The Analysis of Creative Content Virality in Jawa Pos-Radar Lawu Digital Media in the Era of Technology, Information, and Communication

Sapta Arif Nur Wahyudin[1], Sutejo[2], Agus Setiawan[3]

[1,2,3] Indonesian Language and Literature Education, STKIP PGRI Ponorogo

[1,2,3] Jalan Ukel No. 39 Kertosari, Ponorogo, Postal Code: 63491, East Java

[1]sapta@stkippgriponorogo.ac.id, [2]sutejo_2015@stkippgriponorogo.ac.id, [3]agus@stkippgriponorogo.ac.id

Abstract

Jawa Pos-Radar Lawu is part of the Jawa Pos Group which is oriented towards presenting important, interesting, and up-to-date information from various regions around Mount Lawu. Despite being less than a year old, this media outlet is dedicated to producing creative content through digital platforms. This is reflected in the diverse topics chosen periodically, which are based on their potential to be viral. This study aims to examine the virality of creative content on Jawa Pos-Radar Lawu's digital media as a strategic approach to public communication in the context of the information and communication technology revolution. The researcher formulated two main research questions: (1) What factors contribute to the virality of content on Jawa Pos-Radar Lawu's digital media? This study employs a qualitative approach, with the researcher serving as the primary instrument for data collection. The research involves gathering data from the following sources: (1) content documents with the highest visitor numbers, (2) visitor statistics from March, April, and May, (3) recorded interviews with key informants, and (4) direct observation of Jawa Pos-Radar Lawu's digital media. The data analysis process includes three stages: data reduction, data presentation, and drawing conclusions. The findings indicate that the virality factors exhibited by Jawa Pos-Radar Lawu align with Berger's six theories of contagion: social currency, trigger, emotion, public, practical value, and story. The most dominant principles used are trigger, emotion and story.

Keywords: *Virality, Creative Content, Digital Media, Jawa Pos, Radar Lawu*

Analisis Viralitas Konten Kreatif Media Digital Jawa Pos-Radar Lawu di Era Teknologi, Informasi, dan Komunikasi

Abstrak

Jawa Pos-Radar Lawu merupakan bagian dari Jawa Pos Grup yang berorientasi menyajikan informasi penting, menarik, dan terkini dari berbagai daerah di sekitar Gunung Lawu. Meski belum genap berusia setahun, media ini secara serius menggarap konten kreatif yang disajikan melalui media digital. Hal ini terbukti dari berbagai topik yang dipilih setiap periode tertentu berdasarkan viralitas topik tersebut. Penelitian ini akan menganalisis viralitas konten kreatif media digital Jawa Pos-Radar Lawu sebagai strategi komunikasi publik di era revolusi teknologi informasi

dan komunikasi. Peneliti mengidentifikasi dua rumusan masalah, faktor-faktor apa saja yang mempengaruhi viralitas pada media digital Jawa Pos-Radar Lawu? Penelitian ini menggunakan pendekatan kualitatif dengan peneliti sebagai instrumen kunci riset. Adapun penerapannya dalam penelitian ini, peneliti mengumpulkan data dari (1) dokumen konten dengan pengunjung terbanyak, (2) data kunjungan dari bulan Maret, April, dan Mei, (3) rekaman wawancara dengan narasumber, dan (4) observasi secara langsung media digital Jawa Pos-Radar Lawu. Adapun tahapan analisis data, yaitu reduksi data, penyajian data, dan penarikan simpulan. Hasil dari penelitian ini adalah faktor-faktor viralitas yang dilakukan oleh Jawa Pos-Radar Lawu memenuhi enam prinsip penularan Berger, yaitu *social currency* (mata uang sosial), *trigger* (pemicu), *emotion* (emosi), *public* (umum), *practical value* (nilai praktis), dan *story* (cerita). Prinsip yang paling dominan digunakan adalah *trigger* (pemicu), *emotion* (emosi), dan *story* (cerita).

Kata Kunci: *Viralitas, Konten Kreatif, Media Digital, Jawa Pos, Radar Lawu*

Introduction

The significant development of information and communication technology has succeeded in creating a new world known as the global village. This view stems from the rapid and widespread development of electronic-based information media since the 1950s (Pamungkas, 2017). Radio and television became the first information technology that succeeded in providing convenience in disseminating information throughout the world. Furthermore, the invention of the internet has succeeded in accelerating the dissemination of information and communication.

The view of the *global village* has reconstructed new values that are developing in society. Hidayat (2016) explained that the continuous technological development throughout time indicates that there has been a significant process of change in media technology innovation and discovery. This theory also confirms that information technology and media have become an important part in the history of the development of human civilization.

This development has intensified with the invention of internet. Especially entering the era of the industrial revolution 4.0. In addition to the innovation of artificial intelligence development, everything began to be connected and automated with the internet. This is commonly referred to as the *Internet of Things* (IoT). There are four major changes in information and communication media in this era. This includes: (1) the transformation of media content into digital formats, (2) changes in media production processes, (3) improved ease of distributing media content and higher levels of public media consumption, and (4) increased interaction between media users and media content (Puspitaningrum, 2022). The final point has successfully reshaped community habits, allowing media users to engage in discussions by providing *feedback* or even becoming content creators themselves.

The term «viral» refers to content that influences audiences to share it with others, enabling its rapid dissemination within a short period (Porter, 2006). Permana and Yusmawati (2019) define viral content as creative messages that are continuously shared from one recipient to a larger collective or audience, with each recipient further disseminating it to other potential recipients. This term is likened to a virus

that has the ability to spread quickly. Like a virus within a computer or human body. The difference is that this "virus" does not harm any physical components of the body. However, it has the potential to amplify the meaning of the content (Permana & Yusmawati, 2019). From this term, the concept of how a product or idea spreads virally is formed, which is then referred to as virality.

