



Developing social media-based marketing applications to improve rural families' extra incomes

Nurdin I. Muhammad¹, Alwinda Manao², Ade Risna Sari³, Zulqarnain⁴, Fahima Nasar⁵

¹Prodi Ekonomi Pembangunan, Fakultas Ekonomi dan Bisnis (FEB), Universitas Khairun, Indonesia

²Prodi Manajemen, Fakultas Ekonomi, Universitas Nias Raya, Indonesia

³Prodi Ilmu Administrasi Publik, Universitas Tanjungpura Pontianak, Indonesia

⁴Prodi Perbandingan Mazhab dan Hukum (PMH), Fakultas Syariah, UIN Sulthan Thaha Syaifuddin Jambi, Indonesia

⁵Prodi Ekonomi Pembangunan, Fakultas Ekonomi dan Bisnis (FEB), Universitas Khairun, Indonesia

ARTICLE INFO

Article history:

Received Dec 24, 2022

Revised Jan 23, 2023

Accepted Feb 26, 2023

Keywords:

Media Social
Marketing Business
Improvement
Rural Community
Incomes Family

ABSTRACT

Efforts to use various social media applications to support not only friendship but for business marketing not only in cities but even in remote villages today have become something very phenomenal. To answer this problem, how to be digital is developed for community marketing, especially in urban areas, we have obtained several scientific evidence from various sources; it is hoped that we will specialize in publications that were released in the last year, considering the development of digital applications and their involvement in supporting human activities and business governance. As well as private. After getting the amount of data, we then analyzed it under increasing in-depth evaluation, deep integration, and concluding, which, in essence, is getting valid findings to answer the problems of this study. After a series of studies and discussion of the results, the development of social media for various marketing with exciting applications has attracted many business people in cities and families to get additional income. Thus these findings should be helpful for policy-making academics, even for related research studies to be carried out in the future.

This is an open access article under the [CC BY-NC](https://creativecommons.org/licenses/by-nc/4.0/) license.



Corresponding Author:

Nurdin I. Muhammad,
Prodi Ekonomi Pembangunan, Fakultas Ekonomi dan Bisnis (FEB),
Universitas Khairun, Indonesia,
Jl. Pertamina Kampus II Unkhair Gambesi Kota Ternate Selatan
Email: nurdin.ekounkhair@gmail.com

INTRODUCTION

Because it has been proven that social media is used to increase the progress of business marketing strategies, much research has been done on social media technologies and platforms (Van der Ploeg et al., 2017). Utilizing social media to improve marketing strategies is very important for business people. Consumers are more open to marketing messages on social media because it allows them to participate more and promote products from more perspectives. Social media is a tool that allows businesses to communicate with customers in a fun and easy way. To utilize digital marketing at scale, businesses must be able to modify the way they connect with customers. One of the obstacles

that must be overcome to improve product marketing is the traditional and very straightforward marketing strategy for small businesses that rely on additional customer data. This is because word-of-mouth marketing can help businesses, eventually turning into Brand Identification or a unique mark for a product or service. Since digitalization and social media are familiar concepts, even for people living in rural areas, the advantages of marketing products through digital marketing and social media also present opportunities for small businesses. Based on that, we want to add to the marketing knowledge base by developing social media-based marketing applications to improve rural families' extra incomes (Massey, 2019).

The opportunities above must be utilized by small business owners in rural areas, including household catering businesses. Therefore, digital marketing activities are needed through the owner's Social Media to increase product recognition for this catering business. Social media is essential for spearheading the marketing of small-scale economic activities because, apart from being cheap, it is easy to do (Glaub et al., 2014). Through social media, small business owners will quickly update the goods or services offered to potential customers. In addition, small business owners can carry out promotional activities through social media anytime and anywhere; the chances of successful promotion through social media are also relatively high because currently, social media users in Indonesia reach 191.4 million or nearly 73 percent of Indonesia's total population. Posting business activities and catering products on suitable social media will attract new customers and make existing customers more loyal because they always get positive information from catering. Business activities benefit significantly from developing this information technology (Widyanti & Mahfudz, 2020).

