

## THE ROLE OF THE KPK TIKTOK ACCOUNT IN BUILDING ANTI-CORRUPTION AWARENESS IN SOUTH KALIMANTAN

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### Abstract

*Corruption is a serious threat in Indonesia that hinders development and harms society, thus requiring various approaches for its mitigation, including through social media. The Corruption Eradication Commission (KPK) utilizes the TikTok platform to raise public awareness, especially in South Kalimantan, about the dangers of corruption and its prevention. This study aims to explore the role of the KPK's TikTok account in building anti-corruption awareness in the region and its impact on public perception. Using a literature review approach with a descriptive qualitative methodology, this research analyzes relevant sources, including journals, articles, and previous research reports. The findings show that TikTok has become an effective tool in spreading anti-corruption messages, particularly to the younger generation. The campaigns carried out by the KPK through TikTok provide education, promote transparency, and support public involvement in corruption prevention efforts. Additionally, public participation on social media, integrity-based training for civil servants, and anti-corruption education in schools further strengthen this campaign. However, its effectiveness can still be enhanced through collaboration with local communities and optimization of visual content. This study provides valuable insights into how social media, particularly TikTok, can be used to support transparency and drive sustainable anti-corruption efforts in South Kalimantan.*

**Keywords:** Anti-Corruption, Social Media, Public Awareness

### Abstrak

*Korupsi merupakan ancaman serius di Indonesia yang menghambat pembangunan dan merugikan masyarakat, sehingga penanggulangannya memerlukan berbagai pendekatan, termasuk melalui media sosial. Komisi Pemberantasan Korupsi (KPK) memanfaatkan platform TikTok untuk meningkatkan kesadaran masyarakat, terutama di Kalimantan Selatan, terhadap bahaya dan pencegahan korupsi. Penelitian ini bertujuan untuk mengungkap peran akun TikTok KPK dalam membangun kesadaran anti-korupsi di wilayah tersebut, serta dampaknya terhadap persepsi publik. Menggunakan pendekatan studi literatur dengan metodologi deskriptif kualitatif, penelitian ini menganalisis sumber-sumber relevan, termasuk jurnal, artikel, dan laporan penelitian terdahulu. Hasil penelitian menunjukkan bahwa TikTok telah menjadi alat efektif dalam menyebarkan pesan anti-korupsi, terutama kepada generasi muda. Kampanye yang dilakukan KPK melalui TikTok memberikan edukasi, promosi transparansi, dan mendukung pelibatan masyarakat dalam upaya pencegahan korupsi. Selain itu, partisipasi publik di media sosial, pelatihan berbasis nilai integritas bagi aparat sipil negara, dan pendidikan anti-korupsi di sekolah turut memperkuat kampanye ini. Meskipun demikian, efektivitasnya masih dapat ditingkatkan melalui kolaborasi dengan komunitas lokal dan optimalisasi konten visual. Penelitian ini memberikan wawasan penting tentang bagaimana media sosial, khususnya TikTok, dapat digunakan untuk mendukung transparansi dan mendorong pemberantasan korupsi secara berkelanjutan di Kalimantan Selatan.*

**Kata kunci:** Anti-Korupsi, Media Sosial, Kesadaran Publik



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## INTRODUCTION

Corruption is one of the serious threats faced by Indonesia, which in addition to hampering development, also harms society. Resolving corruption cases requires an approach through various channels, one of which is through the important role played by the Corruption Eradication Commission (KPK). The KPK reaches the community by utilizing various communication channels, including social media.<sup>1</sup> One of the increasingly popular social media platforms is TikTok, which is able to reach a younger and wider audience.

