

Social Media as a Strategic Communication Tool for Student Entrepreneurship and Community Economic Empowerment

Munawaroh^{1✉}, Nazwa Dwi Flora², Zulhelmi³

^{1,2,3}Syiah Kuala University, Banda Aceh City.

Correspondence Author: nazwadwiflora60@gmail.com*

Abstrak:

This article aims to examine the use of social media as a business tool for students in the digital era. Social media has evolved not only as a medium for communication and information sharing, but also as a platform that supports student entrepreneurial activities through various promotional, marketing, and consumer interaction features. This research uses a literature review method with a qualitative descriptive approach. Data were obtained through a review of various national journals, scientific articles, and relevant literature sources on social media, student entrepreneurship, and digital marketing over the past five years. The results indicate that (1) social media makes it easier for students to start and develop businesses due to relatively low promotional costs, broad market reach, and ease of establishing communication with customers. And (2) the success of utilizing social media as a business tool is influenced by creativity in content creation, promotional consistency, digital literacy skills, and strategies for building consumer trust. Furthermore, social media also serves as a learning tool that helps students understand business practices directly through digital marketing experiences. This study concludes that social media plays a crucial role in encouraging the growth of student entrepreneurial interest and activity and should be utilized optimally and responsibly. The novelty of this article lies in its discussion, which specifically highlights social media as a business learning tool and as a medium for student business development in facing the challenges of the ever-evolving digital economy.

Keywords: social media, student business, entrepreneurship, digital marketing, online promotion.

INTRODUCTION

The rapid development of information and communication

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technology in recent years has brought significant changes to various aspects of society, including the fields of economics and entrepreneurship. The increasing accessibility of the internet has facilitated the emergence of various digital platforms that enable individuals to conduct economic activities more effectively and efficiently. One of the most widely utilized technological developments today is social media. Social media is no longer viewed solely as a means of communication and entertainment; rather, it has evolved into a platform that supports marketing, promotion, transactions, and independent business development. This phenomenon provides substantial opportunities for young people, particularly university students, to utilize social media as a tool for starting and developing businesses without requiring the large amounts of capital typically associated with conventional business ventures (Herdianty, Purwana, & Suherdi, 2024).

University students represent a group with a high level of adaptability to digital technological advancements. As a generation that has grown alongside the rapid expansion of the internet, students generally possess strong capabilities in utilizing various social media platforms for multiple purposes, ranging from information acquisition and social networking to business activities. This condition positions students as one of the most promising groups for developing digital entrepreneurship. Through social media, students can introduce products, establish brand identity, reach broader consumer markets, and interact directly with customers without limitations of time and geographical distance (Syah, Cahyono, & Wijaya, 2025).

The development of social media platforms such as Instagram, TikTok, Facebook, WhatsApp Business, and others has created new opportunities in digital marketing. The features available on these platforms allow entrepreneurs to create engaging promotional content, conduct interactive marketing campaigns, and build closer relationships with consumers. For university students, social media offers a highly relevant solution because many students face limitations in terms of capital, business experience, and marketing networks. By utilizing social media, these barriers can be

minimized, providing students with greater opportunities to initiate business ventures while still pursuing their studies (Hendrik, Hidayat, & Kaharuddin, 2025).

The increasing use of social media among university students has also contributed to the growth of entrepreneurial interest. Information regarding business opportunities, digital marketing strategies, success stories of young entrepreneurs, and emerging market trends can be easily accessed through social media platforms. Such extensive access to information enhances students' knowledge and motivation to engage in entrepreneurial activities independently. Furthermore, social media allows students to learn directly through practical digital marketing experiences, meaning that entrepreneurial learning is obtained not only through formal academic instruction but also through everyday digital activities (Rahayu & Hastuti, 2023).

On the other hand, social media offers significant cost efficiency in promotional activities, which is particularly important for students. Compared to traditional marketing methods that require substantial expenditures on print advertisements, banners, or electronic media, promotion through social media can be conducted at relatively low costs or even free of charge. Students can utilize personal or business accounts to introduce products to potential consumers. This accessibility has made social media one of the most preferred marketing strategies among novice entrepreneurs, including university students (Herdianty, Purwana, & Suherdi, 2024).

In addition to functioning as a promotional medium, social media also plays an important role in building consumer trust in products and services. Through photographs, videos, customer testimonials, and active engagement with audiences, students can establish a professional and trustworthy business image. Consumer trust is a critical factor in the success of digital businesses because most transactions are conducted without direct face-to-face interaction between sellers and buyers. Therefore, students' ability to manage content and digital communication effectively becomes a determining factor in the success of businesses

operated through social media platforms (Hendrik, Hidayat, & Kaharuddin, 2025).

