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Factors Influencing Young Audience Preferences for Digital Platforms in Indonesia

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ABSTRACT

The rapid development of digital technology and the widespread adoption of the internet have significantly transformed media consumption patterns, especially among young audiences in Indonesia. This study uniquely explores the preferences and motivations of Indonesian youth (ages 15-30) in selecting digital platforms over traditional media, applying the Theory of Planned Behavior (TPB) as a framework. TPB posits that Attitude Toward Behavior (ATB), Subjective Norms (SN), and Perceived Behavioral Control (PBC) are key factors influencing behavioral intentions. The results reveal distinct differences from prior research: SN and PBC emerged as dominant influencers, whereas ATB had minimal impact. These findings underline the critical roles of social validation and platform usability in shaping preferences. Implications of this study include guiding media providers to develop strategies that cater to the social and functional needs of young Indonesians, ensuring sustained engagement with digital platforms.

1. INTRODUCTION

The rapid evolution of digital technology and widespread internet adoption have led to significant shifts in global media consumption, particularly impacting younger audiences [1]. In Indonesia, a country with a young, digitally savvy population, platforms like YouTube, Instagram, and streaming services are witnessing a surge in popularity [2]. Young Indonesian viewers increasingly prioritize on-demand, mobile-friendly content over traditional forms of media, such as television and print newspapers. This trend reflects a broader shift across Southeast Asia, where internet penetration is expanding and mobile device usage is prolific [3]. Internet penetration has reached nearly 80%, with a large segment of the population, especially in urban areas, having access to the internet [4]. This digital landscape underscores the need for media providers to understand the unique motivations and preferences of young viewers to effectively capture this influential demographic.

Despite the dominance of digital platforms, conventional television remains a staple in Indonesian households, often due to accessibility and familiarity, particularly in rural regions [5]. For many Indonesians, television serves as a communal activity shared by family members. However, younger audiences, adept with digital media from an early age, are increasingly turning to online platforms. Surveys reveal that viewers aged 15–30 are less likely to follow fixed TV schedules, preferring platforms where they can choose content and decide when to watch it [6][7]. Young audiences value the flexibility and control digital media offers, allowing them to consume content aligned with specific interests like lifestyle, music, and gaming. Platforms such as TikTok and Instagram enhance this experience by offering interactive, community-driven engagement through comments, likes, and shares, creating a sense of belonging that traditional media often lack [8][9].

A significant cultural factor in this shift is the rise of influencer culture with social media personalities shaping trends among younger Indonesians. Influencers who produce content on topics such as fashion, tech,

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and lifestyle can sway young viewers' preferences, effectively setting trends in what they watch, buy, and even believe [10]. This trend challenges conventional television, which lacks the on-demand appeal of digital media. Moreover, digital platforms allow young Indonesians to explore a diverse range of content outside traditional programming, connecting them with global trends. With this shift, Indonesian media providers must adapt by either digitizing their content or integrating digital components into traditional broadcasts, such as social media tie-ins or interactive viewer polls [11].

Literature on media consumption trends in Indonesia acknowledges this shift to digital platforms but often overlooks specific motivators [12]. Cultural and demographic factors play a significant role in this transformation, especially given Indonesia's diverse population of over 300 ethnic groups, each with varying media preferences. For instance, young people in metropolitan areas like Jakarta, Surabaya, and Bandung are more inclined toward international streaming platforms like Netflix and Disney+, whereas those in rural areas may prefer YouTube or local platforms catering to Indonesian-language content [13][14]. Regardless of geography, the appeal of digital media's convenience, interactivity, and accessibility is evident, making it essential for media providers to address these motivators to engage young viewers effectively [15].

The TPB provides a valuable framework for understanding these motivations, positing that ATB, SN, and PBC are key predictors of behavioral intentions [16]. In Indonesia, these factors manifest in specific ways. ATB includes positive perceptions of digital platforms as sources of entertainment and social connection, which contrast with conventional television's passive viewing model [17]. SN reflect social influences from peers, family, and influencers, which shape young Indonesians' viewing habits, as they are constantly exposed to recommendations from their social networks [18]. PBC, capturing accessibility and ease of use, is particularly relevant in Indonesia, where mobile devices are the primary mode of internet access [19].

