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Faculty of Business Economics

Master of Management

Master's thesis

The importance of Online Social Network as an information channel for prospective Indonesian students in Belgian Universities. A study of social media (Instagram) content's effectiveness to provide information and attract new students from Indonesia.

Krishna Maharani

Thesis presented in fulfillment of the requirements for the degree of Master of Management, specialization International Marketing Strategy

SUPERVISOR :

Prof. dr. Lieve DOUCE



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Abstract

Online Social Network (OSN) is the personal interactions and human relationships which developed from the discussions or conversations over computer-mediation and connected people through time and distance, it can be infused into single locations and space where people can share their common interests. OSN has been acknowledged as a social space to learn about social studies and comprehend the virtual social interaction. It becomes an attractive trend for information sharing which enabling a large number of people around the world to transfer information simultaneously via OSN channels. These channels have unique features where users can share their memories, news, thoughts and inspirational ideas through videos, pictures and posts. However, there was lack of research showing which content is considered effective and useful to a non-profit organization, particularly in this case is for a student association. This research will investigate about how this student association should engage its targeted viewers with the effective contents via their OSN channels and gain benefit or value for both of the organization and the viewers as well.

Keywords : OSN, Channels, Contents, Student association.

1. Introduction

In the era when digitalization and innovation technology are excessively utilised through the widely usage of the internet, Online Social Network (OSN) becomes one of the popular phenomena. OSN allows its users to interact with other people for communication and social relationships. It is mostly being utilised for information sharing and self-expressing from one user to another while it may have differences from the traditional social relationships with face-to-face contact (Bu, Z et al., 2013).

To accommodate the spreading of information through OSN, the data is being shared by using platforms and it is widely known as channels. Currently there are numerous OSN channels, some of the channels such as Facebook, Instagram, Twitter, YouTube and blog are tremendously famous at the moment. Billions of users are actively engaging on their OSN through these channels by using several forms of data, such as videos, pictures and narrations which generate benefits for both users and channel's developers.

Furthermore, these channels allow its users to select on a set of particular data that they want to upload and share to their viewers and in turns it enhances the social connection between the user to his/her network in that platform. Many people are interested with the features which each channel offers and the substantial part of it depends on the demographical users. Although there are certain shifts of users from one channel to another due to the rapid innovation changes in the technology industry, the five channels mentioned earlier keep their positions in the top 10 of OSN channels mostly used by people around the world.

Many firms and organizations are attracted to the features that these OSN channels have, because these channels can support their business and allow them to promote their products or services. The aim to utilise the OSN channels is to gain benefit and generate better revenue for the firms or organizations themselves. However, it is not limited only to monetary reasons. OSN channels also allow organizations to share important messages to a certain community or particular viewers and this approach mostly has been utilised for non-profit organizations.

In the next chapters, this study will explain further on the contents and the particular non-profit organization who is using these OSN channels to promote and share important information about their mission and vision related with their aim to its community. This paper also introduces an approach to study about the process to engage its targeted viewers by using the effective contents on the OSN channels, which is being used by this non-profit organization.

2. Literature Study

2.1. International students

The globalization and internationalization have tremendous impacts on labour market and higher education, which creates a need for students to study abroad according to Mikuláš and Jitka (2019). UNESCO (Migration data, 2020) defines an international or internationally mobile student as “an individual who has physically crossed an international border between two countries with the objective to participate in educational activities in a destination country, where the destination country is different from his or her country of origin.” This definition has two broad subjects which are differentiated into foreign students and credit mobile or exchange students. Foreign students are non-citizens who pursue a higher education in a foreign country and these students usually hold a permanent resident or student visa to be able to live and study in this country, meanwhile exchange students are students who are still enrolled in the higher education institutions of their home countries while receiving education (small number of credits) from another higher education institution abroad. These exchange students are exempted from this study because of the fluidity of their education enrolment status.

According to Mazzarol and Soutar (2002), there was an increment number of international students in between 1960-1970 which average around 9 percent and it remained around 6 percent in between 1970-1980 as the demand for higher education became more increasing due to the fact that people have more expectation to raise the economic and social status after they graduate from the higher education institutions.

The International Standard Classification of Education (ISCED) which is supported by UNESCO, mentioned that the education system has been classified into six levels (Wei et al., 2019) :

- Level 0 is a pre-primary or pre-basic education, usually for children from 4 to 6 years old.
- Level 1 is primary or basic education, which is mostly for children from 6 until 12 years old.
- Level 2 is lower secondary education, which is equal to junior high school education and mostly for 12 until 15 years old students.
- Level 3 is upper secondary education, which is equal to high school education and mostly for 15 until 18 years old students.
- Level 4 is post-secondary non-tertiary education or mostly known as vocational education.
- Level 5 is the first stage of tertiary education, which is equal to an undergraduate or college education, but not leading directly to an advanced research qualification.
- Level 6 is the second stage of tertiary education, which is equal to a postgraduate education and leading to an advanced research qualification.

This research will focus more on level 5 and 6, which will be referred as higher education and cover bachelor, master and doctoral or equivalent education levels.

In the United Kingdom, the number of foreign students who are studying in higher education institutions is increasing from 1.3 million to 4.3 million between 1990 and 2011 (Cebolla-Boado et al., 2018). It displays an enormous interest on foreign students who want to study in Europe.

According to Statista (2021), the number of total students (for both Belgians and international students) who are enrolled in higher education institutions keeps increasing YoY (Year on Year) in Belgium. There were around 236.760 students in 2016 and increased to 270.680 students in 2021, hence there is around 14.3% increment compares to number of students 5 years ago.

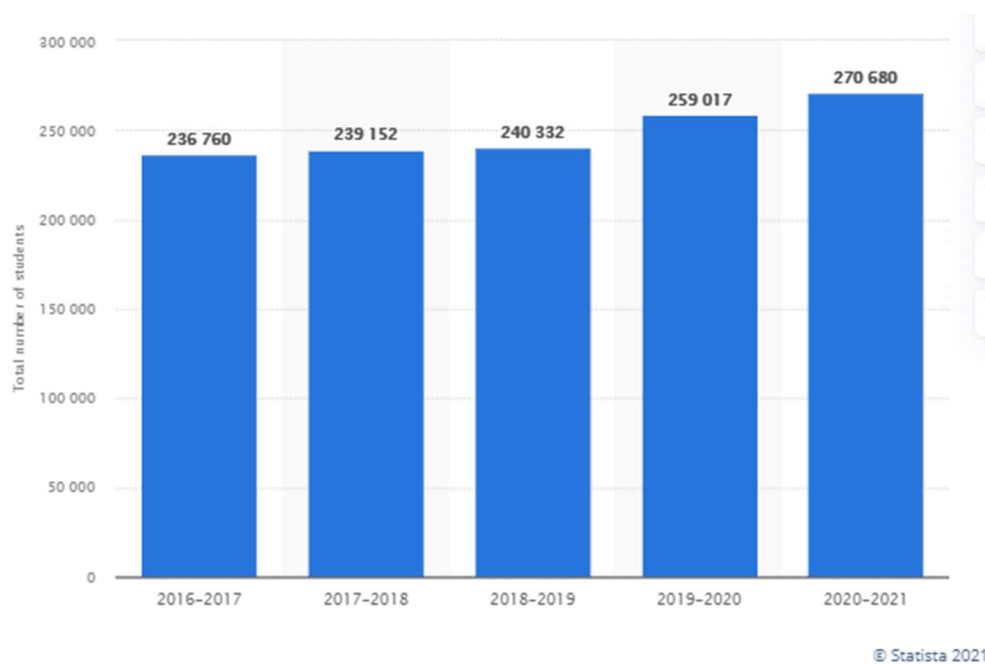


Figure 1. Total number of students enrolled in higher education institutions in Belgium (2016-2021)

Unfortunately, the latest data about total number of international students in Belgium is only updated until 2011-2012 period and based on the data gathered by OECD (2012), there were 55.912 international students (non-mobility) and 42.926 international mobility (exchange) students who were studying in Belgium in 2012 for all level of educations. This number increased YoY from 2010 when there were only 49.228 international students (non-mobility) and 36.126 international mobility students in Belgium. It shows that there was a significant increment on international students who were studying for a full or a mobility program for level 5 and 6 classification of education (first and second level of tertiary education).

→ Year	2010		2011		2012	
→ Foreign or international category	Non-citizen students of reporting country	Non-resident students of reporting country	Non-citizen students of reporting country	Non-resident students of reporting country	Non-citizen students of reporting country	Non-resident students of reporting country
	▲ ▼	▲ ▼	▲ ▼	▲ ▼	▲ ▼	▲ ▼
→ Country						
Belgium	49 228	36 126	51 572	37 866	55 912	42 926

Figure 2. International students in Belgium (2010-2012)

Meanwhile according to Caestecker (2012), international students who came to Belgium were coming from USA, China, Nigeria, Cameroon, Vietnam, India, Turkey and several other countries outside the European Union (EU). The data showed that international students who enrolled for Bachelor and Master (exclude the Advanced Master) programs in the higher educational institutions in Belgium, specifically in the Flemish region were almost 3000 students in 2011.

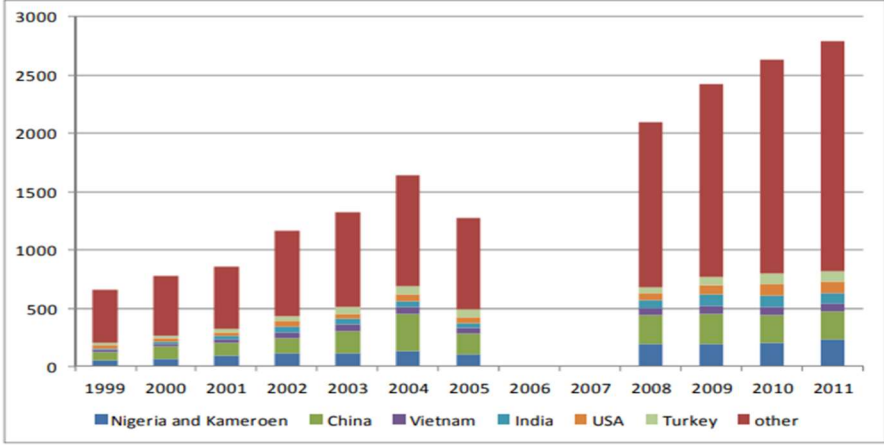


Figure 3. Total international students in Belgium who enrolled for the Bachelor and Master programs (1999-2011)

2.2. Main factors for international students to study overseas

This research will be targeting on prospective and current Indonesian students who want or currently study abroad, especially in Belgium. These students have various considerations before deciding to choose Belgium as the destination country to study, therefore this study will cover about process and the aspects of the decision making as well.

Indonesia is the fourth largest population country in the world after China, India and the United States according to the World Population review (2019). Based on the CIA World Factbook (2019), the population pyramid of Indonesia’s population figuratively estimates the age and gender structure where the age groups were illustrated as the horizontal axis with male population figure on the left side and

female population figure on the right side. In particular the age group for 20-24 and 25-29 year have an enormous share where it is estimated around 22 million males and 21 million females by 2020. The result shows that this age group has a big impact on political, social stability and the economic development of this country.

The increasing number of Indonesian students who study abroad for the past six years has been developed to 21% and UNESCO estimated there were 45,000 Indonesians studied abroad in 2017, based on the data from ICEF Monitor (2019).

There are many students who are willing to study abroad but they do not have enough information or resources to apply to the Universities that these students want. Many of these students are also not comfortable being far away from home as the AFS survey (2019) was showing that 46% of young Indonesian students are afraid of being homesick while study abroad, where 47% of these students concern about safety and security. It becomes one of the factors of how they will decide on which University that they will

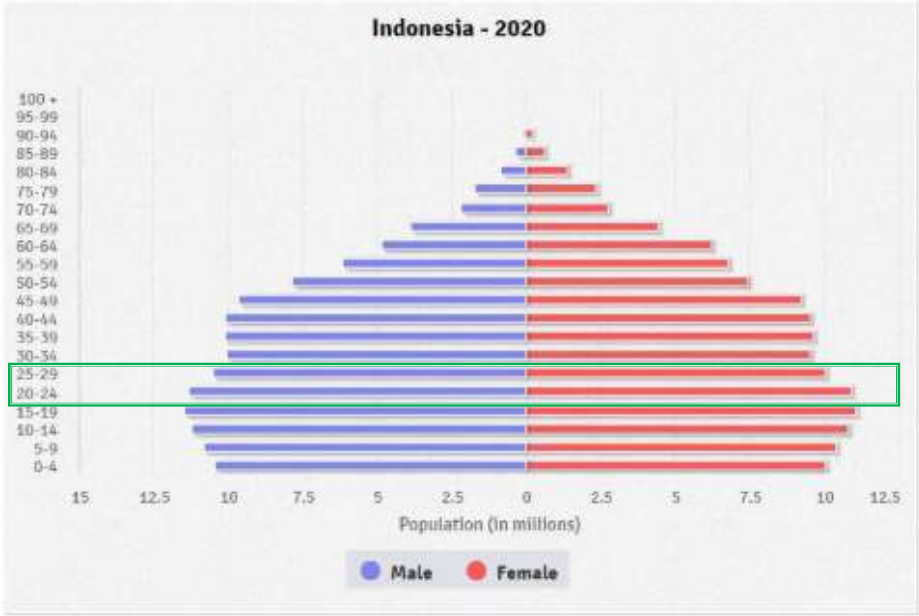


Figure 4. Total Indonesian population (based on gender and age) in 2020

One of the main factors leading to the demand of studying abroad is the limited access to higher education insitutions, especially in most Asian and African countries (Mazzarol and Soutar, 2002). The historical or colonial association between these countries and the European countries are also playing a major part into student’s decision to study abroad.

Meanwhile a study from Simon and Ainsworth (2012) mentioned that in the United States, race and socioeconomic status (social networks and culture) become the main drivers whether an individual can

get an opportunity to study abroad. Students who are considered with high social economic and internationalization background (who have foreign-born parents and/or an experience with different culture in foreign countries) potentially have willingness and sufficient financial support to follow the study abroad programs. These programs were considered as a privilege, due to the high cost to be able to enrol into such programs. Back then, study abroad programs were only offered by the exclusive schools before 1980s and only limited students from a high social class could follow the programs.

Based on a research conducted by Salisbury et al. (2009) in the United States, students who come from families that received financial aid from the Government are 11 percent less likely to study abroad. This research also found that students from lower income families do not have enough resources to access the information or funding that they need, not to mention that these students have lower expectations to study abroad as one of the results of their socioeconomic status.

Similar issues are also being the biggest problems that most Indonesian students have to deal with the opportunities to study abroad. Because these students have to compete with million other students from underprivileged families to get the limited available scholarships from the Indonesian government or foreign funding from the host countries. These scholarships are also required international experiences or foreign language requirement which are difficult to attain for students from lower income families.

A study conducted by Nadeem et al. (2019) was showing that the Intercultural Communication Competence (ICC) with association with Attitude towards Other Cultures (ATOC) are also playing an important role to these students while studying abroad. In general, ICC term can be translated into an ability to be able to understand cultures in order to communicate with people from other cultures. Meanwhile ATOC is a positive, non-ethnocentric disposition towards people from other cultures (Asaratnam, 2006) and it comprehends the attitude of the individual to be able to successfully communicate the intercultural communication with other people who come from different backgrounds and cultures. Especially because the main language in Indonesia is Bahasa Indonesia, not English or other European languages, most students learn English (and/or other European languages) as part of the additional foreign language program in school and language ability has become one of the barriers to be able to communicate successfully on top of understanding the cultural differences as an international student.

Mostly the English speaking and Western European countries are being the destination of international students to continue their study. The United States leads with 17%, then the United Kingdom, Australia, Germany and France share in total 50% of the world's destination and the rest 33% are other Oceania and Asian countries (Jon et al., 2014).

The language of instruction becomes the main driver of choosing the location where these international students want to continue their study. The popular languages are English, French, German, Russian and Spanish, meanwhile the most English-speaking countries which have highest international student's enrolments are the United States, the United Kingdom, Australia, Canada and New Zealand according to the OECD (2011). The OECD's research also found that international students prefer to choose

countries within their own region instead of a more distant destinations, for example the trend of Erasmus program which is sponsored by the European Community Action Scheme for the Mobility of University Students made the European students able to study in any European Union's countries or the trend of Asian students chose Australia as their destination to study as they have the direct or nearby maritime border with their own country. The most popular country of destination to study in Asia Pacific region for students who came from Asia, Latin America or Africa is Australia, where they have 525,172 international students in 2014-2015 according to the Australian Department of Educational and Training (2015).

2.2.1. 'Push and pull' factors

The first approach of this research is to look into the background intention of the student's interests to study overseas. Palmer et al. (2012) indicated that the decision-making process to study abroad is complicated and multi layered with individual's previous experience and personal involvement. It shows how complex the decision making can be where Kotler and Fox (1995) explained it by the following figure. It presents high complexity on various decision making's steps on the educational choice and the most important angle on the process is to narrow down the available choices though identifying alternative options, select criteria for evaluation and then make the decision based on the criteria.

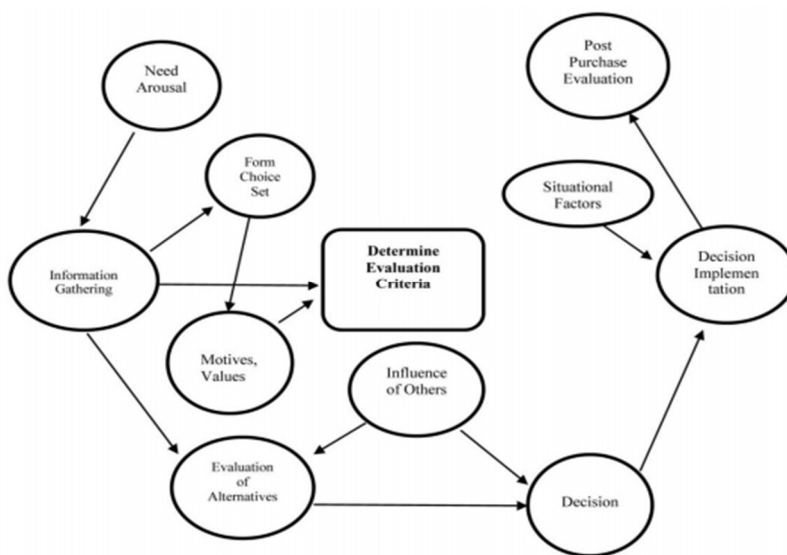


Figure 5. Decision making scheme (Kotler and Fox, 1995)

For example, a prospect student needs a willingness to study abroad before he/she gathered the information on the University or country destination where he/she wants to continue the study.

It is necessary to find out the information sources to support the decision making, for example college catalogue, campus visits, ask guidance from study counsellors or students who have already enrolled for the same program and the admission officers (Lewis and Morrison, 1975).

He/she will then determine the evaluation criteria based on the information gathering, motives and values. The decision making will also affect by the influence of others, evaluation of alternatives, situational factors.

A research conducted by Gbollie and Gong (2020) found that one of the main reasons which made international students from Asian countries choosing to study abroad is because foreign degree perceived as a better degree than the local degree in their home countries. It also enhanced the student's experience on living abroad as they must continue learning on cultural challenges which are the results of going out from their comfortable environment into a new and different environment.

According to Altbach (1998), the push and pull model can show the reasons why the international students choose where they are going to study, as they are being "pushed" out from their country of origin because of insufficient or scarce of educational resources and being "pulled" into another developed country and out of their region as a result of the lack of it to gain better education resources. The reasons to choose the destination country to study is also related with the education's quality, facilities and resources, curriculum and program, and internationalization. Meanwhile for the economic reason is the employability after graduation and the access to scholarship (Li and Bray, 2007). However, this research also found the negative effect of the push-pull factors, such as discrimination in the country destination as the negative push factor and family ties in the country of origin as the negative pull factor. It makes the push-pull model is a two-way interaction between the internal factors such as family, background and motivation to study abroad and the external factors like scholarship or grant's availability from either country of origin or destination.

The 'push' factors according to the research conducted by Gbollie and Gong (2020), are the main reasons of international students found in their home country and made them choose to study abroad:

1. Poor economic conditions in home country which motivate these international students to study abroad.
2. Attractiveness of foreign degree than local degree.
3. Admission issues in home country.
4. Family influence to study abroad.

