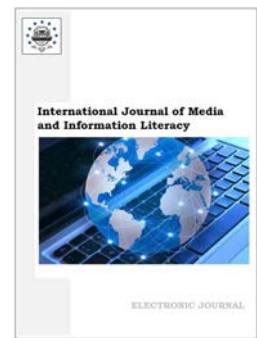


Copyright © 2025 by Cherkas Global University



Published in the USA
International Journal of Media and Information Literacy
Issued since 2016.
E-ISSN: 2500-106X
2025. 10(2): 207-217

DOI: 10.13187/ijmil.2025.2.207
<https://ijmil.cherkasgu.press>



The Application of Lobbying and Negotiation Techniques in a Good Social Media Literacy Campaign Program on Students' Attitudes at Junior High School

Dini Safitri ^{a, *}, Rakha Maulana Abiyyu ^a, Shamira Nadja Gani ^a, Sharmin Kutty Sivaraman ^b

^a Universitas Negeri Jakarta, Indonesia

^b INTI International University, Malaysia

Abstract

Social media has become a part of daily life for modern society, particularly among teenagers. However, improper use of social media can have negative impacts, especially on young generations, including students at Junior High School Barunawati North Jakarta. In the digital era, social media literacy is an essential skill for everyone, especially adolescents. This literacy involves not only using social media but also understanding the information received, assessing its validity, and making informed decisions. This study explores the application of lobbying and negotiation techniques in social media literacy campaigns to improve students' attitudes towards social media usage. These techniques are effective in enhancing students' understanding and communication skills. The research employs a qualitative approach, focusing on literature review and interview, to understand the implementation and impact of these techniques. Results indicate that lobbying and negotiation positively influence students' attitudes towards social media. Campaign implementation by teachers and support from the government, such as expanding internet access and engaging education are critical for the success of these campaigns. This study provides valuable insights for educators and policymakers in developing social media literacy programs, aiming to foster responsible and informed social media use among students at Junior High School Barunawati North Jakarta.

Keywords: social media, media literacy, junior high school Barunawati, lobbying, negotiation, teachers, student, campaigns, education, digital.

1. Introduction

Using social media, comprehending information, determining its veracity, and making wise decisions are all components of this literacy. To change students' attitudes about social media use, this study investigates the use of lobbying and negotiating strategies in social media literacy efforts. These methods work well for enhancing pupils' comprehension and communication abilities. This study employs a qualitative methodology, emphasizing content analysis and literature review to comprehend the application and effects of this method. The findings of the study demonstrate that negotiating and lobbying strategies

In this digital age, social media literacy is a crucial skill that every person, especially teenagers, should possess. Social media literacy is not just about understanding the information that is being shared, but also about identifying false information, determining which information is false, and forming sound opinions based on the information that they have received. Communication is the state in which there is a person who gives information known as a communicator and receives information known as a communication (Gálik et al., 2024; Murpratiwi et al., 2023).

* Corresponding author

E-mail addresses: dinisafitri@unj.ac.id (D. Safitri)

When you understand someone's feelings, it can be interpreted as a sign that you are not fulfilling your obligations, and you may even become more relaxed than you were before. The negotiation is a part of daily life, including in business endeavors to influence others and to help others understand. There are a few situations that arise during negotiation happen, such as when a business that we will be negotiating with is not willing to discuss the issues that we have raised. Not only that, but there is also a desire to help others that originate from one or more companies that are able and have a strong sense of duty if they engage in business negotiations, which will hinder their business (Mizanie, Irwansyah, 2019). It is generally accepted that if a person can choose a suitable word, apply it correctly beforehand, and then use it again with precision, it will result in primary communication. However, complete communication effectiveness still requires positive psychological support and a high level of trust. If one party has the power to privately express a particular opinion to other parties, negotiation will not take place.

The level of formality, the subject matter, and the basic parties involved are all related to this article. Negotiation has several qualities according to the parties involved, whether it is their name or their representative. They can quickly make decisions and set boundaries and goals. Conversely, those that negotiate with businesses or organizations are not very strong (Evelina, 2016). However, there are many students at Junior High School Barunawati, Northern Jakarta who do not have adequate social media literacy. They find it difficult to distinguish between genuine and fraudulent information, and they are not very critical when evaluating the information that has been obtained. This can have a very negative impact on students' attitudes and behavior at school and in their surrounding environment. Because of this, we need a social media literacy curriculum that is effective and can help increase the social media literacy of the students at Junior High School Barunawati. This program will use negotiation and lobbying techniques as a means of educating students about the use and consumption of social media.

Two crucial techniques for raising students' awareness of social media are lobbying and negotiation. Lobbying technique is a technique used to enhance a person's performance or abilities. Negotiation is a technique used to solve problems by finding solutions that benefit all parties involved, or it may also be referred to as win-win (Nengsih et al., 2023). Two crucial techniques that can be used in a social media literacy program are lobbying and negotiation. This program will explain how to use lobbying techniques and Negotiation can be used in a social media literacy program that is appropriate for the students at Junior High School Barunawati, Northern Jakarta. It is hoped that by applying lobbying and negotiation techniques, students will be able to understand and learn how to use social media more effectively and responsibly. In addition, it is believed that lobbying and negotiation techniques can help reduce social media tenseness and reduce the risk of a hoax.