Despite its advantages, the use of social media as a business tool is accompanied by several challenges. Intensifying competition, changes in platform algorithms, varying levels of digital literacy among users, and increasing demands for creativity in content creation are among the obstacles faced by student entrepreneurs. Not all students who utilize social media achieve optimal outcomes, as the success of digital businesses depends not only on the availability of digital platforms but also on entrepreneurs' ability to understand market needs and develop appropriate marketing strategies (Syah, Cahyono, & Wijaya, 2025).

Previous studies have primarily examined the influence of social media on students' entrepreneurial intentions or the relationship between social media and entrepreneurship education. However, there remains a need for a more comprehensive examination of how social media is practically utilized as a business tool by university students, including the benefits, opportunities, and challenges encountered in digital entrepreneurship practices. Such studies are important because social media continues to evolve rapidly and constantly generates new business models that can be utilized by students (Hutasoit et al., 2025).

Based on the foregoing discussion, this article aims to examine the utilization of social media as a business tool for university students through a literature review approach. This study is expected to provide a more comprehensive understanding of the role of social media in supporting students' entrepreneurial activities, the factors influencing its effectiveness, and the opportunities that can be leveraged to develop businesses in the digital economy era. Consequently, the findings are expected to serve as a valuable reference for students, academics, and higher education institutions in fostering a technology-based entrepreneurial culture (Herdianty, Purwana, & Suherdi, 2024).

The novelty of this article lies in its focus, which extends beyond examining the influence of social media on students' entrepreneurial intentions, as explored in previous studies. Instead, this study

comprehensively investigates the role of social media as a business tool utilized by students for product promotion, brand building, marketing network expansion, consumer engagement enhancement, and digital business development. Furthermore, this article draws upon recent literature published within the last five years, providing a more relevant depiction of contemporary social media utilization, particularly regarding Instagram, TikTok, and other platforms that have become increasingly dominant in student business activities (Hendrik, Hidayat, & Kaharuddin, 2025).

THEORETICAL REVIEW

This study is grounded in the Entrepreneurship Theory, which explains that entrepreneurship refers to an individual's ability to identify opportunities, manage resources, take risks, and create economic value through business activities. In the context of university students, entrepreneurship is not merely understood as an activity aimed at generating profit but also as a learning process that fosters creativity, innovation, and independence. Students who possess an entrepreneurial mindset tend to be more responsive to business opportunities emerging within their surroundings, including opportunities created by the advancement of digital technology and social media. Through the utilization of social media, students can develop business ideas, introduce products to the public, and establish broader business networks without requiring substantial financial capital. Therefore, Entrepreneurship Theory provides a relevant framework for explaining how students utilize social media as a tool for establishing and developing businesses in the digital era (Herdiansyah & Suryana, 2023).

In addition to Entrepreneurship Theory, this article employs the New Media Theory, which argues that digital media provides a more interactive communication environment than conventional media. Social media, as a component of new media, enables users not only to receive information but also to create, share, and manage information independently. The characteristics of social media namely its speed, interactivity, accessibility, and extensive reach make it an effective instrument for marketing and

business activities. As members of the digital generation, university students utilize social media to communicate with customers, promote products, obtain direct feedback, and establish closer relationships with consumers. The ability of social media to connect producers and consumers directly has made digital platforms a significant factor in the growth of student entrepreneurship today (Nasrullah, 2022).

Furthermore, this study adopts the Digital Marketing Theory, which explains that digital marketing involves the use of internet technologies and digital media to reach consumers more effectively. This theory suggests that marketing success is determined not only by product quality but also by the entrepreneur's ability to create engaging content, establish communication with audiences, and understand consumer behavior in digital environments. For students engaged in entrepreneurial activities, social media serves as a highly strategic marketing tool because it enables promotional activities to be conducted at relatively low costs while reaching broader markets. Through the use of photographs, videos, live streaming, and various interactive features, students can enhance product attractiveness and strengthen their business position in an increasingly competitive marketplace (Purwana, Rahmi, & Aditya, 2023).

This study is also supported by the Technology Acceptance Theory (TAM), which proposes that individuals are more likely to adopt a technology when they perceive it as useful and easy to use. In the context of utilizing social media as a business tool, students tend to choose social media platforms because they are accessible, easy to learn, and offer numerous benefits for supporting business activities. The ease of use provided by social media enables students to conduct promotions, communicate with customers, and even facilitate transactions more efficiently. Meanwhile, perceived benefits such as expanded market reach, easier customer acquisition, and reduced marketing costs motivate students to continue utilizing social media in their business activities (Davis, as cited in Wibowo & Santoso, 2024).

