



ICT and Social Media as a Marketing Communication Platform in Facilitating Social Engagement in the Digital Era

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This study will examine the management of applications in building social engagement in the disruptive era. This study departs from the observation of recent community behaviour patterns with developments in information technology, especially social media increasingly spoiling users. Disruptive behaviour is patterned with increasingly varied applications accommodating its users' needs. The theory used is related to message management creativity in marketing communication based on social media use. This study took a qualitative approach through a case study. Data was collected using in-depth interviews and observation. The results show social media is effective in establishing communication and interaction in relationships with Helpster application users. The target market of Helpster is millennials who tend to use social media to obtain information. Helpster builds social engagement for blue-collar workers using the Helpster application through YouTube, Instagram, Facebook and LinkedIn.

Keywords: *Social Media, Social Engagement, Marketing Communication, and Application Products.*

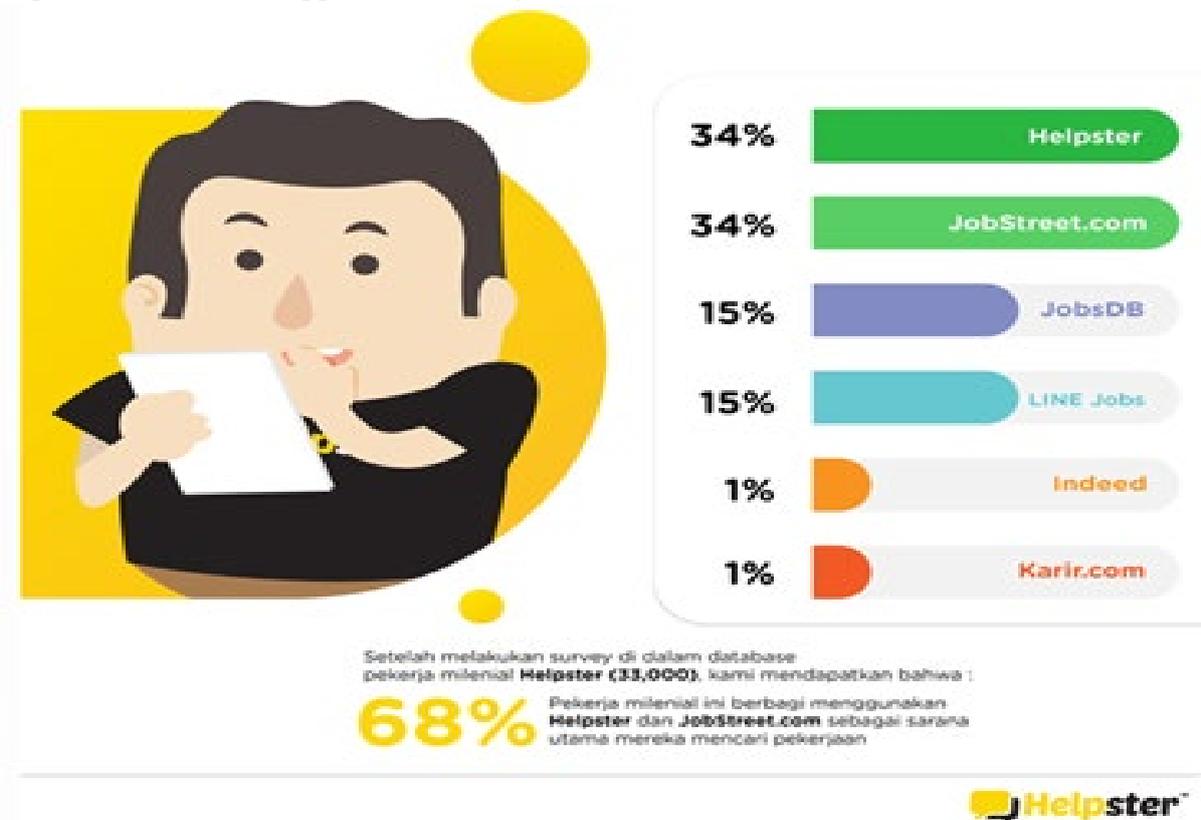
Introduction

Manual employee recruitment would make it difficult for companies to choose people according to their needs (Hassan & Dadwal, 2018). Technological developments undeniably make it easier to find prospective employees, especially job search applications (Richards & Marshall, 2019). The Helpster company is a blue-collar job search application showing the implications of technological developments and widespread community internet and smart