The need for virality requires content creators to consider the perspective of the user or recipient before creating or publishing the content (Suciati, 2020). This need, as a tool to capture consumers (readers), is effectively recognized by the Jawa Pos Group. This media company quickly switched to a digital model by creating more than 134 sites (Lenggawa, 2019). This is a vertical integration strategy that involves strengthening public communication channels. One of the strategies includes establishing digital media outlets in various regions to meet the community's demand for local information (Christiani, 2015).

In its journey, Jawa Pos has experienced both the challenges and successes of media growth. It faced a significant decline in 1982, until its sale to PT Grafiti Pers, the publisher of Tempo Newspaper and Magazine. Eric Samola (President Director of PT Graffiti Pers) appointed Dahlan Iskan who was then the Head of the Tempo Editorial Office in East Java as the person in charge for Jawa Post. Under Dahlan Iskan's leadership, Jawa Pos underwent significant development and became one of the major media outlets in Indonesia. Dahlan Iskan successfully expanded Jawa Pos, establishing more than 150 print and television media outlets. At its peak in 1996, Jawa Pos managed to become the first Indonesian media to get the World Press Photo of the Year (Lenggawa, 2019).

In 2010, Jawa Pos recorded having 165 local newspapers in Indonesia. In East Java, Jawa Pos emerged at the forefront as the largest print media (Lenggawa, 2019). Building on the success of its local newspapers, Jawa Pos expanded into digital media as a response to the challenges of the modern era. Starting from www.jawapos.com as the main digital media, then creating sub-domains in each region as a strategy to attract readers massively.

Jawa Pos-Radar Lawu, a part of the Jawa Pos Group, focuses on delivering important, engaging, and up-to-date information from various regions surrounding Mount Lawu. Following the successful development of its first sub-domain, Jawa Pos-Radar Madiun, which served the Madiun Raya area, Jawa Pos launched its second sub-domain. Jawa Pos-Radar Lawu is one of the second sub-domains of Jawa Pos. Despite being less than a year old, this media outlet is dedicated to producing creative content tailored for digital platforms. This is evident from the various topics chosen every certain period based on the virality of the topic.

Awareness of the potential for virality to attract readers drives *content creators* at Jawa Pos-Radar Lawu to take various steps to make their content go viral.

Several factors contribute to triggering virality, including analyzing the nature of the message, crafting adaptive topic explanations for diverse audience groups, being responsive to feedback, considering

audience diversity, implementing strategic communication, recognizing the short duration of audience attention, and understanding that the message's meaning is prone to distortion and fluctuation (Delza Algiwity et al., 2022, p. 26).

In Indonesia, both digital marketing practitioners and academics recognize that the virality of creative content has the potential to attract a large number of prospective consumers. A number of studies with the theme of virality have been conducted with various different objects, such as the phenomenon of trash-talking virality on tiktok (Anaqhi & Arviani, 2023), virality and content patterns of public figures (Masloman, 2022), viral marketing as a marketing strategy (Sari & Paramita, 2022), message commodification and information virality on youtube (Permana & Yusmawati, 2019), and the virality of independent musicians in social media (Suciati, 2020).

Referring to the theme of similar research that has been conducted, there are 2 novelties in this study. First, there has been no research focusing on local digital media. In this case, Jawa Pos-Radar Lawu focuses on broadcasting regional news from areas around Mount Lawu, including Magetan, Karanganyar, Ngawi, and Ponorogo. Second, this study analyzed the virality factors based on Jonah Berger's theory of transmission.

Referring to the description above, this study will analyze the virality of the creative content of Jawa Pos-Radar Lawu. Virality in this case is taken from 10 creative content with the most visitors on the Jawa Pos Radar Lawu media. Researchers analyzed what factors influenced the virality of Jawa Pos-Radar Lawu digital media.

Literature Review

Radar Lawu a part of Local Media Jawa Pos Group

Aisyah (2023) in The fourth chapter of article 14 on public broadcasting states that a Local Public Broadcasting Corporation can be established at the provincial, district, or city level.

The existence of local media is seen as building democratization at the regional level. This is shown in three aspects: freedom of information, conflicts with authorities, and responses to community demands (Susanto, 2011). Freedom of information is seen as a trigger for media criticism. Furthermore, the media plays a critical role in overseeing government policies.

Local media is considered an alternative mechanism for overseeing regional authorities. Because the national media is considered too centrally oriented, meaning that it covers news on a national scale only (Susanto, 2011). Hence, it can be observed that there are conflicts between local media and local authorities. Moreover, good local media cannot be bought with mere financial resources.

The existence of local media also answers the demands of people who are seeking updates relevant to their area. It makes local media seen as being able to represent the aspirations or complaints of the community for their dissatisfaction with the government, in addition to being a credible provider of information on events around the area.

Dewi (2019) explains that Jawa Pos has real contribution as a trusted newspaper since 1986. It can be seen from its contribution to society and government. Jawa Pos consistently provides information in various fields. It starts from politics, economics, education, sports, lifestyle, entertainment, caricatures, and culture, to sports. Jawa Pos is also seen as capable of reviving the community economically. It is because Jawa Pos serves as a bridge between regional communities and local government policies.

Creating interactive digital media in each region is part of the Jawa Pos Group's vertical integration strategy to expand its audience reach. According to the data Christiani (2015), , in 2015 Jawa Pos reached more than 141 local and national newspapers, magazines, tabloids, radio, and local television in Indonesia. The Jawa Pos Group began its business with the Jawa Pos newspaper and later expanded by establishing various other media outlets and ventures.

The media convergence policy is one of Jawa Pos' strategies to address the challenges of modernity. Radar Lawu is one of the many local media alternatives under Jawa Pos that point to media convergence in the era of globalization.