Hoaxes are very common since they spread misleading information. The sole purpose of information dissemination is to inform and educate readers or readers so they can understand a piece of news (Laras, Maryani, 2020). Conversely, those who create news understand that the news in question is either a lie or fake. Readers sometimes only read and understand hoax stories, even if they aren't always accurate. The term "hoax" is also derived from the word "hocus," which means "to fool" and it is also like a phrase used as a mantra in magic games, which are based on the types of magic games that are played. From ancient times to the present, the term "hoax" refers to the existence of a news source or even a piece of information that causes people to have feelings, whether they are silent or not.

Lobbying and negotiation are related; they are frequently hindered since they can undermine the credibility of the negotiation process. Discussions can be conducted effectively by carrying out effective lobbying. This negotiation can be seen as a continuation of the two parties' simple agreement. Since the main goal of any negotiation is to find a solution that is agreed upon based on the differences that arise, this process requires two or more important parties, namely the negotiator and the opponent/adviser (Evelina, 2016).

This article will serve as a reference for educators and students who wish to develop a social media literacy curriculum that is appropriate for students. With the information provided in this article, educators and students may create effective and efficient social media literacy programs. In addition, this article will serve as a reference for students who want to learn more about social media and use it.

In this article, we will explain the theory and practice of lobbying and negotiation techniques, as well as how to implement them in a successful social media literacy program. In addition, it will

be explained how to create an effective and efficient social media literacy program. With the information provided in this article, it is hoped that students will understand social media better and use it more effectively, while teachers and educational staff will be able to develop effective and efficient social media literacy programs.

This lack of social media literacy among students at Junior High School Barunawati Northern Jakarta can be caused by several factors, such as the availability of resources, the teacher's lack of understanding, the interesting education, and facilities that are either too difficult to use or too expensive. This can help students who are unable or unwilling to use technology and social media effectively to increase their self-esteem.

One solution that may be used to improve the social media literacy of the students at Junior High School Barunawati is the implementation of lobbying and negotiation techniques in the program good social media literacy campaign towards students' attitudes. The application of lobbying and negotiation techniques will help students understand and comprehend social media concepts, use technology in the best possible way, and develop more effective skills. However, to achieve the best results, a successful social media literacy program must be carried out in a clear and organized manner. This can be done by paying attention to a few things, such as providing a sufficient resource, enhancing teacher skills, addressing student needs, improving teachers' attitudes, and improving facilities. The purpose of the literacy program is to teach students so that they would be able to make sense of their surroundings, make them want to learn, and eventually have more extensive knowledge and new information ([Kamardana et al., 2021](#)).

The technique used in lobbying and negotiating must be simple or serpentine ([Evelina, 2016](#)). There is a specific obstacle to lobbying and bargaining. Negotiators must learn and understand the many tactics and strategies that are different for lobbying and negotiating companies. Competent skills are necessary for successful negotiation and business development between organizations. Negotiation is a form of communication. Someone who People who give and receive information are referred to as communicators. It is very important for two people to work together to share ideas, knowledge, and understanding so that there is no conflict in conversation. Effective communication can counteract ineffective and clumsy negotiations.

To improve social media literacy at Junior High School Barunawati Northern Jakarta, the government could also take a few steps, such as encouraging students to use social media in class, encouraging internet access, and encouraging innovative teaching methods. Nowadays, social media knowledge is a very important skill for students. Through the promotion of social media skills, students at Junior High School Barunawati in Northern Jakarta can quickly increase their social media skills and develop more effective ones.

Lobbying and negotiation have a very strong bond with the administration or leadership, which usually looks out for the interests of the community. Lobbying itself aims to identify the specific impact and necessity of the successful implementation of the previously developed plan. Lobbying is also frequently used to resolve negotiations between two parties who are located on the dead-end road and are unable to communicate. In the end, the lobbying elicited understanding of this issue from everyone. Conversely, negotiation itself is defined as a strategy used to resolve conflicts between individuals, organizations, communities, and other groups. The goal of negotiation is to reduce the disparity in wealth between the parties that eventually have an agreement. Negotiation is the process of using negotiation to develop an understanding of a certain issue ([Sari, Prasetyo, 2020](#)).

argaining power is not only influenced by verbal cues but also by nonverbal ones. Negotiation can be described as a more extensive kind of communication between negotiators in which everything that is done and nothing is done is conveyed to the other negotiator. The use of visual aids (diagram, diagram, etc.) and other visual communication forms, such as appearance, clothing, posture, gait, and symbols of the physical environment, can have varying effects depending on cultural norms ([Thompson et al., 2017](#)).

2. Materials and methods

Lobbying and negotiation techniques can be effective strategies for increasing students' understanding of social media ([Rianto, 2019](#)). Using Lobbying techniques, students can learn how to persuade others to understand and accept social media content. On the other hand, students can learn how to reach a mutually beneficial agreement through constructive and lively discussions or negotiations. When engaging in negotiations, we must have a shared understanding of the subject

operates efficiently and many other factors that contribute to the lack of success in negotiations (Noer, 2018).