phone usage. The existence of applications and business wheels for job seekers has changed the way people look for work (Dwityas, Briandana, & Aulia, 2020). The increase in the number of internet users impacts the number of social media network users via smartphones. People also tend to switch to using job search applications. The number of internet users in Indonesia has reached 143 million, according to a report by the Indonesian Internet Service Providers Association (APJII), which is 54.6% of Indonesia's population of 262 million. The large number of internet users has also impacted the increasing number of social media users.

Online-based job searches are very effective and far more efficient than giving companies a curriculum vitae (CV) one by one (Van Esch, Black, & Ferolie, 2019). Helpster was founded in and had its online breakthrough in 2016. As a newly established company in Indonesia, it must build social engagement to show whether the Helpster brand managed to get a reaction from its audience, especially blue-collar job seekers. Helpster has many competitors, like LinkedIn and Jobstreet (McCorkle & McCorkle, 2012), and the increasing number of online job search applications makes it difficult for companies to differentiate their brand from competitors (Meek et al., 2016). Industrially, however, Helpster is the most used job search application by millennials.

Figure 1. Job Seeker Application Survey



Source: <https://www.helpster.asia/id/hasil-survey-helpster-aplikasi-yang-digunakan-milenial-di-jakarta/>



Selection and appropriate market segmentation make it easier for Helpster to be introduced to the intended users because each individual has unique needs, desires and aspirations (Lee & Chang, 2011). From observations, one of Helpster's social engagement strategies is to use Instagram to reach potential users for Helpster's job applications.

Based on the previous background, this research focuses on (1) how Helpster identifies appropriate forms of communication in supporting job search application marketing and (2) managing Helpster's social media to build social engagement with blue-collar Helpster application users. This study examines the need for blue-collar job search applications developing in the market, how Helpster introduces blue-collar job search applications to the public and how to build Helpster's social media engagement with blue-collar Helpster application users.

Conceptual Framework of the Study

New Media Communication

The development of communication and information technology has made the world's space feel less apart (Gane & Beer, 2008). Information no longer take weeks, days, or even hours, but rather seconds. Haftor & Mirijamdotter (2011) explain, "New Media is a variety of communication technology devices that share the same characteristics which, besides being made possible by digitalisation and wide availability for personal use as a communication tool." The main characteristics of the new media are interconnectedness, access to individual recipients and senders of messages, interactivity, diverse uses as open characters, their ubiquitous nature and the increasing degree of flexibility to determine digital message form and content (Thomas, 2011).

Digital is a complex and flexible method essential to human life (Gane & Beer, 2008). It is always associated with the old media because this new media is always developing from the old (Haftor & Mirijamdotter, 2011). One part of new media is the "Network Society." "Network society" is a social formation structured from groups, organisations and mass communities confirming all aspects of organisation's initial form (individuals, groups, organisations and social groups). The fundamental aspects of this theory's formation are they all have a broad collective relationship (Haftor & Mirijamdotter, 2011). The internet is considered the most important developing information tool. It has the ability to encode, store, manipulate and receive messages (Lee & Chang, 2011). The internet has its own technology, usage, service scope, content and image. The internet is not owned, controlled or managed by a single body but is an intentionally connected computer network operating according to a mutually agreed protocol. The internet as a communication medium is transactional – there is intensive interaction between individuals (continuous) and feedback between individuals in each



interaction. There is also participation in profit/loss between individuals (Kotler, Keller, Brady, Goodman, & Hansen, 2016).

