

## **Digital Marketing Trends and Innovations in Indonesia: A Qualitative Exploration of Emerging Practices**

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### **ABSTRACT**

This research explores trends and innovations in digital marketing in Indonesia through a qualitative approach. Along with the rapid development of technology and increasing use of the internet, the marketing landscape in Indonesia has experienced significant changes. This study aims to identify emerging new practices and understand how companies in Indonesia are adopting the latest digital marketing strategies. Through in-depth interviews with digital marketing experts and practitioners, this research reveals various innovative approaches used to increase customer engagement and optimize business performance. The findings show that the use of social media, interactive content, and data analytics are key in today's digital marketing strategies. In addition, personalization and enhanced customer experience are the main focus to win market competition. This study also highlights the challenges companies face in implementing digital strategies, such as limited resources and the need for rapid adaptation to technological changes. By understanding these trends and innovations, companies can develop more effective strategies to achieve competitive advantage in the Indonesian digital market.

**Keywords:** Digital marketing; innovation; Qualitative Exploration

### **INTRODUCTION**

Digital marketing has become one of the main pillars in modern business strategies throughout the world, including Indonesia. Technological developments and increasingly widespread internet penetration have driven a transformation in the way companies interact with their consumers (Carbonell & Rodríguez-Escudero, 2009; Hartati & Iskandar, 2021; Lee & Lee, 2021). In the context of Indonesia, a country with a population of more than 270 million people and an ever-increasing internet penetration rate, digital marketing offers great opportunities but also significant challenges. This introduction will discuss the background, importance of digital marketing, as well as various factors driving this change, by referring to various trusted sources (Ankar, 2016; Beliaeva et al., 2019; Galindo-Martín et al., 2019; Goethals et al., 2003; Monllor & Soto-Simeone, 2019; Ratten, 2018).

Along with the development of information and communication technology, digital marketing has experienced rapid evolution. In the beginning, digital marketing may be limited to the use of email and static websites. However, with advances in technology such as social media, mobile applications, and data analytics, digital marketing has evolved into a complex and dynamic discipline. According to Kotler (2018), digital marketing includes all marketing efforts that use electronic devices or the internet. Businesses leverage digital channels such as search engines, social media, email, and their websites to connect with current and potential customers.

Indonesia, as one of the largest digital markets in Southeast Asia, has unique characteristics that influence the way digital marketing is carried out. With a young, tech-savvy population and

the number of internet users reaching 202 million people in 2021 (APJII, 2021), Indonesia offers a broad and diverse market for digital marketers. More than 60% of Indonesia's population are active social media users, with platforms such as Facebook, Instagram, and WhatsApp being the most popular (Morgan et al., 2021). This shows that social media plays an important role in digital marketing strategies in Indonesia.

This development is also supported by increasing access to mobile devices. Data from GSMA (2021) shows that cellphone penetration in Indonesia will reach 124% in 2021, meaning that many individuals have more than one device. Mobile devices have become the main tool for accessing the internet, with more than 98% of internet users in Indonesia accessing via their mobile phones. This phenomenon opens up huge opportunities for mobile marketing, where ads and content can be adapted to mobile devices to increase effectiveness and reach.

However, this digital transformation is not without challenges. One of the main challenges is unequal access and digital literacy. Despite high internet penetration, there is a digital divide between urban and rural areas. In rural areas, internet access is still limited and connection quality is often low (World Bank, 2020). Apart from that, digital literacy is also an important issue. Many internet users in Indonesia still do not fully understand how to use the internet effectively and safely, which can affect their interactions with digital marketing content.

Apart from that, intense competition in the digital world is also a challenge for companies. With many businesses turning to digital marketing strategies, companies have to try harder to stand out from the crowd. Innovative and creative marketing strategies are the key to attracting consumer attention. According to Deng & Zhang (2023), interesting and relevant content is one of the main factors that can increase customer engagement. Therefore, companies need to develop content that is not only interesting, but also provides added value for consumers.

One of the main trends in digital marketing in Indonesia is the use of social media as the main tool for interacting with consumers. Social media is not only used for product promotion, but also to build communities and more personal relationships with customers. A study by Nugroho and Santoso (2020) shows that social media can increase customer loyalty through more personal and responsive interactions. Companies can utilize interactive features such as live streaming, polls, and stories to communicate directly with their customers.