Jonah Berger's Theory of Contagion

Berger (2013: 6) says that a certain product or idea can become very popular because it has better value than others. Furthermore, Berger (2013) explains that products or ideas become popular for two key reasons: the impact of social transmission and their ability to trigger word-of-mouth.

Social transmission makes consumers feel they need the product or idea. Meanwhile, word-of-mouth is the traditional language to spread virality, which is the process of news or information being shared from one consumer to another quickly and widely in a short time.

Berger (2013) explains that there are six principles of contagion. These six principles are called the six STEPPS, namely social currency, trigger, emotion, public, practical value, and story.

First, social currency is providing value to consumers. This approach ensures that consumers experience the same satisfaction that others have received from the service.

Second, triggers are likened to reminders of a related concept or idea (Berger, 2013: 89). Triggers are the leverage for an idea or product to become widespread. It may occur in many ways. For example, a fast food restaurant might gain attention not solely for its delicious cuisine but because of its quick service. It, then, becomes a key factor that drives conversation and recommendations.

Third, emotion refers to the ability to evoke a strong emotional response from consumers. In this context, consumers feel a strong emotional connection with a brand. Hence, they do not hesitate to recommend his emotional experience to other potential customers.

Fourth, the concept of "public," borrowing from the expression "monkey see, monkey do," refers to Berger's (2013) explanation that people are inclined to emulate what they observe others doing. Even if what they see is something that is widely followed or used by many people.

Fifth, it is practical value. Berger (2013: 197) considers that people like to discuss information that is practical and useful. Especially, ideas or products that can be useful and facilitate their daily activities.

Sixth, the story that the content creator takes on. The power of story can enhance the appeal of products or ideas to potential customers. It serves as a bridge, making ideas or products more accessible and engaging for potential customers.

In an article, Wood (2024)

Researchers will utilize Berger's six principles of contagion to analyze the virality of creative content produced by Jawa Pos-Radar Lawu's digital media.

Methods

This study used a qualitative approach with the researcher as the key research instrument (Lune & Berg, 2017). The qualitative approach is utilized to provide a detailed and comprehensive explanation of a phenomenon through data collection tailored to the research requirements (Sidiq & Choiri, 2019).

This aligns with Creswell's perspective, which states that qualitative research explores and understands meanings through the experiences of individuals or groups derived from social phenomena (Cresswell & Cresswell, 2018). This research describes the virality factors in the creative content of Jawa Pos-Radar Lawu digital media using Jonah Berger's (2013) contagion theory. Virality in this case is taken from 10 creative content with the most visitors on the Jawa Pos Radar Lawu media.

Quintão et al. (2020) identified six forms of data collection: (1) recorded archives, (2) archival recordings, (3) interviews, (4) direct observation, (5) participant observation, and (6) the use of technological devices. The research involves gathering data from the following sources: (1) content documents with the highest visitor numbers, (2) visitor statistics from March, April, and May, (3) recorded interviews with key informants, and (4) direct observation of Jawa Pos-Radar Lawu's digital media.

The researcher identifies the 10 most-visited creative content pieces each month and examines the factors driving their popularity. Data and analysis findings are validated through interviews with relevant sources.

The informant for this research is Nur Wahid, the senior editor of Jawa Pos-Radar Lawu. He has been working as a journalist since 2017. Initially, he was assigned to be a reporter for Jawa Pos-Radar Madiun. By the end of 2023, Nur Wahid was entrusted with leading the development of digital media at Jawa Pos-Radar Lawu due to his professional accomplishments. Nur Wahid's career has gained further recognition as he secured first place in the print media category of the journalism competition during OJK Kediri's Financial Inclusion Month in 2020. Nowadays, in addition to concurrently serving as an editor at Jawa Pos-Radar Lawu, Nur Wahid is still trusted as a senior journalist for the printed version of Jawa Pos-Radar Ponorogo.

Researchers used data analysis techniques developed by Miles et al. (2014), namely data reduction, data presentation, and conclusion drawing. Data that has been collected will be reduced based on research needs. After that, the data will be presented

through narration to explain the research topic. The researcher draws conclusions based on the analysis to answer the research problem.

Results and Discussion

Jawa Pos-Radar Lawu is oriented towards presenting important, interesting, and up-to-date information from various regions around Mount Lawu. The areas included in the coverage of this media are Karanganyar, Magetan, Ponorogo, Ngawi, and Madiun.

In increasing the number of visitors, Jawa Pos-Radar Lawu not only presents local issues, but also focuses on issues that are currently being discussed. For this reason, there is a link between local issues and national issues to continue to maintain the existence of Jawa Pos-Radar Lawu. This was acknowledged by Nur Wahid.

> *"In the early years, the main mission was to increase the Lawu Radar so that it could be easily found. So, we use a hot issue. Apart from that, we also continue to carry out the strategy of including local news in accordance with the media's vision." (Nur Wahid, 2024)*

In its early stages, this media primarily sourced news from the print media within the Jawa Pos Group, specifically Radar. Starting from Radar Madiun, Radar Ponorogo, Radar Ngawi, Radar Magetan, and Radar Karanganyar. They used cultural topics as a means to engage a broad audience of readers.

> *"In the first months, we were still mapping our readers, so we reproduced news from Radar's printed media in Greater Yogyakarta plus Karanganyar....*

> *Nah, to attract a larger audience, we emphasize cultural topics that include short stories, poems, and cultural essays." (Nur Wahid, 2024)*

As a senior editor, Nur Wahid recognizes the potential in several high-readership topics, including travel, lifestyle, and viral subjects that align with mainstream national issues. He focused his team on those topics.

Nur Wahid's ingenuity in seeing opportunities paid off. In May 2024, Jawa Pos-Radar Lawu emerged as the second highest-visited new sub-domain digital media within the Jawa Pos Group in Indonesia. This achievement is proof of the work of the *content creator* team directly mentored by Nur Wahid.