In another study from Mazzarol et al. (1997), revealed that there were six 'pull' factors to drive international student's decision to study abroad:

1. The level of the knowledge and awareness about the host country in their home country.
2. The level of referrals or personal recommendations from their environment (mostly from parents, friends, relatives).
3. Total cost to study abroad, including tuition costs, living costs, travel costs and social costs.

4. The climate or environment in the host country related with the atmosphere of studying and also physical climate and lifestyle.
5. Geographic proximity between home country and the host country to study abroad.
6. Social links where students acknowledge that their family or friends currently live or used to study in the same host country, which also related with the personal recommendations or referral's factor.

On top of these six 'pull' factors, the possibility of career development, personal growth and the richness of cultural experiences are playing vital roles as the additional attractive factors from the host country (Gbollie and Gong, 2020).

According to the research on Erasmus students by Mikuláš and Jitka (2019), Europe still becomes a destination to study abroad which supports diverse culture and different education system. Although the policy from one country to another in Europe is different, it still enhances a flexible labor market with capable individuals to be able to work across borders. And Belgium as one of the countries in Europe, became one of the international student's interests mainly because it is located in the heart of Europe, the place where important EU (European Union) institutions and several other international organizations are located.

Based on the information from Europa-EU (2021), there are three level of governments in Belgium, which are the Federal government, three language-based communities (Flemish, French and German speaking) and three regions (Flanders, Wallonia and Brussels Capital). Meanwhile in terms of the education system in Belgium, it is regulated by these three language-based communities where it has its own education system depends on which region the schools are located.

There are three official main languages in Belgium, which are French, Dutch and German. It became one of the obstacles for the international students to apply for the local programs in Belgian Universities, because the teaching language instructions are using these three languages, specifically the local programs in Wallonia and Flemish (two biggest regions in Belgium) Universities are being taught in French and Dutch. However, these Universities also offer several international programs which are using teaching language instruction in English.

2.2.2. Online Social Network's Role

In the 21st century, widely known as the era of the robust technology innovations, people are more familiar with online social network to express themselves or find information they need. According to Barker, R. (2013), Social Network is an individual or organization's made structure which connects certain types of characteristics of its users, such as friendships, common interests, relationships, beliefs, knowledge, values, etc. Meanwhile Online Social Network (OSN) is the personal interactions and human relationships which developed from the discussions or conversations over computer-mediation and connected people through time and distance, also infused it into single locations and space where people

can share their common interests. Therefore, online social network is mostly recognized as a social space to learn about social studies and realized the virtual social interactions. It demonstrates very attractive platforms which attracts billions of daily active users and performs a wide range of social interactions to the users (Farrakhbakhsh et al., 2016) and based on the number of the subscribers, there are three dominant OSNs, which are Facebook, Twitter and Google+, which unfortunately Google+ is no longer available at the moment. However, most users do not only limit their activities to a single OSN, but tend to have other accounts in multiple OSNs. Especially when users can connect in between those OSNs, for example when user uploads an information on Instagram or Twitter, they can link it to their Facebook account as well. Importantly, it simplifies the process on uploading the same information into different platforms where at the same time can gain bigger audience.

The participants of OSN have been growing exponentially and based on the study conducted by Cheung et al. (2011), the use of OSN becomes a new type of communication and reveals as a phenomenon of social interaction among people. Further studies acknowledge that OSN use has impacts to social influence and social presence. OSN has changed the way of how people communicating to each other and shifted the manner without losing the means of communication itself.

The OSN gives the chance for organizations to strengthen their communication with OSN users or individuals (in this case international students) through its networks, which can be done on many-to-many basis, because there is no limit on sharing information or knowledge enhancement on these online platforms globally (Barker, 2013).

OSN also creates *virtual and blogging communities* in order to enhance the information sharing, *virtual communities* refer to a simulation of a reality or a personal relationship in cyberspace where computer-mediated space integrates or facilitates knowledge creation and sharing through various participants with more and less specific, complex and common goals value systems, norms, rules, and a sense of identify that they want to enhance through electronic communication (Barker, 2006). Meanwhile *blogging communities* is actually similar with virtual communities, but it has boundaries in membership and directed by personalities. Hence it can be referred as virtual communities which allow members to post blogs on their website where blogs are an online version of people’s diary, where people can share their thoughts and experiences (Kim et al., 2011).

Nevertheless, according to Barker (2013), there are several similarities and differences between these two terms which will be explained further on the following table:

Online Social Networks	
Blogging communities	Virtual communities
Help strangers to connect based on shared interests, political views, activities, etc.	Diverse audiences
Allow members to purchase and use avatars	No such features

Knowledge contribution to community identity, facilitates knowledge sharing	Knowledge creation and sharing
No shared space	Shared space
Personality driven based on thoughts and experiences)	Identity driven based on a sense of other
Less interaction, which is ideal for data mining	A lot of interactions
Maintain and reinforce pre-existing social networks	Maintain existing offline relationships of solidify offline connections

Table 1. Similarities and differences between virtual communities and blogging communities (Barker, 2013)

Chang and Gomes (2017) mentioned that the increment in volume and student’s diversity can lead to the digital world, proven as a more efficient way to communicate better with the students. Because based on this research, the international students prefer to search the information on where and what they want to study through various Online Social Network (OSN) which it illustrates how the international students can create new connections and gain information as much as they can, before they decide and choose the country of destination or University. The education providers also compete to provide various information to communicate with the international students from marketing, wellbeing information, and also to be able to communicate across cultures while providing it with relevant and real time information.

2.3. PPI Belgia

There is a renown Indonesian Student Association or Persatuan Pelajar Indonesia (PPI) in Indonesian language which is acting as a bridge to share information about studying abroad and related materials, a non-profit organization of Indonesian students who are currently studying abroad (PPI Dunia, 2019). This organization has its biggest members in the United States and European countries which are dispersed into 27 countries. PPI Germany has the biggest members with 5000 students and followed by PPI United Kingdom on the second place with 4000 students. Meanwhile PPI Belgium (PPI Belgia in Indonesian language) has much less members than these two countries with 160 members based on the data in October 2019, however the in the beginning of the new academic year (September 2020), the number has decreased to 132 members.

PPI Belgia has 6 PPI Cities which are divided into PPI Antwerp, PPI Brussels, PPI Ghent, PPI Hasselt, PPI Liege and PPI Leuven, where most of the Indonesian students are currently studying and residing during the academic year. Currently PPI Belgia has members who are studying (or have just graduated) on various programs offered by the Belgian Universities for the Diploma, Bachelor, Master and PhD degree, include the writer. In order to connect its members and PPI branches (the six PPI Cities), PPI Belgia has its own OSN, such as Instagram, Facebook, YouTube channel and blog. PPI Belgia’s OSNs are actually leading to the main purpose of this study which is to find the effective contents on OSN to provide

sufficient information for prospective and current Belgian University's students from Indonesia. And according to the previous definition on OSN communities by Barker (2013), PPI Belgia is a blogging community.

OSN becomes popular among university students as it is important to create a study atmosphere which include motivation to study and induce learning climate (Mazer et al., 2007) where at the same time this online social space also initiates a social capital with other people (Ellison et al., 2007). Social capital can be described as a concept which can give advantages and invent solutions to potential individuals who are members in social networks (Potayeva, 2018). It also requires a high level of trust between the individuals and the social communities that they have been communicated with which will create a stronger social tie and will give both sides mutual advantages by sharing the information virtually through OSN.

Communication plays a vital role and OSN creates the possibility to connect people all around the world. International students took this advantage of OSN because they need to collect as much information that they need and as fast as they can. In the other hand, the OSN communities mutually gain the benefit from this digitalization of information sharing to build up a larger scale of audiences which can influence a lot more prospective international students to study abroad.

For the last few years, there were several events about information sharing in order to reach out prospective Indonesian students to study in respective Belgian Universities by using several OSN channels, which will be discussed thoroughly at a later stage.

2.4. Online Social Network's Value

One of the purposes of this study is to find the additional value creation of OSN, specifically through the Instagram platform for the prospective Indonesian students to study Belgium. OSN plays the most important role as one of the valuable sources to gather information from students who are already enrolled on the same program in the particular education institution's destination.

The engagement, collaboration, self-service and experience are considered as the most significant foundations of the cooperative formation of value (Bendapudi and Leone, 2003). But the difficulty in defining and conceptualizing value remains in its complex and subjective nature. Grönroos and Voima (2013) use the example of a simple vacation to explain this. For some people, the ability to already dream about an upcoming vacation creates value. For others, value is created during the vacation when they meet friends and learn about new cultures. After the vacation, value can be created when thinking about certain memories. This shows how many facets value can have. Just like value in general, value creation has not been clearly defined. However, conventional research has identified value creation in the control of the firm or institution and the customer, or students in this case, can join to co-create the value. While the research of Grönroos and Voima (2013) tried to proof otherwise and established that value should be on customer's (people who use the value) creation

through value-in-use, instead of value being primarily in the hand of the service provider. The customer gives the product or service a value by consuming and integrating resources into it, and without customers who are using the product or service, there is no value-in-use for that particular product or service. For example, when a person buys a smartphone, he/she must use it and eventually creates a value-in-use from the smartphone by using it to call someone or using the mobile applications on the smartphone.

Based on previous researches related with OSN, the OSN's effects on Non-profit organizations (NPO) have been explored and resulted on several suggestions on using OSN as part of NPO's resources and gain interests out of it (Feng et al., 2017). Furthermore, the OSN's effects of social media on public relations, donation intention and electronic word-of-mouth (e-WOM) also have been explored based on these researches.

A lot of people, especially young people believe that an unknown person's e-WOM is an important information and made an influence to the decision making that could change people's interests. There was a survey conducted by BrightLocal in 2018 (Suwandee et al., 2020) where 1000 of US based consumers were being surveyed on reviews from local businesses on websites or social media like Google, Facebook, TripAdvisor and Yelp resulted that 91 percent consumers on a group age of 18-34 years old trust an unknown person's online reviews like they trust a personal recommendation. And the online review's trust on this group age is comparably high than the respondents of the group age between 35-50 years old with 79 percent and group age above 50 years old who is resulted on 61 percent trust on the online review.

There are three network concepts which can transfer the influence of e-WOM from the actors involved on social media (Suwandee et al., 2020) :

1. Network Centrality

It can be described as the degree of centrality of an individual towards the OSN. The network centrality measures how significant or influential this individual within the network. In other words, network centrality demonstrates on how much a person can influence their followers on the OSN's platforms.

2. Network Cohesion

OSN is supported by the interacting actors and the relationships in between (Frey, 2018) and network cohesion can be used to indicate the degree of interconnection between groups or individuals in OSN.

3. Structural Equivalence

Structural equivalence is the possibility of the network positions which shares similar connection patterns with the rest of the network. For example, the actors who positioned as structural equivalence in the OSN have the same position to each other in the structure within the platform.

These three concepts support the social influence where the social media influencers (SMIs) can have a high Network Centrality and resulted on having a lot of followers on their social media account because

of their ability to engage the followers with a high Network Cohesion and these SMIs eventually receive endorsements from companies to promote the company's products or services as the impact of a strong Structural Equivalence of the SMIs within the network.

According to Hamza (2013), trust and satisfaction are the important predictors for customer behaviour intention, specifically when it is related with the marketing strategies. By definition, trust can be described as a belief which is being held by the trusting party who trusted other parties where the other parties demonstrate their ability to do the right thing, and have integrity and benevolence, will behave in accordance with the expectation of the trusting party (Myers et al., 2000).

Trust is also important to complete an online transaction and influence the intensity of networking activity and information sharing (Ulusu et al., 2011) and trust is evolving from social interaction (Gulati, 1995) where interactivity in social media can be described as an extent to offer consumers the ability to interact with the organization itself and other consumers (Feng et al., 2017).

After a trust is gained and interactivity is generated on social media, consumers or users will be able to associate with the particular firm or organization while using the social media and receiving a pleasant experience from it. According Shipp and Phillips (2013), consumer or user's level of satisfaction will be increased by emphasizing the perception of service quality. Therefore, the higher interactivity between customer with the firm or organization can increase customer's satisfaction.

The last one is to find the additional value of the digitalization and process innovation on OSN for the organization (PPI Belgia) as the fast evolution of technological environment. The shift in the value creation mindset have given more power to users and offered them bigger role in the process. OSN has become a new trending and evolved with an accelerated speed, especially for young consumers.

Digitalization can be described as converting some information into a digital form (Merriam Webster, 2021). Digitalization also provides new opportunities, especially on skill sharing and open innovation for firms or institutions (Schmitt et al., 2020). PPI Belgia realized that this non-profit organization needs to keep up with the vast digitalization and with the support of all the Indonesian students who have been graduated or currently still studying in Belgium as the resources, will co-create the value on the OSN's platforms. Hopefully it will reach bigger audience and share more information needed by prospective Indonesian students who are considering to study abroad.

Li et al.(2015) mentioned in a research about OSN that it has been a tremendous popular trend for information sharing which enabling a large number of people to transfer the information simultaneously. It becomes a new way of communicating to each other by sharing a picture, video, post via OSN, especially during this pandemic time when we have to be socially distancing from each other. OSN has turned into a media to share memories, thoughts and inspirational ideas from one user to another or a large number of audience, especially for people who are influencers and have a great number of followers on their OSN's account.

There are four OSN channels which are currently being used by PPI Belgia, they are Instagram, Facebook, YouTube and blog. Instagram is an OSN channel which is using short video and picture as the main features. Users can upload their pictures and short videos into Instagram and receive likes or several other emotions provided by the application's developer. The most popular feature of Instagram is the Instastory, where users can upload a short video with less than one minute duration complete with additional options, such as location, tag other user(s), weather, gif, and many more.

The other channels (Facebook, YouTube and blog) have extended features from Instagram and as already mentioned earlier where Facebook has been acquisitioned Instagram, basically these two OSNs are sharing their feeds and internal data which in the end is empowering their previous established brand to be more stand out by joining force as both OSNs can reach more users and combine their strength in both self-promotion and social relationships segment.

Since its released in 2004, Facebook has been acclaimed as one of the most successful OSN in the 21st century. One of Facebook's founders, Mark Zuckerberg was a former student in Harvard who made the initial prototype of Facebook (previously called Facemash) with his other fellow Harvard students and using pictures as the main service. Later on, Facebook provides services to its users, such as email or messages, friend's network, photo album and also 'like' feature (Cheung et al., 2011). It has some additional functions, for example like online games, the wall, and the 'news feed' which provides a feature for its users to check other user's movement who are in their network. These add-in features became a differentiator factor from other OSNs which were available at that time and Facebook succeeded to gain more users from it. According to Peeters (2019), using Facebook as a peer interaction can give the users an opportunity to access and apply resources not only limited for social interactions, but also for academic purpose.

Meanwhile YouTube is segmenting other user by using a longer duration for video that can be uploaded by users. Based on a report which was released by Comscore (Weinstein, 2020), the highest reach of users and viewing hours has been achieved by YouTube in March 2020, compare to similar streaming platforms in the US. This phenomenon has increased the watch time to 80% when it is being compared to the same period in 2019. YouTube has attracted its users to be able to stream the available videos for free and in the other side also enable a feature to insert AdSense for video creator to attain a certain level of profit by linking their video with AdSense. AdSense is one of Google features which enables Google to place advertisements on videos or websites.

The more content creator or vloggers (video bloggers) create videos on YouTube, the more AdSense that they will get. And while it is aligned on the increasing rate of people who stream YouTube videos, marketers will have more exposure on measuring the impact of their ads performance and optimize their campaign to be better.

Last but not least, blog is being used to share the information on PPI Belgia's OSN. Blog is using a form of a website which can be a media to share knowledge and maintain relationships between users through

an open information and the interactions usually happen on the comment sections, where other users can leave a comment or ideas for the original blog's post (Hui-Ye Chiu et al., 2014).

Further progress on this research will cover following sub-research questions as well :

1. What are the interests of prospective Indonesian students to study in Belgium?
2. How does the use of OSN add value for the organization (PPI Belgia)?
3. What kind of contents on OSN channel (Instagram) are effective and useful for the prospective Indonesian students to study in Belgium?

3. Research Method

3.1. Methodology

The aim of this study is to find out the interests of the Indonesian students who went for studying in Belgium and how the use of OSN will add value for the organization (PPI Belgia). In order to collect the data and drill down the processes involved, qualitative research by interviewing the participants on this research is required because it provides in-depth understanding and context to the relevant questions which are related to the participant's personal insights and experiences. Most of the one-on-one interviews were conducted through video calls as the interview's participants were located in different cities and countries, and on top of that this research was being done in the middle of the pandemic time. Hence to keep the measurements aligned with the Belgian government's regulations, writer decided to do most of the interviews online. Out of the 16 interviews, only 2 interviews were conducted offline, but it was still following the suggested health protocols from the Belgian government.

These interviews provided the description of what the participant's feel, the reason why they made the decision, it is also considered participant's personal opinions and motivations in accordance to the main topic of the research. Qualitative research is using a holistic approach, where it is looking at a larger portrayal of situation to be able to start the research and perceive the conclusion in the end. This research's focus is to get the knowledge from a specific social condition, in this case is related with behavioural preference of Indonesian students who chose to study in Belgium and the processes involved, specifically the using of OSN to gather all the information that they need, until they make the final decision.

According to Ortlieb (2018), there are several categories on qualitative research which are aligned with this research:

Features	Qualitative Research
Purpose	To understand and interpret social interactions
Group studied	Smaller and not randomly selected
Variables	Study the whole, not variables
Type of data collected	Words, images, objects
Form of data collected	Open-ended responses, interviews, participant observation, field notes and reflections
Type of data analysis	Identify patterns, feature's themes
Most common research objectives	Explore, discover, construct
Focus	Wide-angle lens, examines the breadth and depth of the topic

Results	In depth examination of process or phenomena, not generable, always context bound
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Table 2. Categories on qualitative research (Ortlieb, 2018)

3.2. Data Collection

This research is taking the data from interviewing a small group of Indonesian students who are currently studying or have just finished their study within 1 to 2 years before the interview in several Universities in Belgium. They are (or have just finished) studying in seven excellent universities in Belgium such as Universiteit Hasselt (UHasselt), Katholieke Universiteit Leuven (KUL), Universiteit Gent (UGent), Universiteit Antwerpen (UAntwerp) , Vrije Universiteit Brussel (VUB), Vesalius College (this college is operated with the association with VUB), and l’Université de Liège (ULiège).

Based on the data in early 2020 from PPI Belgia, there were around 160 Indonesian students in Belgium who are studying for their Bachelor, Master (including Advanced Master program or second Master program (Manama) in Flemish Education’s terminology) and PhD programs. They also variously funded by several scholarship organizations, both from Indonesia and Belgian’s governments or personal funding. The sampling for this research is using 10% of the population of Indonesian students who are (or have just finished) studying in Belgium, therefore the selected interview’s participants consist of 16 people.

A lot of Indonesian students who are currently living in Belgium mostly study in KUL (campus Leuven or Brussels), UGent, UAntwerp, UHasselt and VUB which make the highest Indonesian student’s population are located in these cities, such as Leuven, Brussels, Antwerp, Hasselt and Gent.

Several top universities in Belgium are listed below. These universities became the main interests of international students, especially from Indonesia who want to study in Belgium :

1. Katholieke Universiteit Leuven (KU Leuven)
 KU Leuven is the oldest universities in Belgium and one of the oldest and most prestigious universities in Europe, which has already been founded since the 15th century or almost six hundred years ago, in 9 December 1425 to be exact, and became a research university where it provides teaching, research and services in various disciplines (KU Leuven, 2021). Education is organized in 15 faculties and research is divided into several departments and research groups. KU Leuven also has 14 campuses which are located in several cities in Flanders and Brussels area (a number of campuses are located in Leuven including Campus Group T Leuven, Campus Brussels, Campus Sint Lucas Brussels, Campus Antwerp, Campus Geel, Campus de Nayer in Sint Katelijne-Waver, Campus Sint Lucas in Ghent, Technologicampus in Gent, campus Aalst, campus Kulak in Kortrijk, Campus Brugge and Campus Diepenbeek). KU Leuven

is always ranked in top 100 World Universities and recently is ranked 70 in QS Global World Rankings for 2022, improved 14 positions after last year was sitting at the 84th rank (QS World Ranking, 2021) and became the highest ranked university in Belgium.