Social Engagement

Engagement is as an effort to involve consumers in their emotional interactions with companies (Fan, Liu, Wang, & Wang, 2017). In business, interaction with consumers is usually seen as a process, not a long-term relationship. By managing communication in both directions properly, a relationship can be long-term. This strategy is an effort to create a strong relationship between consumers and brands with a two-way dialogue, communication and cooperative interaction (Camilleri, 2018). Engagement is a positive motivational condition in work and characterised by passion, dedication and absorption (Crittenden & Crittenden, 2015). Engagement basically consists of cognitive, affective and behavioural aspects. McCabe, Sharples, & Foster (2012) found leaders' affective behaviour has a substantial relationship to cognitive engagement affecting affective engagement, then intention to survive in the organisation.

According to Zheng, Cheung, Lee, & Liang (2015), engaged people have confidence in and support the organisation's goals, have a sense of ownership, feel proud of the organisation and desire to develop and survive in the organisation. Thus, the company must strategically make the organisation survive and develop. Marketers must understand engagement through the company/consumer relationship. Gupta et al (2015) state engagement is described as "the extent to which a person participates in various social roles and relationships," and Zhang, Jiang and Carroll as "the commitment of one member to remain in the group and interact with other members." Social involvement is defined as a process of communication involving the online community. Conversations can take place on individual platforms like Twitter, Facebook and LinkedIn, or on blogs, forums and third-party review sites. Social involvement is generally accepted as any engagement with social media content (Mulyana, Briandana, & Ningrum, 2019). Characteristics of social involvement include activities that do something, interactions with at least two parties involved, social exchange or activities involving, giving or receiving something from others with no coercion. Social involvement does not usually include paid activities or family obligations.