In the process of negotiation, disputing parties may become more understanding, discern differences between them, and possibly even achieve their goals through negotiation. Because the negotiator provides information that the client may not need, negotiations may proceed without interruption (Tinambunan, Siahaan, 2021). Understanding and achieving goals are two things that are always related. According to Hartman, negotiation is the process of two parties communicating with each other that has a common problem and successfully resolves it to satisfy both parties' needs in accordance with their goals and objectives (Tazkiya et al., 2021).

In addition, research conducted in a book titled "Negotiation Skills for Effective Communication in Social Media Literacy Campaigns" indicates that the use of negotiation techniques in social media literacy campaigns can help students develop effective communication skills. Through negotiation and discussion skills, students can learn to work together to achieve goals in social media literacy campaigns (Albuali, 2021).

According to the two studies, the implementation of Lobbying and negotiation techniques in the social media literacy curriculum can have a very positive and beneficial impact on the students at Junior High School Barunawati, Northern Jakarta. It is hoped that with good understanding of social media through lobbying and negotiation techniques, students will be able to use social media in a responsible and respectful manner.

The research method we use in this article is qualitative, which is an approach to knowledge that is used to understand social phenomena, individual behavior, or individual experience through written observation, writing analysis, and interviews. The goal of qualitative research is to clarify and comprehend the complexity of the social context, values, and meanings that underline the phenomena that are being studied. This study aims to improve data interpretation and understanding by statistical generalization (Castleberry, Nolen, 2018). In the qualitative study on the effectiveness of lobbying and negotiation techniques in the media program for students at Junior High School Barunawati, the research question is "How do students at Junior High School Barunawati participate in the lobbying and negotiation techniques in the media literacy program?"

Literacy, according to UNESCO, is a manifestation of the world's real skills, specifically the cognitive skills, from reading and writing, which is independent of the context in which skills are passed down from one person to another and how they are passed down. A few factors that can influence someone's perception of the importance of literature in general are academic research, institutional research, national context, religious studies, and other research. Literacy may be defined as literacy, the ability to read and write, or the success in doing so. The purpose of this research is to gain understanding about the application of lobbying and negotiation techniques in a social media program that is beneficial to students at Junior High School Barunawati. The literary analysis based on the context of the study is to integrate the skills of writing, reading, and critical thinking.

The goal of research is to understand data, hence the most important step in any research project is data collection methods. The subject of the study is a person or group of people who serve as the subject of the study. In this study, the researcher used a technique intended to identify a study topic with a clear focus, with the aim that the sample that is being used reflects relevant population data. The study's subjects are students from Junior High School Barunawati in Northern Jakarta, who serve as the target audience for a successful social media campaign. The purpose of research is to identify a topic or issue that is very important and to have the information needed for the research. In this study, the objective of research is the application of lobbying techniques and negotiations in a social media awareness program that is beneficial to students at Junior High School Barunawati.

This article's methodology is library study, which is the technique of gathering data by comprehending and learning the theories found in various works of literature that are pertinent to the research. Data collection methods from books and other sources that are pertinent to the topic discussed in this study include price, promotion, and location effects on purchasing decisions. Data collection is the main goal of research; hence data collection methods are the most important part of every research project.

The researchers will not be able to obtain the desired data if they do not understand the data collection method. There are three steps in literary analysis, which are to understand the necessary equipment, understand the bibliography's list, and set aside time to read and analyze the research materials. The process of gathering data involves searching through and gathering information

from various documents, such as books, journals, and existing research. Two analysis methods that are used are descriptive analysis and content analysis.

Descriptive analysis involves analyzing data by describing or describing data that is presented in any way without revealing the results of the analysis for the public or for generalization (Sugiyono, 2019). This type of analysis is used to determine the number of respondents who will be categorized based on identified characteristics. Materials from literature that are derived from many sources are critically analyzed and used to support the arguments and ideas that are made.

3. Discussion

According to the study's findings, using lobbying and negotiation techniques in a social media advertising program had a positive impact on students at Junior High School Barunawati in Northern Jakarta. lobbying is a procedure that consists of several methods to improve an organization's position for individuals, such as government employees and public observers. Business lobbying is the beginning of negotiation (Madiistriyatno, 2023). Through the lobbying approach, the campaign peripherin's can explain the behavior and attitudes of the students related to the use of social media. Nowadays, teenagers are strongly present on social media and choose social media as a means of their news consumption. However, it is important to note that just because young people are avid users of social media does not necessarily mean that they automatically have the skills and abilities to deal with the underload of content, information, misinformation and echo chambers present in the digital sphere. Importing to them concerning media literacy for youth to be identified (Feio, Oliveira, 2025). Conversely, negotiation techniques contribute to resolving conflicts and reaching a consensus that benefits all parties involved.