According to Lenggawa's research (2019), the Jawa Pos Group operates 134 regional websites by creating sub-domains for each regional site. Jawa Pos Group has the main domain jawapos.com.

Radarmadiun.jawapos.com (Radar Madiun digital media) is the first sub-domain to become an extension of Jawa Pos Group in the Madiun area. Radar Madiun digital media is one of the many sub-domains established by the Jawa Pos Group. Other examples include radarkediri.jawapos.com, radarbromo.jawapos.com, and similar media outlets. It represents an effort by the Jawa Pos Group to develop digital media with a local focus.

According to an interview with Nur Wahid, the Jawa Pos Group considers the strategy of localized digital media in each region to be a significant success. This success led them to expand their network in 2021 and 2022 by creating additional sub-domains to broaden their readership reach.

"Radar Madiun digital media (radarmadiun.jawapos.com) is the first sub-domain. There are many first sub-domains from Jawa Pos, for example Radar Kediri, Radar Bromo, Radar Solo, and many more. This sub-domain is regarded as highly effective; thus it is referred to as the primary sub-domain. Based on that, Jawa Pos Group initiated the creation of the second sub-domain, Radar Lawu is one of them." (Nur Wahid, 2024)

Nur Wahid further explained that the establishment of the second sub-domain reflects the Jawa Pos Group's commitment to expanding its reach and addressing the public's demand for locally nuanced information in each region. By leveraging website-based digital media, it is anticipated that the reach will extend to a broader audience and become more economically accessible for readers.

Creative Content Reach of Jawa Pos-Radar Lawu

In order to find out the statistics on Jawa Pos-Radar Lawu digital media visits, researchers have two data sources. The first is from the monthly report obtained by the content creator of Jawa Pos-Radar Lawu. In this context, Nur Imaniyah Purnama, a student involved in the research, also serves as one of the content creators for Jawa Pos-Radar Lawu. From March to May 2024, Nur Imaniyah Purnama produced 102 posts with a variety of different topics. Second, researchers obtained statistical data from the *Google Analytics* dashboard of Jawa Pos-Radar Lawu.

The data in question is in the form of website statistics. Ledford et al. (2010) explain in detail the parts of website statistics. However, in this research, researchers focus on the number of visitors or visitor data. The visit is part of site usage that contains data on the number of visitors (visits), pages that are often opened by readers (page views), and bounce rate data per day.

In Google Analytics, visit data is referred to as "views." Researchers collected statistical data from Jawa Pos-Radar Lawu for March, April, and May. In March there was an increase in visitors of 580.7% or five times more than in February. Starting in March, Jawa Pos-Radar Lawu recruited four *content creators* to supply creative digital media content. In no time, these four content creators succeeded in boosting visitors to Jawa Pos-Radar Lawu by five times compared to the previous month.

"In March, the content creators started. The four of them were divided into several topics. The content included topics such as travel, lifestyle, and camping. Then, on that same month, we experimented with creating One Piece content, Due to its large fan base in Indonesia." (Nur Wahid, 2024)

Figure 1. *Page views of* **Jawa Pos-Radar Lawu in April 2024**

Source: *Google Analytics* dashboard Jawa Pos-Radar Lawu

Examining the statistics from the page views report for content creators reveals a significant number of readers of Jawa Pos-Radar Lawu's digital media. In March, the creative content produced by Jawa Pos-Radar Lawu's content creators resulted in a total of 103,199 visits.

Figure 2. 10 Jawa Pos-Radar Lawu content in March 2024 with the highest number of visits

Source: *Google Analytics* dashboard Jawa Pos-Radar Lawu

Figure 2 is a report on Jawa Pos-Radar Lawu's digital media visits in March. Every month, Nur Wahid provides this report to monitor and motivate the performance of content creators. According to Figure 2, the increase in visits to Jawa Pos-Radar Lawu was primarily driven by content related to travel, One Piece, hobbies, and lifestyle. These four topics occupied the 10 content with the most visits throughout March 2024. These contents include: 2 travel-related articles, 4 articles on One Piece, 3 lifestyle pieces, and 1 article on hobbies.

In March, the 2 tourist content that entered with the most visitors featured local tourist attractions. First, the Tirto Gumarang tour in Magetan managed to become the article with the most visitors. The title of the article is "*Sedang Viral di Magetan, Tirto Gumarang Siap Jadi Tujuanmu*

Berlibur di Awal Puasa". Another, a list of tourist attractions in Magetan with the title "*Destinasi Wisata di Magetan ini Cocok untuk Helaing dari Rutinitas Perkotaan, Gratis Lho*".

Another thing, local Ngawi content discussing the Ambatron robot which went viral on social media Tik Tok and X (Twitter). The article is entitled "*Viral Robot Ambatron Menyerang Ngawi Menelan Banyak Korban Jiwa, Ini Kisah Lengkap: The Rise Ambatron Episode 1*".

In April, Jawa Pos-Radar Lawu's creative content saw a 28.9% increase in visitor numbers. From March, with 103,199 visits, the number of visits increased to 124,611 in April. In addition to the increase in visits, there was also a 36% rise in the number of readers (users). In March, the platform attracted 53,172 readers, whereas in April, this number rose to 68,521 readers. Here are the statistics from the *Google Analytics* dashboard.