Despite the extensive application of TPB in various fields, its use in examining media consumption, particularly in Southeast Asia, remains limited. Most prior studies have focused on Western or global samples, neglecting the cultural and demographic specificities of non-Western regions like Indonesia. This oversight is significant, given Indonesia’s diverse population, comprising over 300 ethnic groups with varying media preferences influenced by regional, linguistic, and cultural factors. Moreover, the role of influencers and social networks in shaping media consumption behaviors among young Indonesians, particularly through platforms like TikTok and Instagram, further underscores the need to explore these dynamics in a culturally relevant context.

The TPB serves as the theoretical framework for this study, providing a lens to examine the factors influencing media preferences among young audiences in Indonesia. TPB posits that behavioral intentions are driven by three critical components: ATB, SN, and PBC [20]. Although previous research has widely validated TPB across diverse contexts, its application to media consumption in Southeast Asia remains underexplored. Furthermore, existing studies often focus on Western or global samples, neglecting the cultural and demographic specificities of the region [21]-[23]. To address these gaps, this research integrates TPB with a quantitative, survey-based approach targeting Indonesian viewers aged 15–30. By analyzing the relationships between ATB, SN, PBC and their impact on digital media preferences, this study employs multiple regression analysis to offer new insights into the motivations shaping media engagement in Indonesia [24].

Recent studies highlight social influences and platform usability as pivotal in shaping digital consumption behavior [25]. However, limited empirical research examines how these factors interplay with personal attitudes in non-Western populations. This study seeks to fill this gap by focusing on Indonesia's youth, a demographic that not only consumes but also shapes digital trends in the region [26]. To provide clarity and direction, the study is guided by the following research questions:

1) How do ATB, SN, and PBC influence young Indonesians’ preference for digital platforms?
2) Which of these factors has the most significant impact on digital platform engagement?

The objectives of this study are to evaluate the relative influence of TPB constructs on media preferences, identify the most critical determinants of digital engagement, and provide actionable insights for media providers to better meet the needs of young Indonesian audiences. These objectives aim to bridge theoretical and practical understanding, enhancing the relevance of TPB in the rapidly evolving digital media landscape.

2. METHOD

This section outlines the research design, data collection process, and analytical methods used to examine the factors influencing young audiences’ preferences for digital versus conventional media. The study utilizes a survey-based quantitative approach, with analysis supported by the TPB model.

2.1. Theory of Planned Behavior

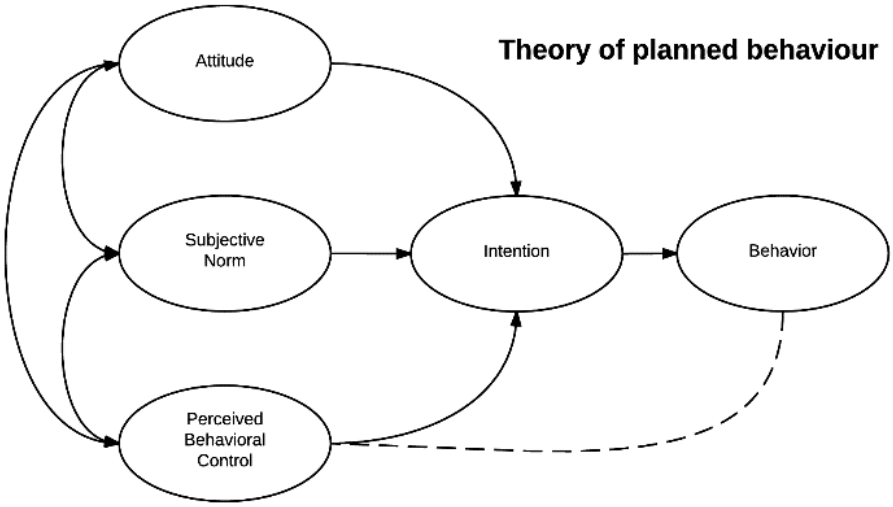

Figure 1. Theory of Planned Behavior

The TPB developed by Ajzen in 1985, is widely used to explain and predict human actions in a variety of fields, especially those that involve decision-making and consumer behavior. TPB builds on the earlier Theory of Reasoned Action (TRA) by Fishbein and Ajzen in 1975, which suggested that a person's behavior is directly influenced by their intention to perform it, an intention shaped by their attitudes and subjective norms. However, TPB introduced a third determinant PBC to account for behaviors over which individuals may feel they have varying degrees of control. This addition made TPB particularly suitable for analyzing behaviors where control over the action might be limited by external factors, such as resources, skills, or social pressures [27].