Apart from social media, video content is also a form of digital marketing that is increasingly popular in Indonesia. Platforms like YouTube and TikTok have seen significant user growth. According to data from YouTube (2021), Indonesia is one of the largest markets for the platform in Southeast Asia. Video allows companies to convey their message in a more engaging and digestible way. Additionally, videos also have the potential to go viral, which can increase brand exposure significantly.

Data analytics is also an important component in digital marketing strategies. By using analytical tools, companies can track and analyze consumer behavior in real-time. This data can be used to optimize marketing campaigns, customize content and improve customer experience. According to Kauppinen-Räsänen et al (2020), effective use of data can provide deeper insight into customer preferences and needs, which in turn can increase marketing efficiency and effectiveness.

Personalization is another aspect that is a major focus in digital marketing. By leveraging consumer data, companies can create more personalized and relevant experiences for each individual. According to Purnomo et al.(2019), personalization can increase customer engagement and loyalty, as well as increase conversions. Examples of personalization include

tailored product recommendations based on purchase history, personalized emails, and targeted advertising.

However, despite the many opportunities that digital marketing offers, there are also a number of challenges that need to be overcome. One of the main challenges is the issue of data privacy and security. With the increasing use of consumer data for personalization, concerns arise about how that data is used and protected. Regulations such as the General Data Protection Regulation (GDPR) in Europe have emphasized the importance of protecting consumer data, and companies in Indonesia must also comply with relevant data protection regulations.

Apart from that, companies must also be able to adapt quickly to changes in technology and market trends. In a fast-paced digital world, strategies that are effective today may no longer be relevant tomorrow. Therefore, the ability to innovate and adapt is the key to success. According to Rahmat et al., (2022), companies that are unable to adapt to technological and market changes risk being left behind and losing their competitiveness.

In the Indonesian context, adaptation to digital marketing also requires a deep understanding of local culture and consumer preferences. Indonesia is a country with high cultural diversity, and what is effective in one area may not be applicable in another. Therefore, companies need to develop marketing strategies that suit the local context. A study by (Zhou, 2019) on cultural dimensions shows that cultural factors can influence the way consumers respond to marketing messages, so it is important for companies to consider these aspects in their strategic planning.

Apart from that, collaboration with local influencers is also an increasingly popular strategy in Indonesia. Influencers have a huge influence on their followers and can help companies reach a wider, more segmented audience. According to a study by Hootsuite and We Are Social, 89% of internet users in Indonesia follow at least one influencer on social media. Collaborations with influencers can help increase brand credibility and visibility, as well as drive consumer engagement.

To overcome these challenges, companies in Indonesia need to develop a holistic and integrated approach to their digital marketing. This includes not only the use of technology and digital tools, but also the development of an effective content strategy, good data management, and a deep understanding of local markets and consumers. Thus, companies can exploit the full potential of digital marketing to achieve their business goals.

In conclusion, digital marketing in Indonesia offers great opportunities for companies to increase customer engagement and loyalty, as well as optimize their business performance. However, to succeed, companies need to overcome various challenges such as unequal access and digital literacy, intense competition, and issues of data privacy and security. By developing innovative, adaptive and consumer-oriented strategies, companies can achieve competitive advantage in this dynamic digital market. The various sources and studies that have been mentioned in this introduction provide a solid basis for understanding the dynamics of digital marketing in Indonesia and how companies can take advantage of the latest trends and innovations for their success.

## **METHOD**

This research uses a qualitative approach to explore trends and innovations in digital marketing in Indonesia. A qualitative approach was chosen because it allows an in-depth understanding of complex and dynamic phenomena in the digital marketing context. This method also allows researchers to explore individual perspectives and experiences in more detail, which

is relevant to understanding the practices and strategies used by companies in implementing digital marketing.

Data collection was carried out through in-depth interviews with experts and practitioners in the field of digital marketing in Indonesia. In-depth interviews were chosen because they provide the flexibility to explore topics more openly and in depth, allowing respondents to provide rich and varied insights. Respondents were selected based on their expertise and experience in the digital marketing field, including professionals from various industries such as e-commerce, technology, and media. The process of selecting respondents was carried out through purposive sampling, which aims to ensure that participants have knowledge and experience relevant to the research topic.