Moreover, this article incorporates the Consumer Trust Theory, which explains that trust is a crucial factor influencing consumers' purchasing

decisions. In social media-based businesses, trust becomes particularly important because most transactions occur without direct face-to-face interaction between sellers and buyers. Consequently, students must establish a positive business image through honest information disclosure, responsive customer service, consistent product quality, and professional content management. The higher the level of consumer trust in a business account on social media, the greater the likelihood that consumers will make purchases and recommend the products or services to others. Therefore, Consumer Trust Theory serves as an important framework for understanding the success of social media utilization as a business tool among university students (Prasetyo & Hidayat, 2023).

Based on these theoretical perspectives, it can be understood that the utilization of social media as a business tool among university students is a phenomenon influenced by various factors, including entrepreneurial capabilities, the development of digital media, digital marketing strategies, technology acceptance, and the ability to establish consumer trust. These theories complement one another in explaining how social media can serve as an effective platform for students to develop businesses, enhance entrepreneurial skills, and address the challenges of the evolving digital economy. Therefore, the application of these theories provides a strong conceptual foundation for analyzing the utilization of social media as a business tool among university students in the contemporary digital era (Suryana, 2022).

RESEARCH METHODOLOGY

This study employed a library research method with a qualitative descriptive approach. Library research is a research method conducted by collecting, reading, reviewing, and analyzing various written sources, such as books, scientific journals, articles, and documents relevant to the research topic. In the context of this study, the sources were focused on literature published within the last five years concerning social media, student entrepreneurship, and digital marketing. This method was

selected because it provides an in-depth understanding of the concepts and phenomena related to the utilization of social media as a business tool without requiring direct field research (Sugiyono, 2022).

Theoretically, this method is grounded in the Interpretive Qualitative Research Theory, which emphasizes that knowledge can be obtained through the interpretation of various texts and relevant sources of information. Within this framework, the researcher serves as the primary instrument responsible for interpreting secondary data in order to generate a comprehensive understanding of a particular phenomenon. Therefore, the analysis conducted in this study is not merely descriptive but also interpretive, connecting various concepts, theories, and findings from previous studies related to the utilization of social media in student business activities (Creswell, 2021).

In addition, this study is supported by the ****Content Analysis Theory****, which explains that qualitative data can be analyzed through processes of classification, categorization, and interpretation of content derived from written sources. In this research, data obtained from scientific journals and scholarly articles were analyzed to identify patterns regarding how social media is utilized by university students as a business tool, the factors contributing to its successful implementation, and the challenges encountered. Content analysis enables researchers to formulate systematic conclusions based on the reviewed data without altering or manipulating the original sources (Krippendorff, 2019).

The data collection technique employed in this study was documentation. Relevant literature related to the research topic was collected from credible sources, including Google Scholar, accredited national journals, and other scientific publications. After the data had been collected, a selection process was conducted based on relevance, recency (publications within the last five years), and source credibility. The selected data were subsequently analyzed descriptively to provide a systematic explanation of how social media is utilized as a business tool by university students in the digital era (Sugiyono, 2022).

Therefore, the library research method applied in this study involves

not only the collection of theoretical references but also an in-depth analytical process of the existing literature. This approach enables researchers to obtain a broader and more comprehensive understanding of the phenomenon of social media utilization as a business tool among university students while connecting it with contemporary developments in entrepreneurship and digital marketing theories (Creswell, 2021).

RESEARCH FINDINGS

The Ease of Utilizing Social Media for Student Entrepreneurship

The review of various studies indicates that social media provides significant convenience for university students in starting and developing businesses. This convenience is particularly evident in terms of promotional costs, which are relatively low and, in many cases, require little to no financial capital. Students can utilize either personal or business accounts to market their products directly to target consumers. Furthermore, social media offers extensive market reach, enabling products to be promoted not only within the university environment but also to consumers across different regions. Consequently, social media has become one of the most effective marketing tools in the contemporary digital era (Purwana, Rahmi, & Aditya, 2023).

Table 1. Advantages of Social Media Utilization for Student Businesses

Ease of Utilization Aspect	Description
Low promotional costs	Students can market products without substantial expenses, and often free of charge through social media accounts
Broad market reach	Products can reach consumers across regions without geographical limitations
Rapid communication	Interactions with customers can occur directly and in real time
Easy accessibility	Social media can be accessed anytime through smartphones and other digital devices

In addition to these advantages, social media facilitates communication between students and their customers. Features such as comments, direct messaging, and live streaming enable faster and more responsive two-way interactions. This condition not only enhances customer satisfaction but also helps students better understand market needs and consumer preferences.