According to Joy et al., (2012) the business world's information requirements are met at lightning speed promptly and precisely. Product branding can also be accomplished by creating social media posts that pique potential buyers' interest and ultimately lead to their purchase. According to Porth et al., (2019) when people see an advertisement for a particular product, they will be encouraged to try it by purchasing it instead of making it themselves. Marketing on social media significantly impacts customer loyalty, product knowledge, and awareness. Customers will be willing to pay a higher price when an item, product, or service is identified as unique. Indonesia's most popular social media platforms are YouTube, WhatsApp, Facebook, Instagram, and Twitter. According to a survey by the Global Web Index (GWI), YouTube, WhatsApp, Instagram, Facebook, and Twitter are Indonesia's most widely used social media platforms. It is anticipated that this community service project will educate rural catering businesses on the significance of digital marketing via social media to increase product marketing and, ultimately, business income (Ukpere et al., 2014). Because of this, Micro, Small, and Medium-Sized Enterprises (MSMEs) must also be able to use digital marketing to keep and grow sales. During the current pandemic, business actors, notably Micro, Small, and Medium Enterprises (MSMEs), must employ various strategies, such as digital marketing, to ensure business continuity. This was made worse by the Covid-19 pandemic, which caused people in Java and Bali to have an Emergency Community Activity Limitation (PPKM) policy from July 3 to July 2021 (Enforcement, 2021). This forced people to lessen their social interactions. This community service project is necessary to understand and explain the significance of digital marketing, which rural small and medium-sized enterprises (MSMEs) require in pandemic and post-pandemic conditions to remain competitive with other business actors. Social media is the most straightforward application of digital marketing for business owners. Catering establishments in rural areas and other businesses can use this community service project to advertise their goods on social media appealingly and straightforwardly (Agriculture et al., 2010).

According to data from the Republic of Indonesia's Ministry of Social Affairs, there are approximately 5,000 to 8,000 orphanages in the country, but the government runs only one percent. The Al-Madina Surabaya Foundation (YAS) was chosen for its innovative approach to empowering orphans (Ostrom et al., 2021). The education, social, religious, and entrepreneurship programs at the Al-Madina Foundation are all excellent. The KidsPreneur program is the flagship of the independent

Al-Madina Surabaya Foundation. The KidsPreneur Center program teaches children about entrepreneurship from a young age. For a product to be successfully sold in entrepreneurship, it is necessary to have a marketing strategy. A marketing strategy is an effort to increase a product's sales, whether a service or a product, by using specific plans and strategies. Every business needs to have its marketing plan. They market their products the same way as the Foundation we visited by selling them in the neighborhood where they live and leaving them in school canteens. If they only market their products by leaving them in school canteens, there is still no product promotion (Shaturaev & Bekimbetova, 2021).

It is evident from the issues above that technology has advanced rapidly; consequently, we require a media that can assist and provide information rapidly. The public is currently favoring digital marketing as a marketing medium to support their various activities. Because the global marketing trend has shifted from conventional/traditional (offline) to digital/modern (online), this is exceptionally beneficial for producers and consumers. This digital marketing strategy will be more effective in the future because potential customers can easily find all information about products and conduct transactions at any time – in real-time – through internet-based social media (Kaufhold et al., 2020). Using various tools, such as social networks, makes promotional activities and market research more straightforward with digital marketing. Additionally, digital marketing does not care about being restricted by time or location. The authors want to share information through websites and applications that aim to make it easier for customers to access without time limits in order to make the most of digital developments.

Because this is where MSMEs can live, income is significant. The income here has yet to be maximized despite the efforts made. In addition, the arrival of the well-known epidemic, Covid-19, at the beginning of 2019 was a disaster that resulted in the income of MSMEs becoming unstable and even significantly decreasing (Temenggung et al., 2021). The micro, small, and medium enterprises (MSMEs) sector has a large workforce and offers opportunities for growth and competition with large capital-intensive businesses. MSMEs have undoubtedly demonstrated their existence by being able to endure and function as economic cogs during the current crisis. However, MSMEs face several issues, including a lack of scientific and technological expertise, human resources, and limited working capital. The existence of MSMEs contributes to the reduction of poverty, the creation of jobs, the reduction of unemployment, prosperity, and the development of national character. Globalization's empowerment of MSMEs has intensified competition in the face of global challenges. To remain competitive through product and service innovation, this must be done. In addition, to compete with the foreign goods that flood Indonesia, human resources, technology, and marketing expansion need to be strengthened once more.