2. Universiteit Gent (UGent)

UGent is one of the biggest universities in Belgium and this university has been founded since the 19th century, in 1817 to be exact (UGent, 2021). UGent has 11 faculties and divided into 86 departments which have more than 200 courses in teaching and also research in numerous disciplines. The most well-known field of studies in UGent are biotechnology, aquaculture, microelectronics and history. For more than 200 years UGent has had numerous distinguished scientists who had won prestigious awards, like Nobel Prizes (Corneel Heymans and Maurice Maeterlinck, Leo Baekeland, Joseph Guislain, Walter Fiers, Marc Van Montagu, Peter Piot, Marleen Temmerman, Etienne Vermeersch) and other famous figures, such as Robert Cailliau (pioneer of the internet), Dirk Frimout (astronaut), Gerard Mortier (opera intendant), Peter Piot (United Nations), Jacques Rogge (former IOC president) and Guy Verhofstadt (Minister of State). UGent is ranked 135 in QS Global World Rankings for 2021, decreased a few positions after last year was sitting at the 130th rank (QS World Ranking, 2021).

3. l'Université de Liège (ULiège)

Similar as KU Leuven and UGent, ULiège is also one of the oldest universities in Belgium and established around the same time, which was in 19th century. The institution was set up as a State University around 1830 and officially changed later to be University of Liège in 1989 (ULiège, 2021). ULiège has 11 faculties in 3 cities with 4 campuses which are located in Wallonia area (Liège Sart Tilman campus, Liège city center campus, Gembloux Agro-Bio Tech campus and Arlon Campus Environment). This university combined teaching and research, in which it offers 207 Master programmes with 68 Advanced Specialized Master programmes and 30 Doctorate Colleges. According QS World Ranking (2021), ULiège is ranked 429 compare to the other universities in the world.

4. Universiteit Antwerpen (UAntwerp)

UAntwerp was founded in 2003 (UAntwerpen, 2021) and formed from three institutions who have been established in Antwerp since the 19th century (Rijkhandelshogeschool and Sint-Ignatius Handelshogeschool were founded in 1852) called UFSIA (Universitaire Faculteiten Sint-Ignatius Antwerpen), RUCA (Rijksuniversitair Centrum Antwerpen) and UIA (Universitaire Instelling Antwerpen).

Currently UAntwerp offers 148 programmes in total, with 25 programmes are being taught in English (combination of Bachelor, Master, Advance Master and PhD programmes). It has 9 faculties with 4 educational priorities in the Combination of Education-Research, Internationalisation, Competence-focused and Activating students.

UAntwerp ranks number 233 based on recent QS World Ranking (2021) and sits on number 11 on Times Higher Education 250 under 50 in 2021, due to this University was founded less than

50 years ago. The faculty of Business Economics is also sitting on the 90th in 2019 for the Financial Times Masters in Management Ranking.

5. Vrije Universiteit Brussel (VUB)

VUB or originally called Université Libre de Bruxelles (ULB) was founded by Pierre-Théodore Verhaegen, a lawyer in Brussel who has Flemish root in 1834 (VUB, 2021). Starting in 28th May 1970, the law stated that VUB and ULB are divided into two different entities and keep working together as sister universities. VUB is located in the heart of Europe, which is in Brussels, Belgium where there are a lot of EU institutions and other international organizations located. This university offers various numbers of Bachelor, Master, Advanced Master and PhD programmes, including numerous English taught programmes. VUB also has several campuses all around Brussels and some other cities in the Flemish area, such as in Brussels (Brussels Health Campus and Brussels City Campus), Elsene (Brussels Humanity, Science and Engineering Campus), Gooik (Brussels Photonics Campus), Anderlecht (Campus Coovi), Leuven (CVO De Oranjerie Leuven Campus) and Diest (CVO De Oranjerie Diest Campus).

According to QS World Ranking (2021), VUB is ranked 221 compare to the other universities in the world.

6. Universiteit Hasselt (UHasselt)

UHasselt was founded in 1973 (UHasselt, 2021) and initially called the Limburg University Center (LUC) in Diepenbeek and it was started with 6 programmes, such as Mathematics, Physics, Chemistry, Biology, Dentistry and Medicine. More than four decades later, UHasselt has grown into 7 faculties, 4 research institutes and 3 research centers, after in 2002 the LUC was joined with Maastricht University to create a transnational university in Limburg (tUL). UHasselt has 2 campuses located in the Limburg province of Belgium, they are Hasselt campus and Diepenbeek campus. This university offers 17 Bachelor programmes, 30 Master programmes which has 5 Master programmes taught in English and 3 Doctoral Schools.

Currently UHasselt is sitting on number 471 on QS World Ranking (2021) and ranked 65th in the Times Higher Education for Universities younger than 50 years.

The most favourite destination for Universities in Belgium are KU Leuven, UGent, UAntwerp, UHasselt and VUB (Vrije Universiteit Brussel) based on the database of PPI Belgia (2020) which is aligned with the population of Indonesian students in these five cities.

3.3. Data Analysis

This research is using the data from PPI Belgia (2019-2020) which in the beginning of the data collection process was stated there were 160 students who live and study in Belgium, however in the beginning of the new academic year 2020 (September 2020) was decreased to 132 students. Reasons being a lot of students could not come to Belgium mostly because of the global pandemic in early 2020 and majority

of them have to wait until the next academic year (September 2021) to be able to come to Belgium and study in their respective universities.

A large number of Indonesian students have admitted that they had difficulties to process their student visa during the pandemic time because of the lockdown measurements that the Indonesian government implemented in order to decrease the rate of covid infections in Indonesia. A lot of public service offices are closed or only open with limited working hours and resources due to the implementations of restrictions.

The data analysis will be divided into two parts, the population of Indonesian students who live in Belgium in 2020 and the sample of population which was gathered from 16 Indonesian students who are still studying or have recently finished their studies in Belgium within one to two years before this research was being conducted in 2020.

3.3.1. Population

Based on the record gathered by PPI Belgia (2020), it stated that Leuven and Ghent are the top two cities with most population of Indonesian students, respectively 40% of Indonesian students who live in Ghent (52 students) and 28% of population in Leuven (37 students). Meanwhile Hasselt is sitting on the 3rd place with 12% (16 students), Brussels with 10% (13 students), Antwerp is sitting on the 5th place with 6% (8 students), and last but not least is Liège with 4% of Indonesian students (6 students) who are studying there in 2020-2021 academic year.

Furthermore, according to the demographical data on gender and PPI City where the Indonesian students reside, there are around 39% male Indonesian students (51 students) and 61% female students (81 students) who are studying in Belgium. The figure below is showing the population of Indonesian students based on their gender and the PPI City which they reside during this research's period time in 2020.

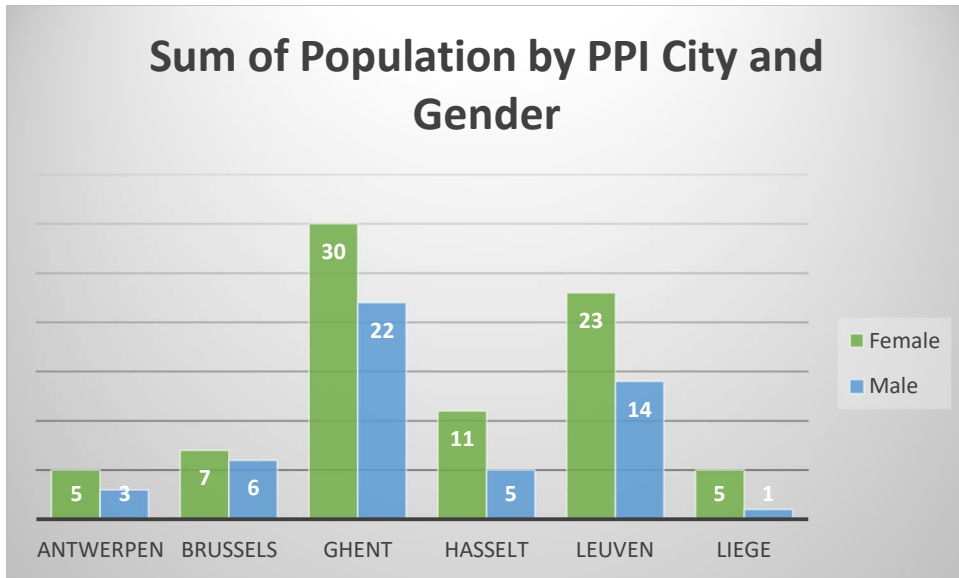


Figure 6. Population of PPI Belgia based on gender and PPI City

Facts gathered from the research of Indonesian student population in Belgium show that there are 73% students who are funded by scholarships for Master students, by grant, sponsorship or employment by university for PhD students. There are 26% of the Indonesian student's population are self-funded, meanwhile only 1% is partially funded or in other words it is a combination of scholarship and self-funded.

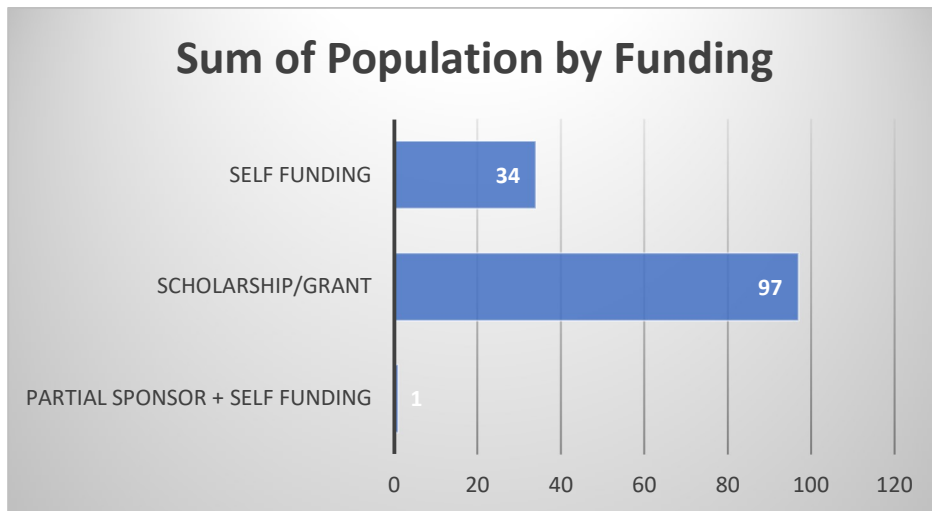


Figure 7. Population of PPI Belgia based on the funding of education

Based on the data which was gathered from the population of Indonesian students who were studying in Belgium during the period of 2020-2021 and below scholarships are the top 4 scholarships which have been received by the 73% of the population :

1. Erasmus

Erasmus is a student exchange program which accommodates the students who have experiences in specific field of study to contribute on the global job market. This program was started in 1987 and mainly to enable the mobility for European Union (EU) students who want to study in other universities in the other EU country, but it has evolved to enable international students (non-EU students) as well with almost 15 billion euro in capacity grants and in 2013 Erasmus program collaborated with other international education programs, such as Erasmus Mundus, Tempus, Edulink, Alfa, Bilateral programs and the Youth in Action program (Mizikaci and Arslan, 2019).

2. VLIR-UOS

VLIR-UOS is a scholarship which enables international students from 31 countries in Asia, Africa and Latin America to study for English-taught Master programmes (ICP) or training programmes (ITP) in one of the universities or university colleges in Flanders area, Belgium (VLIR-UOS, 2020). This scholarship also grants Belgian (from Flanders area) students to study in one of those 31 countries.

3. Marie Curie Fellowship

This fellowship is one of the most prestigious grants available in Europe for postgraduate or post doctorate programmes and the selection process is very competitive because it is very transparent and all applicants are being treated equal without any gender discrimination. Hence it will be selected solely based on the applicant's competences (Lescai, 2009).

4. LPDP scholarship

LPDP is an abbreviation from Lembaga Pengelola Dana Pendidikan or Indonesian Endowment Fund for Education, a scholarship which is granted by the Indonesian government to Indonesian students who want to continue their study abroad or in Indonesian higher education institutions. This scholarship covers the tuition fee and living cost for the scholarship's awardee without demanding the awardee to return the money, even though it emphasized the awardee to return back to Indonesia after graduating and they have the obligation to contribute to the country (Rachman, 2020).

Most of the Indonesian students (almost 48% of the total population) are studying for Master degree in Belgium (63 students), meanwhile 41% of it are PhD students (54 students) and around 10% are Bachelor students (14 students). There is also one student who is studying for Diploma in a Nursing school. Below figure is showing the population of Indonesian students based on their level of education while studying in Belgium in 2020.

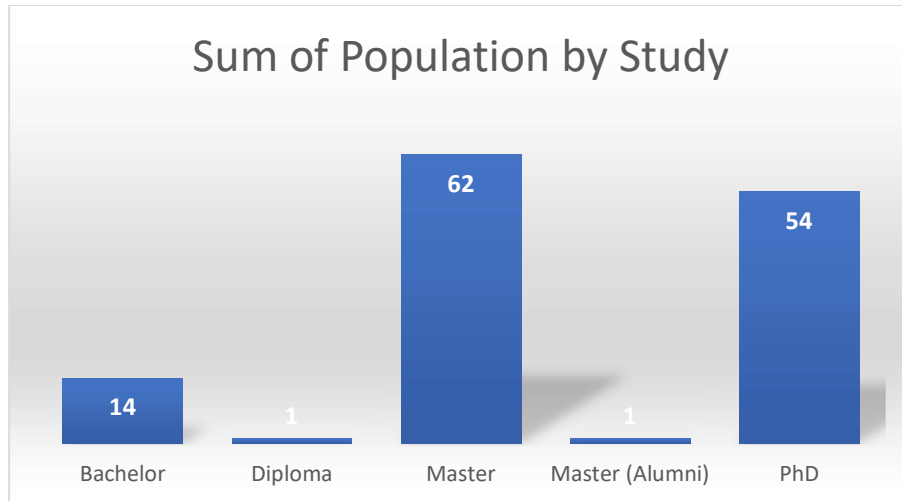


Figure 8. Population of PPI Belgia based on the level of study

3.3.2. Sample details

The interviews contained several questions related with demographical questions, such as gender, age, city and country of origin, current residency, in which program are the respondents currently or have just finished studying, university name and also the major that the respondent's took while studying in Belgium, the marital status, and what are the reasons that they choose Belgium as well as the university that they are attending to.

Meanwhile the questions related with the OSN (Online Social Network) are categorized as per follow :

1. Personal OSN
 - The ownership of OSN's account, whether respondent has a personal account of OSN or not.
 - Daily frequency on how often the respondent is checking their personal OSN account in daily basis.
 - Preference on OSN that the respondent is more comfortable to use every day.

2. PPI Belgia's OSN

The acknowledgement of PPI Belgia's OSN and how the respondents access the information about PPI Belgia's OSN.

3. Content of information on PPI Belgia's OSN

Preference for the type of content on PPI Belgia's OSN related with selection of universities and available programmes in higher educational institutions in Belgium, campus and teaching activities in the universities, events in Belgium and neighbouring countries, recent situation in Indonesia such as politic, economic, and social, and the recent updates about covid19 in both Indonesia and Belgium.

All the interview's participants in this research are either Master (11 students) or PhD students (5 students) in Belgium's Universities and in the age group range between 25 to 39 years old. The interview's participants consist of 9 males and 7 females.

The figure below is showing the respondents (samples) of Indonesian students in Belgium based on the level of education that they are currently studying or have recently finished and by gender.

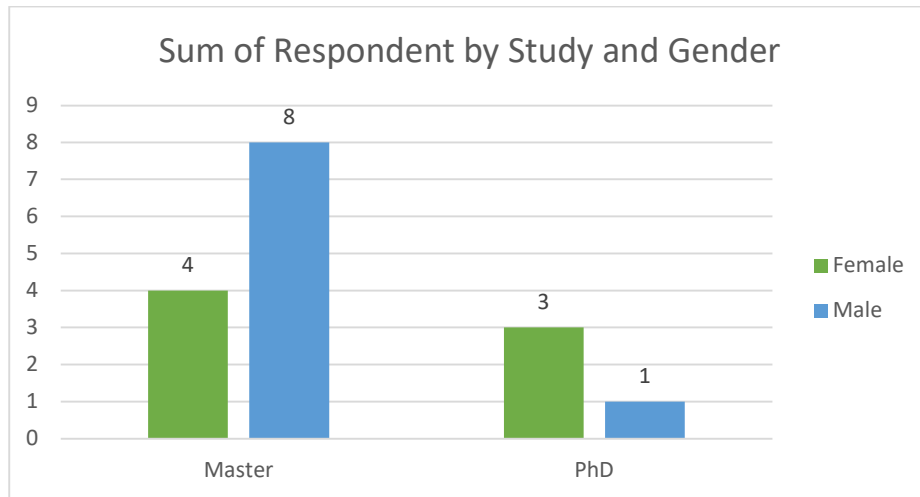


Figure 9. Respondents (sample) of PPI Belgia based on level of education and gender

Based on the data gathered from the interviews, 50% of the respondents (8 students) received a grant or scholarship from the university in Belgium or government in Indonesia, 44% respondents (7 students) are self-funded and the rest 6% (1 student) received a partial scholarship from the university in Belgium and Flemish government. Below figure is showing the percentage of respondents on how they receive the funding for their education in Belgium.

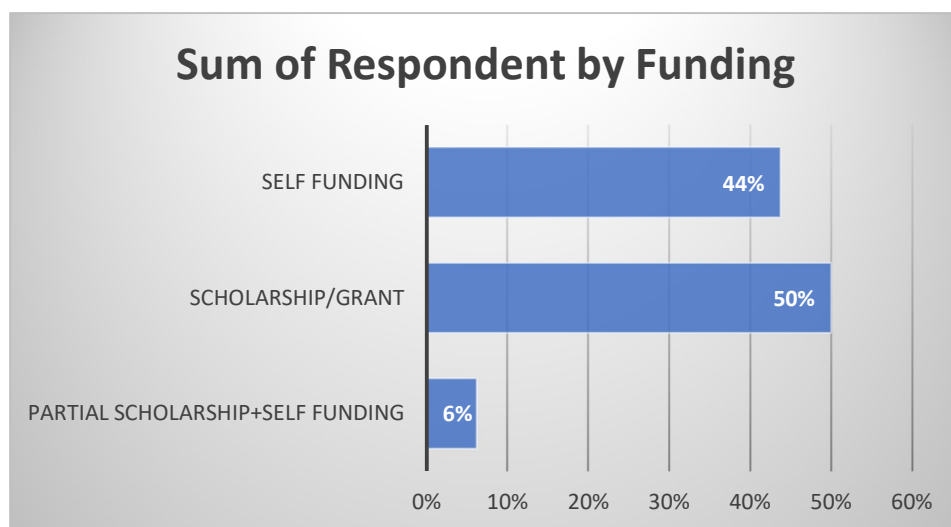


Figure 10. Percentage of respondents (sample) based on the funding of education

The interview's respondents are also more aware about PPI Belgia's OSN on Instagram (94%), rather than PPI Belgia's account on Facebook, YouTube or blog, meanwhile 25% of it also know PPI Belgia's OSN from Facebook, blog or YouTube other than the Instagram account. And only 6% did not know about PPI Belgia's OSN, either Instagram, Facebook, YouTube or blog because the respondent is more active on LinkedIn instead.

The figure below shows about the breakdown of interview's respondents who know about PPI Belgia's OSN such as from Instagram, Facebook, YouTube or blog account.

