professional and humane, 6) Return the TNI to the barracks, without exception, 7) Strengthen the National Commission on Human Rights and the Independent Supervisory Institution, and resolve past gross human rights violations, 8) Review economic and employment sector policies (Bijak Memantau, 2025).

Affective Effects

This effect arises because of the existence of a collective feeling of the people who are in harmony so that it causes feelings of empathy and emotional attraction to certain groups, people who both want reform and transformation of the country can at least be better than the past.

Conative/Behavioral Effects

Two effects are present because of the similarity and agreement in determining the information and collective feelings of the community, so the conative effect is also present in the same form, the same voice and there is no coercion but the self-awareness of each one. As in Instagram uploads, influencers, public figures, singers, and even civilians also enlivened the Green Pink Picture. Most of them replaced their profile photos with two tones, pink and green.



Source: Instagram Account (Kunto Aji, 2025)



Source: Instagram Account (Sherina Munaf, 2025)



Source: Instagram Account (Dian Sastro, 2025)

Changes of communication in society are very patterned and clear, it encourages people's behavior that is highly dependent on social media (Mustofa et al., 2022). In this study, the media has a very large effect on people's social behavior. Because of dependence, the effect is not only on the positivity connotation, but also on the negative connotation, as explained above. Based on the study of Instagram use, researchers found several points of negative impact on the effects of mass communication that are often found.

The Negative Impact of Mass Communication Effects

Cognitive effects; 1) Information is conveyed excessively so it creates "information overload", 2) The information received is inaccurate, incomplete, or deliberately misinterpreted (disinformation), 3) There is biased framing or framing of the media, which makes the audience have a wrong perception of an issue.

Affective Effects; 1) Social anxiety due to continuous exposure to news of crime, violence, or disasters, 2) Fear of Missing Out (FOMO) on social media. Fear of missing information or

something viral. This is what creates stress due to the pressure to be always "connected."

Conative/Behavioral Effects; 1) Fear of Missing Out produces a habit of consumerism. Originating from visual content or advertising media that creates excessive desire for products, social status, and luxurious lifestyles, 2) Imitation of media behavior (copycat behavior) such as society, especially teenagers, imitating lifestyles, violence, or extreme actions from movies, influencers, or digital content without filtering information first, 3) Cyberbullying and hate speech. The behavior which is often encountered in the comment column is an aggressive action that arises from a culture of impulsive communication on social media.

CONCLUSION

Mass communication in the digital era has undergone a fundamental transformation from a one-way system to a more interactive, participatory, and dynamic system. It opens up space for faster, broader, and more diverse exchange of messages, but it also presents new challenges in terms of control, ethics, and information truth. Based on the study of the effects of mass communication in three main psychological domains, namely cognitive effects, affective effects, and conative/behavioral effects, it can be concluded that the media has a great influence on people's knowledge, emotions, and behavior.

In the cognitive realm, the media is able to shape the way of thinking and public perception of an issue and it is also able to cause misinformation and bias perception due to framing and information overload. In the affective realm, media plays a role in arousing emotions and empathy. However, it can also cause excessive anxiety, polarization, and emotional desensitization if information is consumed without good literacy. In the conative/behavioral realm, media is able to drive positive social actions, such as solidarity and social change. But it is also capable of giving rise to imitation, consumerism, and digital aggressiveness such as cyberbullying and hate speech.

Therefore, the media should have a moral and social responsibility which do not focus on the profits of a certain group or share the unfiltered dissemination of information. In the digital era, the media is not only a tool for conveying messages, but a cultural force that shapes people's mindsets, values, and lifestyles. Every social media user and actor certainly needs media literacy, ethical regulations, and social responsibility in every form of production and consumption of mass communication messages. People need to be critical audiences, not just passive consumers, in order not to get trapped in the flow of manipulative information. Thus, mass communication can function as it should. Media should be an educational, informative, and transformative means for the advancement of an ethical and critical thinking digital society.

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