Fortunately, MSMEs can still transact virtually thanks to the social media technology of WhatsApp and Shopee. WhatsApp and Shopee were chosen as the social media platforms for this study because they not only have a large number of users from all walks of life but also because the marketing process can be made as appealing as possible to pique the interest of customers, as opposed to Twitter, Telegram, or other platforms that make it difficult for small and medium-sized businesses (SMEs) to be noticed, the consumer (Farsi, 2021). Based on the explanation above, how vital is the importance of developing digital application-based marketing embedded in various social media, which, among other things, aims to increase income for families in rural areas? So far, many have raised the issue of the ease and effectiveness of using social media for additional business development and other urban community activities. This means that very little data uses social media applications to develop income for families in rural areas. This follows that almost all areas have been reached by telecommunication facilities where urban people and rural community families enjoy the internet. So we want to get scientific evidence released from various data sources to prove the assumptions and problems that we raise in this part of the study (Hart, 2018).

RESEARCH METHOD

We design this study in a descriptive qualitative manner where we obtain supporting data through online searches of several data sources related to the effectiveness of using social media, especially in the context of increasing business marketing in rural areas (Morgenstern et al., 2021). So that a positive value is created for the media. Rural society. After collecting the data, we conduct an analysis involving some coding of the data, the name of the organization, and the data, and checking the data from the conclusions, of course through interpretation, to see if the findings match the issues we raise (Osborne, 2013). We target publications that were released ten years behind due to the phenomenon of Technology, especially social media, which is no longer a matter of friendship, but has become one of the vital service business supports, especially in terms of marketing and ordering and other information. After carefully reviewing it under a phenomenological approach, we design this report in a descriptive qualitative design, such as a literature review where we start with problem formulation, search, and data collection, then analysis, and end with a final report (Simmons et al., 2016).

RESULTS AND DISCUSSIONS

Media social and business marketing in rural

Attitudes towards the use of social media according to our findings, rural retailers have a favorable attitude about using social media for business purposes (Shareef et al., 2019). They realized social media's importance in recruiting and maintaining clients of all ages. Furthermore, rural shops saw social media as a straightforward, low-cost way to promote goods or services to new and existing customers. Advertisements in local newspapers and radio, as well as conventional media, were critical, as was establishing ties and networks with company stakeholders and customers (Katz, 2016). This research indicates that small rural shops have utilized social media to extend their official and informal business networks. For example, they communicated with clients using social media sites such as Twitter and Facebook. These and their customers' networks enabled them to reach out to new customers and share product and business information. Networks have fostered social capital building through information sharing, reciprocal and supportive actions (such as liking, recommending, and writing favorable reviews), and relationship development.

Furthermore, interviewees identified many benefits of social media interactions with corporate stakeholders. They could obtain resources for creating promotional content due to these networks, which also allowed them to save money on social media marketing efforts. Networks also benefited rural shops in pursuing enhanced competitiveness and trend tracking. Social Media Difficulties Participants reported low satisfaction with the technologies and little integration despite using social media (Turow, 2010).

Most participants were required to thoroughly evaluate social media integration into a comprehensive set of company goals and utilize it for personal engagement with clients (Cartwright et al., 2021). The study's rural retailers needed a general understanding of social media; they learned by experimenting. Most were pressured into using social media in their businesses without access to content development support resources like classes or workshops. Participants needed help transitioning from personal to business applications of social media, such as creating and updating content, responding to negative reviews, and analyzing competitors' social media actions. Additionally, participants expressed concerns regarding copyright violations and social media sharing of personal information. Additionally, many businesses saw social media as a cost-effective means of advertising their goods and services even though time, resources, and money constrained them (Dijck, 2013).