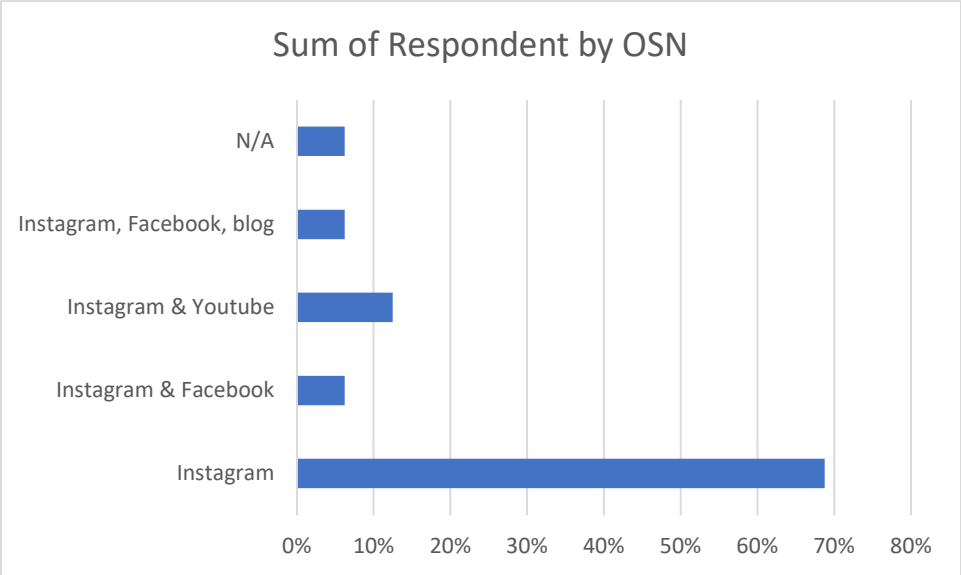


Figure 11. Percentage respondents (sample) who know about PPI Belgia's OSN

4. Results

Based on the interviews' conducted with the respondents (sample), it was showing that 94% of them (15 students) know about PPI Belgia's OSN from Instagram. Instagram has become a very attractive OSN where users can share a short video with less than a minute long duration, but it is enough time to catch the attention of the youngsters nowadays. One of the respondents even mentioned that he could not watch a video with a duration longer than 15 minutes, hence Instagram is the most popular OSN in Indonesia among the young people (people who are younger than 30 years old).

Respondent	OSN 1	OSN 2	OSN 3
1	Instagram		
2	Instagram		
3	Instagram		
4	Instagram	YouTube	
5	Instagram		
6	Instagram		
7	Instagram		
8	Instagram		
9	Instagram		
10	Instagram	YouTube	
11	Instagram		
12	Instagram		
13	Instagram	Facebook	Blog
14	Instagram		
15	Instagram	Facebook	
16	N/A (LinkedIn)		

Table 3. OSN channels which are being used by the respondents (sample)

Instagram also has another special feature to offer their users whose focus is more to business and marketing, it is called Instagram for business (Instagram, 2021). In 2012, Facebook acquisitioned Instagram and around one billion stories can be shared to Facebook app every day. Businesses are using Instagram story as well for advertising purpose which takes around four million ads per month.

Instagram story or Instastory turned out to be the most attractive feature from Instagram, most of the respondents from this research admitted that they usually checked their Instagram and watched Instastory as the first thing they do every day when they open their private OSN's account.

Several other respondents mentioned that they know PPI Belgia from other OSN channels, such as Facebook, YouTube and blog. The respondent's preference to watch videos on Facebook and YouTube channel of PPI Belgia became more common since the usage of Facebook and YouTube are widely

acknowledged among Indonesians. Some of the reasons are because these OSNs are free and easily accessed as long as the users have internet connection.

All of the respondents from this research commented on how important these videos on showing the prospect Indonesian students to know about the environment before they are departing to Belgium, especially for people who have never been to Europe before. Because the cultural and environmental differences can be difficult for new Indonesian students to adjust with their new life in Belgium.

One of the respondents knew about PPI Belgia from the blog, as one of the OSN channels which is being used to share the information. The target of audience of PPI Belgia's OSN, who are the prospective Indonesian students, can find the information that they would like to know with PPI Belgia's blog (as part of the website channel). They can discover the particular material based on the keyword search or title for each subject stated on the blog itself.

The average time that respondents spent to open their personal OSN's account is between thirty minutes to four hours every day, which they mostly spent to watch video or read the newest information from Indonesia and Belgium, including watching or reading the content from PPI Belgia's channels. A large number of respondents said that they prefer to read the news about daily lives of Indonesian students in Belgium, for example the newest events or cultural activities from the Indonesian students or the embassy of Republic Indonesia for Belgium, Luxembourg and the European Union, rather than political situations from both Indonesia and Belgium.

Most of the respondents are actively posting on their personal OSN's account about their daily life in Belgium as Indonesian students, and two of the respondents mentioned that they posted some amateur videos on their personal Instagram and YouTube's account in their native language (Bahasa Indonesia). Several Indonesian students in Belgium also contributed on PPI Belgia's Instagram channels as the source during the Instagram take over sessions. They can show the viewers through short videos about elementary information of living and studying in Belgium, such as shopping in local supermarket or Asian shops in their city and the studying activities in their respective Belgian universities. It is showing that the respondents are contributing as well to promote and share the information to prospective Indonesian students about the daily lives in Belgium from another student's perspective.

One of the interview's respondents (Appendix 8.3.16.) who used to be one of the members of PPI Belgia's Media and Communication team mentioned that the main reason that she chose to use her Instagram account is because she has a lot of friends both in Indonesia and Belgium who are also using Instagram as their main OSN account. She is interested as well to check PPI Belgia's Instagram account because she is keen with the information about job opportunities in Belgian companies, online seminars and update information of the situation in both Indonesia and Belgium because she currently lives in Belgium and builds her small family here, meanwhile her parents and other family members still live in Indonesia.

According to most of the respondents, neutral news (non-socio-political issues) is much more preferable from PPI Belgia's OSN channels because PPI Belgia is a non-profit organization and also as part of PPI Dunia (Indonesian student's organization which is covering a large number of countries in the world). It is merely considered as a sensitive content for most respondents that the news about social, economy and particularly about political situation from both Indonesia and Belgium.

However, the update about Covid19 news is more relatable with the current pandemic situation, especially for respondents who want to know about the latest situation in both countries (Indonesia and Belgium). Other subjects which are also commonly agreed among the respondents are about major or specialization in Belgian's Universities, available scholarships, campus and teaching activities, places to visit in Belgium and for respondents who are about to graduate is about the job opportunities in Belgium. During the interviews, most of the respondents admitted that they would prefer to stay in Belgium if they can find a permanent job.

These subjects are indeed very interesting for the respondents and it becomes a reflection of the interests from prospective Indonesian students who want to study in Belgium. These contents must be created with an attractive and entertaining way, which can fascinate yet captivate the viewers who are targeted as Indonesian young and dynamic people with the age range between 25 until 40 years old and intend to pursue higher education level (mostly Master and PhD programs) in Belgium.

Based on the interview results, Instagram turned out to be the most attractive and popular OSN channel that most of respondents used in their daily life. PPI Belgia is currently using this channel to share the information related to Indonesian student's life, social events and activities, also other important information for prospective Indonesian students. By using Instagram (especially by posting short videos), PPI Belgia can capture the short-lived amusement and present the information with some interesting ways which are familiar for this particular viewer's target. This channel is proved to be effective as Instagram can also be linked or provide the link to be connected to the other PPI Belgia's OSN channels. These other OSN channels may provide longer version of the videos and more detailed information which are previously showing on Instagram as a summary or teaser version of it.

PPI Belgia can utilize and maintain the other OSN channels as an additional value to their Instagram channel. By using this approach, the prospective Indonesian students who prefer to use Facebook, YouTube or blog to access the information from PPI Belgia can have the same benefit as to people who only prefer to use Instagram as their main source of OSN.

5. Discussion : Which OSN channel is more attractive to engage targeted viewers of PPI Belgia?

As the results shown from this research, there is a substantial evidence that the OSN channels of PPI Belgia are effective and useful to its viewers, which are targeted to prospective Indonesian students who want to continue their study in higher education institutions in Belgium.

Most respondents from this research's interviews (94%) knew PPI Belgia from Instagram, which makes Instagram is the most popular OSN channel of PPI Belgia to attract the targeted viewers : prospective Indonesian students. Respondents mentioned that Instagram features are the most suitable to captivate the short-lived attention of the young and dynamic generation nowadays. This generation prefers to watch short video with the duration less than 1 minute with short title rather than longer narration or video.

The content in these short videos or posts must have an interesting factor which at the same time fascinates the viewers to engage the information that PPI Belgia shares, either on the design of the layout, narration, or material itself. PPI Belgia, especially the Media and Communication team, up to current date has done some terrific works by uploading some materials which are very interesting to the target audience, such as workshop on academic writing and a cultural event which was collaborating together with the Indonesian Embassy for Belgium and Luxembourg, and City of Leuven in 2019. Meanwhile during this pandemic period, all events have been launched online. For example, an online virtual conference with the Indonesian global talents was held in April 2021. The list of speakers includes the Indonesian Minister of State-Owned Enterprises, the Indonesian Minister of Trade, the Ambassador of the Indonesian Embassy for Belgium and Luxembourg, an Indonesian Associate Professor who is currently teaching in KU Leuven and several Indonesians who became CEOs or Managers of start-ups or multinational companies.

These online conferences and seminars have been launched by PPI Belgia with unique packages, especially during the pandemic period where numerous international students having problems. These students mostly have psychological and financial problems, therefore PPI Belgia came up with some online seminars about the socio-economic condition during massive social distancing and lockdown both in Indonesia and Belgium, prioritizing mental and physical health during the covid-19 pandemic, and sharing several tips about arranging financial budget and saving costs in monthly basis.

Other interesting virtual events are about sharing knowledge on getting scholarships in Belgian Universities and the other event was also sharing about working or internship life in Belgium, either as PhD researcher, Intern or Junior member in Belgian companies or universities with Indonesian students and alumnus from Belgian Universities as the source. The prospective Indonesian students can get the first-hand experience from these speakers and ask directly during the Question and Answer (Q&A) session.

PPI Belgia's other OSN channels such as Facebook, YouTube and blog have its own advantages as well, because by linking the Instagram account to the other OSN channels can largely enhance the engagement of targeted viewers from one channel to the others. For example, all the virtual events have been recorded and if the prospective students missed the opportunity to follow it online on the day of the conference or event, they can still watch it on PPI Belgia's YouTube channel according to their convenient time. PPI Belgia's Instagram and Facebook channels provide the link to guide the viewers on the details of the conference or virtual events, complete with the link of PPI Belgia's YouTube channel on the front page of the Instagram account and the Facebook post about the event itself.

The prospective Indonesian students and other viewers can gain free access to PPI Belgia's OSN channels and they can also contact PPI Belgia's administrator on the OSN channels if they have further questions about living or studying in Belgium for free and the administrator will answer it whenever they have the chance and time to answer it as soon as possible.

The idea of using Instagram account as one of PPI Belgia's OSN channel is considered as a successful promotion of PPI Belgia's campaigns of their programs and events. A lot of Indonesian students (as the members of PPI Belgia) in Belgium also promote PPI Belgia's Instagram account, including its contents through e-WOM. These students can repost and share it to their personal Instagram account, hence their personal followers can view PPI Belgia's upcoming events. This e-WOM method can enhance the promotion of PPI Belgia's programs into wider public and gain more engagement from the targeted viewers.

The results from this research are showing that the information about student life and activities (seminars or cultural activities), scholarships available to study in Belgian Universities and job opportunities (include student jobs and internships) in Belgium are the top three topics that most Indonesian students are looking for before they decide to study and during the time they are studying in Belgium.

All these three main topics have been provided among the other interesting topics on PPI Belgia's OSN channels and PPI Belgia has seen enormous enthusiasm from the targeted viewers based on the number of likes and followers on Instagram and Facebook channel, as well as the number of views on YouTube channel. PPI Belgia has almost four thousand followers on their Instagram account, almost a thousand members on their Facebook account and one of the most watched videos on its YouTube channel has reached almost one thousand views.

In terms of achieving higher engagement for the targeted viewers in the upcoming posts on PPI Belgia's OSN channels, especially on their Instagram account, the contents should accommodate these three main topics, hence it will bring more information and value for prospective Indonesian students.

6. Conclusion

The purpose of this research is to emphasize the importance of OSN for prospective Indonesian students to study in Belgian Universities. Particularly to find out which OSN channel is the most effective channel to be used for the Indonesian student association (PPI Belgia).

In general, Instagram has been mentioned as the most effective OSN channel among all other PPI Belgia's OSN channels and there are three main contents which are commonly being asked or searched by prospective Indonesian students based on the result from interviewing all the respondents.

There are several benefits of using these OSN channels for the prospective Indonesian students, such as getting valuable information about the student's life and environment in Belgium before they decide to study in one of the Belgian Universities. And the fact that the pandemic affected the global socio-economic situation, made the prospective Indonesian students focusing more on the available scholarships to study in Belgian Universities and job opportunities (include student jobs and internships) while studying or after graduating from Belgian Universities.

Furthermore, the benefit of using the OSN channels are not only for the prospective Indonesian students, but also for the organization itself (PPI Belgia) and Belgian Universities. All the OSN channels of PPI Belgia can also be the sources to promote higher educational institutions in Belgium, therefore working together with the Belgian Universities might be one of the solutions that PPI Belgia can do to get important information. This is essential, especially for information about the available scholarships or other activities related with international students which have benefit for Indonesian students.

Despite the findings from this research, there are some limitations and one of the major limitations is because this study has not been able to compare with similar research in the past. There has not been research on PPI Belgia's OSN channels before and based on the literature studies about non-profit organizations, they are mostly about public relation, donation intention and the theories about e-WOM (electronic word of mouth).

The other limitations are due to the covid-19 pandemic, almost all of the interviews were conducted online (via phone or video call applications), especially for respondents who were located in Indonesia or other cities than the writer (Leuven, Belgium) at the time the interviews were being conducted. Meanwhile the offline interviews strictly followed the safety measurements from the Belgian government. Due to more interviews conducted online than offline, some of the chosen respondents could not expressed more insights on the feedbacks rather than the offline interviews would show.

From the future research perspective, there are several main interests that should be considered on similar research, such as conducting research about the collaboration between PPI Belgia with Belgian Universities, local governments of where the Universities are located, Indonesian Ministry of Education, and explore the promotional contents as one of the possibilities to fund the activities which will be conducted by PPI Belgia in the future.

These suggestions hopefully will have impacts to all actors and stakeholders involved on similar research in the future: the prospective Indonesian students, the organization itself (in this case is PPI Belgia), local governments in Belgium, Belgian Universities, Indonesian government (mostly related with the education and human resource department) and other firms or organizations who can gain benefit or promotion by collaborating together with PPI Belgia.

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8. Appendices

8.1. Indonesian student's data (Population in 2020-2021)

Population Count	Gender	Program Study	Funding	Age	PPI City
1	Female	PhD	Scholarship/grant	29	Ghent
2	Female	Master	Self-funding	21	Ghent
3	Female	PhD	Scholarship/grant	#N/A	Ghent
4	Female	PhD	Scholarship/grant	#N/A	Ghent
5	Female	PhD	Scholarship/grant	#N/A	Ghent
6	Female	PhD	Scholarship/grant	29	Liege
7	Female	Master	Scholarship/grant	34	Leuven
8	Female	PhD	Scholarship/grant	#N/A	Ghent
9	Female	Master	Scholarship/grant	26	Hasselt
10	Female	PhD	Scholarship/grant	22	Ghent
11	Female	Master	Scholarship/grant	25	Leuven
12	Female	Master	Self-funding	20	Leuven
13	Female	PhD	Scholarship/grant	26	Ghent
14	Female	Bachelor	Self-funding	#N/A	Brussels
15	Female	PhD	Scholarship/grant	23	Leuven
16	Female	PhD	Scholarship/grant	#N/A	Ghent
17	Female	Bachelor	Self-funding	#N/A	Brussels
18	Female	Diploma	Scholarship/grant	#N/A	Antwerp
19	Female	Master	Scholarship/grant	#N/A	Ghent
20	Female	PhD	Self-funding	24	Ghent

21	Female	Bachelor	Self-funding	#N/A	Brussels
22	Female	Master	Scholarship/grant	25	Leuven
23	Female	Master	Self-funding	24	Leuven
24	Female	PhD	Scholarship/grant	#N/A	Ghent
25	Female	Master	Scholarship/grant	26	Hasselt
26	Female	Master	Scholarship/grant	#N/A	Ghent
27	Female	PhD	Self-funding	34	Leuven
28	Female	Master	Scholarship/grant	#N/A	Ghent
29	Female	PhD	Scholarship/grant	39	Leuven
30	Female	Master	Scholarship/grant	#N/A	Ghent
31	Female	PhD	Scholarship/grant	38	Leuven
32	Female	PhD	Scholarship/grant	24	Hasselt
33	Female	PhD	Scholarship/grant	40	Leuven
34	Female	PhD	Scholarship/grant	35	Leuven
35	Female	Master	Scholarship/grant	23	Hasselt
36	Female	PhD	Scholarship/grant	#N/A	Ghent
37	Female	Master	Self-funding	23	Leuven
38	Female	Master	Scholarship/grant	38	Leuven
39	Female	Master	Self-funding	37	Leuven
40	Female	Master	Scholarship/grant	24	Ghent
41	Female	PhD	Scholarship/grant	37	Leuven
42	Female	Master	Scholarship/grant	#N/A	Antwerp
43	Female	PhD	Scholarship/grant	#N/A	Antwerp
44	Female	Master	Scholarship/grant	27	Liege
45	Female	Master	Scholarship/grant	20	Hasselt

46	Female	Bachelor	Scholarship/grant	#N/A	Liege
47	Female	PhD	Scholarship/grant	39	Leuven
48	Female	PhD	Scholarship/grant	27	Hasselt
49	Female	Bachelor	Self-funding	#N/A	Brussels
50	Female	PhD	Scholarship/grant	24	Ghent
51	Female	PhD	Scholarship/grant	31	Hasselt
52	Female	PhD	Scholarship/grant	30	Leuven
53	Female	PhD	Scholarship/grant	38	Ghent
54	Female	PhD	Scholarship/grant	24	Ghent
55	Female	PhD	Scholarship/grant	#N/A	Ghent
56	Female	Master (Alumni)	Scholarship/grant	35	Leuven
57	Female	Master	Self-funding	25	Antwerp
58	Female	Master	Scholarship/grant	30	Leuven
59	Female	PhD	Scholarship/grant	#N/A	Ghent
60	Female	Master	Scholarship/grant	23	Leuven
61	Female	PhD	Scholarship/grant	#N/A	Ghent
62	Female	PhD	Scholarship/grant	28	Hasselt
63	Female	Bachelor	Self-funding	#N/A	Brussels
64	Female	Master	Self-funding	21	Leuven
65	Female	Master	Self-funding	#N/A	Antwerp
66	Female	PhD	Scholarship/grant	30	Ghent
67	Female	PhD	Scholarship/grant	40	Liege
68	Female	Master	Scholarship/grant	#N/A	Ghent
69	Female	Master	Scholarship/grant	#N/A	Ghent
70	Female	Master	Scholarship/grant	38	Leuven
71	Female	Master	Scholarship/grant	#N/A	Ghent

72	Female	PhD	Scholarship/grant	26	Hasselt
73	Female	Master	Scholarship/grant	#N/A	Ghent
74	Female	Master	Scholarship/grant	#N/A	Ghent
75	Female	Master	Self-funding	#N/A	Brussels
76	Female	Master	Scholarship/grant	26	Hasselt
77	Female	Master	Self-funding	25	Brussels
78	Female	Master	Scholarship/grant	25	Liege
79	Female	Master	Scholarship/grant	28	Hasselt
80	Female	Master	Self-funding	27	Ghent
81	Female	Bachelor	Self-funding	23	Leuven
82	Male	PhD	Scholarship/grant	27	Brussels
83	Male	PhD	Scholarship/grant	#N/A	Ghent
84	Male	Master	Scholarship/grant	#N/A	Antwerp
85	Male	PhD	Scholarship/grant	34	Leuven
86	Male	PhD	Scholarship/grant	40	Ghent
87	Male	PhD	Scholarship/grant	#N/A	Ghent
88	Male	Master	Self-funding	23	Leuven
89	Male	Master	Self-funding	25	Leuven
90	Male	PhD	Scholarship/grant	28	Leuven
91	Male	PhD	Self-funding	23	Ghent
92	Male	Master	Scholarship/grant	28	Hasselt
93	Male	PhD	Scholarship/grant	25	Leuven
94	Male	PhD	Scholarship/grant	29	Leuven
95	Male	PhD	Self-funding	20	Leuven
96	Male	Bachelor	Self-funding	#N/A	Brussels
97	Male	PhD	Scholarship/grant	31	Leuven
98	Male	Master	Scholarship/grant	#N/A	Liege
99	Male	Master	Self-funding	31	Ghent
100	Male	Master	Scholarship/grant	#N/A	Ghent
101	Male	Master	Scholarship/grant	27	Ghent