In South Kalimantan, where recently there has been widespread corruption involving the governor himself,<sup>2</sup> of course the level of awareness of the dangers of corruption needs to be continuously improved. The KPK as the vanguard of survivors of corruption often uses various platforms to disseminate information and educate the public about anti-corruption awareness, one of which is the KPK TikTok platform. According to GoodStats, TikTok is the platform with the longest average daily social media usage, more than 50 minutes per day, beating Youtube, X, Instagram, and Facebook and based on Databoks.<sup>3</sup> Indonesia is the country with the second largest number of TikTok users in the world after the United States with a total of 112.98 million people.<sup>4</sup> So that the role of the KPK on TikTok is to build anti-corruption awareness in the South Kalimantan region. Ema and Nayirah's research shows that social media, especially TikTok, can be an effective tool in anti-corruption campaigns because messages can be conveyed lightly but still have an impact.<sup>5</sup>

The use of TikTok for social purposes, such as anti-corruption education, is increasingly in demand because of its flexible nature and can be adapted into various creative formats. Another study by Eun also showed that social media, including TikTok, is effective in raising public awareness of important issues, including corruption, especially among the younger generation who

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<sup>1</sup> Andhini Hastrida, "Process of Government Social Media Management : Benefit and Risk," *Jurnal Penelitian Komunikasi Dan Opini Publik* 25, no. 2 (December 31, 2021), <https://doi.org/10.33299/jpkop.25.2.3920>.

<sup>2</sup> "Tangkap Tangan Suap Proyek di Kalimantan Selatan, KPK Tetapkan 7 Tersangka," KPK, accessed December 11, 2024, <https://kpk.go.id/>.

<sup>3</sup> "Pengguna TikTok Di Indonesia Terbanyak Kedua Di Dunia per April 2023, Nyaris Salip AS? | Databoks," accessed December 11, 2024, <https://databoks.katadata.co.id/media/statistik/e55f918fb00588b/pengguna-tiktok-di-indonesia-terbanyak-kedua-di-dunia-per-april-2023-nyaris-salip-as>.

<sup>4</sup> Cheryl Arshiefa Krisdanu and Kiranastari Asoka Sumantri, "TikTok Sebagai Media Pemasaran Digital Di Indonesia," *Jurnal Lensa Mutiara Komunikasi* 7, no. 2 (November 30, 2023): 24–36, <https://doi.org/10.51544/jlmk.v7i2.4173>.

<sup>5</sup> Ema Ema and Luluatu Nayiroh, "Komunikasi Media Sosial Sebagai Alat Mobilisasi Gerakan Sosial Di Indonesia," *Jurnal Ilmu Komunikasi UHO : Jurnal Penelitian Kajian Ilmu Komunikasi Dan Informasi* 9, no. 1 (January 10, 2024): 221–38, <https://doi.org/10.52423/jikuho.v9i1.159>.

are more active in using the platform.<sup>6</sup> TikTok has become a very influential tool in shaping public opinion and raising public awareness, including in governance and anti-corruption efforts. Research by Yulianita et al. (2020) found that anti-corruption campaigns on social media significantly increased public exposure and engagement with corruption issues.<sup>7</sup> This emphasizes the important role of social media in directing public attention to relevant issues.

This study aims to uncover the important role played by the Commission's TikTok account. Corruption Eradication Commission (KPK) in increasing public awareness in South Kalimantan regarding anti-corruption measures. Along with the development of technology and the increasingly widespread use of social media, TikTok has become an effective platform to reach various groups, especially the younger generation. The KPK, as an institution tasked with eradicating corruption, utilizes TikTok as a means to spread anti-corruption messages and education about the importance of transparency and integrity in national and state life. This study will analyze how content delivered through TikTok can change people's views on corruption.

Besides that, this study also focuses on the impact of TikTok usage on public perception and priorities towards corruption issues in South Kalimantan. By examining public interactions and responses to campaigns conducted by the KPK, this study will identify the extent to which this platform is able to influence changes in public attitudes. TikTok allows the KPK to share messages in a lighter and more engaging way, making it easier for the public, especially young people, to understand complex issues such as corruption. This study will also explore how TikTok can be a tool to build awareness and encourage active participation in efforts to eradicate corruption.