Figure 3. *Page views of* Jawa Pos-Radar Lawu in April 2024

Source: *Google Analytics* dashboard Jawa Pos-Radar Lawu

In April, One Piece-themed content dominated the top 10 most-read articles, with five entries on the list. In addition, lifestyle content is also still favored by readers of Jawa Pos-Radar Lawu. The following is statistical data on the 10 contents with the highest number of readers.
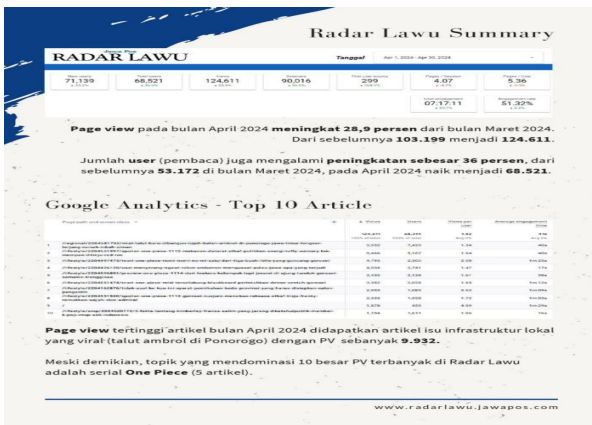
Figure 4. 10 Jawa Pos-Radar Lawu content in April 2024 with the highest number of visits

Source: *Google Analytics* dashboard Jawa Pos-Radar Lawu

Even though April is dominated by One Piece content, local content can still survive. There are two local contents on the topic of Ambatron events and happenings in Ngawi. The first is the incident where a talut collapsed in Ponorogo with the title "*Viral Talut Baru Dibangun tujuh bulan Ambrol di Ponorogo Jawa Timur Longsor Terjan Rumah Mbah Siman.*" Second, Ambatron's article with the title "*Usai Menyerang Ngawi Robot Ambatron Menguasai Pulau Jawa, Apa yang Terjadi?*".

In May, Jawa Pos-Radar Lawu's creative content saw a further increase of 48.6%. The number of visits rose from 124,611 in April to 185,160 in May.

Figure 5. *Page views* **Jawa Pos-Radar Lawu, Mei 2024**

Source: *Google Analytics* dashboard Jawa Pos-Radar Lawu

In May, the content was dominated by the viral news of Vina's murder, which significantly impacted the page views. Four creative contents covered the topic of Vina from various sides. In addition, the topics of travel, national issues, *lifestyle*, and *one piece* still managed to get a lot of readers.

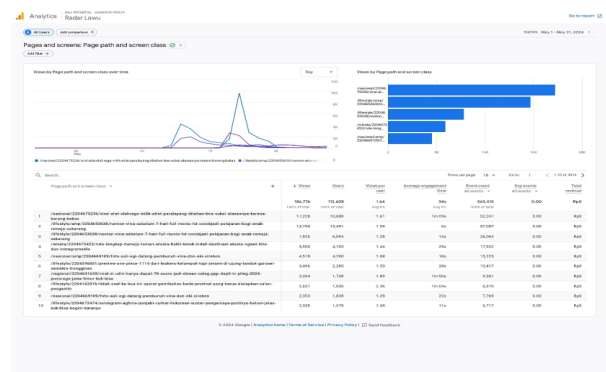Here are the detailed statistics of the ten most-read May 2024.

Figure 6. 10 Jawa Pos-Radar Lawu contents in May 2024 with the highest number of visits

Source: *Google Analytics* dashboard Jawa Pos-Radar Lawu

In May, even though it was dominated by viral news about the murder of Vina Cirebon, local content was still consistent in the ten articles with the most visitors. First, tourism content in Ngawi with the title "*Rute Lengkap Menuju Taman Wisata Bukit Kerek Indah Destinasi Wisata Ngawi Hits dan Instagramable*". Second, news about legislative candidates with the title "*Viral Si Udin Hanya Dapat 78 Suara Jadi Dewan Caleg PPP Dapil IV Pileg 2024 Ponorogo Jawa Timur, Kok Bisa?*".

The visit data for Jawa Pos-Radar Lawu's digital media illustrates the growth in readership on a month-to-month basis. This growth in readership is undoubtedly

a key factor contributing to Jawa Pos-Radar Lawu's ranking as the second-highest new sub-domain in terms of visits within the Jawa Pos Group in Indonesia as of May 2024.

Even though it follows the flow of hot topics at the national level, Jawa Pos-Radar Lawu does not necessarily abandon local topics. The method of collaborating between national topics, topics liked by young people, and local topics is the key to maintaining the number of visitors, even continuing to increase.

Virality Factors

Berger (2013: 6) says that a certain product or idea can become very popular because it has better value than others. Furthermore, Berger (2013) explains that products or ideas become popular for two key reasons: the impact of social transmission and their ability to trigger word-of-mouth.

Understanding ideas often stems from exposure to others' perspectives and can be significantly influenced by them. This influence takes the form of language, instruction, and interaction between individuals, all of which are crucial components of social transmission (Jarvis, as cited in Ibda, 2015).

Social transmission makes consumers feel they need the product or idea. It is attributed to the power of language; both verbal and non-verbal, in encapsulating and conveying the essence of a product's idea. Meanwhile, *Getok tular* is the traditional language to say viral, which is the process of news or information being shared from one consumer to another quickly and widely in a short time. Before the word viral

was as popular as it is now, *getok tular* was a term used to say an idea or product could spread quickly and rapidly.

Berger (2013) explains that there are six principles of contagion. These six principles are called the six stepps, namely social currency, trigger, emotion, public, practical value, and story. These six principles have been actively employed by the content creators of Jawa Pos-Radar Lawu. The following is the analysis.

Firstly, social currency involves offering unique advantages or benefits to consumers, or in this case, readers, when they engage with content from Jawa Pos-Radar Lawu. The benefits obtained may vary. Social currency can enhance the popularity of an idea because individuals often seek to enhance their self-image by sharing content that they believe will reflect positively on them.

In the era of social media, social currency can be seen in the content shared by a person. For instance, someone who frequently posts about books and the knowledge they've gained from reading them may be perceived as a well-read and intelligent individual. In addition, by sharing information about a book they have read, individuals are effectively recommending it to others, potentially increasing its readers. That's the essence of how social transmission works.