102	Male	PhD	Scholarship/grant	27	Ghent
103	Male	Bachelor	Self-funding	#N/A	Brussels
104	Male	Master	Self-funding	#N/A	Ghent
105	Male	Master	Scholarship/grant	#N/A	Ghent
106	Male	Master	Scholarship/grant	35	Leuven
107	Male	Master	Scholarship/grant	27	Leuven
108	Male	PhD	Scholarship/grant	#N/A	Ghent
109	Male	Bachelor	Self-funding	#N/A	Brussels
110	Male	Bachelor	Self-funding	#N/A	Brussels
111	Male	PhD	Scholarship/grant	29	Ghent
112	Male	Master	Scholarship/grant	#N/A	Ghent
113	Male	Master	Scholarship/grant	23	Hasselt
114	Male	Bachelor	Self-funding	#N/A	Ghent
115	Male	Master	Scholarship/grant	#N/A	Ghent
116	Male	Master	Scholarship/grant	#N/A	Antwerp
117	Male	Master	Scholarship/grant	#N/A	Antwerp
118	Male	Master	Self-funding	27	Hasselt
119	Male	Master	Scholarship/grant	26	Hasselt
120	Male	Bachelor	Self funding	#N/A	Brussels
121	Male	Master	Scholarship/grant	#N/A	Ghent
122	Male	PhD	Scholarship/grant	39	Ghent
123	Male	Master	Partial sponsor & self-funding	35	Ghent
124	Male	Master	Scholarship/grant	23	Ghent
125	Male	Master	Scholarship/grant	#N/A	Ghent
126	Male	Master	Scholarship/grant	#N/A	Ghent
127	Male	Master	Scholarship/grant	#N/A	Ghent

128	Male	PhD	Scholarship/grant	40	Leuven
129	Male	Bachelor	Self-funding	20	Leuven
130	Male	PhD	Self-funding	27	Hasselt
131	Male	PhD	Scholarship/grant	34	Leuven
132	Male	PhD	Scholarship/grant	45	Leuven

8.2. Respondents/Sample details (in 2020)

Respondent Count	Gender	Program Study	OSN Channel	Funding	Age	PPI City
1	Male	Master	Instagram	Scholarship/grant	29	Liege
2	Female	PhD	Instagram	Scholarship/grant	34	Leuven
3	Male	Master	Instagram	Partial scholarship & self-funding	27	Antwerp
4	Female	Master	Instagram & Youtube	Self-funding	29	Ghent
5	Male	Master	Instagram	Self-funding	29	Hasselt
6	Female	PhD	Instagram	Scholarship/grant	28	Hasselt
7	Female	Master	Instagram	Self-funding	26	Leuven
8	Male	Master	Instagram	Self-funding	28	Brussels
9	Female	PhD	Instagram	Scholarship/grant	30	Leuven
10	Male	Master	Instagram & Youtube	Scholarship/grant	28	Ghent
11	Male	Master	Instagram	Scholarship/grant	26	Leuven
12	Male	Master	Instagram	Self-funding	28	Hasselt
13	Male	Master	Instagram, Facebook, blog	Scholarship/grant	27	Hasselt
14	Male	PhD	N/A (LinkedIn)	Scholarship/grant	39	Ghent
15	Female	Master	Instagram	Self-funding	25	Brussels
16	Female	Master	Instagram & Facebook	Self-funding	30	Brussels

8.3. Interview Questions

1. Do you have any social media (Instagram/Facebook/blog) account?
2. Which social media do you check first every day? Why?
3. Which social media do you usually use/post on regular basis? Why?
4. How much time (hour/day) do you use your social media account (Instagram/ Facebook/blog) in daily basis?
5. Do you know about PPI Belgia Instagram/Facebook/blog account?
6. Where did you hear/know about PPI Belgia Instagram/Facebook/blog account?
7. Do you prefer to read a post or watch a video/story on your social media account?
8. What was your last thing you see/browse on your social media account?
9. What type of content (topic/information) should the admin post new content on PPI Belgia's Instagram/Facebook account? Why?

With 5-points scale (Strongly Agree, Agree, Neither, Disagree, Strongly Disagree)

- a. Do you like more postings/information about student's life in Belgium?
 - b. Do you like more postings/information about campus activities/events in Belgium's Universities?
 - c. Do you like more postings/information about available major/specialization Belgium's Universities?
 - d. Do you like more postings/information about Teaching activities Belgium's Universities?
 - e. Do you like more postings/information about Professors/Teacher Assistants in Belgium's Universities?
 - f. Do you like more postings/information about places to visit in Belgium?
 - g. Do you like more postings/information about Indonesian student's activities/events in Belgium?
 - h. How about job opportunities, Belgian's companies, etc?
 - i. Do you like more postings/information about Indonesian Embassy's events with PPI Belgia?
 - j. Do you like more postings/information about activities/events in Belgium?
 - k. Do you like more postings/information about Belgium's neighbouring countries?
 - l. Do you like more postings/information about recent situation (politic, economy, social, etc.) in Indonesia?
 - m. Do you like more postings/information about latest update on Covid19 in Indonesia/Belgium?
10. What is (are) the topic/information(s) that must be avoid on PPI Belgia's Instagram/Facebook account ? Why?
 11. How often should the admin post new content on PPI Belgia's Instagram/Facebook account?
 12. Should PPI Belgia's Instagram/Facebook account be a medium to offer Q&A service for Indonesian students in Belgium? If yes, what are the most important questions and why?

13. What is the best time should the admin post new content on PPI Belgia's Instagram/Facebook account? Why?
14. Is it ok if PPI Belgia shares promotional content?
15. What are important events in your life?

Demographic questions :

1. What is your gender?
2. What is your age?
3. What is your country of origin?
4. What is your city of origin?
5. Where is your current residency?
6. Are you a Master or PhD student?
7. Do you receive a grant/scholarship or self-funded?
8. Which University do you study and what is your major/subject of study?
9. What is your marital status?
10. What is (are) your reason(s) to choose studying in Belgium?
11. What is (are) your reason(s) to study in your current University?

8.3.1. Interview 1

1. Do you have any social media (Instagram/Facebook/blog) account?
Got Instagram and Facebook, blogs several years ago but never been touched or really active.
2. Which social media do you check first every day? Why?
Instagram. Friends of my ages and circles nowadays only use Instagram as their social media platform.
3. Which social media do you usually use/post on regular basis? Why?
Instagram. Bigger exposure to friends of my ages and circles, simple apps to navigate and post something.
4. How much time (hour/day) do you use your social media account (Instagram/ Facebook/blog) in daily basis?
About 3-4 hours per day.
5. Do you know about PPI Belgia Instagram/Facebook/blog account?
Yes, I followed Instagram of PPI Belgia (probably Facebook as well, not quite sure).
6. Where did you hear/know about PPI Belgia Instagram/Facebook/blog account?
Informed by my friend who was active in PPI Belgia.
7. Do you prefer to read a post or watch a video/story on your social media account?
Watch a video/story.
8. What was your last thing you see/browse on your social media account?

Highlights from football matches last night.

9. What type of content (topic/information) should the admin post new content on PPI Belgia's Instagram/Facebook account? Why?

Self-promotion of studying in Belgium for Indonesian students, yearly events in Belgium.

With 5-points scale (Strongly Agree, Agree, Neither, Disagree, Strongly Disagree)

- a. Do you like more postings/information about student's life in Belgium?
Agree
- b. Do you like more postings/information about campus activities/events in Belgium's Universities?
Agree
- c. Do you like more postings/information about available major/specialization Belgium's Universities?
Agree
- d. Do you like more postings/information about Teaching activities Belgium's Universities?
Agree
- e. Do you like more postings/information about Professors/Teacher Assistants in Belgium's Universities?
Agree
- f. Do you like more postings/information about places to visit in Belgium?
Agree
- g. Do you like more postings/information about Indonesian student's activities/events in Belgium?
Agree
- h. How about job opportunities, Belgian's companies, etc?
Agree
- i. Do you like more postings/information about Indonesian Embassy's events with PPI Belgia?
Agree
- j. Do you like more postings/information about activities/events in Belgium?
Agree
- k. Do you like more postings/information about Belgium's neighbouring countries?
Neither
- l. Do you like more postings/information about recent situation (politic, economy, social, etc.) in Indonesia?
Strongly disagree
- m. Do you like more postings/information about latest update on Covid19 in Indonesia/Belgium?
Strongly disagree
10. What is (are) the topic/information(s) that must be avoid on PPI Belgia's Instagram/Facebook account ? Why?

Politics, while it is interesting to see politics being discussed by students, but PPI Belgia is not just the correct media and it should remain neutral.

11. How often should the admin post new content on PPI Belgia's Instagram/Facebook account?

Depending on the content, if it is something light (bingo quiz, A or B quiz, etc.), he/she can do it daily. If it is something more comprehensive (interview with students, stakeholders, etc.), weekly or bi-weekly should be fine.

12. Should PPI Belgia's Instagram/Facebook account be a medium to offer Q&A service for Indonesian students in Belgium? If yes, what are the most important questions and why?

That would be OK. The important questions would be around studying and living in Belgium (scholarship, living cost, lifestyle), since everyone is aiming to go to Europe for study.

13. What is the best time should the admin post new content on PPI Belgia's Instagram/Facebook account? Why?

At 10:00, 16:00, and 19:00 Indonesian time because most people in Indonesia actively use social media around that time.

14. Is it ok if PPI Belgia shares promotional content?

Only if it is related to Belgium.

15. What are important events in your life?

Graduating from university (bachelor), getting scholarship abroad, marrying my wife, graduating from university (master), birthday of my daughter.

Demographic questions :

1. What is your gender?

Male.

2. What is your age?

29 years old.

3. What is your country of origin?

Indonesia.

4. What is your city of origin?

Banjarbaru, South Kalimantan.

5. Where is your current residency?

Jakarta, Indonesia.

6. Are you a Master or PhD student?

I have been graduated from a Master degree.

7. Do you receive a grant/scholarship or self-funded?

I received a scholarship.

8. Which University do you study and what is your major/subject of study?

Universite de Liege, majoring in Georesources Engineering.

9. What is your marital status?

Married.

10. What is (are) your reason(s) to choose studying in Belgium?

It is in the center of Europe, close to the Headquarter of European Union, close to research funding, the major is interesting and it supports my future career.

11. What is (are) your reason(s) to study in your current University?

I have a major that I am interested in, great labs and facilities, great professors, great future prospect and networking.

8.3.2. Interview 2

1. Do you have any social media (Instagram/Facebook/blog) account?

Yes, I have Facebook, Instagram, Twitter, but I do not have blog.

2. Which social media do you check first every day?

I check Instagram and Facebook.

3. Which social media do you usually use/post on regular basis? Why?

I use Instagram and Facebook, Facebook to get some updates from my residence or dorm and Instagram to get the update from my friends.

4. How much time (hour/day) do you use your social media account (Instagram/ Facebook/blog) in daily basis?

I usually spend 30minutes per day.

5. Do you know about PPI Belgia Instagram/Facebook/blog account?

Yes, I know about it, but never access it.

6. Where did you hear/know about PPI Belgia Instagram/Facebook/blog account?

I do not remember.

7. Do you prefer to read a post or watch a video/story on your social media account?

I think it depends, mostly I prefer to read a post, but it is a short posting.

8. What was your last thing you see/browse on your social media account?

I opened my Instagram and Facebook about Black lives matter (talk show, short video).

9. What type of content (topic/information) should the admin post new content on PPI Belgia's Instagram/Facebook account? Why?

I prefer the topics about upcoming activities which we want to do together, because I prefer to experience it personally.

With 5-points scale (Strongly Agree, Agree, Neither, Disagree, Strongly Disagree)

a. Do you like more postings/information about student's life in Belgium?

Disagree

b. Do you like more postings/information about campus activities/events in Belgium's Universities?

Disagree

- c. Do you like more postings/information about available major/specialization Belgium's Universities?
Disagree
- d. Do you like more postings/information about Teaching activities Belgium's Universities?
Disagree
- e. Do you like more postings/information about Professors/Teacher Assistants in Belgium's Universities?
Disagree
- f. Do you like more postings/information about places to visit in Belgium?
Agree
- g. Do you like more postings/information about Indonesian student's activities/events in Belgium?
Disagree
- h. How about job opportunities, Belgian's companies, et cetera?
Agree
- i. Do you like more postings/information about Indonesian Embassy's events with PPI Belgia?
Agree
- j. Do you like more postings/information about activities/events in Belgium?
Neither
- k. Do you like more postings/information about Belgium's neighbouring countries?
Disagree
- l. Do you like more postings/information about recent situation (politic, economy, social, etc.) in Indonesia?
Disagree
- m. Do you like more postings/information about latest update on Covid19 in Indonesia/Belgium?
Disagree, I prefer to read it from the official websites.

10. What is (are) the topic/information(s) that must be avoid on PPI Belgia's Instagram/Facebook account ? Why?

Politic, because it is a sensitive and very vulnerable topic, it tends to divide people.

11. How often should the admin post new content on PPI Belgia's Instagram/Facebook account?
Once a week or minimum biweekly.

12. Should PPI Belgia's Instagram/Facebook account be a medium to offer Q&A service for Indonesian students in Belgium? If yes, what are the most important questions and why?
Disagree, because it is not efficient. However, I prefer to make a podcast about student's life, so we can hear it anytime we want.

13. What is the best time should the admin post new content on PPI Belgia's Instagram/Facebook account? Why?

I prefer early morning or late in the evening, because I check my account around that time.

14. Is it ok if PPI Belgia shares promotional content?

It is ok, as long as it is related with student's needs or activities. For example : Transferwise application because this application helps students to do the transfer from Indonesia and share how to transfer easily, or another application on how to get Indonesian's foods here, et cetera. Mostly I prefer with a short narration or video.

15. What are important events in your life?

Every journey is important and unique, so I could not decide which one is more important than the others. Every small things are important for me.

Demographic questions :

1. What is your gender?

Female.

2. What is your age?

34 years old.

3. What is your country of origin?

Indonesia.

4. What is your city of origin?

Surabaya, East Java.

5. Where is your current residency?

Leuven, Belgium

6. Are you a Master or PhD student?

I am a PhD student.

7. Do you receive a grant/scholarship or self-funded?

I receive a grant from KU Leuven.

8. Which University do you study and what is your major/subject of study?

I am studying at KU Leuven in Medical Science (urology) Faculty.

9. What is your marital status?

I am single.

10. What is(are) your reason(s) to choose Belgium?

Because I have the chance here, and the urology department in KU Leuven is one of the top in the world. I have been here before (3 months in 2017 for a Fellowship program), so I am already familiar with the city and student life in Leuven.

11. What is(are) your reason(s) to study in Belgium's higher education institutions ?

Because I have got a grant from KU Leuven to do my research here.

8.3.3. Interview 3

1. Do you have any social media (Instagram/Facebook/blog) account?

Yes, I do. I have Instagram, Facebook and Twitter.

2. Which social media do you check first every day? Why?

I have found that Instagram is entertaining, I can view many good photos and (funny) videos. Especially the features on Instastory, it is a short video, can spread information instantly, real time and interesting. I like virtual features and prefer to see pictures or short videos rather than narration.

3. Which social media do you usually use/post on regular basis? Why?

I regularly posted something on my Instagram account because most of my Indonesian friends use Instagram quite often, meanwhile most of my European friends use Facebook.

4. How much time (hour/day) do you use your social media account (Instagram/ Facebook/blog) in daily basis?

I usually spend around 1 hour per day for Instagram and less than an hour for Facebook. However, I rarely access Twitter nowadays.

5. Do you know about PPI Belgia Instagram/Facebook/blog account?

Yes, I know PPI Belgia's Instagram account.

6. Where did you hear/know about PPI Belgia Instagram/Facebook/blog account?

I have known it by myself since I arrived in Belgium, I searched it on Instagram because I use this OSN often. I thought about searching some information about PPI Belgia on YouTube, but I think YouTube is only a one-way interaction, meanwhile Instagram can be two-ways communication (for question and answers with the administrator of OSN channels).

7. Do you prefer to read a post or watch a video/story on your social media account?

I prefer to watch a video than to read a post. However, I sometimes read the post with narration, especially from an attractive picture on Instagram. I prefer to watch a short video but for a longer video I usually watch it on YouTube. And it depends on the content, if it is interesting then I will watch it, otherwise I do not watch it.

8. What was your last thing you see/browse on your social media account?

I watched a funny and football video, also news in Indonesia, but I rarely watch Belgian news on tv. Sometimes I read about Belgian news on VRT or Brussels time.

9. What type of content (topic/information) should the admin post new content on PPI Belgia's Instagram/Facebook account? Why?

Perhaps the story about Indonesian student's life in Belgium, not only about the University, but also about other things, such as daily life outside the University. I think it is interesting to share especially for our friends who live in Indonesia or another country.

We should show that we are Indonesian students who have a strong connection among each other in Belgium. Hence, no one should ever feel as if they are alone in Belgium.

Other than that, I believe we as Indonesia students in Belgium should indirectly 'promote' how life in Belgium looks like, especially according to an Indonesian student's perspective. One of the reasons for students in deciding which country they are going and pursuing their degree

is about the living cost, we should promote that the living cost in Belgium is affordable by sharing about the living cost on monthly or yearly basis for basic needs (rent cost, groceries, et cetera).

10. What is (are) the topic/information(s) that must be avoid on PPI Belgia's Instagram/Facebook account ? Why?

Politics because I think we should be aware of it, but I don't think PPI Belgia should post on it. I personally think that it tends to divide people, mainly due to the Indonesian presidential election. It is a sensitive issue and it is ok to be aware about political issues in Indonesia and Belgium, but we should keep our position neutral as students.

11. How often should the admin post new content on PPI Belgia's Instagram/Facebook account?

I think once to twice per week at least and upload Instastory more than once per week.

12. Should PPI Belgia's Instagram/Facebook account be a medium to offer Q&A service for Indonesian students in Belgium? If yes, what are the most important questions and why?

Yes, I think so. The questions should be from the audiences. Perhaps we can set the theme about questions and answers session. The issue can be varied, such as student's life, brief information about the culture in Belgium, or we also can collect some suggestions from viewers.

13. What is the best time should the admin post new content on PPI Belgia's Instagram/Facebook account? Why?

I think it depends on the targeted viewers. It should be posted around 19.00 to 21.00 Indonesian time as it is believed to be the peak hour for OSN users in Indonesia. I think it also applies in Belgium regarding the peak hour on OSN.

14. Is it ok if PPI Belgia shares promotional content?

Yes, I think so. It is a side benefit for the organization, for example a promotion about an application to transfer money, because it can be useful for the Indonesian students who want to transfer money for their family in Indonesia or vice versa.

15. What are important events in your life?

It is a difficult question, but I realised now that the events I spent with my family back in Indonesia are the most important events in my life.

With 5-points scale (Strongly Agree, Agree, Neither, Disagree, Strongly Disagree)

a. Do you like more postings/information about student's life in Belgium?

Strongly Agree.

b. Do you like more postings/information about campus activities/events in Belgium's Universities?

Agree.

c. Do you like more postings/information about available major/specialisation Belgium's Universities?

Agree.

d. Do you like more postings/information about Teaching activities Belgium's Universities?

- Agree.
- e. Do you like more postings/information about Professors/Teacher Assistants in Belgium's Universities?
Neither.
- f. Do you like more postings/information about places to visit in Belgium?
Agree.
- g. Do you like more postings/information about Indonesian student's activities/events in Belgium?
Strongly Agree.
- h. How about job opportunities, Belgian's companies, etc?
Strongly Agree, because many Indonesian students want to stay longer in Belgium and they need more information about the job opportunities.
- i. Do you like more postings/information about Indonesian Embassy's events with PPI Belgia?
Agree.
- j. Do you like more postings/information about activities/events in Belgium?
Strongly Agree.
- k. Do you like more postings/information about Belgium's neighbouring countries?
Neither.
- l. Do you like more postings/information about recent situation (politic, economy, social, etc.) in Indonesia?
Strongly Disagree for politics news and Neither for other news.
- m. Do you like more postings/information about latest update on Covid19 in Indonesia/Belgium?
Neither.