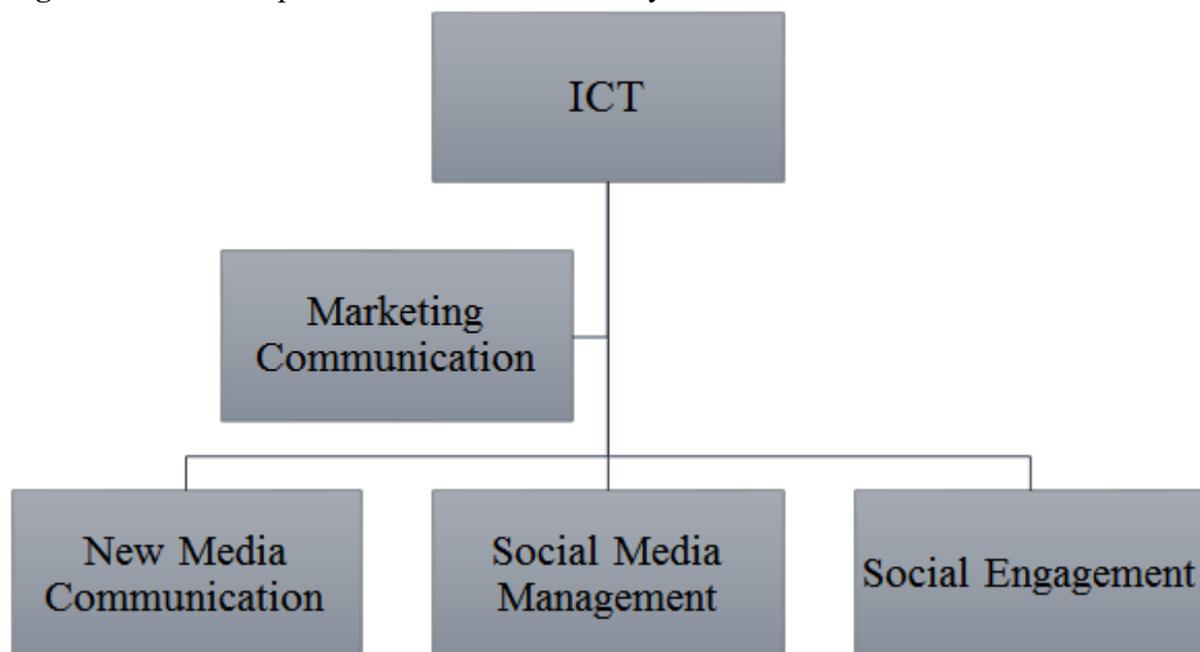
Social Media Management

Social media management consists of two meanings, namely management and social media. Wang, Yu, & Wei (2012) define management as the art or process of completing something related to goal achievement. There are three factors involved in solving this problem: using organisational resources (both human and other production factors), a gradual process from planning, organising, directing and implementing, to control and supervision and art's existence in work completion (Goh, Heng, & Lin, 2013). Haftor & Mirijamdotter (2011)

management has three types: first, management as a held and supervised process of carrying out a particular goal; second, management as a collective of people carrying out management activities and; third, management as an art, science of planning, organising, drafting, directing, and supervising of human resources to achieve predetermined goals.

According to Doktoralina, Bahari, Hassan, Ismail, & Mardiyah (2020); Jamil, Rekarti, Briandana, & Audinna (2019) “Social media is a media platform that focuses on the existence of users who facilitate them in their activities and collaboration. Therefore, social media can be seen as an online medium (facilitator) that strengthens the relationship between users as well as a social bond.” Nasrullah (2015) explains social media is an internet medium allowing users to present themselves and interact, work together, share with each other, communicate with other users and form virtual social ties. Therefore, social media management is implementing a goal using social media.

Figure 2. The Conceptual Framework of the Study



Based on the framework, it can be seen that marketing communication is the main concept at the promotion stage carried out by Helpster in achieving its main objectives. In this case the bond between social media, social media management and social media engagement will provide an overview of the process of social engagement through communication channels used by application developers.

Research Methods

Methodology

The research method used is a case study, a method whose strength lies in using various sources or available evidence to obtain answers to the investigated problems. The various data sources are documents, artefacts, interviews and observations (Yin, 2013). Using the case study helped gain a deep understanding of Helpster's social media management to build blue-collar Helpster application user social engagement, observe the symptoms and certain behaviours or attitudes by approaching informants.

Data Collection Technique

In this research, the data collection techniques used are:

1. In-depth interviews are data collection techniques for the researcher to conduct a preliminary study to find problems to investigate and to know things from respondents in more depth (Vaishnavi & Kuechler, 2015).

2. Observation

By making observations, researchers can look at the research object more closely and in more detail. These observations can be put into verbal language. Observation techniques explore data from data sources in events, behaviour, places or locations, objects and recorded images. Observation can be done either directly or indirectly (Lindlof & Taylor, 2011).

Findings and Discussion

Helpster Choosing Social Media to Build Social Engagement

One effective promotion media for companies today is social media. Rapid technological development makes it easy for everyone, especially business people to get information and communicate. By using this media, companies do not need a lot of money to promote their products to a wider segment (Briandana & Mihardja, 2020; Hatmanti Hutamia & Kurniawan, 2020). Helpster chooses to use social media to build user engagement.

“...We are a technology company so we use that technology to build engagement. Our target market is also millennial, right, who always uses social media. Through social media as well, we become easier for engaged workers who can indirectly become our promoters.”

(Personal Communication, Marselina Augusta, 21 December 2018).

The presence of digital and social media can be an opportunity for Helpster to deliver educational messages about the difference between Helpster and other job search companies.

Helpster communicates through social media. To accelerate business using social media, post consistency gradually has a very positive impact on the business (Hardianto, Sumartono, Muluk, & Wijaya, 2019). The market will make social media a reliable information source, making it an effective platform for building social engagement.

“...Through social media we can also see data on how many people are viewing our content. From there we can know what content will cause stopping power and we can involve the workers” (Personal Communication, Marselina Agusta, 21 December 2018).