Furthermore, this study aims to provide deeper insights into the complexity of digital advocacy in South Kalimantan, taking into account the socio-cultural context, political and existing local wisdom. The application of social media in this context is not only about the dissemination of information, but also about how the message can be received and translated by the local community in accordance with applicable values and norms. It is hoped that the results of this study can provide a significant contribution in understanding how social media, especially TikTok, can play a role in supporting transparency in governance in South Kalimantan and become a reference in developing digital-based corruption eradication strategies in the future.

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<sup>6</sup> Ji-Yong Eun, "A Media Criticism-Based Approach for Designing Critical Multicultural Instruction in Social Studies Curricula," *Pedagogy, Culture & Society* 31, no. 1 (January 2023): 129–46, <https://doi.org/10.1080/14681366.2021.1891450>.

<sup>7</sup> Neni Yulianita, Nurrahmawati Nurrahmawati, and Anne Maryani, "The Effect of Anti-Corruption Campaign on the Exposure Aspects on Social Media Facebook and Instagram" (2nd Social and Humaniora Research Symposium (SoRes 2019), Atlantis Press, 2020), 88–91, <https://doi.org/10.2991/assehr.k.200225.019>.

RESEARCH METHODS

This study uses a literature study approach or literature review with a qualitative descriptive methodology, which is systematically arranged to produce a comprehensive analysis of the influence of social media on the diversion of corruption issues in Indonesia. This literature study method allows researchers to obtain information from various relevant sources, including books, scientific journals, and other official publications that have been published, to build a holistic understanding of the topic being studied.<sup>8</sup>

In optimizing the quality of literature review, this study applied the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) protocol as a data analysis technique. The PRISMA approach guides the literature selection process starting from the identification and collection stage of articles, the screening process based on relevance, to the final evaluation of literature that matches the research criteria. This technique helps avoid bias in interpretation by ensuring that only literature that meets the standards is analyzed further.<sup>9</sup>

The research data collection process was carried out by means of a structured search on academic databases that include various scientific journal articles, books, previous research reports, and online sources from official publications. This technique allows the selection of secondary literature that is relevant and in accordance with the research variables. However, limitations in the availability of materials or information will be disclosed at the manuscript submission stage to maintain openness to readers.

RESULTS AND DISCUSSION

The following are the results of data collection by searching for sources in published journals:

Table 1: Research Results

Research Sources	Research Focus	Key Findings
Riwanto, A. (2022)	Social media-based legal culture model	Social media can prevent corruption by implementing internet-based cultural elements, monitoring,

<sup>8</sup> Anna Nurhayati, Riyanto Riyanto, and Moh Rif'an, "Memaksimalkan Peran Perpustakaan Sebagai Sumber Belajar Di Sekolah Menengah Atas Muhammadiyah 1 Ponorogo," *Berkala Ilmu Perpustakaan Dan Informasi* 18, no. 1 (June 6, 2022): 113–27, <https://doi.org/10.22146/bip.v18i1.3650>.

<sup>9</sup> Melissa L. Rethlefsen et al., "PRISMA-S: An Extension to the PRISMA Statement for Reporting Literature Searches in Systematic Reviews," *Journal of the Medical Library Association* 109, no. 2 (July 20, 2021): 174–200, <https://doi.org/10.5195/jmla.2021.962>.

		interpretation, and transmission of anti-corruption values.
Machmud, M., Fatimah, J., Sultan, M., & Farid, M. (2024)	KPK Twitter Account	The KPK Twitter account is active in anti-corruption campaigns but needs to increase the intensity of communication and collaboration.
Ji Yong Eun (2021)	A media criticism-based approach to designing critical multicultural instruction in the social studies curriculum.	This study found that a media criticism-based approach helps students critically analyze, interpret, and evaluate media texts in mass media.
Prabowo, H., Hamdani, R., & Sanusi, Z. (2018)	Public participation through social media	Social media facilitates citizen participation in the anti-corruption movement through the dissemination of information.
Yulianita, N., Nurrahmawati, N., & Maryani, A. (2020)	Anti-corruption campaign on Instagram and Facebook	Factors such as messages, images, videos, and use of color influence the success of a campaign.
Masduki, M. (2010)	Anti-corruption movement on Facebook	The movement is a non-party political force that promotes government transparency and community involvement. Without political affiliation, the movement focuses on eradicating corruption and abuse of power, providing space for citizens to participate in policy-making, strengthening accountability, and ensuring their voices are heard.