Therefore, social media functions not only as a promotional tool but also as an effective medium for business communication (Nasrullah, 2022).

Factors Influencing the Successful Utilization of Social Media as a Business Tool for Students

The success of students in utilizing social media as a business tool is influenced by several important factors. One of the most prominent factors is creativity in content creation. Content that is attractive, informative, and aligned with current trends is more likely to capture consumer attention. In addition, consistency in promotional activities is another critical factor, as irregular marketing efforts may lead to a decline in consumer interest in the products being offered (Hendriyani & Santoso, 2024).

Table 2. Success Factors in Social Media-Based Student Businesses

Success Factor	Description
Content creativity	Engaging content increases product attractiveness
Promotional consistency	Regular promotion maintains business visibility
Digital literacy	The ability to optimize social media features effectively
Consumer trust	A positive business image increases purchase decisions

Besides creativity and consistency, digital literacy is also a determining factor in business success. Students with strong digital literacy skills are better equipped to understand social media algorithms, marketing strategies, and methods for optimizing platform features. On the other hand, the ability to build consumer trust is equally important, as business transactions conducted through social media do not always involve direct face-to-face interactions. Therefore, information transparency, customer testimonials, and high-quality service play essential roles in establishing consumer trust (Prasetyo & Hidayat, 2023).

The Role of Social Media as a Business Learning Platform for Students

In addition to serving as a promotional and marketing medium, social media also functions as a business learning platform for university students. Through direct selling activities conducted on social media, students can gain practical knowledge related to product management, marketing

strategies, customer service, and basic financial management. These experiences provide hands-on learning opportunities that are not always available through theoretical classroom instruction. Consequently, social media serves as a highly relevant learning environment for students seeking to develop entrepreneurial skills (Rahayu & Hastuti, 2023). The use of social media also enables students to keep pace with rapidly evolving business trends. Information regarding digital marketing strategies, emerging business models, and consumer behavior can be obtained in real time through various social media platforms. This exposure makes students more adaptable to market changes and better prepared to face future challenges in both employment and entrepreneurship. Therefore, social media functions not only as a business tool but also as an effective educational medium for fostering entrepreneurial mindsets among university students (Syah, Cahyono, & Wijaya, 2025). Based on the findings from the reviewed literature, it can be concluded that social media makes a substantial contribution to facilitating student entrepreneurship. Its effectiveness is influenced by several success factors, including creativity, consistency, digital literacy, and consumer trust. Furthermore, social media plays an important role as a platform for entrepreneurial learning, enabling students to develop practical business skills and entrepreneurial competencies in the digital era.

DISCUSSION

The discussion of this study demonstrates that the utilization of social media as a business tool among university students is a phenomenon highly relevant to the development of the contemporary digital era. Social media no longer functions solely as a communication medium; rather, it has transformed into an economic space that enables individuals, particularly students, to engage in entrepreneurial activities more easily. This finding is consistent with Entrepreneurship Theory, which emphasizes that business opportunities can emerge from one's surrounding environment, including technological advancements that provide broader and faster access to markets (Suryana, 2022). The convenience offered by social media is one of the primary factors encouraging students to participate in entrepreneurial activities. Low promotional costs, ease of access, and extensive market reach make social media a preferred alternative to conventional marketing methods. This condition indicates that social media has eliminated many of

the initial barriers to starting a business, particularly for students who generally face financial limitations. Through social media, students can market products directly without the need for physical stores, making business operations more efficient and flexible (Purwana, Rahmi, & Aditya, 2023).

However, the successful utilization of social media is not determined solely by its accessibility but also by individuals' ability to manage content and marketing strategies effectively. Creativity in content creation is a critical factor because social media is a highly competitive environment. Content that is attractive, relevant, and aligned with current trends is more likely to capture consumer attention. Furthermore, consistency in promotional activities plays an important role in maintaining business visibility amid increasingly intense competition. These findings suggest that effective social media utilization requires well-planned strategies in order to achieve optimal outcomes (Hendriyani & Santoso, 2024). Digital literacy is another crucial factor influencing the success of social media-based businesses. Students with strong digital literacy skills are better able to understand platform algorithms, optimize marketing features, and analyze consumer behavior. Conversely, limited digital literacy may hinder the effective use of social media, preventing students from fully capitalizing on available business opportunities. Therefore, the enhancement of digital competencies represents an essential aspect of supporting entrepreneurial success among university students in the modern era (Nasrullah, 2022).