Helpster's Social Media Management in Building Social Engagement in Blue-Collar Job Search Applications

Helpster uses various social mediums to build social engagement, including Facebook, Instagram, YouTube and LinkedIn. Each platform has a different function, especially for educating the community that Helpster is not like other job search applications. On Facebook and Instagram, Helpster provides information related to the work available on the Helpster application, while on LinkedIn, Helpster explains company profiles and activities carried out in the company. Helpster updates its social media content daily on Facebook and Instagram through tips about work.

"Regarding the specific characteristics of the content, it is adjusted to the target audience of the social media Helpster. If Instagram and Facebook are intended for workers, the content is concerned with job info, job tips. If for LinkedIn it's usually a company profile. For example, at what office are there events, how did we achieve it like last December we managed to employ 1000 workers. More towards hard sell if for LinkedIn " Personal Communication, Marselina Agusta, 21 December 2018).

They also use Instagram's swipe up feature to provide a link to their website's blog so users can directly open the blog without difficulty in finding the link. They tend to use visual content like images accompanied by a few clear sentences, so users don't get bored reading them.

The Process of Forming Engagement in Social Media Owned by Helpster

The process of managing engagement between users of the Helpster application through social media can be seen in several stages:

Engagement Step 1: Lurking

This stage begins when the user, or a worker, sees or obtains information on the Helpster blue-collar job search application. In this stage, each worker can get information about the Helpster

job search application from different sources. The informant claimed he first got information about the Helpster job search application when taking his friend to work.

“I used to know the Helpster application when delivering my friend to his workplace because it happened to be in the same direction as my home. But he doesn't work every day.” (Personal Communication- Edi Santoso, user Aplikasi Helpster, 7 January 2019).

“So at first I knew it was right when I opened Instagram and it continued to appear in Explore. Because the content is interesting like there are caricatures of people like that, so I open it. Then when I see it, it turns out that the job vacancy information. When I was waiting for the lecture, I finally tried it on Instagram.” (Personal Communication - Iqbal Darmawan, Helpster User, 7 January 2019).

Engagement Step 2: Casual

Some user actions clearly visible at this stage are the emergence of a desire to open up social media owned by Helpster and study any information displayed on the social media's content. One action taken by Helpster to attract users is to transparently inform the salary received for jobs offered through the Helpster platform. As stated in the interview with the informant.

“Because at that time the position needed more work and see on Instagram there was a vacancy as an admin to input data, so directly contact the Instagram admin Helpster. I wonder via personal message, is this a payment or not? How to join? Is there an admin fee or not if you want to join? The salary is deducted? How about the salary?”

(Personal Communication - Iqbal Darmawan, Helpster User, 7 January 2019).

A different thing can be seen from the response given by Edi regarding initial interest in using the Helpster application. Due to not actively participating in social media, Edi had no information about the salary paid or information related to job vacancies. Edi's interest was based more on working hours not determined for a full week, like white-collar workers.

“If I want to know more about Helpster because I see my friend who works not fulltime for 1 week. Only on certain days there is always a shift. So even one day is not fulltime. So, I immediately asked him, how do I join the Helpster. It so happened that he had his Helpster admin contact, so I contacted the Helpster admin to ask questions.” (Personal Communication – Iqbal Darmawan, Helpster User, 7 January 2019).

Engagement Step 3: Active

In this stage, user participation also begins to appear. Users participate in conversations conducted through Facebook, Instagram, blogs and other media. Participation can be through comments, responses, hashtags and direct messages on Instagram. Even though the number of users can be different, there are still small activities carried out to promote conversation/communication with other parties in the Helpster application. Both parties feel a reciprocal relationship arising from the participation and contribution made by users actively using the Helpster application.

“So, after passing the interview we were given counselling about using the Helpster application. Then we also join in a WhatsApp group that has a Helpster admin in it. And from there often many who ask this feature for what, if there is an error I have to do. Sometimes if someone asks me on Instagram, I will reply. Then if someone has just joined, ask questions that I've already asked before, I help answer too.” (Personal Communication - Iqbal Darmawan, Helpster User, 7 January 2019).

