

UPNVJ Students Win Best Paper at the 4th Brawijaya Communication International Conference 2024

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Public RelationsUPNVJ - Eliffa Asharia, a student of the Master of Communication Science (MIK) Program, Faculty of Social and Political Sciences, National Development University "Veteran" Jakarta (UPNVJ), recorded a proud achievement by winning the Best Paper award at the 4th Brawijaya Communication International Conference 2024, which was held online on October 30, 2024.

The award-winning research is titled "Hashtag Hijacking and Online Gambling Promotion: A Netnographic Study on the Instagram Platform," and was conducted under the guidance of Dr. Munadhil Abdul Muqsith, Ph.D., Head of the Department of Communication Studies, UPNVJ.

Eliffa's innovative study used netnography to examine the misuse of hashtags on Instagram as a covert strategy by online gamblers to promote their illegal services. In her research, Eliffa conveys the importance of public awareness and monitoring of this practice on social media platforms, which can affect users of various ages and interests.

"This research is a form of my concern for the increasingly common phenomenon on social media. Hashtag hijacking is an urgent issue and needs to be handled seriously by all parties, from users to regulators," said Eliffa Asharia.

"I hope the results of this study can help open the public's eyes and become the basis for more effective policies in maintaining digital security," he added.

UPNVJ's Achievements in the International Arena

As a supervisor, Dr. Munadhil Abdul Muqsith, Ph.D., expressed his pride in Eliffa's achievements.

"Eliffa's work shows that our students are able to see global issues that have a wide impact, while also offering concrete solutions through academic studies. This research is very relevant to the challenges of today's digital world, and is an important contribution to the world of communication," he said.

"I hope that Eliffa's achievements can inspire other students to continue to actively conduct research that has an impact and is relevant to current developments," added Dr. Munadhil.

The 4th Brawijaya Communication International Conference 2024 is a prestigious scientific forum attended by academics and practitioners from various countries to share the latest research results and innovations in the field of communication and media. This achievement confirms the quality of education and research spirit at UPNVJ, especially in the Master of Communication Studies Program.

With the awards she has received, Eliffa Asharia has successfully made UPNVJ famous in the international arena and has become an inspiration for other students to continue to innovate and make real contributions through academic research.



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