2.1.1. Attitude Toward Behavior

ATB refers to the consumer's positive or negative feelings about an object after assessing it [28]. The more thoroughly an object is evaluated, the stronger the attitudes that form [29]. Attitudes serve several functions, including adjustment, ego defense, value expression, and knowledge. They are shaped by behavioral beliefs, which involve expectations about the likelihood of different outcomes, along with evaluations of how favorable or unfavorable those outcomes would be. When an individual holds a positive view of an action, they are more inclined to perform it [30][31]. Attitude toward behavior is considered the primary factor influencing behavioral intention. Additionally, behavioral beliefs influence perceived behavioral control and subjective norms.

2.1.2. Subjective Norm

A SN is shaped by an individual's beliefs about what certain important people think they should do, combined with the person's motivation to comply with these individuals [32]. It is a personal perception that arises from social pressure to perform or avoid certain behaviors and can be weighted accordingly [33]. This norm is grounded in normative beliefs about whether one agrees or disagrees with the opinions or attitudes of individuals or groups that influence a person's attitude toward a specific behavior [34]. Significant social influences on certain behaviors often come from family, spouse, relatives, colleagues, and other reference groups. Social power, including potential rewards or punishments, plays a role in SN, influencing how individuals regard others or aspire to emulate them. Typically, people feel social pressure when expected to engage in a specific behavior, while they are less likely to experience this pressure if there are no expectations placed upon them.

2.1.3. Perceived Behavioral Control

PBC refers to an individual's perception of their capability to carry out specific actions. In other words, it reflects the extent to which a person feels that performing or avoiding certain actions is within their control. PBC is influenced by various beliefs regarding factors that either facilitate or hinder the execution of a behavior. Broadly speaking, behavior encompasses all human actions, whether visible or not to external observers. It represents a person's response or reaction to external stimuli [32].

2.2. Sample and Sampling

The study targeted young Indonesian audiences aged 15–30, representing a demographic with high digital media engagement. Participants were selected using a purposive sampling method to ensure the sample aligns with the study's objectives. Survey conducted via online platforms, including Instagram, Twitter, and WhatsApp, leveraging their popularity among the target demographic. A total of 400 respondents participated in the survey.

While online distribution facilitated broad and efficient reach, it may introduce potential biases. For instance, participants were limited to those with internet access and active on social media, which could exclude individuals from rural areas or with limited digital exposure. Additionally, self-selection bias may occur, as individuals with a strong interest in digital media might be more inclined to participate. These limitations are acknowledged, and future research should consider complementary methods, such as offline surveys, to improve representativeness.

2.3. Research Design

The research adopts a cross-sectional survey design to gather quantitative data on young viewers' media preferences, attitudes, subjective norms, and perceived behavioral control. This design is suitable for identifying patterns and relationships within a target population at a specific point in time, aligning well with the objectives of examining the determinants of media choice [35]. The survey was distributed to respondents aged 15-30, who represent a segment with high digital media engagement in Indonesia.

2.3. Data Collection and Survey Design

Data collection involved an online survey questionnaire designed to measure the TPB constructs (Attitudes, Subjective Norms, and Perceived Behavioral Control) and respondents' media preferences. The survey was distributed through social media platforms including Instagram, Twitter, and WhatsApp to reach young Indonesian audiences. The questionnaire consists of demographic questions, statements on attitudes toward digital media, subjective norm items, and perceived behavioral control items, all measured on a 5-point Likert scale (1 = Strongly Disagree to 5 = Strongly Agree). This Likert scale enables respondents to express the extent of their agreement or disagreement, allowing for nuanced data analysis.

Prior to full-scale data collection, a pilot test was conducted involving 30 participants from the target demographic. The pilot aimed to evaluate the questionnaire's clarity, relevance, and reliability. Results from the pilot testing were analyzed using Cronbach's alpha to assess internal consistency, with all constructs achieving values above 0.7, indicating acceptable reliability. Additionally, feedback from participants led to minor revisions in question wording to improve clarity and reduce ambiguity. These steps ensured that the final questionnaire was both reliable and valid for measuring the intended constructs.

2.3. Testing Techniques and Data Analysis

The survey items for each TPB component were adapted from previous studies that successfully utilized TPB in media consumption research [36]. Multiple regression analysis was chosen as the primary statistical method, as it is suitable for examining the relationship between multiple independent variables Attitude Toward Behavior, Subjective Norms, and Perceived Behavioral Control and the dependent variable, young audiences' preference for digital platforms [37]. This approach aligns with the study's objectives to quantify the strength and significance of each TPB construct's influence on media preferences.