Engagement Step 4: Committed

For Helpster application users, giving identity to register does not enter stage 4 engagement as stated by Katie. Helpster mandates registering before using the Helpster application to ensure they pass the selection interview. Trust in a brand must be shown immediately. Therefore, with the large number of registered users, all users have the trust and confidence in Helpster to give their personal data on their identification card as a registration condition. The users themselves also do not mind if they must register using a resident identification card because they already feel an interest in Helpster when viewing the services it provides, so users register using an identity according to the resident card, including their residence identification number.

Engagement Step 5: Loyalty

In the Helpster application, users invite people to rely on the Helpster application as a blue-collar job search platform. They also express their brand commitment to their friends. This can be seen from Helpster application user interview results where both users maximise, using social media through Facebook and Instagram, the referral code to increase revenue for those who use it.

“During my time as a Helpster partner, I used Facebook and Whatsapp status to spread information about my work. I update what I'm working on, then there are also those who talk directly to the people closest to me. I gave him the code so if he entered, I could get more” (Personal Communication- Edi Santoso, Helpster User, 7 January 2019).

“I know from Instagram, so I share a lot on Instagram too. Like at that time I participated as a volunteer for the Asian Games and Helpster there was an event to update our activities given by hashtags, and then the winners got prizes, so I joined too.” (Personal Communication- Iqbal Santoso, Helpster User, 7 January 2019).

Discussion

Social media owned by Helpster is managed directly by the marketing division, implementing bureaucratic communication according to Weber's theory. Marketing division managers decide to upload content to social media and instruct the content executive staff to design the content (Camilleri, 2018). This marketing division also served as Helpster's admin in all social media. Social media has changed the way brands communicate with consumers. A brand's monologue turns into a mutually beneficial dialogue with customers. Each social media channel has a different way to engage their audience, one of the core objectives of all social media activities (Fan et al., 2017). Simply put, engagement shows whether a brand managed to get a reaction from their audience, helping spread the company's content. Social media also changes the one-way relationship between companies and consumers into an interactive and friendly one. For Gane & Beer (2008), the presence of the internet and its accompanying platforms is a differentiator from the mainstream media era, relying more on broadcasting models from one source to many consumers.

The new media is in the second media age which has, among others, these characteristics: 1) Its interactive nature allows the audience to not just simply consume, as was the case in the first media era (Haftor & Mirijamdotter, 2011). This distinction is seen not only from its media form as a device or technology, but also as the audience's position toward the media. At least some of the main characteristics distinguishing the broadcast model media era from the era of media interactivity are the first media sources that were initially centralised and information was spread to the public at this time. Interactive media provides a large and spread out source of information for more audiences. 2) Communication in the broadcast media era tends to be dominated by the media as information producers. Old media communication was one-way while new media communication is reciprocal in many directions. The public is not only able to establish communication with the media alone, but also between the media users themselves. In the first era, this was less likely to occur. 3) In business and power over the media in the first media era, opportunities for information sources are controlled by anyone with a model. The production of information is not free, and information is constructed according to the wishes of power holders. In the second media era, with emerging alternative media channels, control of information sources are becoming smaller. There is freedom of the public to exercise control over information sources. 4) New media provides facilities to every audience or citizen to exercise social control, use media as a public space, to similarity awareness. This is very different from the first era media, where media was an instrument, even an apparatus for

perpetuating social strata and social class inequality. 5) Audiences in the first media era were considered mass and homogeneously fragmented. It is different from the second media era which places the audience according to their respective characters, but still without leaving the diversity existing in the audience. Media content has become increasingly free and the public can adapt to the needs or desires of accessing content while creating content tailored to the audience's characteristics. 6) Previously the media was considered able to influence audience awareness. The public was considered passive. Anything produced by media would be accepted by the public, including if media content was a tool to form or accompany certain opinions.