Regarding the need for this study, the ability of teachers and students to apply lobbying and negotiation techniques is a key component of the success of the social media campaign. Important to Highlight the need to vote in favor of a campaign project elaborated by actors close to the school: teachers, headmasters and parents of student, who have observed the real-life situations in schools in media literacy campaign (Revaz, 2024). For the teacher to implement this technique effectively, they must have a thorough understanding of student behavior and school environment. Teachers are required to set professional standards, favor educational innovation and provide professional advice to students in media literacy (Parcerisa, Verger, 2024). In addition to that, this article highlights the importance of the government's cooperation in enhancing social media literacy among students. It is crucial to establish a conscientious environment for the growth of social media, such as educating people and facilitating internet access.

Negotiations include differences in a person's understanding that are related to the organization (Ramadhani, 2023). Negotiation is a communication activity in a business transaction with no intention of reaching a satisfactory conclusion or a communication process with other parties to reach a satisfactory conclusion (Utami, 2017). Negotiation between two parties with a stake in the matter, namely buyers and sellers, is conducted. Another way to put it is that negotiation is the process of two parties communicating with each other, where each party has a goal and understanding.

A negotiation is a communication process between two parties in which each party has a goal and understanding and they work to achieve an agreement that can satisfy the needs of both parties to a shared problem (Raharjo, 2015). And they are working to reach a level of success that can satisfy the needs of both parties regarding the problem together. According to Indonesian Dictionary (Kamus Besar Bahasa Indonesia – KBBI), negotiation is the process of negotiating a way to reach an agreement between a group or organization and other parties, evaluating a proposal through a peace and negotiating with the relevant parties, and utilizing the results of discussions to reach an agreement. Negotiation is a variety of activities that must be carried out to accomplish a certain goal.

This can also be described as negotiations, which are discussions and conversations that affect the onset of loss or agreement. It can also be used as a tool to help resolve disputes and disagreements that arise during negotiations, sales, business transactions, and other processes. As a result, the negotiation process is carried out in every company with its customers. Negotiation is the process of communicating in a business transaction with no intention of achieving agreement or the communication process with other parties to achieve an agreement (Utami, 2017).

In terms of methodology, qualitative research through literature studies provides insight into the phenomena that are being studied. Analysis and descriptive are the most important tools for

understanding and evaluating research findings. All things considered, this article makes a significant contribution to educational practice and the development of effective social media programs, as well as enhancing students' understanding and utilization of social media in the Junior High School Barunawati Northern Jakarta community. To empower students, teachers must follow various methods and approaches. The best practice of a social media campaign is one such method in which professionally trained teachers engage in social media literacy programs (Baikady, 2025).

We used a qualitative approach in our study, which enabled us to comprehend the phenomenon being studied in greater detail. To understand and evaluate the research findings, we use both descriptive and content analysis. In this way, we can provide more detailed examples and discuss the application of lobbying and negotiation techniques in a social media program that is effective about students at Junior High School Barunawati Northern Jakarta.

In summary, this study's findings indicate that the use of lobbying and negotiation techniques in a social media campaign program has a positive impact on students at Junior High School Barunawati, Northern Jakarta. While lobbying technique helps to reduce conflict and provide win-win outcomes for all involved parties, negotiation technique helps to reduce student behavior and opinion related to social media use. Considering this, this article makes a significant contribution to educational practice and the development of effective social media programs, as well as to the better understanding and utilization of social media by the students at Junior High School Barunawati in Northern Jakarta.

Nowadays, social media literacy is one of the most important aspects of education, especially in the teenager's community. Good social media literacy programs can help students understand the positive and negative effects of using social media and increase their awareness of how important it is to use social media in a responsible manner (Kahne, Bowyer, 2024). Conveyed by individuals, experience with influenced by rational messages is more relevant to the target object. These are Insights for students and teachers in the era of social media, particularly in leveraging the unique appeal of human relationships through online media marketing tools (Wei et al., 2025). In the context of implementing the social media literacy program at Junior High School Barunawati, the use of lobbying and negotiation techniques maintains a crucial role in obtaining the cooperation and active participation of all parties involved, including students, teachers, staff, and school officials.

One of lobbying's main goals in this context is to educate everyone involved, especially the school and teachers, on the importance of the media literacy program. Lobbyists can use pertinent statistics and information to provide strong arguments about the positive effects that the program will have, such as increasing students' awareness of their homes and the value of social media. To strengthen and support the media literacy campaign, allies should be formed with other groups both inside and outside of the school, such as teenagers' organizations and local communities (Martinez-Cerda, Torrent-Sellens, 2024).

The negotiation process is carried out to get a consensus over the implementation and plan of the media literacy program. Teachers, parents, and other individuals may have concerns or opinions about the program in question, and discussions are held to find solutions that can be agreed upon by all parties Koc-Michalska et al. (Koc-Michalska et al., 2024). Students can also be encouraged to participate in this negotiation process, which will make them more motivated to participate actively and provide them an advantage in the program. Using effective lobbying and negotiation techniques, it is hoped that the social media literacy program at Junior High School Junior High School Barunawati will be able to gain the support of all relevant parties and successfully achieve its goal, which is to increase students' positive attitudes toward using social media.