Demographic questions :

1. What is your gender?
Male.
2. What is your age?
27 years old.
3. What is your country of origin?
Indonesia.
4. What is your city of origin?
Sigli, Special region of Aceh.
5. Where is your current residency?
Antwerp, Belgium.
6. Are you a Master or PhD student?
I am a Master student.
7. Do you receive a grant/scholarship or self-funded?

I received a partial scholarship from UAntwerp & Flemish Government.

8. Which University do you study and what is your major/subject of study?

I study in the Centre for Maritime & Air Transport Management at the University of Antwerp, majoring in Air Transport Management.

9. What is your marital status?

I am single.

10. What is (are) your reason(s) to choose studying in Belgium?

Belgium was not my ultimate goal as I applied in the UK and Australia. But I have got a partial scholarship here, so I decided to study here.

11. What is (are) your reason(s) to study in your current University?

It is because of the partial scholarship that I have got and only few Universities offer this particular Air Transport course, University of Antwerp is one of them.

8.3.4. Interview 4

1. Do you have any social media (Instagram/Facebook/blog) account?

Yes, I have Facebook, Instagram, YouTube channel and blog account.

2. Which social media do you check first every day? Why?

I usually check Instagram and Facebook because I want to see story from people or friends, sometimes I also watch videos on Facebook groups (Life in Belgium) so I know the newest update or information in Belgium and update about covid-19.

3. Which social media do you usually use/post on regular basis? Why?

Instagram because I want to share and update information for friends or followers. Mostly using Instastory, but I rarely post pictures.

4. How much time (hour/day) do you use your social media account (Instagram/ Facebook/blog) in daily basis?

I spend 30 minutes to 2 hours every day to use my OSN.

5. Do you know about PPI Belgia Instagram/Facebook/blog account?

Yes, I know about it.

6. Where did you hear/know about PPI Belgia Instagram/Facebook/blog account?

I knew it from my Indonesian friends who are also studying in Belgium.

7. Do you prefer to read a post or watch a video/story on your social media account?

I prefer to watch a short video.

8. What was your last thing you see/browse on your social media account?

I watched funny videos about animals (cat), update covid-19 news in Belgium and product promotions.

9. What type of content (topic/information) should the admin post new content on PPI Belgia's Instagram/Facebook account? Why?

About Indonesian student's gathering or events in Belgium.

With 5-points scale (Strongly Agree, Agree, Neither, Disagree, Strongly Disagree)

- a. Do you like more postings/information about student's life in Belgium?
Neither
 - b. Do you like more postings/information about campus activities/events in Belgium's Universities?
Agree
 - c. Do you like more postings/information about available major/specialization Belgium's Universities?
Neither
 - d. Do you like more postings/information about Teaching activities Belgium's Universities?
Neither
 - e. Do you like more postings/information about Professors/Teacher Assistants in Belgium's Universities?
Neither
 - f. Do you like more postings/information about places to visit in Belgium?
Agree, but prefer to special events or activities in Belgium.
 - g. Do you like more postings/information about Indonesian student's activities/events in Belgium?
Agree, as long as it involves gathering with Indonesian students in Belgium.
 - h. How about job opportunities, Belgian's companies, etc?
Strongly Agree because I want to stay and work in Belgium.
 - i. Do you like more postings/information about Indonesian Embassy's events with PPI Belgia?
Neither.
 - j. Do you like more postings/information about activities/events in Belgium?
Agree, I prefer about sports, games and foods.
 - k. Do you like more postings/information about Belgium's neighbouring countries?
Neither
 - l. Do you like more postings/information about recent situation (politic, economy, social, etc.) in Indonesia?
Neither.
 - m. Do you like more postings/information about latest update on covid-19 in Indonesia/Belgium?
Agree.
10. What is (are) the topic/information(s) that must be avoid on PPI Belgia's Instagram/Facebook account ? Why?
Political news in Indonesia because it is a sensitive topic, but I agree to get an update about political news in Belgium.
11. How often should the admin post new content on PPI Belgia's Instagram/Facebook account?
Once a month.

12. Should PPI Belgia's Instagram/Facebook account be a medium to offer Q&A service for Indonesian students in Belgium? If yes, what are the most important questions and why?
I prefer to ask questions to the administrator directly.
13. What is the best time should the admin post new content on PPI Belgia's Instagram/Facebook account? Why?
I do not have any specific time.
14. Is it ok if PPI Belgia shares promotional content?
I agree because it is useful and can help the Indonesian students.
15. What are the most important events in your life?
Every moment is special because I learned something from each of it.

Demographic questions:

1. What is your gender?
Female.
2. What is your age?
29 years old.
3. What is your country of origin?
Indonesia.
4. What is your city of origin?
Bandung, West Java.
5. Where is your current residency?
Ghent, Belgium.
6. Are you a Master or PhD student?
I am a Master student.
7. Do you receive a grant/scholarship or self-funded?
Self-funded.
8. Which University do you study and what is your major/subject of study?
I am studying at UGhent, majoring in Nematology.
9. What is your marital status?
I am single.
10. What is (are) your reason(s) to choose studying in Belgium?
Because the tuition fee in Belgium is much cheaper than other countries in Europe and Belgium has better education level than in Indonesia.
11. What is (are) your reason(s) to study in your current University?
Because UGhent is one of the best Universities in Belgium, the campus is in city centre and my current major is aligned with my Bachelor degree/major.

8.3.5. Interview 5

1. Do you have any social media (Instagram/Facebook/blog) account?
Yes, I have Instagram, Facebook, YouTube, LinkedIn and Twitter account.
2. Which social media do you check first every day? Why?
Instagram because it is related with my job or business enquiries. Currently I work as a social media influencer.
3. Which social media do you usually use/post on regular basis? Why?
I usually use Instagram because it is related with my job.
4. How much time (hour/day) do you use your social media account (Instagram/ Facebook/blog) in daily basis?
I usually spend 2 until 3 hours per day.
5. Do you know about PPI Belgia Instagram/Facebook/blog account?
Yes.
6. Where did you hear/know about PPI Belgia Instagram/Facebook/blog account?
I heard it from an Indonesian embassy's event in 2015.
7. Do you prefer to read a post or watch a video/story on your social media account?
I prefer to watch short video on Instagram.
8. What was your last thing you see/browse on your social media account?
I watched Instastory about random things that my friends posted on their Instagram's account.
9. What type of content (topic/information) should the admin post new content on PPI Belgia's Instagram/Facebook account? Why?
I prefer fun things, such as lifestyle, the newest information in Indonesia and Belgium, but non-political, economic, social issues.

With 5-points scale (Strongly Agree, Agree, Neither, Disagree, Strongly Disagree)

- a. Do you like more postings/information about student's life in Belgium?
Agree.
- b. Do you like more postings/information about campus activities/events in Belgium's Universities?
Agree.
- c. Do you like more postings/information about available major/specialization Belgium's Universities?
Agree, but I prefer not too details.
- d. Do you like more postings/information about Teaching activities Belgium's Universities?
Agree, mostly about the general information of it.
- e. Do you like more postings/information about Professors/Teacher Assistants in Belgium's Universities?
Agree.
- f. Do you like more postings/information about places to visit in Belgium?
Strongly Agree.

- g. Do you like more postings/information about Indonesian student's activities/events in Belgium?
Strongly Agree.
- h. Do you like more postings/information about Indonesian Embassy's events with PPI Belgia?
Agree.
- i. Do you like more postings/information about activities/events in Belgium?
Neither, I prefer to know about fun facts.
- j. Do you like more postings/information about Belgium's neighbouring countries?
Neither, I prefer to focus more on Belgium.
- k. Do you like more postings/information about recent situation (politic, economy, social, etc.) in Indonesia?
Neither.
- l. Do you like more postings/information about latest update on Covid19 in Indonesia/Belgium?
Agree.
10. What is (are) the topic/information(s) that must be avoid on PPI Belgia's Instagram/Facebook account ? Why?
About racism in Belgium and political situation in Indonesia because PPI Belgia is a student organization and it has to be neutral.
11. How often should the admin post new content on PPI Belgia's Instagram/Facebook account?
Once per week.
12. Should PPI Belgia's Instagram/Facebook account be a medium to offer Q&A service for Indonesian students in Belgium? If yes, what are the most important questions and why?
Agree because it will give new information for prospective and current Indonesian students, and also to enrich knowledge for each other.
13. What is the best time should the admin post new content on PPI Belgia's Instagram/Facebook account? Why?
Every Friday afternoon because it is almost weekend and most probably people have more time to check their OSN account.
14. Is it ok if PPI Belgia shares promotional content?
Yes, because it will give advantages for both sides, the student will get new information and PPI Belgia will get commission.
15. What are important events in your life?
It was when the first time I saw snow because I came from a tropical country where there is no snow.

Demographic questions:

1. What is your gender?
Male.
2. What is your age?

- 29 years old.
3. What is your country of origin?
Indonesia.
 4. What is your city of origin?
Bumiayu, West Java.
 5. Where is your current residency?
Bree, Belgium.
 6. Are you a Master or PhD student?
I am a Master student.
 7. Do you receive a grant/scholarship or self-funded?
Self-funded.
 8. Which University do you study and what is your major/subject of study?
I am studying Master of Transportation, majoring in Mobility Management.
 9. What is your marital status?
I am single.
 10. What is (are) your reason(s) to choose studying in Belgium?
Because the tuition fee in Belgian Universities is cheaper than the Netherlands and I have a family who resides in Belgium.
 11. What is (are) your reason(s) to study in your current University?
Because UHasselt is a small university, we have a stronger bond with the Professors and the environment of study is more comfortable.

8.3.6. Interview 6

1. Do you have any social media (Instagram/Facebook/blog) account?
Yes, I have an Instagram and Twitter account.
2. Which social media do you check first every day? Why?
Mostly Instagram and Twitter because it is habitual and I can get information in Twitter as per topics that I followed, for example : weather, animals, covid-19 news update in Indonesia, etc.
3. Which social media do you usually use/post on regular basis? Why?
Instagram (especially Instastory) once or twice per week because my followers in Instagram are mostly my friends.
4. How much time (hour/day) do you use your social media account (Instagram/ Facebook/blog) in daily basis?
Around 2 to 3 hours per day.
5. Do you know about PPI Belgia Instagram/Facebook/blog account?
I know the Instagram and YouTube.

6. Where did you hear/know about PPI Belgia Instagram/Facebook/blog account?
I knew it from a friend's post.
7. Do you prefer to read a post or watch a video/story on your social media account?
It depends on the information, I prefer on Instastory if it is about promotion, but I prefer on YouTube if it is about student's life (longer video).
8. What was your last thing you see/browse on your social media account?
I watched a comedy video and travel in Swiss.
9. What type of content (topic/information) should the admin post new content on PPI Belgia's Instagram/Facebook account? Why?
I prefer the information about Indonesian or Asian shops/restaurants, food/shop's delivery service, traveling trip with other PPI countries, local hiking places in Belgium.

With 5-points scale (Strongly Agree, Agree, Neither, Disagree, Strongly Disagree)

- a. Do you like more postings/information about student's life in Belgium?
Agree.
- b. Do you like more postings/information about campus activities/events in Belgium's Universities?
Agree.
- c. Do you like more postings/information about available major/specialization Belgium's Universities?
Agree.
- d. Do you like more postings/information about Teaching activities Belgium's Universities?
Agree.
- e. Do you like more postings/information about Professors/Teacher Assistants in Belgium's Universities? Agree.
- f. Do you like more postings/information about places to visit in Belgium?
Agree.
- g. Do you like more postings/information about Indonesian student's activities/events in Belgium?
Agree.
- h. Do you like more postings/information about Indonesian Embassy's events with PPI Belgia?
Agree, especially important guests from Indonesia (Indonesian Vice President's visit to Belgium), free foods and prefer in the weekend.
- i. Do you like more postings/information about activities/events in Belgium?
Agree, especially about information on national holidays in Belgium, Belgians cultures, campaign about covid-19 information and information about trash management in Belgium.
- j. Do you like more postings/information about Belgium's neighbouring countries?
Agree, especially about the interesting neighbouring countries, but less important than Belgium.
- k. Do you like more postings/information about recent situation (politic, economy, social, etc.) in Indonesia?

It depends because the news about economy is better, but not about political news because it is a sensitive issue. I prefer on more update about recent situation in Indonesia.

1. Do you like more postings/information about latest update on Covid19 in Indonesia/Belgium? Agree, but more important in Belgium (because we live here now) and I prefer to know about positive news from Indonesia. It is important to get some insights from competent sources, for example webinars from the experts on a particular topic.

10. What is (are) the topic/information(s) that must be avoid on PPI Belgia's Instagram/Facebook account ? Why?

Political situation because it is a sensitive topic, I prefer to get more update about recent situation instead. However the political news in Belgium might be interesting, for example about the election process in Belgium.

11. How often should the admin post new content on PPI Belgia's Instagram/Facebook account? Depends on content, between once or twice per week is acceptable, but if it is a longer video once a month is enough.

12. Should PPI Belgia's Instagram/Facebook account be a medium to offer Q&A service for Indonesian students in Belgium? If yes, what are the most important questions and why?

It is important especially for people who want to study in Belgium, also perhaps PPI Belgia can make an FAQ list (Frequently Asked Questions) in blog, on how to find a student's housing, bike rental places, transportation to the campus or city especially for incoming students with the link provided on the OSN channel.

13. What is the best time should the admin post new content on PPI Belgia's Instagram/Facebook account? Why?

I prefer in the afternoon or evening because I usually have more time around that time.

14. Is it ok if PPI Belgia shares promotional content?

If it is related with our needs then it is very good, for example the Transferwise application (transfer money from Indonesia to Belgium and vice versa).

15. What are important events in your life?

My marriage day and when I arrived in Belgium.

Demographic questions:

1. What is your gender?

Female.

2. What is your age?

28 years old.

3. What is your country of origin?

Indonesia.

4. What is your city of origin?

Bogor, West Java.

5. Where is your current residency?

Diepenbeek, Belgium.

6. Are you a Master or PhD student?
I am a PhD student.
7. Do you receive a grant/scholarship or self-funded?
I received a grant.
8. Which University do you study and what is your major/subject of study?
UHasselt with VITO Laboratorium, majoring in Biostatistical.
9. What is your marital status?
I am married.
10. What is (are) your reason(s) to choose studying in Belgium?
Because Belgium has great universities with Biostatistics departments.
11. What is (are) your reason(s) to study in Belgium's higher education institutions ?
Because I have received a VLIR scholarship in Biostatistical major of UHasselt.

8.3.7. Interview 7

1. Do you have any social media (Instagram/Facebook/blog) account?
Yes, I have Instagram, Facebook and Twitter account
2. Which social media do you check first every day? Why?
I usually check Twitter for the update news.
3. Which social media do you usually use/post on regular basis? Why?
I like Twitter because it has short text and Instagram to post Instagram stories.
4. How much time (hour/day) do you use your social media account (Instagram/ Facebook/blog) in daily basis?
Usually I spent 1 hour per day.
5. Do you know about PPI Belgia Instagram/Facebook/blog account?
I know about PPI Belgia's Instagram account.
6. Where did you hear/know about PPI Belgia Instagram/Facebook/blog account?
Because I used to be a committee in PPI Belgia.
7. Do you prefer to read a post or watch a video/story on your social media account?
I like to read a post and short videos.
8. What was your last thing you see/browse on your social media account?
I watched funny and animal videos about cats.
9. What type of content (topic/information) should the admin post new content on PPI Belgia's Instagram/Facebook account? Why?
I prefer the topic about life in Belgium, because not so many people know about the situation in Belgium and practical information such as how to buy the bus or train ticket in Belgium.

With 5-points scale (Strongly Agree, Agree, Neither, Disagree, Strongly Disagree)

- a. Do you like more postings/information about student's life in Belgium?
Agree, as long as it is realistic.
 - b. Do you like more postings/information about campus activities/events in Belgium's Universities?
Strongly Agree, prefer about student's involvement with the University.
 - c. Do you like more postings/information about available major/specialization Belgium's Universities?
Strongly Agree.
 - d. Do you like more postings/information about Teaching activities Belgium's Universities?
Agree.
 - e. Do you like more postings/information about Professors/Teacher Assistants in Belgium's Universities?
Agree.
 - f. Do you like more postings/information about places to visit in Belgium?
Agree.
 - g. Do you like more postings/information about Indonesian student's activities/events in Belgium?
Agree.
 - h. How about job opportunities, Belgian's companies, etc?
Agree.
 - i. Do you like more postings/information about Indonesian Embassy's events with PPI Belgia?
Agree.
 - j. Do you like more postings/information about activities/events in Belgium?
Agree, because there are a lot of events in Belgium.
 - k. Do you like more postings/information about Belgium's neighbouring countries?
Agree.
 - l. Do you like more postings/information about recent situation (politic, economy, social, etc.) in Indonesia?
Agree, because I want to get some update information about Indonesia.
 - m. Do you like more postings/information about latest update on Covid19 in Indonesia/Belgium?
Agree.
10. What is (are) the topic/information(s) that must be avoid on PPI Belgia's Instagram/Facebook account ? Why?
Political topic because it is a sensitive issue, especially about Indonesian presidential election.
11. How often should the admin post new content on PPI Belgia's Instagram/Facebook account?
Once per week.

12. Should PPI Belgia's Instagram/Facebook account be a medium to offer Q&A service for Indonesian students in Belgium? If yes, what are the most important questions and why?
Yes, I prefer on special period, for example before the new academic year begins.
13. What is the best time should the admin post new content on PPI Belgia's Instagram/Facebook account? Why?
Preferable in the afternoon or on the weekend.
14. Is it ok if PPI Belgia shares promotional content?
Agree for contents that can bring benefits also for the Indonesian students. For example a promotion about collaboration between student association and Flixbus.
15. What are important events in your life?
When I lived abroad for the first time. I used to live in Japan for a student exchange program in 2016.

Demographic questions:

1. What is your gender?
Female.
2. What is your age?
26 years old.
3. What is your country of origin?
Indonesia.
4. What is your city of origin?
Jakarta.
5. Where is your current residency?
Leuven, Belgium.
6. Are you a Master or PhD student?
I am a Master student.
7. Do you receive a grant/scholarship or self-funded?
Self-funded.
8. Which University do you study and what is your major/subject of study?
I am studying in KU Leuven, majoring in Bioinformatics.
9. What is your marital status?
I am single.
10. What is (are) your reason(s) to choose studying in Belgium?
Because the living environment in Belgium is good.
11. What is (are) your reason(s) to study in your current University?
Because KU Leuven is sitting in top 100 universities in the world and Bioinformatic is one of the best majors in KU Leuven.

8.3.8. Interview 8

1. Do you have any social media (Instagram/Facebook/blog) account?
Yes, I have Instagram, Facebook, Twitter, YouTube channel and LinkedIn.
2. Which social media do you check first every day? Why?
Instagram because they have features to post pictures and short video.
3. Which social media do you usually use/post on regular basis? Why?
Instagram because I have many friends who are using Instagram.
4. How much time (hour/day) do you use your social media account (Instagram/ Facebook/blog) in daily basis?
I spent 3 hours per day.
5. Do you know about PPI Belgia Instagram/Facebook/blog account?
Yes.
6. Where did you hear/know about PPI Belgia Instagram/Facebook/blog account?
Before I go to Belgium, I was searching the information through the OSN channels of PPI Belgia and PPI Brussels.
7. Do you prefer to read a post or watch a video/story on your social media account?
I prefer to watch a short video.
8. What was your last thing you see/browse on your social media account?
I watched the posts about my friend's activities.
9. What type of content (topic/information) should the admin post new content on PPI Belgia's Instagram/Facebook account? Why?
I prefer the content about webinar or discussions on International issues which are related to Indonesia.

