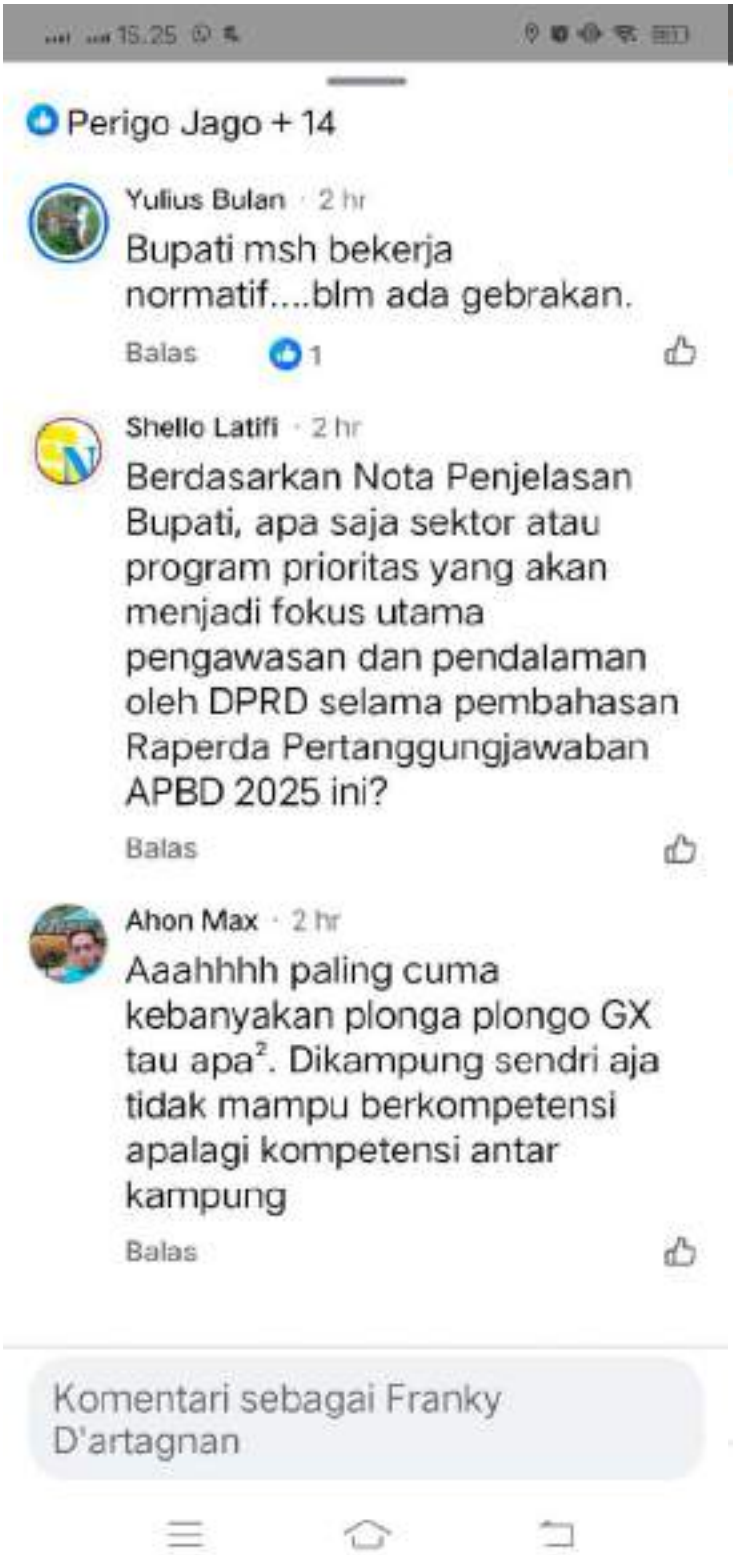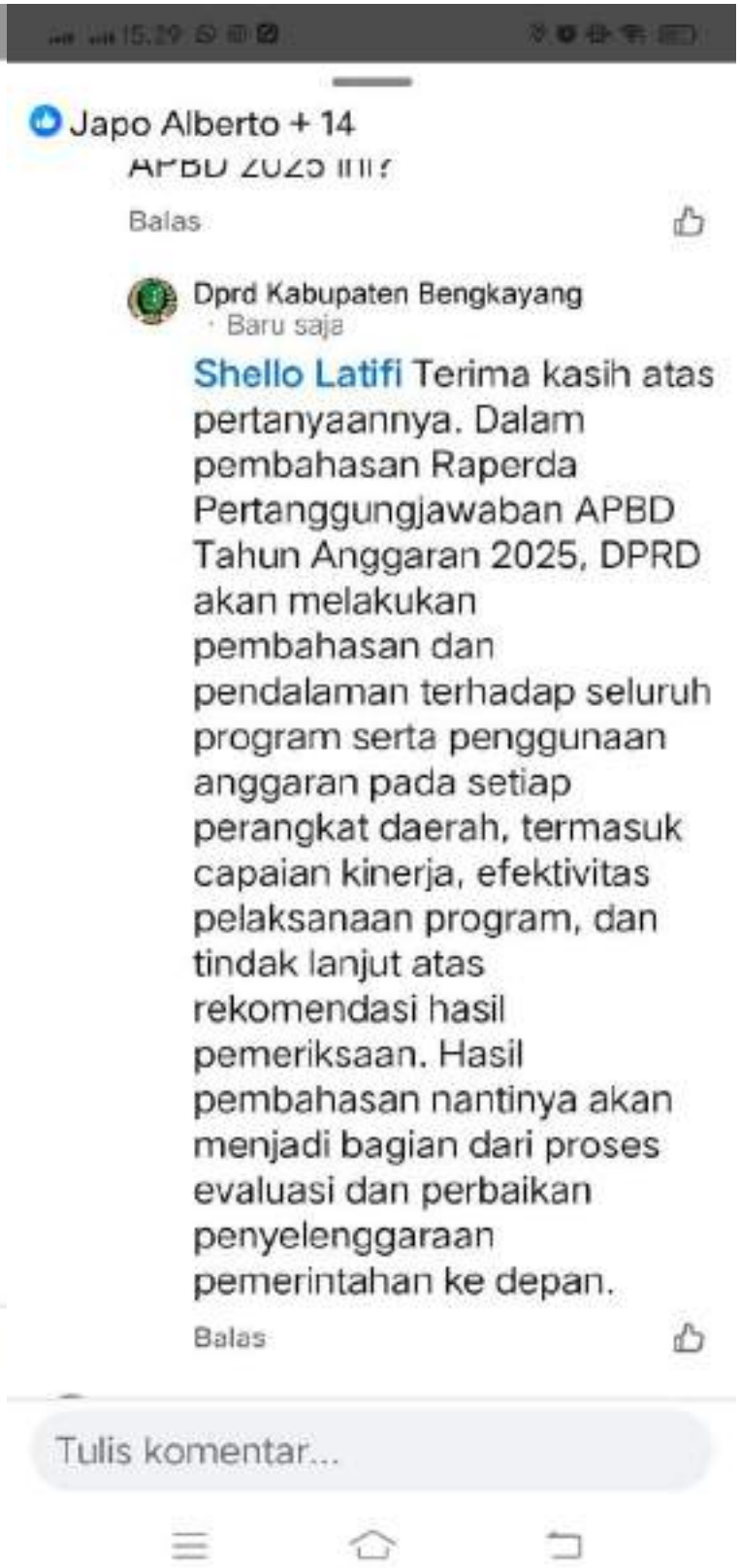Interaksi dengan masyarakat melalui media sosial