



Digital Appropriation among Women-Owned MSMEs and Household Economies in Jayapura City

Indah Sulistiani ^{1*}, Paramitha Fajarin Nova ², Siti Badriah ³, Syarifuddin ⁴

^{1,2,3,4} Master of Communication Science Program, Universitas Muhammadiyah Papua, Jayapura, Indonesia

*Corresponding Author: indahsulistiani175@gmail.com

Citation: Sulistiani, I., Nova, P. F., Badriah, S., & Syarifuddin. (2026). Digital appropriation among women-owned MSMEs and household economies in Jayapura City. *PARANALAR International Journal of Communication (PIJoC)*, 1(1), 37–44.

ARTICLE INFO	ABSTRACT
Received: 2026-09-26 Accepted: 2026-10-01 Published: 2026-10-07	Digital transformation offers women-owned micro, small, and medium enterprises (MSMEs) new opportunities to expand markets and contribute to household economies, yet access to social media does not automatically produce strategic business use. This study examines how women-owned MSMEs in Jayapura City appropriate new media for promotion, learning, customer relationships, business operations, and the negotiation of domestic roles. Using a descriptive qualitative approach, the study analyzes interviews conducted on 28–30 May 2023 with three documented business cases through thematic analysis and a digital appropriation framework. The findings identify a four-stage gradient: digital access, communicative use, relational marketing, and operational integration. Movement across these stages depends on digital skills, social networks, logistics, work organization, and household time arrangements. Social media can serve as a low-cost infrastructure for business learning and customer engagement, while home-based digital work offers spatial flexibility without eliminating domestic burdens. The study concludes that digital empowerment is best understood as the capacity to convert technological access into knowledge, market relationships, operational capability, and a stronger contribution to household economic life. Keywords: new media, women-owned MSMEs, digital appropriation, digital entrepreneurship, household economy

INTRODUCTION

Digitalization has reshaped how micro, small, and medium enterprises (MSMEs) communicate with customers, access information, organize transactions, and build markets. For resource-constrained businesses, smartphones and social media reduce promotional costs and enable direct, rapid interaction with consumers. From a digital entrepreneurship perspective, these technologies are significant because they can alter opportunity creation, market interaction, and the configuration of business resources rather than merely add another communication channel (Nambisan, 2017).

For women-owned MSMEs, the value of digital media is closely connected to household and gender arrangements. Social media can extend economic activity beyond conventional marketplaces and allow business tasks to be performed from home, creating flexibility for women who combine entrepreneurship with family responsibilities. Evidence from Indonesia shows that digital platforms can increase access to customers and strengthen women's contribution to household income (Melissa et al., 2015). At the same time, digital entrepreneurship does not remove unequal domestic responsibilities; time, caregiving, and partner support continue to influence women's capacity to develop their businesses (Nurcahyani & Isbah, 2020; Olsson & Bernhard, 2021).

The communication problem, therefore, is not simply whether entrepreneurs possess smartphones or social media accounts, but how access to technology is converted into meaningful business practices. Loh and Chib (2022) distinguish access, use, and appropriation to show that digital inequality can persist after devices become available. In Indonesia, differences in user capability and institutional support further shape whether digital technologies generate economic opportunities (Irawan et al., 2024). This perspective shifts attention from adoption alone toward the quality and depth of digital practice.

This issue is particularly relevant in Jayapura City, where women's economic participation occurs within a broader context of unequal opportunity. Statistics Indonesia reported a Gender Inequality Index of 0.518 for Papua Province in 2023, with changes particularly associated with the empowerment and labor-market dimensions (Badan Pusat Statistik Kota Jayapura, 2024). Although this provincial indicator does not directly describe women

entrepreneurs in Jayapura City, it provides contextual evidence that digital business practices are embedded in wider social and economic constraints.

Existing studies of women and digital entrepreneurship in Indonesia have largely examined settings in Java, Sulawesi, and other major urban areas, while evidence from Jayapura remains limited. The documented cases in this study show that women entrepreneurs use Facebook, Instagram, smartphones, and courier services in markedly different ways: some practices remain centered on friendship networks and basic promotion, whereas others integrate customer administration, delivery, and work delegation. This variation suggests that “social media use” should be treated as a differentiated process rather than a single category of adoption.

