

ABSTRACT

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Peran Hashtag Stop Animal Abuse Di Media Sosial Instagram Dalam Kampanye Mengurangi Kekerasan Pada Hewan.

Keywords: Hashtag, Instagram, Animal Violence.

(xi+57+Appendices)

The research entitled "The Role of the Hashtag Stop Animal Abuse on Instagram Social Media to Reduce Violence in Animals". The purpose of this study is to find out how the role of hashtags on Instagram is in conveying context messages to the public in campaigns to reduce violence against animals. The research method used in this study is a qualitative descriptive qualitative approach. The theory in this study uses Computer Mediated Communication Theory. From the results of this study it was concluded that Instagram hashtags play an important role in a campaign on social media. In this study, Instagram hashtags play a role in disseminating information on Instagram social media and play a role in establishing interaction between Instagram users. The existence of interaction between users means, the occurrence of communication between individuals and groups.

(Bibliography, 2014 - 2022)