In digital media creative content, the strategy of fostering social transmission is often reflected in the choice of title. In March, the article with the title "*Sedang Viral di Magetan, Tirto Gumarang Siap Jadi Tujuanmu Berlibur di Awal Puasa*" (Going Viral in Magetan, Tirto Gumarang is Ready to Be Your Destination for Vacation at the

Beginning of Ramadan"[1] became the most read creative content with 10,549 views.

The choice of the words *"Sedang Viral"* (going viral) and *"siap jadi tujuanmu"* (ready to be your destination) represent the principle of social currency. The choice of the word "currently viral" gives the impression that the tourist attractions to be read are tourist destinations that are being discussed, visited, and reviewed by netizens. It creates the impression that individuals who read and subsequently share such content are perceived as staying informed about trending topics and being up-to-date with current discussions.

Moreover, in the digital era, there is an increasing tendency for individuals to avoid being outpaced or left behind by current trends. Netizen calls it FoMO *(Fear of Missing Out)*. This term describes a sense of anxiety or fear about missing out on new developments or trends. It can be in the form of information, a trend, an issue, an event, or even personal experiences. The existence of such feelings is a big trigger in the social transmission of an idea.

Meanwhile, the word choice *"siap jadi tujuanmu"* (ready to be your destination) shows that the reader is the one who is invited to enjoy this tourist attraction. This choice of word directly engages the reader and fosters a sense of familiarity with the readers. It is as if the article was written specifically for the reader.

Additionally, the phrase *"berlibur di awal puasa"* (vacation at the beginning of Ramadan) reflects the current context experienced by the reader, because the article was published during the school holidays at the beginning of Ramadan.

Another example of content leveraging social currency is *"Lengkap Nih Nama dan Ulasan Makhluk Iblis Gorosei di Spoiler One Piece 1110, Salah Satunya Punya Teriakan Bikin Sakit Telinga"* (There it is the complete Names and Reviews of Gorosei Demon Creatures in One Piece 1110 Spoilers, One of Which Has a Scream to Make Your Ears Hurt). The use of the word choice *"lengkap nih"* (the complete) gives readers the value of a complete package of information, that is ready to be presented to readers. It means that when readers read the creative content, they are presented with a complete summary of information without the need to collect various editions of the *One Piece* manga. This also gives the impression that the user is a big fan of *one piece.* Meaning, they followed this *manga* from chapter 1 up to 1110.

This method is used in various creative contents and managed to enter the 10 most-read contents each month. For example, articles such as *"Destinasi Wisata Magetan Ini Cocok untuk Healing dari Rutinitas Perkotaan, Gratis Loh"* (This Magetan Tourism Destination is Suitable for Healing from Urban Routines, It's Free!) (3), *"Tidak Asal ke KUA, Ini Syarat Pernikahan Beda Provinsi yang Harus Disiapkan Calon Pengantin"* (Not Just Going to the KUA, it is a Provincial Marriage Requirement that Prospective Brides Must Prepare) (4), *"3 Fakta tentang Kimberley Fransa Salim yang Jarang Diketahui Publik Member K-Pop VVUP Asli Indonesia"* (3 Facts about Kimberley Fransa Salim that are Rarely Known to the Public: Original Indonesian K-Pop VVUP Member) (5), and *"Nonton Vina Sebelum 7 Hari Full Movie HD, Cocok Jadi Pelajaran Bagi Anak Remaja Sekarang"*((Watch Vina

Before 7 Days Full Movie HD: Suitable as a Lesson for Teenagers Now) (6) all employ this strategy effectively.

Second, triggers are likened to reminders of a related concept or idea (Berger, 2013: 89). Furthermore, triggers help the reader's memory to associate the content with something they are familiar with. This is linked to specific keywords, events, images, ideas, theories, or music. Creative content with the right triggers tends to go viral quickly. It is because the content is in a stream that is widely talked about or even familiar to people.

In practice, a trigger can be anything. What is commonly used is a *keyword*. The application of keywords can vary widely. It can be in the form of a hashtag, in jargon, or even in the title. The purpose of this trigger is so that when the reader reads this trigger, they can associate it with something. Either something familiar to the reader or something that is currently trending.

In this context, Jawa Pos-Radar Lawu strategically incorporates keywords in their content titles to act as triggers for virality. Several keywords that are trending during specific periods are frequently found in the top 10 most-visited content each month.

For example, "One Piece," has a vast fan base for both its manga and anime. This is proven by consistent and significant readership whenever a new chapter and/or episode is released. Nur Wahid recognized this trend and incorporated "One Piece" into the Jawa Pos-Radar Lawu digital media as one of the key topics.

> *"One Piece was chosen for two reasons. First, one of our editors is a fan of One Piece. Secondly, based on research, both the manga and anime have a large fan base. Not only in Indonesia, but also internationally." (Nur Wahid, 2024)*

In April, *one piece* keywords are featured in 5 contents out of 10 most-read contents w in Jawa Pos-Radar Lawu. This data can be seen in Figure 4. The five content titles in April that used the keyword *one piece*, namely *"Spoiler One Piece 1112: Makanan Darurat Elbaf Pulihkan Energi Luffy, Warcury Tak Mempan Ditinju Red Roc"* (Spoiler One Piece 1112: Elbaf's Emergency Food Restores Luffy's Energy, Warcury is Invulnerable to Red Roc)[7] , *"Teori One Piece: Nomi-Nomi No Mi, Satu dari Tiga Buah Iblis yang Guncang Gorosei!"* (One Piece Theory: Nomi-Nomi No Mi, One of Three Devil Fruits that Frightens Gorosei!)[8] , *"Preview One Piece 1114 dari Leakers, Kelompok Topi Jerami di Ujung Tanduk, Gorosei Semakin Trengginas"* (Leakers' One Piece 1114 Preview, Straw Hat Group on the Edge, Gorosei Gaining Ground[9] , *"Teori One Piece: Misi Terselubung Blackbeard Perintahkan Devon Sentuh Gorosei"* (One Piece Theory: Blackbeard's Hidden Orders for Devon to Touch Gorosei)[10] , and *"Spoiler One Piece 1112: Gorosei Nusjuro Menebas Raksasa Elbaf, Tinju Franky Remukkan Wajah Vice Admiral"* (One Piece 1112 Spoilers: Gorosei Nusjuro Slashes Elbaf Giant, Franky's Fist Crushes Vice Admiral's Face)[11] .