The implementation of lobbying and negotiation techniques in the social media literacy program is crucial for the students at the Junior High School Barunawati. Lobbying techniques can be used to create strong bonds between the various stakeholders involved in the program, such as the school, the teacher, the student, and other related parties. Through an effective lobbying process, the social media literacy program may gather feedback from all relevant parties, thereby improving the students' performance and attitude (Widner et al., 2025)

Conversely, negotiation techniques are crucial to achieving a goal that benefits all parties involved in the media literacy campaign. In the negotiation process, interested parties can communicate effectively to reach a mutual understanding of the program's goals and benefits and to identify the necessary steps to achieve success together (Manca, Ranieri, 2024). Lobbying and

negotiation activities in this media literacy campaign allow them to adopt bold and innovative environmental practices. The significance and impact of these partnerships from all parties involved showcase the essential roles of multiple stakeholders, including the education department as representatives of government, schools, and school committees. Such collaborative efforts enable each student to harness the unique capabilities, enhancing their capacity to achieve sustainability goals and develop adaptive strategies and innovative solutions for social media literacy challenges (Miao, Nduneseokwu, 2024). Effective negotiation skills are also necessary to address any differences in needs or requirements that may arise during program execution.

4. Results

The social media literacy curriculum at Junior High School Barunawati Northern Jakarta can effectively improve students' attitudes about social media use by implementing lobbying and negotiation techniques. Through strong collaboration among all involved parties and successful negotiation processes, this program has the potential to create a safe learning environment and support students in developing a more thorough understanding of social media and its effects on their daily lives.

After understanding the target, the communicator in the social media literacy program at Junior High School Barunawati Northern Jakarta must discuss the expected responses from the students. This could serve as a better understanding of the importance of social media literacy (cognitive), a change in attitude that is more favorable to the use of social media (effective), or a way to have people use social media more responsibly (behavior). The school administration wants students' awareness and positive attitudes about social media to increase, which will eventually create a healthier and more productive environment for the students. According to the marketing mix concept, the main factor in achieving school goals is the effectiveness of the media literacy program.

This program is a type of educational service designed to increase students' understanding and proficiency in using social media in a responsible manner. This program includes various activities, such as workshops, educational content, counseling, and the development of extracurricular activities related to social media literacy. The goal is to provide students with better understanding of the risks and benefits of using social media so they can use the platform in a constructive and efficient manner.

Once the target audience has been identified and the expected response has been discussed, the facilitator of the social media literacy program at Junior High School Barunawati Northern Jakarta can begin an effective messaging process. This passage answers three key questions: what is the message that needs to be expressed, how to do it symbolically, and who will be the transmitter of message. In this context, proficiency in lobbying and negotiation techniques is crucial for enhancing students' performance. Aspects of this program include flexibility in the lobbying and negotiation techniques to help students gain a hand in enhancing their social media literacy. Negotiation strategies that encourage open communication and persuasiveness can inspire students to participate in this campaign.

In addition to this, facilitators also provide students with insightful information about the need for social media literacy through relevant and engaging exercises. The program's structure emphasizes the importance of lobbying and negotiation techniques that are tailored to the needs and preferences of the students. Students are given the opportunity to choose the teaching methods that best suit their learning styles and to set personal goals for increasing their social media literacy. It is crucial to establish trust with students and ensure their participation in the program as the primary facilitator. Media literacy and digital skills of teenagers are formed, which seems limited to teaching with/through media (Šušterič et al., 2025). Lobbying and negotiation techniques are strategies that are implemented after ensuring that the needs and requirements of the students have been met, allowing them to respond to this campaign effectively.

One of the most important aspects of the social media literacy program at Junior High School Barunawati Northern Jakarta is the implementation of budget for lobbying and negotiation activities. Because promotional activities vary greatly depending on the product context and market conditions, there is no set standard for determining a few significant allocations that should be offered. According to Greenhow, Lewin (Greenhow, Lewin, 2015), there are a few factors that should be considered when determining the promotional impact, such as the product's life cycle, market share, frequency of sales, and the possibility of product substitution. A few methods that are commonly used to determine promotional factors, such as the school's ability method,

the school's percentage method, the competition method, and the goals and task method. Budget constraints are a challenge for school administrators when implementing a social media literacy program for students at Junior High School Barunawati Northern Jakarta. Because of this, it is crucial for schools to ensure that the use of available promotional tools is optimized to meet the goals of the social media literacy campaign.

This study highlights the importance of using lobbying and negotiation techniques in social media literacy programs to improve student performance at Junior High School Barunawati, Northern Jakarta. The study's findings indicate that lobbying techniques are effective in educating students about the use of social media, negotiation techniques aid in resolving conflicts and achieving mutually beneficial agreements. Social media literacy is a kind of emotional intelligence that goes beyond simply being able to use the platform; it also includes the ability to comprehend, analyze, and create opinions based on the information that is provided. Lobbying and negotiation techniques can be effective strategies for enhancing social media literacy among students. While lobbying techniques can help students persuade others, negotiation techniques enable students to reach mutually beneficial agreements through candid discussions. There are informal activities during the lobbying process, as well as persuasive communication that is consistently strong. With the advent of social media, student networks started playing a decisive role in mass mobilization and information circulation which forced student organizations to rethink the campaign media literacy and adapt to the changing and evolving demands of junior high school education (Biswas, 2024).