Setiasih, R. (2021)	The influence of understanding integrity in leadership training on anti-corruption behavior	Understanding integrity in leadership training significantly influences the anti-corruption behavior of civil servants (ASN) by increasing aspects of honesty, reliability, and commitment to professionalism in decision making.
Saud, M., & Margono, H. (2021)	Youth political participation through social media	This participation strengthens democracy by providing space for people to engage in the political process, increasing accountability, and encouraging more inclusive changes in Indonesia's political structures.
Suriadi (2022)	Anti-Corruption Literacy Index among students in Banjar	95.9% of students at SMKN1 Gambut have a high understanding of anti-corruption. The study recommends regular surveys to strengthen the values of honesty and participation in civil society.
Rinenggo, A., Kusumawati, I., Stiyawan, Z., & Sutyono, S. (2022)	Implementation of anti-corruption education for the younger generation	Anti-corruption education needs to be implemented through a holistic approach in the family, school, and community environments to instill the values of honesty, hard work, and discipline in building collective awareness against corruption.

Indra, L., Sukmono, F., & Kurniawan, D. (2022)	The impact of the hashtag "It's Useless to Report to the Police"	This hashtag encourages policy change by expressing public dissatisfaction with police services, which sparks attention and action to improve the existing system.
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Social media plays a central role in shaping the culture of law and transparency in preventing corruption. As explained by Riwanto social media can be used as a platform to instill anti-corruption values through monitoring, connections between actors, and transmission of values to the wider community.<sup>10</sup> The rapid and even distribution of information through social media allows the public to more easily understand anti-corruption issues. With wider access to information, citizens not only become more aware of the negative impacts of corruption, but can also play an active role in efforts to monitor and prevent acts of corruption. This encourages the formation of collective awareness in society that is more concerned about integrity and transparency in resource management.

The social media-based legal culture model plays an important role in creating an open dialogue space and effective. Through platforms such as TikTok, Twitter, and others, people can share information, discuss, and provide input on anti-corruption steps that need to be taken. In this way, social media is not only a means of disseminating information, but also a tool to strengthen public awareness and uphold integrity in various sectors of life, be it in the government, education, or business sectors.

One example of the use of social media in anti-corruption campaigns is the activities of the Corruption Eradication Commission (KPK) on various platforms. Based on the findings of Machmud et al., the KPK Twitter account significantly helped disseminate anti-corruption messages. However, its effectiveness can be further improved through more intensive communication and collaboration with the community and other institutions.<sup>11</sup> In addition to Twitter, the KPK also utilizes TikTok (@kpk\_ri) as a strategic communication channel that focuses on three main categories: Anti-Corruption Education, Public Campaigns, and Confiscated Goods Auction Promotion. KPK's TikTok content is designed creatively and educationally, covering the

<sup>10</sup> Agus Riwanto, "Construction Of Legal Culture Model For Corruption Prevention Through Social Media In Indonesia," *Jurnal Hukum Dan Peradilan* 11, no. 3 (December 1, 2022): 385–404, <https://doi.org/10.25216/jhp.11.3.2022.385-404>.

<sup>11</sup> Muslimi Machmud et al., "Social Media As Communication Tools For Anti-Corruption Campaign In Indonesia," *International Journal of Data and Network Science* 9, no. 8 (n.d.): 357–68.

dangers of corruption, preventive measures, and integrity values, thus attracting the attention of a younger and more active audience on the platform.

Approach conducted by the KPK through TikTok has succeeded in reaching a wider audience, especially the younger generation who are more active on this platform. One interesting example is the KPK's post regarding the auction of confiscated state goods in September 2022, which managed to attract the attention of up to 6.8 million viewers. This shows that TikTok is an effective tool for drawing public attention to important issues such as the management of confiscated state goods and anti-corruption practices.