With 5-points scale (Strongly Agree, Agree, Neither, Disagree, Strongly Disagree)

- a. Do you like more postings/information about student's life in Belgium?
Strongly Agree, I prefer about campus tour and having question and answer's sessions.
- b. Do you like more postings/information about campus activities/events in Belgium's Universities?
Agree for open seminars.
- c. Do you like more postings/information about available major/specialization Belgium's Universities?
Strongly Agree.
- d. Do you like more postings/information about Teaching activities Belgium's Universities?
Neither because it is too specific.
- e. Do you like more postings/information about Professors/Teacher Assistants in Belgium's Universities?
Agree, it is good for University's reputation for having good quality teachers.
- f. Do you like more postings/information about places to visit in Belgium?

- Agree, especially to share information about groceries places for new Indonesian students.
- g. Do you like more postings/information about Indonesian student's activities/events in Belgium?
Strongly Agree.
- h. How about job opportunities, Belgian's companies, etc?
Strongly Agree because it will be very useful once we graduated and looking for jobs in Belgium.
- i. Do you like more postings/information about Indonesian Embassy's events with PPI Belgia?
Agree.
- j. Do you like more postings/information about activities/events in Belgium?
Disagree, because we can find it in other platforms.
- k. Do you like more postings/information about Belgium's neighbouring countries?
Disagree.
- l. Do you like more postings/information about recent situation (politic, economy, social, etc.) in Indonesia?
Disagree, I prefer to have a discussion session about a particular socio-economy or political topic.
- m. Do you like more postings/information about latest update on Covid19 in Indonesia/Belgium?
Strongly Disagree because people can read it on the official covid-19 websites.
10. What is (are) the topic/information(s) that must be avoid on PPI Belgia's Instagram/Facebook account ? Why?
Political news because it is a sensitive issue.
11. How often should the admin post new content on PPI Belgia's Instagram/Facebook account?
Once per week.
12. Should PPI Belgia's Instagram/Facebook account be a medium to offer Q&A service for Indonesian students in Belgium? If yes, what are the most important questions and why?
Yes, because it is very useful. For example by using Instagram live, we can have a question and answer session with the viewers.
13. What is the best time should the admin post new content on PPI Belgia's Instagram/Facebook account? Why?
It depends on the peak time and the demographic followers. Morning time for Indonesian viewers is preferable.
14. Is it ok if PPI Belgia shares promotional content?
It is good but more effective to share promotions for students in Belgium.
15. What are important events in your life?
The valuable life experience while I was studing in Belgium because I can have network, friendships and internship experience.

Demographic questions :

1. What is your gender?

- Male.
2. What is your age?
28 years old.
 3. What is your country of origin?
Indonesia.
 4. What is your city of origin?
Jakarta
 5. Where is your current residency?
Brussels, Belgium.
 6. Are you a Master or PhD student?
I am a Master student.
 7. Do you receive a grant/scholarship or self-funded?
Self-funded.
 8. Which University do you study and what is your major/subject of study?
Vessalius college (part of VUB), majoring in European Business Communication.
 9. What is your marital status?
Single
 10. What is (are) your reason(s) to choose studying in Belgium?
Because my brother works in Belgium and we can share the living cost together.
 11. What is (are) your reason(s) to study in your current University?
Because VUB offers Master programs in English and I have a brother who lives in Brussels.

8.3.9. Interview 9

1. Do you have any social media (Instagram/Facebook/blog) account?
Yes, I have a Facebook and Instagram account.
2. Which social media do you check first every day? Why?
Facebook and Instagram because I have many friends who are actively posting their status on these OSN channels.
3. Which social media do you usually use/post on regular basis? Why?
Instagram because I prefer pictures than narration, also because the features in Instagram are more interesting than other OSN channels.
4. How much time (hour/day) do you use your social media account (Instagram/ Facebook/blog) in daily basis?
I spent 1 hour per day.
5. Do you know about PPI Belgia Instagram/Facebook/blog account?
Yes, I know PPI Belgia's Instagram account.

6. Where did you hear/know about PPI Belgia Instagram/Facebook/blog account?
I knew it from an event in the Indonesian embassy.
7. Do you prefer to read a post or watch a video/story on your social media account?
I prefer short video and photos.
8. What was your last thing you see/browse on your social media account?
I saw some daily life's updates about my friends in Indonesia.
9. What type of content (topic/information) should the admin post new content on PPI Belgia's Instagram/Facebook account? Why?
I prefer to know about Indonesian student's activities or gathering.

With 5-points scale (Strongly Agree, Agree, Neither, Disagree, Strongly Disagree)

- a. Do you like more postings/information about student's life in Belgium?
Agree.
- b. Do you like more postings/information about campus activities/events in Belgium's Universities?
Agree.
- c. Do you like more postings/information about available major/specialization Belgium's Universities?
Neither because it is too specific.
- d. Do you like more postings/information about Teaching activities Belgium's Universities?
Agree to give ideas about education systems or exams in Belgian Universities.
- e. Do you like more postings/information about Professors/Teacher Assistants in Belgium's Universities?
Neither because it is too specific for PPI Belgia's content.
- f. Do you like more postings/information about places to visit in Belgium?
Agree.
- g. Do you like more postings/information about Indonesian student's activities/events in Belgium?
Strongly Agree.
- h. How about job opportunities, Belgian's companies, etc?
Strongly Agree, especially on student jobs while we are still studying and permanent jobs when we have graduated.
- i. Do you like more postings/information about Indonesian Embassy's events with PPI Belgia?
Strongly Agree, especially about student activities.
- j. Do you like more postings/information about activities/events in Belgium?
Strongly Agree.
- k. Do you like more postings/information about Belgium's neighbouring countries?
Agree.
- l. Do you like more postings/information about recent situation (politic, economy, social, etc.) in Indonesia?
Neither because it is not relevant for PPI Belgia (student association).

- m. Do you like more postings/information about latest update on Covid19 in Indonesia/Belgium?
Agree because we need to be updated about the statistical covid-19 news in Indonesia and Belgium.
10. What is (are) the topic/information(s) that must be avoid on PPI Belgia's Instagram/Facebook account ? Why?
It depends on what they write, political news is acceptable as long as it is not related with sensitive issue.
11. How often should the admin post new content on PPI Belgia's Instagram/Facebook account?
Twice or three times per week.
12. Should PPI Belgia's Instagram/Facebook account be a medium to offer Q&A service for Indonesian students in Belgium? If yes, what are the most important questions and why?
Strongly Agree because it will be useful for prospective Indonesian students to get as much information as they need before flying to Belgium.
13. What is the best time should the admin post new content on PPI Belgia's Instagram/Facebook account? Why?
I prefer at morning or evening time.
14. Is it ok if PPI Belgia shares promotional content?
As long as it is relevant with student needs here then it is ok.
15. What are important events in your life?
When I was going to the US and Belgium for study.

Demographic questions :

1. What is your gender?
Female.
2. What is your age?
30 years old.
3. What is your country of origin?
Indonesia.
4. What is your city of origin?
Semarang, Central Java.
5. Where is your current residency?
Leuven, Belgium
6. Are you a Master or PhD student?
I am a PhD student.
7. Do you receive a grant/scholarship or self-funded?
I received a grant from KU Leuven.
8. Which University do you study and what is your major/subject of study?
I am studying in KU Leuven, majoring in Food Technology, Faculty of Bioscience Engineering
9. What is your marital status?

Single.

10. What is (are) your reason(s) to choose studying in Belgium?

I chose Europe because PhD program in Food Engineering is one year shorter in Europe than in the US or Asian countries.

11. What is (are) your reason(s) to study in your current University?

Because my (Professor) promotor is in KU Leuven and my current research is aligned with my previous research for my Master program.

8.3.10. Interview 10

1. Do you have any social media (Instagram/Facebook/blog) account?

Yes, I have Instagram, Facebook, Twitter, and YouTube channel.

2. Which social media do you check first every day? Why?

Instagram because usually saw my friend's update on it and I think Indonesians are using Instagram more often than Facebook. After I checked my Instagram, I open my Twitter account to get some news update.

3. Which social media do you usually use/post on regular basis? Why?

I post something on Instagram feed once every few weeks and once per day for Instastory.

4. How much time (hour/day) do you use your social media account (Instagram/ Facebook/blog) in daily basis?

I spent around 1 hour per day.

5. Do you know about PPI Belgia Instagram/Facebook/blog account?

Yes, I know it well because I was in PPI Belgia's committee last year.

6. Where did you hear/know about PPI Belgia Instagram/Facebook/blog account?

Because I was one of the committees in PPI Belgia (the Chief of PPI Ghent) and I used to help creating contents for PPI Belgia's Instagram and YouTube channel.

7. Do you prefer to read a post or watch a video/story on your social media account?

I prefer to watch (short) video because I like to watch or see pictures or video rather than read a narration.

8. What was your last thing you see/browse on your social media account?

Because I am an animal lover, I like to watch videos about animals, especially cats and dogs, and I also read the news about game consoles (Playstation 5).

9. What type of content (topic/information) should the admin post new content on PPI Belgia's Instagram/Facebook account? Why?

I prefer the information about Belgium, provide guidance for new Indonesian students on how they can get to their city once they landed in Belgium, how to buy the sim card for their phone, or how to buy the train ticket.

With 5-points scale (Strongly Agree, Agree, Neither, Disagree, Strongly Disagree)

- a. Do you like more postings/information about student's life in Belgium?
Agree.
 - b. Do you like more postings/information about campus activities/events in Belgium's Universities?
Strongly Agree, so we know what are the activities from other Belgian Universities.
 - c. Do you like more postings/information about available major/specialization Belgium's Universities?
Agree.
 - d. Do you like more postings/information about Teaching activities Belgium's Universities?
Agree.
 - e. Do you like more postings/information about Professors/Teacher Assistants in Belgium's Universities?
Neither.
 - f. Do you like more postings/information about places to visit in Belgium?
Strongly Agree because I like traveling.
 - g. Do you like more postings/information about Indonesian student's activities/events in Belgium?
Agree.
 - h. How about job opportunities, Belgian's companies, etc?
Strongly Agree because I am currently looking for a (permanent) job in Belgium.
 - i. Do you like more postings/information about Indonesian Embassy's events with PPI Belgia?
Agree.
 - j. Do you like more postings/information about activities/events in Belgium?
Agree.
 - k. Do you like more postings/information about Belgium's neighbouring countries?
Neither.
 - l. Do you like more postings/information about recent situation (politic, economy, social, etc.) in Indonesia?
Agree, as long as it relevants.
 - m. Do you like more postings/information about latest update on Covid19 in Indonesia/Belgium?
Agree.
10. What is (are) the topic/information(s) that must be avoid on PPI Belgia's Instagram/Facebook account ? Why?
Endorsement or advertisement for irrelevant products related with student's needs.
 11. How often should the admin post new content on PPI Belgia's Instagram/Facebook account?
Twice per week, but prefer four times per week in September to promote about PPI Belgia or share more information to the new Indonesian students in Belgium.
 12. Should PPI Belgia's Instagram/Facebook account be a medium to offer Q&A service for Indonesian students in Belgium? If yes, what are the most important questions and why?

Agree because it makes it easier for people to ask more questions directly to the administrators or Indonesian students in Belgium.

13. What is the best time should the admin post new content on PPI Belgia's Instagram/Facebook account? Why?

I think morning (8 or 9 AM) or afternoon time (around 6 or 7 PM CET) is the best time, because people are already home and have more time to check their OSNs.

14. Is it ok if PPI Belgia shares promotional content?

Agree if it relevant to student's needs.

15. What are important events in your life?

When I received a scholarship from the Indonesian government (LPDP) and I can study in Belgium for my Master degree.

Demographic questions :

1. What is your gender?

Male.

2. What is your age?

28 years old.

3. What is your country of origin?

Indonesia.

4. What is your city of origin?

Semarang, Central Java.

5. Where is your current residency?

Ghent, Belgium.

6. Are you a Master or PhD student?

I am a Master student.

7. Do you receive a grant/scholarship or self-funded?

I received a scholarship for my first 2 years and now I am self-funded for my last year.

8. Which University do you study and what is your major/subject of study?

I am studying Business Engineering in Operations Management (Supply Chain and Production Management) in UGhent.

9. What is your marital status?

Single.

10. What is (are) your reason(s) to choose studying in Belgium?

Because I have got accepted in UGhent for my scholarship.

11. What is (are) your reason(s) to study in your current University?

I chose UGhent because I want to study in Business Engineering.

8.3.11. Interview 11

1. Do you have any social media (Instagram/Facebook/blog) account?
Yes, I have an Instagram, Facebook, Twitter and YouTube account.
2. Which social media do you check first every day? Why?
Instagram because since last year, my friends update their status more on Instagram, especially Instastory.
3. Which social media do you usually use/post on regular basis? Why?
Instagram because I prefer to post video and photo and the features of Instagram are more interesting than Facebook or other OSNs.
4. How much time (hour/day) do you use your social media account (Instagram/ Facebook/blog) in daily basis?
I usually spent around 1.5 hour per day.
5. Do you know about PPI Belgia Instagram/Facebook/blog account?
Yes, I know PPI Belgia's Instagram channel.
6. Where did you hear/know about PPI Belgia Instagram/Facebook/blog account?
When I have got accepted in my Master program, I followed PPI Ghent on my Instagram account and knew PPI Belgia's Instagram channel from it. I was also a committee in PPI Belgia (Human Resource team).
7. Do you prefer to read a post or watch a video/story on your social media account?
It depends, I prefer to watch video but when the topic is interesting, I prefer to read a post or narration.
8. What was your last thing you see/browse on your social media account?
I saw Instastory to see the daily life's updates from my friends in Indonesia.
9. What type of content (topic/information) should the admin post new content on PPI Belgia's Instagram/Facebook account? Why?
I prefer the content about Indonesian student's life in Belgium because it will motivate people to study in Belgium.

With 5-points scale (Strongly Agree, Agree, Neither, Disagree, Strongly Disagree)

- a. Do you like more postings/information about student's life in Belgium?
Strongly Agree, especially for prospective Indonesian students.
- b. Do you like more postings/information about campus activities/events in Belgium's Universities?
Strongly Agree, for example a video about welcoming day or week in campus.
- c. Do you like more postings/information about available major/specialization Belgium's Universities?
Agree, especially for prospective Indonesian students.
- d. Do you like more postings/information about Teaching activities Belgium's Universities?

Neither because not everyone needs to know about this information and you can search it yourself on the University's website.

- e. Do you like more postings/information about Professors/Teacher Assistants in Belgium's Universities?

Disagree because every major has different teaching methods, but the teaching culture in Belgian Universities is the same.

- f. Do you like more postings/information about places to visit in Belgium?

Strongly Agree because I like traveling.

- g. Do you like more postings/information about Indonesian student's activities/events in Belgium?

Strongly Agree because it is an interesting topic.

- h. Do you like more postings/information about Indonesian Embassy's events with PPI Belgia?

Agree because as a member of PPI Belgia's team I have to go to the embassy often and I like the information about gathering events with other Indonesian students in the Indonesian embassy.

- i. Do you like more postings/information about activities/events in Belgium?

Strongly Agree so we can learn more about Belgian cultures.

- j. Do you like more postings/information about Belgium's neighbouring countries?

Agree, but it is also too difficult to make, perhaps by collaborating with PPI team from the neighbouring countries.

- k. Do you like more postings/information about recent situation (politic, economy, social, etc.) in Indonesia?

Disagree, because it is irrelevant can be accessed from other official sources.

- l. Do you like more postings/information about latest update on Covid19 in Indonesia/Belgium?

Neither because I prefer to read it on the official websites.

10. What is (are) the topic/information(s) that must be avoid on PPI Belgia's Instagram/Facebook account ? Why?

Racism and political issues because these topics are very sensitive and as a student association, PPI Belgia has to remain neutral.

11. How often should the admin post new content on PPI Belgia's Instagram/Facebook account?

Once per week.

12. Should PPI Belgia's Instagram/Facebook account be a medium to offer Q&A service for Indonesian students in Belgium? If yes, what are the most important questions and why?

It is ok because it is important to know all the details before Indonesian students arrive in Belgium, for example on how they can get to their city once they landed in Belgium, how to buy the sim card for their phone, or how to buy the train ticket.

13. What is the best time should the admin post new content on PPI Belgia's Instagram/Facebook account? Why?

Preferable morning or afternoon time on the weekend because usually people have more time.

14. Is it ok if PPI Belgia shares promotional content?

It is ok as long as relevant to Indonesian student's needs.

15. What are the most important events in your life?

The graduation day for my Bachelor degree.

Demographic questions :

1. What is your gender?

Male.

2. What is your age?

26 years old

3. What is your country of origin?

Indonesia

4. What is your city of origin?

Padang, West Sumatra

5. Where is your current residency?

Leuven, Belgium

6. Are you a Master or PhD student?

Master student

7. Do you receive a grant/scholarship or self-funded?

Scholarship from VLIR-UOS

8. Which University do you study and what is your major/subject of study?

I am studying Food Technology from Interuniversity Program (IUPFOOD) in KU Leuven and UGhent

9. What is your marital status?

Single

10. What is (are) your reason(s) to choose studying in Belgium?

The main reason is because I have got the scholarship for my Master degree in Food Technology. Also, I knew an alumnus from this program and he recommends it.

11. What is (are) your reason(s) to study in your current University?

I did not actually choose the university by myself since my scholarship is already specific (binding) for this major and universities. But after that I knew that KU Leuven and UGhent are two of the best universities in Europe for the research field in Food Technology. They are also the best universities in Belgium.

8.3.12. Interview 12

1. Do you have any social media (Instagram/Facebook/blog) account?

Yes I have an Instagram, Twitter, Facebook, LinkedIn and Pinterest account.

2. Which social media do you check first every day? Why?

Instagram because I want to know about my friend's daily activities.

3. Which social media do you usually use/post on regular basis? Why?

I usually use Instagram and Twitter. I like the Instastory feature on Instagram and usually I read news about football on Twitter.

4. How much time (hour/day) do you use your social media account (Instagram/Facebook/blog) in daily basis?

I spent around 2 hours per day.

5. Do you know about PPI Belgia Instagram/Facebook/blog account?

Yes.

6. Where did you hear/know about PPI Belgia Instagram/Facebook/blog account?

I knew it from PPI Hasselt when I was searching about the information of studying in Belgium before I came here.

7. Do you prefer to read a post or watch a video/story on your social media account?

I prefer to watch short video on Instastory and long video on YouTube.

8. What was your last thing you see/browse on your social media account?

I saw Instastory from my friends, football news about big leagues, such as the UK, Germany, and Spain.

9. What type of content (topic/information) should the admin post new content on PPI Belgia's Instagram/Facebook account? Why?

I think daily Indonesian student's life in other cities topic will be interesting, or studying tips during the exam period and how to study effectively.

With 5-points scale (Strongly Agree, Agree, Neither, Disagree, Strongly Disagree)

- a. Do you like more postings/information about student's life in Belgium?

Strongly Agree.

- b. Do you like more postings/information about campus activities/events in Belgium's Universities?

Strongly Agree.

- c. Do you like more postings/information about available major/specialization Belgium's Universities?

Agree because it is important to prospective Indonesian students and the University website is not clearly mentioned about the differences.

- d. Do you like more postings/information about Teaching activities Belgium's Universities?

Agree because I want to get more insights about education system, study or exam tips in Belgian Universities.

- e. Do you like more postings/information about Professors/Teacher Assistants in Belgium's Universities?

Neither because for me it is not too interesting nor important.