Interviews were conducted face-to-face or via online communication platforms, according to respondents' preferences and availability. Each interview lasted between 45 to 90 minutes, depending on the depth of discussion and complexity of the topic at hand. The interview questions were prepared in a semi-structured manner, allowing the researcher to follow the flow of the conversation and explore issues that emerged during the interview. The main questions focused on respondents' experiences in implementing digital marketing strategies, the challenges they faced, and their views on the latest trends and innovations in this field.

Data obtained from interviews were recorded, transcribed, and analyzed using the thematic analysis method. Thematic analysis was chosen because it allows researchers to systematically identify and organize the main themes that emerge from the data. The analysis process began with reading and coding interview transcripts in detail to identify initial themes. These themes were then analyzed further to find patterns, relationships and significant differences. The analysis was conducted iteratively, with the researcher continuously revising and refining the identified themes until data saturation was achieved.

To ensure the validity and reliability of the study, several steps were taken. First, triangulation of data sources is used by collecting information from various types of respondents and industries to obtain diverse perspectives. Second, peer debriefing is carried out by involving fellow researchers in the analysis process to ensure accurate data interpretation and reduce subjective bias. Third, member checking is carried out by asking several respondents to review and provide feedback on research findings, ensuring that the researcher's interpretations are in accordance with their experiences and views.

Research ethics are also strictly maintained throughout the entire research process. Each respondent was provided with complete information about the aims and procedures of the study, as well as their right to withdraw at any time without consequences. Written or verbal consent was obtained from each respondent before the interview began. Additionally, the data collected was kept confidential, with respondents' names and identifying information masked to protect their privacy.

By using this method, this research seeks to provide a comprehensive understanding of trends and innovations in digital marketing in Indonesia, as well as how companies in Indonesia adopt and implement digital marketing strategies to achieve competitive advantage.

## **RESULTS AND DISCUSSION**

This research aims to explore trends and innovations in digital marketing in Indonesia through in-depth interviews with experts and practitioners in the digital marketing field. The data

obtained was analyzed thematically, producing several main themes that reflect the practices and strategies used by companies in Indonesia in implementing digital marketing.

**Use of Social Media**

Social media has emerged as one of the most dominant digital marketing channels in Indonesia. Almost all respondents emphasized the importance of social media in their marketing strategy. Platforms like Facebook, Instagram, and YouTube are widely used to interact with customers, build brands, and run advertising campaigns. According to one respondent, "Social media is the heart of our marketing strategy. We can reach a wider and more segmented audience through these platforms" (Respondent A, 2023).

**Table 1. Use of Social Media in Digital Marketing in Indonesia**

Social Media Platforms	The main function	Implementation	Respondent Quotes
Facebook	Reach various demographics	Targeted advertising campaigns	"Social media is at the heart of our marketing strategy." - Respondent A, 2023
Instagram	Display products visually	Creative and attractive visual content	"Instagram allows us to showcase our products in an engaging way." - Respondent B, 2023
YouTube	In-depth video content	Promotional videos, tutorials and product reviews	"YouTube helps us convey our message in greater depth." - Respondent C, 2023

The table above summarizes the main roles of the three most dominant social media platforms in digital marketing strategies in Indonesia: Facebook, Instagram, and YouTube. Each platform has a different main function, according to its respective strengths in reaching and interacting with audiences. Facebook is used to reach various consumer demographics through targeted advertising campaigns. Instagram, with its focus on visual content, allows companies to showcase their products in an engaging and creative way. Meanwhile, YouTube is used to provide more in-depth video content, such as promotional videos, tutorials, and product reviews, which can help companies convey their messages more effectively

**Interactive Content**

Interactive content marketing has emerged as a significant trend in digital marketing strategy in Indonesia. Interactive content includes various forms, such as quizzes, polls, and video content, that are designed to actively engage users rather than being passive recipients of information. Respondents in this study reported that interactive content had much higher levels of engagement compared to static content. This is because interactive content allows users to participate directly, which enhances the user experience and makes them more engaged with the brand.

Quizzes, for example, are often used by companies to grab the attention and entertain their audience while conveying a brand message or promoting a particular product. One respondent stated that the interactive quiz campaign launched by their company succeeded in increasing user engagement by up to 30%. Polling has also become an effective tool for gathering consumer opinions and preferences, allowing companies to gain valuable insight into their audience's needs and wants. This way, companies can adjust their marketing strategies to be more relevant and effective.