The post is not only a means of providing information, but also triggers discussion wider public. The public began to channel their aspirations, starting from reporting corruption cases they knew about, criticizing the KPK's performance, to submitting proposals such as village fund audits. This created a more dynamic interaction between the KPK and the public, and provided space for the public to play an active role in monitoring and improving the government system.

However, even though the KPK's achievements on TikTok are quite significant, there is an opportunity to...increase its effectiveness. One way that can be done is by collaborating with content creators and civil society organizations that have a wider audience. That way, the messages conveyed by the KPK will be more widespread and can reach various levels of society, strengthen the anti-corruption movement, and increase public participation in social supervision.

In addition to social media campaigns, anti-corruption efforts are also strengthened through local initiatives and field-based training. In South Kalimantan, anti-corruption campaigns are combined with integrity education for state civil servants (ASN). Research by Setiasih shows that leadership training that emphasizes an understanding of integrity has a significant impact on ASN's anti-corruption behavior. This training helps shape honesty in decision-making, transparency, and commitment to professionalism.<sup>12</sup>

Anti-corruption efforts involving social media campaigns and local initiatives demonstrate the importance of a comprehensive and integrated approach. Anti-corruption campaigns through digital platforms such as TikTok are not only effective in raising public awareness, but also create a space for the public to interact and express their aspirations regarding corruption issues. On the other hand, integrity education for state civil servants (ASN) carried out through field-based training plays an important role in strengthening individual commitment to anti-corruption actions. Leadership training that emphasizes an understanding of integrity provides a solid foundation for

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<sup>12</sup> Rini Setiasih, "The Effect Of Integrity Learning Understanding Of Leadership Training Participants On Anti-Corruption Behavior Of Civil Servants In The South Kalimantan Provincial Government," *JournalNX - A Multidisciplinary Peer Reviewed Journal* 7, no. 07 (July 31, 2021): 201–11, <https://doi.org/10.17605/OSF.IO/ESGN8>.



ASN to make honest and transparent decisions, and build a culture of professionalism that is free from corrupt practices.

This combination of direct educational approaches and digital campaigns strengthens the anti-corruption ecosystem, both at the individual and institutional levels.<sup>13</sup> On the one hand, social media campaigns expand the reach of anti-corruption messages to the wider public, especially the younger generation who are more familiar with the digital world. On the other hand, field-based training has a direct impact on changing the behavior of ASN, who are key actors in government administration. By integrating these two methods, efforts to eradicate corruption can be more effective because they do not only rely on public awareness but also build the internal capacity of institutions to prevent and eradicate corruption from within. This kind of initiative also increases public trust in the government, because they see that both in terms of policy and implementation in the field, there are serious efforts to create a clean and accountable government.

In addition, public participation through platforms such as Twitter and Facebook provides the public with the opportunity to act as social watchdogs. As explained by Prabowo et al. (2018), public engagement in online discussions creates effective social pressure to encourage government transparency. With the synergy between digital campaigns, internal training, and public participation, corruption prevention efforts become more integrated and have great potential to create systemic change.<sup>14</sup>

In addition to public participation through social media and integrity training, the success of the anti-corruption campaign in South Kalimantan is also supported by the high level of anti-corruption literacy among students. Suriadi found that 95.9% of students at SMKN 1 Gambut, Banjar, had a good understanding of anti-corruption.<sup>15</sup> This shows that anti-corruption education in schools has succeeded in forming a strong awareness among the younger generation, making them potential agents in supporting anti-corruption campaigns on social media. With this understanding, the younger generation can be more actively involved in spreading anti-corruption messages through platforms such as TikTok, Twitter, and Instagram.

In this context, the visual and aesthetic elements of the campaign are key factors in attracting public attention, especially social media users from generation Z who are more interested in visual content than long narratives. Research by Yulianita et al. confirms that the success of the

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<sup>13</sup> Imam Hanafi et al., *Buku Referensi Pendidikan Anti Korupsi: Evaluasi Dan Pemantauan* (Malang: PT. Literasi Nusantara Abadi Grup, 2023).