- f. Do you like more postings/information about places to visit in Belgium?
Strongly Agree because I like to travel.
- g. Do you like more postings/information about Indonesian student's activities/events in Belgium?
Strongly Agree because it is an interesting topic for me.
- h. How about job opportunities, Belgian's companies, etc?
Strongly Agree because I want to find a (permanent) job in Belgium.
- i. Do you like more postings/information about Indonesian Embassy's events with PPI Belgia?
Strongly Agree because I am having difficulties to find Indonesian foods or restaurants in Belgium.
- j. Do you like more postings/information about activities/events in Belgium?
Strongly Agree, especially on music festivals or public events.
- k. Do you like more postings/information about Belgium's neighbouring countries?
Agree because not many people know that Belgium is in the centre of Europe, so we can travel to the neighbouring countries.
- l. Do you like more postings/information about recent situation (politic, economy, social, etc.) in Indonesia?
Agree but the information must be very credible and cross-checked with the authorities. But as a student organization, PPI Belgia has to be neutral.
- m. Do you like more postings/information about latest update on Covid19 in Indonesia/Belgium?
Strongly Agree.
10. What is (are) the topic/information(s) that must be avoid on PPI Belgia's Instagram/Facebook account ? Why?
False news on political issues, because it is a sensitive topic.
11. How often should the admin post new content on PPI Belgia's Instagram/Facebook account?
Once per month, preferable on public holidays in Belgium & Indonesia.
12. Should PPI Belgia's Instagram/Facebook account be a medium to offer Q&A service for Indonesian students in Belgium? If yes, what are the most important questions and why?
Agree, in order to get more information for prospective Indonesian students. The admin can put an FAQ (Frequently Asked Questions) list so people can read it. The most important question for me is about the procedure to convert the driving license and to extend student visa in Belgium.
13. What is the best time should the admin post new content on PPI Belgia's Instagram/Facebook account? Why?
I think around 2 or 3pm CET, so people in Indonesia can see the updates at the same time.
14. Is it ok if PPI Belgia shares promotional content?
It is ok as long as it is relevant to student's needs.
15. What are the most important events in your life?

Now is the important time, because I have never thought that I can continue my study in Europe. I thought the tuition cost in Europe is very expensive, but now I know that I can study and live in the centre of Europe. However, it becomes the hardest challenge in my life because it is the first time I am far away from home. Few years ago, I went traveling to eastern Europe countries when i had a project in the UK for work for several weeks.

Demographic questions :

1. What is your gender?
Male.
2. What is your age?
28 years old.
3. What is your country of origin?
Indonesia.
4. What is your city of origin?
Bogor, West Java.
5. Where is your current residency?
Diepenbeek, Belgium
6. Are you a Master or PhD student?
Master student.
7. Do you receive a grant/scholarship or self-funded?
Self-funded.
8. Which University do you study and what is your major/subject of study?
I am studying Master of Management, majoring in Business Process Management.
9. What is your marital status?
I am single.
10. What is (are) your reason(s) to choose studying in Belgium?
Because the tuition fee is affordable in comparison with private Universities in Jakarta. A friend of mine studied in Belgium (in KU Leuven for his Bachelor program) before, so I know how is student life in Belgium from him.
11. What is (are) your reason(s) to study in your current University?
Because UHasselt doesn't require GMAT to get into my current Master program. Tuition and living cost in Diepenbeek is also very affordable.

8.3.13. Interview 13

1. Do you have any social media (Instagram/Facebook/blog) account?
Yes, I have Instagram, Facebook and LinkedIn account.

2. Which social media do you check first every day? Why?
Instagram because the features are very interesting.
3. Which social media do you usually use/post on regular basis? Why?
I use Instagram and Facebook in daily basis, mostly on Instastory and sharing video on Facebook.
4. How much time (hour/day) do you use your social media account (Instagram/ Facebook/blog) in daily basis?
Usually I spent 3 to 4 hours per day.
5. Do you know about PPI Belgia Instagram/Facebook/blog account?
Yes, I know all of PPI Belgia's channels.
6. Where did you hear/know about PPI Belgia Instagram/Facebook/blog account?
From one of my Indonesian student's senior di UHasselt who introduced me to PPI Belgia's OSN channels.
7. Do you prefer to read a post or watch a video/story on your social media account?
I actually like it both, but if there is a narration, I prefer to read it on a post. Sometimes the narration on Instastory is too fast for me.
8. What was your last thing you see/browse on your social media account?
Activities that we can do while working from home or doing online exams.
9. What type of content (topic/information) should the admin post new content on PPI Belgia's Instagram/Facebook account? Why?
Update about activities or news update from Belgian Government related with covid-19. I prefer to get information about situation in Belgium than in Indonesia.

With 5-points scale (Strongly Agree, Agree, Neither, Disagree, Strongly Disagree)

- a. Do you like more postings/information about student's life in Belgium?
Agree, because I would like to know about student activities in Belgium, for example traveling or cycling together.
- b. Do you like more postings/information about campus activities/events in Belgium's Universities?
Neither, I prefer to attend a webinar or seminar.
- c. Do you like more postings/information about available major/specialization Belgium's Universities?
Agree, especially for prospective Indonesian students. For example tuition and living cost in Belgium.
- d. Do you like more postings/information about Teaching activities Belgium's Universities?
Agree because I did not know about the teaching methods in Belgium before I came here. I think information about grading system in Belgian Universities is also important because it is different than what we have in Indonesia.
- e. Do you like more postings/information about Professors/Teacher Assistants in Belgium's Universities?

Neither, I prefer more information about internship opportunities between Belgian Universities and Belgian companies, for example between Vitolab with UHasselt.

- f. Do you like more postings/information about places to visit in Belgium?
Strongly Agree because I do not know much about places to visit in Belgium.
- g. Do you like more postings/information about Indonesian student's activities/events in Belgium?
Strongly Agree and it can motivate more prospective Indonesian students to study in Belgium.
- h. How about job opportunities, Belgian's companies, etc?
Agree, especially the information about requirements or skills to get a job in Belgium.
- i. Do you like more postings/information about Indonesian Embassy's events with PPI Belgia?
Strongly Agree, especially information about gathering activities in the Indonesian embassy with other Indonesian students from different cities in Belgium.
- j. Do you like more postings/information about activities/events in Belgium?
Agree, I would like to get more information about winter festival or night market in other Belgian cities.
- k. Do you like more postings/information about Belgium's neighbouring countries?
Agree because I like to travel and would like to travel to Belgium's neighbouring countries.
- l. Do you like more postings/information about recent situation (politic, economy, social, etc.) in Indonesia?
Neither because it is a sensitive issue and I do not want the information to be biased and unreliable.
- m. Do you like more postings/information about latest update on Covid19 in Indonesia/Belgium?
Agree.
10. What is (are) the topic/information(s) that must be avoid on PPI Belgia's Instagram/Facebook account? Why?
Political situation in Indonesia because it is very sensitive and PPI Belgia must remain neutral.
11. How often should the admin post new content on PPI Belgia's Instagram/Facebook account?
Once in 2 weeks, but anytime if it is an information about PPI Belgia's events or webinar.
12. Should PPI Belgia's Instagram/Facebook account be a medium to offer Q&A service for Indonesian students in Belgium? If yes, what are the most important questions and why?
Agree because prospective students can ask Indonesian students who are already in Belgium directly about student's life.
13. What is the best time should the admin post new content on PPI Belgia's Instagram/Facebook account? Why?
Preferable in midweek, like Tuesday noon Belgian time or evening Indonesian time.
14. Is it ok if PPI Belgia shares promotional content?
Strongly Agree as long it is relevant with Indonesian student's needs.
15. What are important events in your life?
When I have got accepted VLIR-UOS scholarship. For me it is a precious achievement.

Demographic questions :

1. What is your gender?
Male.
2. What is your age?
27 years old.
3. What is your country of origin?
Indonesia.
4. What is your city of origin?
Tanjung Balai, Karimun.
5. Where is your current residency?
Diepenbeek, Belgium.
6. Are you a Master or PhD student?
Master student.
7. Do you receive a grant/scholarship or self-funded?
VLIR-UOS Scholarship.
8. Which University do you study and what is your major/subject of study?
I am studying at UHasselt, majoring in Statistics.
9. What is your marital status?
Single.
10. What is (are) your reason(s) to choose studying in Belgium?
Because I have a Bachelor degree in Mathematics and I applied for a scholarship in Statistics at UHasselt.
11. What is (are) your reason(s) to study in your current University?
Because VLIR-UOS scholarship for Biostatistics is assigned at UHasselt.

8.3.14. Interview 14

1. Do you have any social media (Instagram/Facebook/blog) account?
Yes, I have Facebook and LinkedIn account.
2. Which social media do you check first every day? Why?
LinkedIn because I am posting about my current research study.
3. Which social media do you usually use/post on regular basis? Why?
On LinkedIn for the same reason.

4. How much time (hour/day) do you use your social media account (Instagram/ Facebook/blog) in daily basis?
Less than 1 hour per day.
5. Do you know about PPI Belgia Instagram/Facebook/blog account?
No, I do not know about it.
6. Where did you hear/know about PPI Belgia Instagram/Facebook/blog account?
I do not know.
7. Do you prefer to read a post or watch a video/story on your social media account?
I prefer to read the post because I love to read.
8. What was your last thing you see/browse on your social media account?
About the newest spokesman for covid-19 in Indonesia.
9. What type of content (topic/information) should the admin post new content on PPI Belgia's Instagram/Facebook account? Why?
About researchers or PhD students in Belgium because they need funding to do the research in Indonesia, so I think PPI Belgia should post more about academic purpose or activities, research and grant, also promote the results of their researches.

With 5-points scale (Strongly Agree, Agree, Neither, Disagree, Strongly Disagree)

- a. Do you like more postings/information about student's life in Belgium?
Disagree.
- b. Do you like more postings/information about campus activities/events in Belgium's Universities?
Disagree.
- c. Do you like more postings/information about available major/specialization Belgium's Universities?
Disagree.
- d. Do you like more postings/information about Teaching activities Belgium's Universities?
Disagree.
- e. Do you like more postings/information about Professors/Teacher Assistants in Belgium's Universities?
Disagree.
- f. Do you like more postings/information about places to visit in Belgium?
Disagree.
- g. Do you like more postings/information about Indonesian student's activities/events in Belgium?
Disagree.
- h. Do you like more postings/information about Indonesian Embassy's events with PPI Belgia?
Agree, I would like to know more about promotion about Indonesia, student's involvement on the Indonesian embassy's events.
- i. Do you like more postings/information about activities/events in Belgium?
Disagree.

- j. Do you like more postings/information about Belgium's neighbouring countries?
Disagree.
 - k. Do you like more postings/information about recent situation (politic, economy, social, etc.) in Indonesia?
Disagree.
 - l. Do you like more postings/information about latest update on Covid19 in Indonesia/Belgium?
Disagree.
10. What is (are) the topic/information(s) that must be avoid on PPI Belgia's Instagram/Facebook account ? Why?
Racism issues, because it is a sensitive topic.
 11. How often should the admin post new content on PPI Belgia's Instagram/Facebook account?
Twice per week.
 12. Should PPI Belgia's Instagram/Facebook account be a medium to offer Q&A service for Indonesian students in Belgium? If yes, what are the most important questions and why?
Yes, PPI Belgia can also provide FAQ about student life in Belgium, grants for research, student jobs opportunities.
 13. What is the best time should the admin post new content on PPI Belgia's Instagram/Facebook account? Why?
I think it is around 7 or 8 AM CET.
 14. Is it ok if PPI Belgia shares promotional content?
Yes, it is ok as long as it is relevant with student's life.
 15. What are important events in your life?
Life is an on-going journey, every moment is a festive. So for me, every moment is special.

Demographic questions :

1. What is your gender?
Male.
2. What is your age?
39 years old.
3. What is your country of origin?
Indonesia.
4. What is your city of origin?
Jakarta, Indonesia.
5. Where is your current residency?
Ghent, Belgium.
6. Are you a Master or PhD student?
I am a PhD student.
7. Do you receive a grant/scholarship or self-funded?

I have received a scholarship from the Indonesian government (LPDP).

8. Which University do you study and what is your major/subject of study?

I am studying at UGhent, majoring in Food Technology.

9. What is your marital status?

Married.

10. What is (are) your reason(s) to choose studying in Belgium?

Because I have received the grant which is aligned with my background education and my Supervisor/Professor is teaching in UGhent.

11. What is (are) your reason(s) to study in your current University?

Because my Supervisor/Professor is teaching in UGhent.

8.3.15. Interview 15

1. Do you have any social media (Instagram/Facebook/blog) account?

Yes, I have Instagram, Facebook and LinkedIn account.

2. Which social media do you check first every day? Why?

Instagram because I like to check the newest fashion/mode.

3. Which social media do you usually use/post on regular basis? Why?

Instagram because I like the features on this application.

4. How much time (hour/day) do you use your social media account (Instagram/ Facebook/blog) in daily basis?

Usually around 2-3 hours per day.

5. Do you know about PPI Belgia Instagram/Facebook/blog account?

Yes.

6. Where did you hear/know about PPI Belgia Instagram/Facebook/blog account?

I searched it by myself before I came to Belgium.

7. Do you prefer to read a post or watch a video/story on your social media account?

I prefer to watch short videos.

8. What was your last thing you see/browse on your social media account?

I was searching information about work resume because I am almost graduated and looking for (permanent) jobs.

9. What type of content (topic/information) should the admin post new content on PPI Belgia's Instagram/Facebook account? Why?

Career and job opportunities, especially the requirements for international students. Usually the main problem to get a job in Belgium for international students is because we have language barriers.

With 5-points scale (Strongly Agree, Agree, Neither, Disagree, Strongly Disagree)

- a. Do you like more postings/information about student's life in Belgium?
Strongly Agree.
 - b. Do you like more postings/information about campus activities/events in Belgium's Universities?
Strongly Agree.
 - c. Do you like more postings/information about available major/specialization Belgium's Universities?
Strongly Agree.
 - d. Do you like more postings/information about Teaching activities Belgium's Universities?
Strongly Agree.
 - e. Do you like more postings/information about Professors/Teacher Assistants in Belgium's Universities?
Agree.
 - f. Do you like more postings/information about places to visit in Belgium?
Agree.
 - g. Do you like more postings/information about Indonesian student's activities/events in Belgium?
Strongly Agree.
 - h. How about job opportunities, Belgian's companies, etc?
Strongly Agree.
 - i. Do you like more postings/information about Indonesian Embassy's events with PPI Belgia?
Neither.
 - j. Do you like more postings/information about activities/events in Belgium?
Agree.
 - k. Do you like more postings/information about Belgium's neighbouring countries?
Strongly Disagree.
 - l. Do you like more postings/information about recent situation (politic, economy, social, etc.) in Indonesia?
Strongly Agree.
 - m. Do you like more postings/information about latest update on Covid19 in Indonesia/Belgium?
Strongly Agree.
10. What is (are) the topic/information(s) that must be avoid on PPI Belgia's Instagram/Facebook account ? Why?
Sensitive issues about politics or racism.
 11. How often should the admin post new content on PPI Belgia's Instagram/Facebook account?
Twice per week.
 12. Should PPI Belgia's Instagram/Facebook account be a medium to offer Q&A service for Indonesian students in Belgium? If yes, what are the most important questions and why?
Strongly Agree because it will accommodate Indonesian students who are having problems in studying or living in Belgium.

13. What is the best time should the admin post new content on PPI Belgia's Instagram/Facebook account? Why?

I prefer early morning or late in the evening because people usually check their OSN accounts during that time.

14. Is it ok if PPI Belgia shares promotional content?

It is ok as long as it is relevant to student's needs.

15. What are important events in your life?

It was when I was accepted for my Bachelor program in Indonesia and Master program in Belgium.

Demographic questions :

1. What is your gender?

Female.

2. What is your age?

25 years old.

3. What is your country of origin?

Indonesia.

4. What is your city of origin?

South Tangerang (Pamulang), West Java.

5. Where is your current residency?

Ixelles (Brussels), Belgium.

6. Are you a Master or PhD student?

Master student.

7. Do you receive a grant/scholarship or self-funded?

Self-funded.

8. Which University do you study and what is your major/subject of study?

I am studying at VUB, majoring in Finance (Master of Management).

9. What is your marital status?

Single.

10. What is (are) your reason(s) to choose studying in Belgium?

Because I can study on cross major (different than my major in Bachelor program) and the living cost is still affordable.

11. What is (are) your reason(s) to study in your current University?

Because VUB is a well-known University in the world.

8.3.16. Interview 16

1. Do you have any social media (Instagram/Facebook/blog) account?
Yes, I have Facebook, Instagram, Twitter, and LinkedIn account.
2. Which social media do you check first every day? Why?
LinkedIn and Instagram because I have received notifications for job opportunities on LinkedIn and messages from my friends on Instagram.
3. Which social media do you usually use/post on regular basis? Why?
Instagram because I have many friends on this application and I like the features.
4. How much time (hour/day) do you use your social media account (Instagram/ Facebook/blog) in daily basis?
I usually spend an hour per day.
5. Do you know about PPI Belgia Instagram/Facebook/blog account?
Yes.
6. Where did you hear/know about PPI Belgia Instagram/Facebook/blog account?
I knew it from my friend.
7. Do you prefer to read a post or watch a video/story on your social media account?
I prefer to read the post.
8. What was your last thing you see/browse on your social media account?
I was searching on exercises in French language.
9. What type of content (topic/information) should the admin post new content on PPI Belgia's Instagram/Facebook account? Why?
About student or zoekjaar visa procedures in Belgium, student's life and available scholarships from the Belgian government.

With 5-points scale (Strongly Agree, Agree, Neither, Disagree, Strongly Disagree)

- a. Do you like more postings/information about student's life in Belgium?
Strongly Agree for prospective Indonesian students.
- b. Do you like more postings/information about campus activities/events in Belgium's Universities?
Agree.
- c. Do you like more postings/information about available major/specialization Belgium's Universities?
Neither.
- d. Do you like more postings/information about Teaching activities Belgium's Universities?
Agree.
- e. Do you like more postings/information about Professors/Teacher Assistants in Belgium's Universities?
Neither.
- f. Do you like more postings/information about places to visit in Belgium?
Strongly Agree.

- g. Do you like more postings/information about Indonesian student's activities/events in Belgium?
Strongly Agree, for example the seminar about academic writing in Ghent and Indonesian day in Leuven.
- h. How about job opportunities, Belgian's companies, etc?
Strongly Agree, for example share information from VDAB and internship experience from Indonesian students in Belgium.
- i. Do you like more postings/information about Indonesian Embassy's events with PPI Belgia?
Agree because it is informative.
- j. Do you like more postings/information about activities/events in Belgium?
Agree.
- k. Do you like more postings/information about Belgium's neighbouring countries?
Neither, I am not really interested.
- l. Do you like more postings/information about recent situation (politic, economy, social, etc.) in Indonesia?
Agree for social economy topics but Disagree for political issues. PPI Belgia must remain neutral as a student organization.
- m. Do you like more postings/information about latest update on Covid19 in Indonesia/Belgium?
Agree because it is useful during the pandemic period.
10. What is (are) the topic/information(s) that must be avoid on PPI Belgia's Instagram/Facebook account ? Why?
Political issues because it is sensitive.
11. How often should the admin post new content on PPI Belgia's Instagram/Facebook account?
Depends on the event, but I think once per week is enough.
12. Should PPI Belgia's Instagram/Facebook account be a medium to offer Q&A service for Indonesian students in Belgium? If yes, what are the most important questions and why?
Agree and I prefer to get more information about job opportunies in Belgium.
13. What is the best time should the admin post new content on PPI Belgia's Instagram/Facebook account? Why?
I think it should be during the noon time or on the weekends.
14. Is it ok if PPI Belgia shares promotional content?
It is ok, as long as it is relevant with the student's needs.
15. What are important events in your life?
For me it was my graduation day, my first day of work and my marriage day.

Demographic questions:

1. What is your gender?
Female.
2. What is your age?

30 years old.

3. What is your country of origin?

Indonesia.

4. What is your city of origin?

Pekanbaru, Riau.

5. Where is your current residency?

Boortmeerbeek, Belgium.

6. Are you a Master or PhD student?

Master student.

7. Do you receive a grant/scholarship or self-funded?

Self-funding.

8. Which University do you study and what is your major/subject of study?

I was studying Business Management at VUB.

9. What is your marital status?

Married.

10. What is (are) your reason(s) to choose studying in Belgium?

Back then at VUB/Belgium I was allowed to switch from Humanity background-degree of my bachelor to Business background-degree for my master, and the tuition fee was affordable in a comparison with other countries (the Netherlands, the UK, Australia, Switzerland).

In Germany, it was not possible to switch the study background (if I was not mistaken), even though the tuition fee there was much cheaper than in Belgium.

11. What is (are) your reason(s) to study in your current University?

Other than the reasons I have mentioned earlier, I found that VUB service for international students, especially the Information department, was excellent.