In addition to technical competencies, consumer trust plays a vital role in social media-based businesses. Since transactions are generally conducted without direct face-to-face interaction, consumers rely heavily on the information presented through social media, including product photographs, descriptions, customer testimonials, and seller interactions. Students who are capable of building a professional and transparent business image are more likely to gain consumer trust. Such trust serves as a key determinant in influencing purchase decisions and maintaining long-term customer loyalty (Prasetyo & Hidayat, 2023). Beyond its function as a business tool, social media also makes a significant contribution to students' entrepreneurial learning processes. Through direct experience in managing business activities, students gain practical knowledge of various business aspects, including production, marketing, customer service, and business

operations. This process provides experiential learning opportunities that go beyond theoretical classroom instruction, making entrepreneurial concepts easier to understand and apply in practice. Consequently, social media functions as a digital business laboratory where students can develop and strengthen their entrepreneurial competencies (Rahayu & Hastuti, 2023). Overall, the discussion highlights the strategic role of social media in supporting the development of student entrepreneurship. Nevertheless, its successful utilization remains dependent upon individuals' ability to implement effective marketing strategies, establish consumer trust, and continuously improve digital literacy skills. Therefore, support from various stakeholders, including higher education institutions, is necessary to encourage students to maximize the potential of social media as a platform for business development in the digital era (Syah, Cahyono, & Wijaya, 2025).

This article differs from previous studies, which have primarily examined the influence of social media on students' entrepreneurial intentions or its general role in enhancing entrepreneurial knowledge. Earlier research has tended to focus on quantitative relationships between variables, such as the level of social media usage and its impact on entrepreneurial motivation. In contrast, this article emphasizes a literature-based analysis of how social media is directly utilized by university students as a business tool, including its application in product promotion, customer communication, and business development activities. Therefore, this study provides a more contextual and in-depth understanding of the role of social media in students' business practices within the digital era (Rahayu & Hastuti, 2023).

This article is consistent with previous studies that highlight the importance of social media in supporting student entrepreneurship. Earlier research has shown that social media plays a significant role in improving access to information, expanding business networks, and assisting students in developing entrepreneurial ideas. Similarly, this study confirms that social media facilitates promotion, communication, and market expansion for student entrepreneurs. Another point of similarity is the recognition that digital literacy, creativity, and consistency are crucial factors influencing the successful use of social media as a business platform. Consequently, this article reinforces previous findings by emphasizing that social media serves not merely as a supporting tool but also as a primary space for conducting business activities among students (Syah, Cahyono, & Wijaya, 2025).

The novelty of this article lies in its specific focus on the active utilization of social media as a business platform operated by university students,

rather than merely examining social media as a factor influencing entrepreneurial intention. This study also integrates multiple concepts including digital marketing, digital literacy, consumer trust, and entrepreneurial learning within a single comprehensive framework. Furthermore, the article highlights social media as both a business practice environment and a learning platform through which students can develop entrepreneurial skills in real-world contexts. Thus, this study offers a new perspective by positioning social media not only as a promotional medium but also as a digital business ecosystem that contributes to the holistic and practical development of students' entrepreneurial competencies (Prasetyo & Hidayat, 2023).

Conclusion

Based on the results of the study, it can be concluded that the use of social media plays a crucial role as a business tool for students in the digital era. Social media offers various conveniences in starting and developing a business, particularly in terms of low promotional costs, broad market reach, and ease of communication with customers. This makes social media an effective alternative for students with limited capital to run a business.

Furthermore, the success of utilizing social media as a business tool is influenced by several important factors, such as creativity in content creation, consistency in promotion, digital literacy skills, and the ability to build consumer trust. These factors are key determinants of the success of businesses run through digital platforms. In addition to being a business tool, social media also serves as a learning tool for entrepreneurship for students. Through hands-on experience managing a business on social media, students can gain a practical understanding of various aspects of business, from marketing and customer service to simple business management. Thus, social media is not only a promotional tool but also a means of developing students' entrepreneurial skills.

Recommendations

Students are expected to utilize social media more optimally and creatively to develop their businesses, not only as a means of entertainment but also as a promising business opportunity. Furthermore, students need to improve their digital literacy to compete in the increasingly competitive business world. Universities are also expected to provide support through digital entrepreneurship training, business mentoring, and strengthening

the entrepreneurial ecosystem on campus. This aims to encourage the emergence of creative, innovative young entrepreneurs who are able to utilize technology effectively. Further research is expected to examine the use of social media with a broader approach, such as field studies or quantitative analysis, to provide more comprehensive research results and provide a more in-depth picture of student business development in the digital era.

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