Prior to conducting the regression analysis, several data preprocessing steps were undertaken to ensure data quality and consistency. These steps included handling any missing responses, assessing normality, and performing reliability testing using Cronbach's alpha, with all constructs demonstrating acceptable internal consistency ($\alpha > 0.7$).

Once data quality was verified, multiple regression analysis was performed using SPSS software. This method allowed for the testing of the impact of each TPB component on digital media preference, producing standardized coefficients for each variable. These coefficients provided insights into the relative contribution of each predictor, enabling a nuanced understanding of which factors have the most substantial impact on young Indonesians' digital platform engagement. Additionally, hypothesis testing using the T-test and F-test ensured the robustness of the findings, directly linking the results to the research questions.

This methodological rigor ensures that the findings are not only statistically valid but also practically relevant for guiding media providers in developing strategies tailored to the preferences of young audiences in Indonesia.

3. RESULTS AND DISCUSSION

3.1. Result

3.1.1. Normality Test

Before conducting any analysis, the normality of the data was verified. The symmetry of a distribution function is determined by its skewness; if skewness falls outside the range of -1 to 1, the data are likely significantly skewed. A skewness value of 0 represents a perfectly normal distribution. Positive and negative skewness values of 1 and -1 indicate data skewed to the right and left, respectively. Kurtosis measures the peak height of the distribution, where a kurtosis value of 0 indicates an ideal normal distribution [38].

Table 1. Skewness and Kurtosis Test Result

Variable	N	Missing	Skewness	Std. Error (Skewness)	Kurtosis	Std. Error (Kurtosis)
ATB 1	400	0	-0.525	0.122	0.647	0.243
ATB 2	400	0	-0.614	0.122	0.442	0.243
ATB 3	400	0	-0.067	0.122	-0.290	0.243
SN 1	400	0	0.126	0.122	0.194	0.243
SN 2	400	0	-0.039	0.122	-0.077	0.243
PBC 2	400	0	-0.995	0.122	0.554	0.243
PBC 3	400	0	-0.778	0.122	0.015	0.243
PBC 4	400	0	-0.346	0.122	-0.376	0.243
BI	400	0	-0.031	0.122	-0.526	0.243

As illustrated in Table 1, the skewness and kurtosis values for each variable fall within the range of -1 to 1. This range suggests that none of the variables exhibit excessive skew or kurtosis, and they are symmetrically distributed around the mean. Consequently, the results of the skewness and kurtosis analysis provide clear evidence that the data follows a normal distribution pattern, indicating that the dataset meets the assumptions of normality essential for further statistical testing.

3.1.2 Heteroscedasticity Test

The heteroscedasticity test is conducted to determine if there is inconsistency in the variance of residuals across observations in a regression model. When the residual variance remains constant from one observation to the next, the model exhibits homoscedasticity. Conversely, if the variance varies across observations, it indicates heteroscedasticity [39][40]. This test is essential in regression analysis, as heteroscedasticity can affect the accuracy and reliability of model estimates.

Table 2. Heteroscedasticity and Multicollinearity Test Result

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	0,390	0,143		2,719	0,007		
	ATB1	-0.015	0.036	-0.027	-0.402	0.688	0.522	1.917
	ATB 2	-0.048	0.032	-0.100	-1.517	0.130	0.560	1.785
	ATB 3	0.027	0.033	0.059	0.817	0.415	0.469	2.130
	ATB 4	-0.070	0.036	-0.142	-1.946	0.052	0.458	2.185
	ATB 5	0.044	0.039	0.087	1.132	0.258	0.409	2.444
	SN 1	0.007	0.033	0.016	0.202	0.840	0.381	2.628
	SN 2	-0.044	0.033	-0.109	-1.361	0.174	0.377	2.650
	PBC 2	0.037	0.030	0.083	1.209	0.227	0.514	1.944
	PBC 3	0.064	0.035	0.125	1.811	0.071	0.511	1.958
	PBC 4	0.006	0.023	0.015	0.272	0.786	0.748	1.337

As presented in Table 2, the significance values for each variable exceed 0.05. This outcome indicates that there is no issue of heteroscedasticity within the dataset, as the variance in residuals is consistent across observations. The absence of heteroscedasticity confirms that the regression model meets the assumption of homoscedasticity, thereby supporting the reliability of the model's results.