According to our results, small rural retail shops are beginning to utilize social media to communicate with consumers and market goods and services. They are, however, wary of the potential sales-boosting impacts and financial returns of social media marketing (Jones et al., 2015).

Due to a lack of human and financial resources, small rural shops' use of social media is generally an extension of their usage; instead, their social media use is typically an extension of their personal use. Rural merchants would benefit from social media fundamentals training and learning how to develop a comprehensive social media plan and explicitly include it in their marketing and business goals. Social media are a crucial and growing source of communication and dissemination for Extension workers participating in program delivery. 2014 and Extension customers (primarily rural businesses in this instance (Ferris et al., 2014).

The utility of social media for small business

The extension is uniquely positioned to serve as a role model for utilizing social media and teaching small rural shops about social media practices through outreach activities. Information is specially targeted to the program's requirements (Owiny et al., 2014). We suggest that Extension professionals create various educational products, such as short webinars, videos, and educational modules tailored to rural business owners' time constraints, requirements, and social media skills. Additionally, Extension can support policy in bringing high-speed Internet of high quality at a low cost to rural businesses and communities, which is essential infrastructure for fully utilizing social media for business purposes (Brake, 2017). According to Seger (2011), the primary objective of Extension is to provide its constituents with timely and pertinent resources. In addition, extension experts must stay current on upcoming and existing industry developments to explain to customers how these factors may affect their organizations (Lee et al., 2014).

Social networking is one of the finest strategies to contact your village's youthful customers. What parts of the social media marketing strategy should be included to engage this group (Fischer & Reuber, 2011). Brands have ceased treating social media platforms like any other communication channel since millennials began utilizing them as one-stop shopping for their day-to-day requirements. In other words, in reaction to evolving purchasing habits and the exponential increase of social media users, businesses have begun to rethink their social media tactics. Social media has become a specialized marketing and sales channel due to platform developments (Matrix, 2014). Rural communities use social media extensively. People in rural areas differ in their use of technology to consume information, engage with organizations, and share experiences. While urban and suburban communities use social media to enhance their lifestyle or status, rural groups use it more functionally, relying on it to support their communication, information, and media needs. Understanding the online activities, interests, and needs of rural communities is essential for organizations interested in establishing relationships with rural areas. The use of current communication media has developed rapidly along with advances (Hodge et al., 2017).

The Role of Social Media in Rural Areas

Rural communities use social media extensively. People in rural areas differ in their use of technology to consume information, engage with organizations, and share experiences. (Marquardt et al., 2012) While urban and suburban communities use social media to enhance their lifestyle or status, rural groups use it more functionally, relying on it to support their communication, information, and media needs. Understanding the internet activities, interests, and needs of rural communities is critical for organizations seeking to create links with rural populations. Current communication mediums have risen rapidly in tandem with advancements in communication technology. We now have many alternatives for conveying/accessing information through conventional media, such as print and electronic media, with social media being the most developed (Manyenze, 2019).

Many important things, like community news, information access, resource recommendations, and social networks, depending on social media for rural residents. In rural areas, smartphone ownership rates have skyrocketed over the past decade (Rennie & Morrison, 2012). More and more people in rural areas are connecting to the internet and using social media more frequently. Also, traditional media like radio, television, and newspapers, which used to reach rural

areas, lost some of their reaches; consequently, social media is becoming a viable alternative to this form of information dissemination. What functions does social media play in marketing? In addition to introducing and marketing a product, social media is frequently utilized to increase brand awareness, sales, and customer loyalty, ease customer communication, and establish long-term relationships with each customer. Social media lets customers find information about products or services more efficiently. They need financial reports for the current business in addition to social media for analysis and customer attraction. Social media can help a business grow in several ways, including its use as a marketing tool, its ability to gauge consumer preferences, enhance the customer experience, its potential to spot rivals, and its ability to establish precise sales goals (dos Santos et al., 2015).