<sup>14</sup> Hendi Yogi Prabowo, Rizki Hamdani, and Zuraidah Mohd Sanusi, "The New Face of People Power: An Exploratory Study on the Potential of Social Media for Combating Corruption in Indonesia," *Australasian Accounting, Business and Finance Journal* 12, no. 3 (October 9, 2018), <https://doi.org/10.14453/aabfj.v12i3.3>.

<sup>15</sup> Suriadi Suriadi, "Pembinaan Pendidikan Islam Pada Masa Rasulullah Saw," *BELAJEA: Jurnal Pendidikan Islam* 2, no. 2 (December 28, 2017): 139–56, <https://doi.org/10.29240/bjpi.v2i2.263>.

anti-corruption campaign is greatly influenced by the use of attractive images, videos, and colors, which also reflect local values in South Kalimantan.<sup>16</sup> This adjustment allows the anti-corruption message to be more relevant and impactful to the local community. In addition, holistic education as proposed by Rinenggo et al. can strengthen the campaign by instilling the values of honesty, hard work, and discipline in the family and community environment, creating a strong collective awareness to fight corruption.<sup>17</sup>

However, although social media offers great opportunities, there are risks that need to be anticipated. As expressed by Indra et al., phenomena such as the hashtag “Percuma Lapor Polisi” show that social media is not only used to support campaigns but also to express public dissatisfaction with certain institutions.<sup>18</sup> This dissatisfaction, while valid, has the potential to distract attention from key issues such as corruption. In South Kalimantan, strong local culture can also influence public perception, where other issues that are considered more pressing or politically safe can shift the public's focus away from corruption. Therefore, understanding the dynamics of social media in shaping public opinion in this region is an important step to ensure the sustainability of anti-corruption campaigns.

Thus, social media, especially TikTok, plays a strategic role in supporting the anti-corruption campaign in South Kalimantan. To create a more effective and sustainable campaign, a combination of an attractive social media strategy, local value-based education, and broad community involvement is needed. Social media can be a very powerful tool in mobilizing the community against corruption if supported by a consistent, relevant, and contextual approach to local social and cultural realities.

## CONCLUSION

MSocial media plays an important role in mobilizing activities, facilitating public participation, providing space for the dissemination of information, and shaping public opinion. Social media, especially TikTok, has contributed greatly to building anti-corruption awareness in South Kalimantan through the delivery of educational messages, public campaigns, and calls for transparency in the management of assets resulting from corruption. With creative content formats, the Corruption Eradication Commission (KPK) use TikTok to engage the younger generation in the

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<sup>16</sup> Yulianita, Nurrahmawati, and Maryani, “The Effect of Anti-Corruption Campaign on the Exposure Aspects on Social Media Facebook and Instagram.”

<sup>17</sup> Alil Rinenggo et al., “Anti-Corruption Education In The Family, Community, School, And State,” *Academy of Education Journal* 13, no. 1 (January 1, 2022): 84–102, <https://doi.org/10.47200/aoej.v13i1.975>.

<sup>18</sup> Latif Nur Indra, Filosa Gita Sukmono, and Danang Kurniawan, “The Function of Social Media in Creating Participatory Based Government Policies in Indonesia,” in *Human Interaction & Emerging Technologies (IHET 2022): Artificial Intelligence & Future Applications*, vol. 68 (AHFE (2022) International Conference, AHFE Open Acces, 2022), <https://doi.org/10.54941/ahfe1002761>.

anti-corruption movement more effectively. In addition, the involvement of local initiatives, such as integrity training for state civil servants and anti-corruption education for students, also strengthened the success of this campaign. However, the effectiveness of this campaign can still be improved through collaboration with local communities, optimization of visual elements, and consistency in communication. Thus, social media can be a strategic tool to encourage transparency, strengthen the rule of law, and empower communities in efforts to eradicate corruption sustainably..

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