According to its informal definition, good preparation when lobbying is necessary by providing reliable opinions, indicating the activities that will be carried out for lobbying and the people who want to be lobbying, and other things (Ardianto et al., 2020). However, research indicates that there are still a lot of students at Junior High School Barunawati Northern Jakarta who lack engaging social media. They are easily influenced by information that is not reliable or authentic, and they are not very critical when evaluating the information that is provided. Because of this, it is necessary to implement a program for social media literacy that uses lobbying and negotiation techniques to increase students' awareness of social media use.

The implementation of lobbying and negotiation techniques in this program will help students understand and use social media more effectively. While lobbying techniques will help build relationships between various parties involved, negotiation techniques will help resolve conflicts and reach an agreement that benefits all parties. Accordingly, it is expected that students will use social media in a more responsible and attentive manner. The presence of the internet has overhauled the global educational sector by opening unprecedented doors through e-learning with its worldwide opportunities. The utilization of e-learning resources also remains good ground for promoting social media literacy among students (Tor et al., 2024).

Effective social media literacy programs must consider several factors, such as student needs, teacher effectiveness, and accessible facilities. Government support is also very important in providing long-distance internet access and engaging education. It is hoped that with a well-structured program and strong community, students at S Junior High School Barunawati Northern Jakarta will be able to improve their social media literacy and develop more effective skills. In addition to forming lobbying coalitions in media literacy activities, parties involved in this campaign can form alliances by converting pertinent information—such as locational analysis, economic data, policy, permit conditions, and planning strategies so that this program can continue with a number of rules and principles to be negotiated with the education department as policymakers (Taşan-Kok, 2024).

5. Conclusion

The use of lobbying and negotiation techniques in social media literacy campaigns has had a positive impact on students' behavior and performance at Junior High School Barunawati Northern Jakarta. In summary, this study shows that lobbying and negotiation techniques can be beneficial in enhancing students' social media literacy. Effective campaign implementation not only helps students understand social media more thoroughly, but also encourages them to use it responsibly, reduces the risk of leaking personal information, and increases their ability to deal with challenges in the digital world.

Qualitative research through library studies provides insight into the phenomena being studied. This campaign's success is mostly dependent on the teacher and student's ability to apply

lobbying and negotiation techniques as well as the government's support, such as the need for internet access and stimulating education. All things considered, this research makes a significant contribution to educational practices and the development of effective and efficient social media literacy programs. It is hoped that by implementing lobbying and negotiation techniques, students will be able to comprehend and use social media more effectively, increasing the level of social media literacy among Junior High School Barunawati, Northern Jakarta students.