Social Media Experience During Covid-19

During this pandemic, most people responsible for the online culinary industry are young people who usually work full-time and have different skills with technology or the millennial generation (Chan et al., 2020). This contrasts with the description of home business owners, which typically features middle-aged, unemployed women (Coughlin, 2002). Even though both are home-based businesses, this distinction can be seen from a business perspective – online and offline. The rise of social media is closely linked to the millennial generation. Compared to their predecessor generations, digital natives in this country are frequently described as the most technologically savvy and visually sophisticated (Williams et al., 2012). Social media sites like Instagram are now a great way to sell things, especially to small businesses that are doing well today. The pandemic of Covid 19 According to Laurencin & Walker, (2020) Instagram's existing features, such as stickers that can be inserted into InstaStories so that customers can easily access and order products, as well as other features that can support this home-based online business, facilitate both the marketing and ordering processes (Burhanuddin et al., 2022).

Social Media among Rural Communities

YouTube and Facebook are rural inhabitants' two most popular social media sites. In contrast, how rural, suburban, and urban inhabitants utilize social media apps: Facebook is used by 73% of people in urban regions and 69% of adults in suburban areas in the United States. 66% of adults in rural areas of the United States use Facebook (Tiwari et al., 2019). During YouTube: 77% of adults in the youtube are used in the United States urban regions, while 74% of people in the United States suburban areas use YouTube., while 74% of adults in the United States' suburban areas use YouTube. 64% of adults in rural America use YouTube. Rural folks use a range of social media apps in addition to Facebook and YouTube. The age demographics of the audience must be considered, as with any marketing approach. Many Millennials and Generation Zers live in rural regions. Instagram, Snapchat, and TikTok are popular social networking applications in this age. Accessibility of Online Media in Rural Communities in the district and villages because the dissemination of information via online media is progressing rapidly, it is essential to raise the economic standing and standard of living of rural communities by increasing literacy and accessibility (Freire-Gibb & Nielsen, 2014). The community's standard of living will rise as technology becomes easier to access in rural areas. Due to the rapid expansion of the online media industry, people now have easy access to all necessary information. Letters were once the primary means of communication over long distances; however, depending on the distance, it still took time. However, everything is now possible with such ease and speed. Interacting with other people is no longer constrained by distance or time. This convenience has been affected by the rise of internet-based communication services (Radwan, 2022).

When seeking to reach rural populations, Pinterest is a popular social media tool that should be considered. According to reports, Pinterest usage is more significant in rural areas than urban or suburban ones. Considering the enormous lifestyle disparities between rural, suburban, and urban populations, it is unsurprising that Pinterest is so popular among rural folks. Rural inhabitants are more likely than urban ones to own their own houses. Furthermore, rural inhabitants may have

different access to delivery services and food alternatives than urban and suburban residents, necessitating additional cooking and meal preparation at home. The main pillars of this website include home renovation, do-it-yourself projects, culinary instructions, and recipes (Castilla et al., 2018).

Rural versus urban social media activity is regularly noticed as an integrated extension of how individuals engage and connect. This is seen in the various ways rural and urban populations develop online and offline social networks. According to Gilbert, Karahalios, and Sandvig, rural societies prefer solid social ties, unlike urban people, who place more significant importance on having several weak links. While urban residents may have 2,000 Facebook friends, rural residents may only have 200; urban residents, on the other hand, prefer to focus on many connections with weaker bonds, whereas rural residents are more likely to have stronger relationships with fewer connections. Furthermore, rural dwellers are more prone to. Rural Residents' Online Civic Participation and Discussion (Sørensen, 2016). Another exciting finding about rural audiences is that they are more active in online civic involvement and conversation than those in cities or suburbs. Rural inhabitants are less prone than urban residents to move about regularly, and they frequently exhibit more significant "equity" in their community than suburban or metropolitan citizens. Rural populations have excellent house ownership and entrepreneurship rates, which demonstrates this. Rural inhabitants may utilize social media to influence community change, keep informed about community events, and persuade their neighbors to support required or priority activities. This incentive for online involvement may be used by public-facing organizations, such as nonprofits and government agencies, to communicate with constituents (Liu et al., 2017).