3.1.3 Multicollinearity Test

Multicollinearity testing is conducted to assess whether there is a strong correlation among the independent variables within a model. High correlations between these variables can signal multicollinearity, which may undermine the stability and interpretability of the regression model by inflating the variance of coefficient estimates. Table 2 indicates that the collinearity tolerance values for each variable are above 0.1, while the Variance Inflation Factor (VIF) values remain below 10. These findings suggest that there is no multicollinearity issue in the data, as the independent variables do not exhibit excessively high correlations [41]. This result supports the validity of the regression model, ensuring that each variable can independently contribute to the model without significant overlap in explanatory power.

3.1.4. Hypothesis Testing

3.1.4.1. Coefficient of Determination (R^2)

The coefficient of determination (R^2) test is used to assess the extent to which the regression line represents the relationship between the independent variables and the dependent variable. This coefficient provides insight into how well the model explains the variation in the dependent variable based on the independent variables [42][43]. Table 3 presents the results of the R^2 analysis, highlighting the model's explanatory power in capturing this relationship.

Table 3. Coefficient of Determination Test Result

Statistic	Value
R	0.628
R Square	0.394
Adjusted R Square	0.379
Std. Error of the Estimate	0.622

Table 3 reveals that the variables ATB, SN, and PBC account for 0,394, or 39,4%, of the variance in young audiences' preference for digital platforms. This indicates that 60,6% of the variance is influenced by other factors outside the scope of the model. Thus, while these three variables contribute some explanatory power, the majority of the factors affecting digital platform preferences among young audiences remain unexplored in this analysis.

3.1.4.2. F-Test

Table 4. F-Test Result

Source	Sum of Squares	df	Mean Square	F	Sig.
Regression	97.742	10	9.774	25.304	0.000
Residual	150.258	389	0.386		
Total	248.000	399			

Based on the results of the multiple regression analysis in Table 4, the F-statistic value of 25.304 exceeds the F-table value of 1.75. This indicates that ATB, SN, and PBC have a simultaneous affect on young audiences' preference for digital platforms. Therefore, it can be concluded that the multiple regression model used in this study aligns with the research data.

3.1.4.3. T-Test

Table 5. T-Test Result

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3.777	0.020		192.408	0.000		
	Attitude Toward Behavior	0.047	0.032	0.023	1.454	0.147	0.959	1.043
	Subjective Norm	0.453	0.031	0.406	14.620	0.000	0.298	3.360
	Perceived Behavior Control	0.637	0.030	0.590	21.004	0.000	0.291	3.436

Table 5 illustrates that the T-statistic of ATB (1.454) in predicting the intention to use digital platforms is lower than the critical T-value (1.966), and the error probability (0.147) exceeds the threshold of 0.05, leading

to the rejection of H_0. Conversely, the T-statistic of SN (14.620) and PBC (21.004) are both significantly higher than the critical T-value (1.966), with error probabilities of 0.000, which are below 0.05. These results indicate that H_0 is accepted for SN and PBC, confirming their significant influence on the intention to use digital platforms.

A notable divergence in this study is the insignificance of ATB in predicting young Indonesians' intentions to use digital platforms. This finding contrasts with Shahzalal and Adnan's research [44], which identified a positive and significant influence of ATB on behavioral intentions for responsible social media use in Bangladesh. Their study underscored the role of positive attitudes in shaping intentional and ethical behaviors, emphasizing the importance of personal beliefs in decision-making.

The discrepancy may arise from contextual differences. Shahzalal and Adnan focused on responsible social media use in an emerging market, where digital adoption is relatively nascent, making personal attitudes a more critical determinant of behavior. In contrast, Indonesia, particularly among its youth demographic, represents a digitally mature environment where platform usage is deeply integrated into daily life. As a result, habitual usage and external factors, such as SN and PBC, may overshadow the role of individual attitudes in decision-making.

Cultural factors in Indonesia further highlight the influence of SN. Peer pressure, family expectations, and social media trends strongly guide the preferences of young Indonesians, often outweighing personal attitudes. Similar patterns have been observed in other studies, where SN and PBC played dominant roles in shaping behavior, while ATB had less impact.

3.2. Discussion

The findings of this study provide important theoretical and practical insights into the factors influencing young Indonesians' intention to use digital platforms for content consumption. The results highlight the dominant roles of SN and PBC over ATB in shaping behavioral intentions. This divergence from some prior studies warrants a deeper exploration of the implications for theory and practice.