References

- Albuali, 2021** – Albuali, M. (2021). Effective strategies for managing communication in a project. *International Journal of Applied Industrial Engineering (IJAIE)*. 8(1): 1-6. DOI: 10.4018/IJAIE.20210101.oa1
- Ardianto et al., 2020** – Ardianto, A., Prisanto, G.F., Irwansyah, I., Ernungtyas, N.F., Hidayanto, S. (2020). Praktik lobbying dan negosiasi oleh legislator sebagai bentuk komunikasi politik [Lobbying and negotiation practices by legislators as a form of political communication]. *Komuniti: Jurnal Komunikasi Dan Teknologi Informasi*. 12(1): 25-39.
- Baikady, 2025** – Baikady, R. (2025). Social work advocacy. In: Baikady, R. (ed.) *Global Social Work: Human Rights, Advocacy, and Sustainability*. Singapore: Springer: 55-74. DOI: 10.1007/978-981-96-1832-3_4
- Biswas, 2024** – Biswas, S. (2024). Student activism and new frontiers: A case study of Jawaharlal Nehru University. In: Bhushan, S. (ed.) *The Evolving Landscape of Higher Education in India*. Singapore: Springer: 135-156. DOI: 10.1007/978-981-97-9270-2_15
- Castleberry, Nolen, 2018** – Castleberry, A., Nolen, A. (2018). Thematic analysis of qualitative research data: Is it as easy as it sounds? *Currents in Pharmacy Teaching and Learning*. 10(6): 807-815. DOI: 10.1016/j.cptl.2018.03.019
- Evelina, 2016** – Evelina, L. (2016). Pentingnya Keterampilan berkomunikasi dalam lobbying dan negosiasi [The Importance of Communication Skills in Lobbying and Negotiation]. *KOMUNIKOLOGI: Jurnal Ilmiah Ilmu Komunikasi*. 1(2). DOI: 10.47007/jkomu.v1i2
- Feio, Oliviera, 2025** – Feio, C., Oliveira, L. (2025). Media literacy as a path to emancipate the youth in online environments – A systematic literature review. In: Martins, N., Brandão, D. (eds.). *Advances in Design and Digital Communication V. DIGICOM 2024*. Springer Series in Design and Innovation. 51. Cham: Springer: 661-673. DOI: 10.1007/978-3-031-77566-6_44
- Gálik et al., 2024** – Gálik, S. et al. (2024). How competencies of media users contribute to deliberative communication. In: Peruško, Z., Lauk, E., Halliki-Loit, H. (eds.). *European media systems for deliberative communication: risks and opportunities*. New York: Routledge. Pp. 98-116. DOI: <https://doi.org/10.4324/9781003476597>
- Greenhow, Lewin, 2015** – Greenhow, C., Lewin, C. (2015). Social media and education: reconceptualizing the boundaries of formal and informal learning. *Learning, Media and Technology*. 41(1): 6-30. DOI: 10.1080/17439884.2015.1064954
- Kahne, Bowyer, 2024** – Kahne, J., Bowyer, B. (2024). Educating for democracy in a digital age: The role of media literacy. *Computers & Education*. 205: 104878. DOI: 10.1016/j.compedu.2023.104878
- Kamardana et al., 2021** – Kamardana, G., Lasmawan, I.W., Suarni, N.K. (2021). Efektivitas gerakan literasi sekolah terhadap minat baca dan hasil belajar di kelas V sekolah dasar gugus II tejakula tahun pelajaran 2019/2020 [The effectiveness of school literacy movements on reading interest and learning outcomes in grade V elementary schools cluster II Tejakula in the 2019/2020 academic year]. *Pendasi: Jurnal Pendidikan*. [in Indonesian]
- KBBI** – Badan Pengembangan dan Pembinaan Bahasa (n.d.). *Negosiasi*. Dalam *Kamus Besar Bahasa Indonesia (edisi daring)* [Negotiation. In the Great Dictionary of the Indonesian Language (online edition)]. Kementerian Pendidikan, Kebudayaan, Riset, dan Teknologi Republik Indonesia. [Electronic resource]. URL: <https://kbbi.kemdikbud.go.id/entri/negosiasi>
- Koc-Michalska et al., 2024** – Koc-Michalska, K., Lilleker, D.G., Vedel, T. (2024). Educating citizens in the digital age: Media literacy, civic engagement, and democratic resilience. *Information, Communication & Society*. 27(3): 345-362. DOI: 10.1080/1369118X.2023.2256789
- Laras, Maryani, 2020** – Laras, H., Maryani, D. (2020). Strategi lobbying dan negosiasi dalam membina hubungan baik dengan klien pada PT Wijaya Karya Beton Tbk [Lobbying and negotiation strategies in building good relationships with clients at PT Wijaya Karya Beton Tbk]. *Pantarei*. 4(02). [in Indonesian]

[Madiistriyatno, 2023](#) – *Madiistriyatno, H.* (2023). Catatan praktis lobbying dan nego untuk bisnis [Practical notes on lobbying and negotiation for business]. Jakarta: PT. Raja Grafindo Persada.

[Manca, Ranieri, 2024](#) – *Manca, S., Ranieri, M.* (2024). Fostering critical media literacy through participatory practices: A negotiation-based approach in secondary education. *Learning, Media and Technology*. 49(1): 22-39. DOI: 10.1080/17439884.2023.2267894

[Martinez-Cerda, Torrent-Sellens, 2024](#) – *Martínez-Cerdá, J.F., Torrent-Sellens, J.* (2024). Digital media literacy for democratic participation: A multilevel analysis of European youth. *Telematics and Informatics*. 83: 102059. DOI: 10.1016/j.tele.2023.102059

[Miao, Nduneseokwu, 2024](#) – *Miao, Q., Nduneseokwu, C.* (2024). Environmental leadership in nonprofit organizations. In: *Environmental Leadership in a VUCA Era*. Singapore: Springer. DOI: 10.1007/978-981-96-0324-4_9

[Mizanie, Irwansyah, 2019](#) – *Mizanie, D., Irwansyah, I.* (2019). Pemanfaatan media sosial sebagai strategi kehumasan digital di era revolusi industri 4.0 [Utilization of social media as a digital public relations strategy in the era of the industrial revolution 4.0]. *Jurnal Komunikasi*. 13(2): 149-164. DOI: 10.21107/komunikasi.v13i2.5099

[Murpratiwi et al., 2023](#) – *Murpratiwi, N.M., Putri, I.M., Manarung, P.M., Safitri, D.* (2023). Strategi lobbying dan negosiasi awardee BSI scholarship inspirasi UNJ dalam menjalin kerjasama pada program SIBERKASIH di kampung pure bali rawamangun [Lobbying and negotiation strategy for BSI scholarship awardees inspired UNJ in establishing cooperation on the SIBERKASIH program in the Pure Bali Rawamangun village]. *Sadharananikarana: Jurnal Ilmiah Komunikasi Hindu*. 5(1): 767-782. DOI: 10.53977/sadharananikarana.v5i1.915 [in Indonesian]