The keyword method is also used in other topics, for example the keyword "Vina" was used when the case of Vina's death resurfaced. Especially after the movie "Vina Sebelum 7 Hari" hit theaters. Content featuring this keyword gained a significant impression. In May, 4 contents with the keyword Vina's case made it to the top 10 contents with the highest number of visitors (see Figure 6).

In determining keywords, Mur Wahid considers many things. First, from the scale of virality from *Google Trends.* Secondly, national topics or issues that resonate with or affect the local region. Third, events that are being discussed in the Greater Madiun area plus Karanganyar. Fourth, topics with a consistent reader base. This fourth factor, Nur Wahid took on the topics of *one piece,* lifestyle, hobbies, and tourism.

The third is emotion, meaning being able to resonate with the reader. In this case, readers do not want to feel patronized. In other words, they seek content that entertains and engages their emotions (Berger, 2013: 155).

Amid a lot of content circulating on media homepages, content that can stir emotions strongly can attract the attention of readers. Furthermore, once the attention is captured, it can trigger other actions. Such as liking, commenting, sharing, or simply saving for a re-read.

The emotions evoked can vary widely, including sadness, pity, joy, surprise, excitement, happiness, and more. This element is crucial because it taps into the reader's psyche, influencing their emotional response. Strong positive emotions can lead to actions such as liking and sharing. While negative emotions may result in negative comments or dislikes. Regardless of whether the emotions are positive or negative, successfully evoking emotions can prompt readers or consumers to take action. This underscores the importance of creating creative content that can effectively engage and move emotions.

Jawa Pos-Radar Lawu understands the significance of eliciting emotional responses from readers, starting with compelling titles. The emotional appeal commonly found in Jawa Pos-Radar Lawu's creative content aims to spark desire and curiosity. For instance, the content titled *"Pengen Banget Punya Sepatu Puma x One Piece? Ini Info Harga dan Desain Sneakers Kaisar Laut""* (Do You **Really** Want to Have Puma x One Piece Shoes? This is the Info of the Prices and Design of Sea Emperor Sneakers) (12) The usage of "do you **really** want" is to ignite the reader's interest and curiosity about the topic.

This choice of words can be a trigger for further action. The simplest is to satisfy curiosity, which can lead to additional actions such as sharing the content or visiting a marketplace application to purchase the item. Thus, creative content from media outlets can play a role in driving economic activity indirectly.

Fourth, the concept of "public," borrowing from the expression "monkey see, monkey do," refers to Berger's (2013) explanation that people are inclined to emulate what they observe others doing. Even if what they see is something that is widely followed or used by many people. Especially in the current era, we recognize the term FOMO.

A small but meaningful impact of public value is that people will tend to re-share content that has been shared by others. They are encouraged to do so because they feel that it is natural for others or even for the majority.

Public value in this context is closely linked to consumer trust in a product or idea. So they provide testimonials or share their experiences on their social media platforms. Even more so, when influential figures also provide endorsements or

testimonials, it enhances the credibility of the content. Although this approach is commonly associated with business endorsements.

This strategy is used by Jawa Pos-Radar Lawu to gain many readers. The use of the word "viral" in various content has proven effective in making the content get significant visits. For example, in March, April, and May, the top content with the highest number of readers used the word "viral" in the title. *"Sedang Viral di Magetan, Tirto Gumarang Siap Jadi Tujuanmu Berlibur di Awal Puasa"*(Going Viral in Magetan, Tirto Gumarang is Ready to Be Your Destination for Vacation in Early Ramadan)[1] in March. *"Viral Talut Baru Dibangun Tujuh Bulan Ambrol di Ponorogo, Jawa Timur, Longsor Terjang Rumah Mbah Siman"* (Viral! Just-Built Waterway Collapsed in Ponorogo, East Java, The Landslide Hits Mbah Siman's House)[13] in April. *"Viral Alat Olahraga Milik Atlet Paralayang Ditahan Bea Cukai, Alasannya karena Barang Bekas"* (Viral! Sports Equipment Owned by Paragliding Athletes Detained by Customs, the Reason Being "It's a Used Goods"[14] in May.

The use of the word "viral" engages readers on a psychological level, capturing their attention and curiosity. It then can captivate readers and create the impression that the content is trending or highly popular. Because it is trending, readers feel compelled to engage with it as well. This approach has been proven effective, as evidenced by the significant increase in visits.

Fifth, it is practical value. Berger (2013: 197) considers that people like to discuss information that is practical and useful. Content that offers practical value or benefits tends to attract more attention from readers.

Practical value can include tips, solutions to everyday problems, or useful information that simplifies tasks. Such content can assist readers in solving issues, acquiring new skills, or providing step-by-step instructions. Typically, this type of content is presented in the form of tutorials, whether text-based or video.

Content with practical value is more likely to go viral. Users who find it useful are inclined to share it on social media. Even if they haven't utilized it yet, they may save it for future reference.

