

REFERENCES

- [1] R. Nasrullah, "Media sosial: Perspektif komunikasi, budaya, dan sosioteknologi," *Sosioteknologi Bandung*, 2015.
- [2] N. Selwyn and E. Stirling, "Social media and education ... now the dust has settled," *Learn Media Technol*, vol. 41, no. 1, pp. 1–5, Jan. 2016.
- [3] O. Y. A. Wijaya, Sulistiyani, J. Pudjowati, T. S. Kartikawati, N. Kurniasih, and A. Purwanto, "The role of social media marketing, entertainment, customization, trendiness, interaction and word-of-mouth on purchase intention: An empirical study from Indonesian smartphone consumers," *International Journal of Data and Network Science*, vol. 5, no. 3, pp. 231–238, Jun. 2021.
- [4] A. Peruta and A. B. Shields, "Social media in higher education: understanding how colleges and universities use Facebook," *Journal of marketing for Higher Education*, vol. 27, no. 1, pp. 131–143, Jan. 2017.
- [5] B. Auxier and M. Anderson, "Social media use in 2021," *Pew Research Center*, 2021.
- [6] M. Lalmas, H. O'Brien, and E. Yom-Tov, "Measuring User Engagement," *Synthesis lectures on information concepts, retrieval, and services*, vol. 6, no. 4, pp. 1–132, Nov. 2014.
- [7] M. G. Huddar, S. S. Sannakki, and V. S. Rajpurohit, "Attention-based word-level contextual feature extraction and cross-modality fusion for sentiment analysis and emotion classification," *International Journal of Intelligent Engineering Informatics*, vol. 8, no. 1, p. 1, 2020.
- [8] M. Bengtsson, "How to plan and perform a qualitative study using content analysis," *NursingPlus Open*, vol. 2, pp. 8–14, Jan. 2016.
- [9] R. Jaakonmäki, O. Müller, and J. vom Brocke, "The impact of content, context, and creator on user engagement in social media marketing," 2017.
- [10] J. Ranstam and J. A. Cook, "LASSO regression," *British Journal of Surgery*, vol. 105, no. 10, pp. 1348–1348, Aug. 2018.
- [11] Clarifai, "Technology," 2016. <https://www.clarifai.com/technology/> (accessed Jun. 18, 2022).
- [12] VentureBeat, "Clarifai improves General Model 1.5 with machine-labeled datasets," 2018. <https://venturebeat.com/2018/10/04/clarifai-improves-general-model-1-5-photo-recognition-software-with-machine-labeled-datasets/> (accessed Jun. 18, 2022).
- [13] S. Ma, X. Sun, Y. Wang, and J. Lin, "Bag-of-Words as Target for Neural Machine Translation," *ACL 2018 - 56th Annual Meeting of the Association for Computational Linguistics, Proceedings of the Conference (Long Papers)*, vol. 2, pp. 332–338, May 2018.
- [14] T. Chai and R. R. Draxler, "Root mean square error (RMSE) or mean absolute error (MAE)," *Geoscientific Model Development Discussions*, vol. 7, no. 1, pp. 1525–1534, 2014.