3.2.1. Theoretical Implications

This study contributes to the TPB framework by offering context-specific insights into its application within the digital media landscape. While TPB posits that ATB, SN, and PBC collectively predict behavioral intentions, the findings here suggest that the relative importance of these components varies based on cultural, demographic, and technological maturity contexts.

The diminished role of ATB in this study challenges the assumption that individual attitudes are universally significant in shaping intentions. In digitally mature markets like Indonesia, where platforms are deeply ingrained in daily life, habitual use may reduce the salience of personal evaluations (ATB) in favor of external and situational factors like SN and PBC. This contrasts with findings in emerging markets, such as those reported by Shahzalal and Adnan [44], where digital adoption is still evolving, and users' attitudes play a critical role in intentional behaviors.

Moreover, this study reinforces the critical role of SN in contexts where social influence is a key driver of behavior. The significance of SN aligns with prior research [45], suggesting that social expectations, peer behavior, and influencer culture shape digital platform engagement. This emphasizes the dynamic interplay between individual and collective motivations, highlighting the need for a more nuanced understanding of TPB in socially mediated environments.

PBC's strong influence on intention underscores the importance of perceived ease and accessibility in shaping digital behaviors. This finding aligns with existing TPB literature [46] but adds depth by situating it within a digital context, where usability, convenience, and technological literacy are paramount. It suggests that PBC might outweigh ATB in contexts where users prioritize functional over evaluative criteria.

3.2.2. Practical Implications

The findings offer actionable insights for digital media companies and policymakers aiming to enhance user engagement. For digital media companies, leveraging social influences is critical; this can be achieved by integrating features that foster social validation, such as influencer endorsements, trending content, and community engagement tools. Platforms should also prioritize usability by designing intuitive interfaces and ensuring accessibility for users across various levels of digital literacy, which can increase Perceived Behavioral Control (PBC) and, consequently, user intentions.

Additionally, content strategies should align with cultural trends and social expectations to resonate with target audiences, particularly young users. For policymakers, the focus should be on promoting digital literacy through educational initiatives that equip users with the skills needed to navigate digital platforms effectively, thereby enhancing PBC.

Furthermore, fostering positive attitudes toward responsible digital consumption through public awareness campaigns can contribute to long-term ethical digital behavior. Lastly, inclusive regulations

supporting technology accessibility for all socio-economic groups can ensure equitable participation in the digital economy. These practical implications address the critical drivers of digital platform usage and provide a roadmap for stakeholders to optimize user engagement in an increasingly competitive digital media environment.

4. CONCLUSION AND LIMITATION

This study underscores the significant roles of SN and PBC in shaping young Indonesians' intentions to engage with digital platforms for content consumption, while ATB was found to be insignificant in this context. These findings highlight the dominance of external social influences and perceived ease of use over personal evaluations in digitally mature environments. The strong influence of SN indicates that social validation, peer behavior, and influencer-driven trends are critical motivators, while the importance of PBC reflects the necessity of platforms being accessible and user-friendly. These insights align with the TPB, providing context-specific evidence that individual preferences alone may not be decisive in habitual digital media usage.

Despite its contributions, the study has several limitations that warrant attention. First, the reliance on self-reported data may introduce biases such as social desirability or inaccuracies in recall, potentially affecting the validity of the findings. Future research could incorporate objective measures of platform engagement, such as tracking actual usage patterns, to complement self-reported intentions. Second, the cross-sectional design of this study limits its ability to capture changes in user behavior over time. A longitudinal approach would offer deeper insights into how the relative importance of ATB, SN, and PBC evolves as digital platforms and user habits continue to develop.

Additionally, this study focuses on a specific demographic and cultural context young Indonesians in a digitally saturated environment which may limit the generalizability of the findings. Future studies could explore similar models in diverse cultural or socio-economic settings to examine the universality of the results. Cross-cultural comparisons would also provide valuable insights into how contextual factors influence the dynamics between TPB components. Finally, as digital platforms evolve rapidly, future research should address emerging factors such as algorithm driven content personalization, privacy concerns, and the role of artificial intelligence in shaping user behavior. These areas could provide a more comprehensive understanding of the drivers of digital platform engagement in an ever-changing media landscape.

By addressing these limitations and exploring new dimensions, future research can build upon the findings of this study to further enrich theoretical frameworks and practical strategies for understanding and enhancing user engagement with digital platforms.

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