Jawa Pos-Radar Lawu's content creators also prioritize producing content with practical value to engage and retain their audience. For example, in March there was an article with the title *"Tidak Asal ke KUA, Ini Syarat Pernikahan Beda Provinsi yang Harus Disiapkan Calon Pengantin"* (Not Just Going to the KUA, it is a Provincial Marriage Requirement that Prospective Brides Must Prepare). This content made it into the 10 most-read articles in March. It is still, in fact, in the top 10 most-read articles in May. Another content with a practical value that skyrocketed was an article with the title *"Banyak Dijumpai di Kuburan, Siapa Sangka Daun Hanjuang Kaya Manfaat Untuk Kesehatan Bisa Obati Ambeien"* (Widely Found in Graves, Who Would Have Thought that Hanjuang Leaves Are Rich in Benefits and Can Treat Ambeien). This content was even the most-read article in April, garnering 245,925 views.

Sixth, the use of story aims to embed the information within a compelling narrative. As Berger (2013) emphasizes, this technique highlights the content creators'

role as experts in crafting compelling stories.

Throughout human history, storytelling has held a profound appeal. It connects various elements and addressing topics that may be considered taboo.

Not only that, Stories have the power to evoke emotions. When emotions are stirred, readers develop a deeper involvement with the core idea, thereby enhancing the impact of the content. The main point in stories is to connect the idea with a story that is resonate closely to the reader.

This technique has been applied skillfully by content creators. Let's look at one example of content with the most visits in March about Tirto Gumarang tourist attraction.

MAGETAN, Jawa Pos Radar Lawu - Magetan diberkahi bentang alam yang mempesona. Salah satunya wisata alam Tirto GumArang yang berlokasi tak jauh dari Cemorosewu.

Objek wisata di Desa Ngancar, Kecamatan Plaosan, Magetan, ini dapat dijangkau dari depan gerbang pendakian Gunung Lawu Lawu via Cemorosewu.

Wisata Tirto Gumarang berjarak sekitar 20 km dari Alun-Alun Magetan. Dengan waktu tempuh perjalanan sekitar 45 menit berkendara. (Pangestu, 2024)

(MAGETAN, Jawa Pos Radar Lawu – Magetan is renowned for its captivating natural scenery. One of its gems is Tirto Gumarang Nature Tourism, situated near Cemorosewu.

Located in Ngancar Village, Plaosan District, Magetan, this attraction is accessible from the Mount Lawu climbing gate via Cemorosewu.

Tirto Gumarang Tourism is approximately 20 km from Magetan Square, which translates to around a 45-minute drive. (Pangestu, 2024).)

Before delving into the specifics of the tourist attraction's facilities, the content writer sets the scene by describing the natural ambiance surrounding the location. This approach aims to immerse the reader in the pleasant atmosphere of the tourist spot while subtly introducing additional information.

This method, known as the diamond technique, involves framing the core information with an engaging introduction and a compelling conclusion that resonates with the reader.

The closing segment often includes a summary or a call to action. The diamond technique serves as a foundational strategy for Jawa Pos-Radar Lawu's content creators. Given the consistently increasing readership each month, this approach has proven successful.

The diamond technique in writing creative content is a strategy employed by Jawa Pos-Radar Lawu to foster a sense of connection with readers. Nur Wahid acknowledges the significance of this method, stating,

"Before diving into content creation, we provide content creators with training on the diamond method." (Nur Wahid, 2024)

This strategy has proven to be effective because all of Jawa Pos-Radar Lawu's

creative content is wrapped in the diamond writing method. This technique also serves as a strategy for presenting ideas through engaging narratives.

There are three principles of Berger transmission that are dominantly used by Jawa Pos-Radar Lawu, namely triggers, emotions and stories. The most dominant trigger principle for providing keywords to readers. Even though it seems like click bait, Jawa Pos-Radar Lawu still maintains the quality of its content by adapting it to the title topic. Emotions and stories have a significant impact. According to Nur Wahid, one of the news writing methods practiced by Jawa Pos-Radar Lawu content creators is the rhombus method. This method uses the power of the story to open the article and insert the main topic in the middle. The use of diction that evokes feelings is thought to make the reader experience it too.

Conclusion

Based on the results and discussion regarding the analysis of the virality of Jawa Pos-Radar Lawu's digital media creative content in the technology, information, and communication era, it is proven that Jawa Pos-Radar Lawu has effectively implemented various strategies to enhance visits to its creative content. This is demonstrated by the increasing website statistics from March to May. Furthermore, the content that consistently appeared in the top 10 most popular each month indicates that Jawa Pos-Radar Lawu's efforts to boost virality on specific topics have been successful.

Overall, Jawa Pos-Radar Lawu's creative content aligns with Berger's (2013) six principles of transmission: social currency, trigger, emotion, public, practical value, and story.

Firstly, social currency involves offering unique advantages or benefits to consumers, or in this case, readers, when they engage with content from Jawa Pos-Radar Lawu. This element is proven in the title, which may highlight trending topics and present them comprehensively within a single piece of content.

Second, the trigger. In this case, Jawa Pos-Radar Lawu chooses the right keywords to boost visits. Third, emotion, meaning that the content of Jawa Pos-Radar Lawu can resonate with the reader's emotions, especially curiosity. Fourth, public, Jawa Pos-Radar Lawu mostly utilizes the FOMO phenomenon to boost readership. Fifth, practical value, meaning that Jawa Pos-Radar Lawu content presents practical values to their readers. Sixth, *story*, presents information with an interesting narrative. This approach is incorporated into the public policy strategy, specifically through the application of the diamond method in content creation.

Even though it continues to increase, the ten contents with the most visitors every month are not dominated by local content. National topics, hobbies, anime and lifestyle that follow the most recent topics on Google Trends get more visits. This could be an evaluation material for internal Jawa Pos-Radar Lawu. Considering that this media is in accordance with its main vision, namely prioritizing local content.

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