[Nengsih et al., 2023](#) – *Nengsih, S.L., Arif, E., Sarmiati, S.* (2023). Optimasi strategi komunikasi dan negosiasi BAZNAS dharmastraya dalam menggalang zakat profesi guru di dinas pendidikan kabupaten dharmastraya [Optimization of BAZNAS Dharmastraya's communication and negotiation strategies in collecting professional zakat for teachers at the Dharmastraya district education office]. *MUKADIMAH: Jurnal Pendidikan, Sejarah, Dan Ilmu-Ilmu Sosial*. 7(2): 362-369. DOI: 10.30743/mkd.v7i2.7029 [in Indonesian]

[Parcerisa, Verger, 2024](#) – *Parcerisa, L., Verger, A.* (2024). Against imposition, we defend education: Teachers' movements against austerity and neoconservative reforms in the Spanish context. *Globalisation, Societies and Education*. 23(1): 242-258. DOI: 10.1080/14767724.2024.2386405

[Raharjo, 2015](#) – *Raharjo, S.* (2015). Strategi komunikasi dalam negosiasi bisnis [Communication strategies in business negotiations]. Yogyakarta: Pustaka Pelajar. [in Indonesian]

[Ramadhani, 2023](#) – *Ramadhani, A.* (2023). Multicultural organizational culture. *Rangkiang: Journal of Islamic Economics and Business*. 1(1): 25-32.

[Revaz, 2024](#) – *Revaz, S.* (2024). Are interest groups effective public action influences in the field of education? Case studies of two school reforms in Switzerland. *European Educational Research Journal*. 24(2): 187-204. DOI: 10.1177/14749041231221468

[Rianto, 2019](#) – *Rianto, P.* (2019). Literasi digital dan etika media sosial di era post-truth [Digital literacy and social media ethics in the post-truth era]. *Interaksi: Jurnal Ilmu Komunikasi*. 8(2): 24-35.

[Sari, Prasetyo, 2020](#) – *Sari, D.P., Prasetyo, A.* (2020). Strategi komunikasi dalam proses negosiasi bisnis [Communication strategies in the business negotiation process]. *Jurnal Komunikasi Profesional*. 4(1): 12-21.

[Sugiono, 2019](#) – *Sugiyono.* (2019). Metode penelitian kuantitatif, kualitatif, dan R&D [Quantitative, qualitative and R&D research methods]. Bandung: Alfabeta.

[Šušterič et al., 2025](#) – *Šušterič, N., Ošljak, K., Tašner, V.* (2025). Exploring media literacy formation at the intersection of family, school, and peers. *Media and Communication*. 13: 9098. DOI: 10.17645/mac.9098

[Taşan-Kok, 2024](#) – *Taşan-Kok, T.* (2024). Navigating the city: Role of property-market intelligence channels in urban governance networks. *European Urban and Regional Studies*. 32(2): 197-220. DOI: 10.1177/09697764241266411

[Tazkiya et al., 2021](#) – *Tazkiya, Aa., Aldiansyah, M., Sonia, G., Saparingga, H.S.* (2021). Meraih keberhasilan negosiasi bisnis melalui keterampilan berkomunikasi [Achieving business negotiation success through communication skills]. *Jurnal Sosial Sains*. 1(5): 345-58. [in Indonesian]

- Thompson et al., 2017 – Thompson, J., Ebner, N., Giddings, J. (2017). Nonverbal communication in negotiation. In: Honeyman, C., Schneider, A. (eds.). *The Negotiator's Desk Reference*. St Paul: DRI Press. [Electronic resource]. URL: <https://ssrn.com/abstract=3136798>
- Tinambunan, Siahaan, 2022 – Tinambunan, T.M., Siahaan, C. (2022). Implementasi teknik lobbying dan negosiasi yang efektif dalam melakukan bisnis [Implementation of effective lobbying and negotiation techniques in doing business]. *MASSIVE: Jurnal Ilmu Komunikasi*. 2(2): 55-67.
- Tor et al., 2024 – Tor, L.G., Bankole, B., Balogun, S., Eleoj, J.J. (2024). Unlocking global opportunities for African youths through e-learning: Challenges and mitigating strategies from Northern Nigeria. In: Adoui, A. (ed.). *Internationalization of higher education and digital transformation*. Cham: Palgrave Macmillan. Pp. 139-153. DOI: 10.1007/978-3-031-76444-8_8
- Utami, 2017 – Utami, F.I.D. (2017). Efektivitas komunikasi negosiasi dalam bisnis [Effectiveness of negotiation communication in business]. *Komunike*. ix (2): 1050-22.
- Wei et al., 2025 – Wei, W., Zhang, L., Ying, T., Zheng, Y. (2025). Pet influencer marketing appeal in hotel booking: Exploring the power of message appeal and boundary conditions. *International Journal of Hospitality Management*. 126: 104094. DOI: 10.1016/j.ijhm.2025.104094
- Widner et al., 2025 – Widner, K., Macdonald, M., Gunderson, A. (2025). Lobbying in public: Interest group activity on social media. *Interest Groups & Advocacy*. 14: 44-65. DOI: 10.1057/s41309-024-00224-8