In the second media era, audiences involve themselves and there is an audience experience both in space and time. Later audiences can confirm various sources, compare with other media, and even check the data they receive. The public is more active, and information becomes open to become a space of struggle between owners of capital to the government institutions with the audience's power. This means new media audiences are not merely objects targeted by the message. The audience, changes in media technology and the medium's meaning have renewed the audience's role to be more interactive with the message. Even historically Meek et al. (2016) emphasised that the interactive concept has blurred physical and social boundaries (Nasrullah, 2015). This change in meaning is known as social engagement.

In addition to being an administrator, the marketing division of Helpster also carries out its duties, namely marketing public relations (MPR). Every company has various kinds of marketing and public relations compositions. Helpster's marketing division tends to have greater public relation duties than marketing. Helpster must maintain communication with their clients, or companies looking for employees, and users of the application itself so that users continue to return to use Helpster after completing the company's contract period. The marketing division acts as an administrator. The marketing division at Helpster is different from other marketing divisions. Based on marketing communication theory, an amalgamation of various elements of marketing activities interconnected and synergised to create the same message through the IMC planning process stages to communicate a product with a specific purpose. Helpster maximises using IMC elements, such as public relations, to support digitally based marketing communications.

Table 1: Social Engagement Stage

Social Engagement Stage	Consumer	Developer
Lurking	Get information	Posting
Casual	Interested	Communication
Active	Extracting information	Interaction
Committed	Actual action	Collecting data
Loyalist	Recommendation	Review

Table 1 explains the five stages of engagement carried out by the Helpster application and show the pattern of social media management successfully carried out by the marketing division based on the IMC model (Kotler, Kartajaya, & Setiawan, 2016). First, at the stage of lurking to be casual. This can be seen from the number of visitors who see the content. Second, at the casual to active stage, there is a trial pattern or the user's desire to contact the Helpster admin. In every upload, the content is always inserted. The address of the Helpster office is the place for interviews if it is not a Helpster partner. Third, at the active to committed stage, there is a profile management pattern where new users are directed to complete their profiles, especially work experience as a requirement to become a Helpster partner. This rule applies to all Helpster partners to facilitate the delivering of job information according to their background. The concept of communication will be more effective if there are message similarities. Fourth, at the committed stage, a loyalist Helpster uses the application to create a group of community influences. According to Crittenden & Crittenden (2015), human communication is a process through individuals in relationships, in groups, in organisations, and in society creating and sending and using information to coordinate environment and others. This influence group can be a virtual community arising based on the existence of the same interests, namely both being blue-collar workers.

Conclusion

Based on the research data and discussion in the previous section, managing engagement through social media goes through 5 stages, starting with the tracking stage, or when users begin to see and get information about job openings in Helpster. The second stage is the casual stage, where Helpster users show their interest and desire to make further contact by opening social media owned by Helpster and studying any information displayed in social media content. Third, namely the active stage, users show a serious interest in the Helpster application through user interaction with the social media admin. The fourth stage is the committed stage where the user shows his satisfaction with all information obtained from Helpster by providing Helpster identification according to the resident card. The final stage is the loyalist stage. Users maximise all their social media to invite others to contribute and show the amount of their contribution and commitment to the Helpster application that has helped them find work.

Social media is effective in establishing communication and interaction relationships with Helpster application users because its target market is millennials who tend to use social media. Secondly, Helpster's social media management is building social engagement for blue-collar Helpster application users by utilising YouTube, Instagram, Facebook and LinkedIn. The content displayed on each media is different. YouTube is intended to display video testimonials from Helpster application users and companies. Helpster uses Facebook and Instagram to provide information related to jobs available on the Helpster application. Helpster uses LinkedIn to explain company profiles and activities carried out in the company. Based on the



above findings, it can be explained how the principles of marketing communication are applied in building social engagement. Information advertising activities are designed through technology-based creativity available on social media. The principle of personal selling is applied in social media interactions to cause a direct desire to interact and take action expected by the application platform staffing manager.

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