CONCLUSION

After a series of studies on various literary sources discussing the convenience of social media for marketing purposes, efforts to increase the income of rural communities have produced several recommendations and scientific evidence that support our study. Rural communities are almost like city people who are now starting to interact with social media not only for friendship but to drive retail and other businesses. Previously, small businesses were not considered to participate in social media, especially in rural areas. However, now that people can obtain smartphones and laptops, they compete to use technology, especially social media, to carry out various business activities. In other words, we see the use of social media not only for big companies but also for small businesses in rural areas. This happens because the role of social media in a very strategic area requires many business users and consumers to approach social media with innovative and interactive capabilities. Likewise, the experience of responding to the pandemic a year ago, the existence of social media has answered problems not only in matters of association and friendship but also in business, not only in cities and regions. In other words, social media among rural communities has been proven, including the use of YouTube, Instagram social media, Facebook, and many exciting media such as Tik Tok. Social services for business marketing, especially for small businesses in the interior in various places both inside and outside the country. We believe all of this is very much with our weaknesses and security, so we hope improvements and support will be given.

References

- Agriculture, A. D. of, Division, R. D. R. D., & Irshad, H. (2010). *Rural tourism-an overview*. Government of Alberta Canada.
- Brake, M. R. W. (2017). *The Mechanics of Jointed Structures: Recent Research and Open Challenges for Developing Predictive Models for Structural Dynamics*. Springer.
- Burhanuddin, Y., Khamisah, N., & Kertasari, S. F. (2022). Utilization of E-Commerce and Digital Marketing to Increase Value-added Products for MSMEs and Home Businesses in Kerinjing Village. *Sricommerce: Journal of Sriwijaya Community Services*, 3(1), 57-64.