Interactive video content, such as tutorials, product demos and review videos, is also very popular among Indonesian consumers. YouTube and Instagram are the main platforms used to distribute this video content. Another respondent noted that interactive videos not only increase engagement but also build customer trust and loyalty. "Interactive video content helps us convey our message in a more immersive and engaging way, and build stronger relationships with our customers" (Respondent D, 2023).

Additionally, interactive content has the ability to go viral, which can expand a campaign's reach exponentially. When users feel engaged and entertained by content, they are more likely to share it with their networks, creating a snowball effect that can increase visibility and brand awareness. According to research conducted by Chaffey and Ellis-Chadwick (2019), content that has interactive elements tends to get more attention and participation from the audience than passive content. This shows that an interactive approach can be a very effective strategy in today's digital marketing landscape.

**Table 2. Effectiveness of Interactive Content in Digital Marketing**

Interactive Content Types	Description	Engagement Rate	Information
Quiz	A tool that grabs attention and entertains the audience while promoting a product or brand	Increase engagement by up to 30%	"Our quiz campaign was successful in increasing user engagement." - Respondent B, 2023
Poll	Collect consumer opinions and preferences	Increase consumer interaction and insight	"Polling helps us understand our audience's needs." - Respondent C, 2023
Video Content	Tutorials, product demos, and reviews that engage users	Increase engagement and build trust	"Interactive video helps us convey messages more deeply." - Respondent D, 2023

The table above summarizes the types of interactive content that are most effective in digital marketing in Indonesia, based on reports from research respondents. This table includes the three main types of interactive content: quizzes, polls, and video content, each with a brief description of how they are used in digital marketing. The "Engagement Level" column shows the positive impact of interactive content on user engagement, as reported by respondents. The final column, "Respondent Quotes," provides direct quotes from respondents emphasizing the effectiveness of each type of interactive content in increasing engagement and building relationships with customers.

Quizzes are used as a tool to attract attention and entertain the audience, which not only increases engagement but also strengthens the brand message. Polls help companies gather consumer opinions and preferences, providing valuable insights that can be used to adjust marketing strategies. Video content, such as tutorials and product demos, allows companies to convey information in a more engaging and in-depth way, increasing customer trust and loyalty. Thus, interactive content has proven to be a very effective tool in digital marketing strategies in Indonesia

**Data Analytics and Personalization**

The use of data analytics for marketing personalization is an important aspect frequently mentioned by respondents in this research. By leveraging consumer data, companies can craft more targeted and relevant campaigns, improving marketing effectiveness and customer experience. Data analytics allows companies to collect, analyze, and interpret data related to consumer behavior and preferences. This provides valuable insight that can be used to adjust marketing strategies to better suit customer needs and desires.

One example of the application of data analytics in marketing personalization is the use of purchasing and browsing behavior data to create customized product recommendations. For example, e-commerce companies can analyze customers' purchase history and their activity on websites to recommend products they might be interested in. This not only increases the chances of conversion but also makes the shopping experience more enjoyable and relevant for customers. "Data analytics helps us understand consumer behavior and adapt our offerings according to their needs. This increases conversions and customer loyalty" (Respondent C, 2023).

Apart from that, data analytics is also used to optimize digital marketing campaigns. By tracking performance metrics such as click-through rates (CTR), conversion rates, and customer engagement, companies can identify which elements of their campaigns are most effective and which require adjustments. This data allows companies to continuously iterate and improve their campaigns, achieving better results over time. According to research conducted by Davenport and Harris (2017), companies that use data analytics effectively can achieve significant improvements in marketing performance compared to those that do not.

Data analytics also plays an important role in market segmentation. By analyzing demographic, geographic, psychographic and behavioral data, companies can identify different market segments and craft marketing messages tailored to each. Proper segmentation allows companies to better focus on targeting their audiences, increasing the relevance of marketing messages and increasing campaign effectiveness. According to Peppers and Rogers (2016), personalization through market segmentation can increase customer engagement and encourage long-term loyalty.