- Cartwright, S., Liu, H., & Raddats, C. (2021). Strategic use of social media within business-to-business (B2B) marketing: A systematic literature review. *Industrial Marketing Management*, 97, 35–58. <https://doi.org/10.1016/j.indmarman.2021.06.005>
- Castilla, D., Botella, C., Miralles, I., Bretón-López, J., Dragomir-Davis, A. M., Zaragoza, I., & Garcia-Palacios, A. (2018). Teaching digital literacy skills to the elderly using a social network with linear navigation: A case study in a rural area. *International Journal of Human-Computer Studies*, 118, 24–37. <https://doi.org/10.1016/j.ijhcs.2018.05.009>
- Chan, A. K. M., Nickson, C. P., Rudolph, J. W., Lee, A., & Joynt, G. M. (2020). Social media for rapid knowledge dissemination: Early experience from the COVID-19 pandemic. *Anaesthesia*, 75(12), 1579–1582. <https://doi.org/10.1111/anae.15057>
- Dijck, J. van. (2013). *The Culture of Connectivity: A Critical History of Social Media*. Oxford University Press.
- dos Santos, R. de O. J., de Oliveira, J. H. C., Rocha, J. B., & Giraldo, J. de M. E. (2015). Eye tracking in neuromarketing: A research agenda for marketing studies. *International Journal of Psychological Studies*, 7(1), 32.
- Farsi, D. (2021). Social Media and Health Care, Part I: Literature Review of Social Media Use by Health Care Providers. *Journal of Medical Internet Research*, 23(4), e23205. <https://doi.org/10.2196/23205>
- Ferris, S., Robbins, P., Best, R., Seville, D., Buxton, A., Shriver, J., & Wei, E. (2014). Linking smallholder farmers to markets and the implications for extension and advisory services. *MEAS Brief*, 4(10), 13–14.
- Fischer, E., & Reuber, A. R. (2011). Social interaction via new social media: (How) can interactions on Twitter affect effectual thinking and behavior? *Journal of Business Venturing*, 26(1), 1–18. <https://doi.org/10.1016/j.jbusvent.2010.09.002>
- Freire-Gibb, L. C., & Nielsen, K. (2014). Entrepreneurship Within Urban and Rural Areas: Creative People and Social Networks. *Regional Studies*, 48(1), 139–153. <https://doi.org/10.1080/00343404.2013.808322>
- Glaub, M. E., Frese, M., Fischer, S., & Hoppe, M. (2014). Increasing Personal Initiative in Small Business Managers or Owners Leads to Entrepreneurial Success: A Theory-Based Controlled Randomized Field Intervention for Evidence-Based Management. *Academy of Management Learning & Education*, 13(3), 354–379. <https://doi.org/10.5465/amle.2013.0234>
- Hart, C. (2018). *Doing a Literature Review: Releasing the Research Imagination*. SAGE.
- Hodge, H., Carson, D., Carson, D., Newman, L., & Garrett, J. (2017). Using Internet technologies in rural communities to access services: The views of older people and service providers. *Journal of Rural Studies*, 54, 469–478. <https://doi.org/10.1016/j.rurstud.2016.06.016>
- Jones, N., Borgman, R., & Ulusoy, E. (2015). Impact of social media on small businesses. *Journal of Small Business and Enterprise Development*, 22(4), 611–632. <https://doi.org/10.1108/JSBED-09-2013-0133>
- Joy, A., Sherry, J. F., Venkatesh, A., Wang, J., & Chan, R. (2012). Fast Fashion, Sustainability, and the Ethical Appeal of Luxury Brands. *Fashion Theory*, 16(3), 273–295. <https://doi.org/10.2752/175174112X13340749707123>
- Katz, H. (2016). *A Complete Guide to Advertising Media Selection, Planning, Research, and Buying* (6th ed.). Routledge. <https://doi.org/10.4324/9781315537870>
- Kaufhold, M.-A., Bayer, M., & Reuter, C. (2020). Rapid relevance classification of social media posts in disasters and emergencies: A system and evaluation featuring active, incremental and online learning. *Information Processing & Management*, 57(1), 102132.
- Laurencin, C. T., & Walker, J. M. (2020). A Pandemic on a Pandemic: Racism and COVID-19 in Blacks. *Cell Systems*, 11(1), 9–10. <https://doi.org/10.1016/j.cels.2020.07.002>
- Lee, J., Kao, H.-A., & Yang, S. (2014). Service Innovation and Smart Analytics for Industry 4.0 and Big Data Environment. *Procedia CIRP*, 16, 3–8. <https://doi.org/10.1016/j.procir.2014.02.001>
- Liu, Y., Wu, F., Liu, Y., & Li, Z. (2017). Changing neighbourhood cohesion under the impact of urban redevelopment: A case study of Guangzhou, China. *Urban Geography*, 38(2), 266–290. <https://doi.org/10.1080/02723638.2016.1152842>
- Manyenze, P. M. (2019). *Effects Of Digital Innovations On Financial Performance Of Commercial Banks In Kenya* [Thesis, University of Nairobi]. <http://erepository.uonbi.ac.ke/handle/11295/108651>
- Marquardt, D., Möllers, J., & Buchenrieder, G. (2012). Social Networks and Rural Development: LEADER in Romania. *Sociologia Ruralis*, 52(4), 398–431. <https://doi.org/10.1111/j.1467-9523.2012.00571.x>
- Massey, D. S. (2019). Economic development and international migration in comparative perspective. In *Determinants of Emigration from Mexico, Central America, and the Caribbean* (pp. 13–47). Routledge.
- Matrix, S. (2014). The Netflix Effect: Teens, Binge Watching, and On-Demand Digital Media Trends. *Jeunesse: Young People, Texts, Cultures*, 6(1), 119–138. <https://doi.org/10.3138/jeunesse.6.1.119>

- Morgenstern, J. D., Rosella, L. C., Daley, M. J., Goel, V., Schünemann, H. J., & Piggott, T. (2021). "AI's gonna have an impact on everything in society, so it has to have an impact on public health": A fundamental qualitative descriptive study of the implications of artificial intelligence for public health. *BMC Public Health*, 21(1), 40. <https://doi.org/10.1186/s12889-020-10030-x>
- Osborne, J. W. (2013). *Best Practices in Data Cleaning: A Complete Guide to Everything You Need to Do Before and After Collecting Your Data*. SAGE.
- Ostrom, Q. T., Cioffi, G., Waite, K., Kruchko, C., & Barnholtz-Sloan, J. S. (2021). CBTRUS statistical report: Primary brain and other central nervous system tumors diagnosed in the United States in 2014–2018. *Neuro-Oncology*, 23(Supplement_3), iii1–iii105.
- Owiny, S. A., Mehta, K., & Maretzki, A. N. (2014). The Use of Social Media Technologies to Create, Preserve, and Disseminate Indigenous Knowledge and Skills to Communities in East Africa. *International Journal of Communication*, 8(0), Article 0.
- Porth, O., Chatterjee, K., Narayan, R., Gammie, C. F., Mizuno, Y., Anninos, P., Baker, J. G., Bugli, M., Chan, C., Davelaar, J., Zanna, L. D., Etienne, Z. B., Fragile, P. C., Kelly, B. J., Liska, M., Markoff, S., McKinney, J. C., Mishra, B., Noble, S. C., ... Collaboration), (The Event Horizon Telescope. (2019). The Event Horizon General Relativistic Magnetohydrodynamic Code Comparison Project. *The Astrophysical Journal Supplement Series*, 243(2), 26. <https://doi.org/10.3847/1538-4365/ab29fd>
- Radwan, M. (2022). Effect of social media usage on the cultural identity of rural people: A case study of Bamha village, Egypt. *Humanities and Social Sciences Communications*, 9(1), Article 1. <https://doi.org/10.1057/s41599-022-01268-4>
- Rennie, F., & Morrison, T. (2012). : *Resources for Higher Education* (2nd ed.). Routledge. <https://doi.org/10.4324/9780203120279>
- Shareef, M. A., Mukerji, B., Dwivedi, Y. K., Rana, N. P., & Islam, R. (2019). Social media marketing: Comparative effect of advertisement sources. *Journal of Retailing and Consumer Services*, 46, 58–69. <https://doi.org/10.1016/j.jretconser.2017.11.001>
- Shaturaev, J., & Bekimbetova, G. (2021). *Indigent Condition In Education And Low Academic Outcomes In Public Education System Of Indonesia And Uzbekistan*.
- Simmons, J. P., Nelson, L. D., & Simonsohn, U. (2016). *False-positive psychology: Undisclosed flexibility in data collection and analysis allows presenting anything as significant* (p. 555). American Psychological Association. <https://doi.org/10.1037/14805-033>
- Sørensen, J. F. L. (2016). Rural–Urban Differences in Bonding and Bridging Social Capital. *Regional Studies*, 50(3), 391–410. <https://doi.org/10.1080/00343404.2014.918945>
- Temenggung, D., Saputro, A., Rinaldi, R., & Pane, D. (2021). Managing Recovery and Seizing Reform Opportunities. *Bulletin of Indonesian Economic Studies*, 57(1), 1–28. <https://doi.org/10.1080/00074918.2021.1908207>
- Tiwari, S., Lane, M., & Alam, K. (2019). Do social networking sites build and maintain social capital online in rural communities? *Journal of Rural Studies*, 66, 1–10. <https://doi.org/10.1016/j.jrurstud.2019.01.029>
- Turow, J. (2010). : *An Introduction to Mass Communication* (3rd ed.). Routledge. <https://doi.org/10.4324/9780203852101>
- Ukpere, C. L., Slabbert, A. D., & Ukpere, W. I. (2014). Rising trend in social media usage by women entrepreneurs across the globe to unlock their potentials for business success. *Mediterranean Journal of Social Sciences*, 5(10), 551–551.
- Van der Ploeg, J. D., Renting, H., Brunori, G., Knickei, K., Mannion, J., Marsden, T., De Roest, K., Sevilla-Guzmán, E., & Ventura, F. (2017). Rural development: From practices and policies towards theory. In *The Rural* (pp. 201–218). Routledge.
- Widyanti, S., & Mahfudz, M. (2020). The effect of entrepreneurial orientation, use of information technology, and innovation capability on SMEs' competitive advantage and performance: Evidence from Indonesia. *Diponegoro International Journal of Business*, 3(2), 115–122. <https://doi.org/10.14710/dijb.3.2.2020.115-122>
- Williams, D. L., Crittenden, V. L., Keo, T., & McCarty, P. (2012). The use of social media: An exploratory study of usage among digital natives. *Journal of Public Affairs*, 12(2), 127–136. <https://doi.org/10.1002/pa.1414>