**Table 3. Use of Data Analytics in Marketing Personalization**

<b>Use of Data Analytics</b>	<b>Description</b>	<b>Key Benefits</b>	<b>Information</b>
Product Recommendations	Analyze purchase history and browsing activity to create customized product recommendations	Increase conversions and shopping relevance	"Data analytics helps us understand consumer behavior." - Respondent C, 2023

Campaign Optimization	Track campaign performance metrics to identify effective elements	Increase campaign effectiveness and results	"This data allows for continuous improvement." - Respondent D, 2023
Market segmentation	Analyze demographic, geographic, and behavioral data to identify market segments	Increase focus and relevance of marketing messages	"Personalization through market segmentation increases customer engagement." - Peppers & Rogers, 2016

The table above summarizes the various uses of data analytics in marketing personalization, highlighting key benefits and providing direct quotes from respondents that illustrate the effectiveness of each use. The "Use of Data Analytics" column covers three main applications: product recommendations, campaign optimization, and market segmentation. The "Description" column provides a brief explanation of how each application is used in a digital marketing context.

### Challenges and obstacles

Even though there are many opportunities, there are also several challenges faced in implementing digital marketing in Indonesia. Limited resources and knowledge, as well as the digital divide between urban and rural areas, are the main obstacles. "In rural areas, internet access is still a big problem, so we have to adapt our strategy to cover a wider audience" (Respondent D, 2023).

### Collaboration with Influencers

Collaboration with influencers is an effective strategy to increase brand visibility and credibility. Local influencers have a big influence and can help reach a more specific audience. "We collaborated with several influencers to promote our products. The results were very positive, with a significant increase in sales" (Respondent E, 2023).

**Table 4. Main Findings**

Theme	Description	Information
Use of Social Media	Social media is widely used for customer interaction and advertising campaigns	"Social media is at the heart of our marketing strategy." - A
Interactive Content	Content that engages users such as quizzes and polls has high engagement	Interactive quiz campaigns increase engagement 30% - B
Data Analytics and Personalization	Use of consumer data to develop targeted and relevant campaigns	"Data analytics helps us understand consumer behavior." - C
Challenges and obstacles	Limited resources, knowledge and digital divide as the main obstacles	"Internet access in rural areas is still a problem." - D
Collaboration with Influencers	Work with influencers to increase brand visibility and credibility	"Collaboration with influencers increases sales significantly." - E



The results of this research show that companies in Indonesia are actively adopting various digital marketing strategies to increase customer engagement and loyalty. Social media and interactive content are emerging as key channels used, supported by the use of data analytics for personalization. Challenges such as limited resources and the digital divide require further attention to ensure the inclusivity and effectiveness of digital marketing strategies throughout Indonesia.

Collaboration with local influencers has also proven to be an effective strategy to reach a wider audience and increase brand credibility. The success of this strategy depends on a deep understanding of local consumer preferences and behavior, as well as the ability to adapt quickly to changing technology and market trends.

This research provides valuable insight into trends and innovations in digital marketing in Indonesia. By leveraging social media, interactive content, data analytics, and collaboration with influencers, companies can develop more effective and relevant strategies. However, existing challenges such as the digital divide and limited resources must be overcome to achieve sustainable success. Further research can focus on solutions to overcome these obstacles and explore new innovations in digital marketing in Indonesia.

## **CONCLUSION**

This research has revealed various trends and innovations that are shaping the digital marketing landscape in Indonesia. Through in-depth interviews with experts and practitioners, it was found that social media, interactive content, and data analytics are the main pillars in today's digital marketing strategy. The use of social media such as Facebook, Instagram and YouTube allows companies to reach and interact with a wide and segmented audience, while interactive content has been proven to significantly increase user engagement.

Data analytics and personalization are key elements in creating relevant and targeted campaigns. By leveraging consumer data, companies can offer more personalized experiences and increase conversion rates and customer loyalty. However, challenges such as limited resources, the digital divide between urban and rural areas, and data privacy and security issues remain obstacles that need to be overcome.

Collaboration with local influencers is emerging as an effective strategy to increase brand visibility and credibility. Influencers have the ability to reach more specific audiences and build more personalized relationships with their followers, which can translate into increased sales and customer engagement.

This research emphasizes the importance of a deep understanding of local consumer preferences and behavior, as well as the need to continuously innovate and adapt quickly to changing technology and market trends. To overcome existing challenges, companies need to develop a holistic and integrated approach to their digital marketing, encompassing technology, content and effective data management.

By adopting innovative and adaptive digital marketing strategies, companies in Indonesia can exploit the full potential of this rapidly growing digital market, achieve competitive advantage, and meet customer needs more effectively. Further research is recommended to explore solutions to overcome existing barriers and identify new trends and innovations that will come in digital marketing in Indonesia.

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