Accordingly, this study asks: (1) How do women-owned MSMEs in Jayapura City use new media for promotion, learning, customer relationships, and business operations? (2) What factors differentiate their levels of digital appropriation? and (3) How is new media use related to household economic contribution and the negotiation of domestic roles? The study contributes to communication research by conceptualizing a digital appropriation gradient that connects media access with communicative use, relational marketing, and operational integration. Practically, the framework can help digital literacy and MSME assistance programs respond to differences in entrepreneurial capability and household constraints.

LITERATURE REVIEW

New Media and Affordances for MSMEs

New media are digitized, networked, and interactive forms of communication that combine multiple modes of content and user participation. Lister et al. (2009) identify digitality, interactivity, hypertextuality, virtuality, and networking as defining characteristics. In MSME communication, these characteristics enable entrepreneurs to act simultaneously as message producers, information seekers, relationship managers, and intermediaries connecting products to market communities. The relevance of new media, therefore, lies not only in the speed of distribution but also in the capacity to reorganize communication among sellers, customers, and business networks.

The concept of affordance helps explain why identical platforms can generate different business outcomes. Affordances are possibilities for action that emerge from the relationship between users, their goals, and technological features. Sedalo et al. (2022) identify brand visibility, information sharing, and customer relationship building as important social media affordances for SMEs. These possibilities become economically meaningful only when users can mobilize them consistently through content, interaction, and relationship management; platform availability alone does not guarantee effective business communication.

From Access to Digital Appropriation

Contemporary digital-divide research increasingly distinguishes technological availability from the capacity to use technology meaningfully. Loh and Chib (2022) describe a progression from access to use and appropriation. Access concerns the availability of devices and connectivity; use refers to the ability to operate technological functions; and appropriation concerns the purposeful integration of technology into social or economic practices. Applied to women-owned MSMEs, this distinction makes it possible to examine whether social media remain channels for basic communication, develop into relational marketing tools, or become integrated into customer service, logistics, and business organization.

This distinction is important because entrepreneurs may own smartphones and social media accounts without the ability to develop content strategically, manage customer interactions, organize catalogs, integrate payment and delivery services, or use digital information to inform business decisions. Irawan et al. (2024) show that digital entrepreneurship in Indonesia remains shaped by capability inequalities and institutional support. Digitalization should therefore be evaluated by the capacity to transform access into communicative and operational value, rather than by adoption indicators alone.

Women's Entrepreneurship, Household Economy, and Role Negotiation

Women's entrepreneurship is frequently intertwined with household income needs, temporal flexibility, and caregiving responsibilities. Melissa et al. (2015) show that social media can enable Indonesian women to operate businesses from home and increase their contribution to household income. Nurcahyani and Isbah (2020), however, demonstrate that participation in the digital economy does not automatically transform gendered divisions of labor. Women continue to negotiate business time, family priorities, and support from partners, making household arrangements an important part of digital entrepreneurial capacity.

Research in other contexts reinforces this relational view of digital entrepreneurship. Olsson and Bernhard (2021) find that women entrepreneurs face continuous pressure to update digital skills and sustain an online presence while managing work–life tensions. Rahayu et al. (2023) likewise show that social media can support the

sustainability of women-owned businesses in Indonesia through accessible communication and customer relationships. In a local communication context, Sulistiani and Syarifuddin (2024) also emphasize the relevance of communication strategies for strengthening community-based economic activity. Taken together, these studies suggest that digitalization simultaneously expands communicative opportunities and increases demands for skills, responsiveness, and time management.

Research Gap

Previous research on women and digital entrepreneurship in Indonesia has concentrated largely on Java, Sulawesi, and other major urban settings, including Yogyakarta, Semarang, Kudus, Makassar, Bandung, and Surabaya (Melissa et al., 2015; Laksmanawati & Yuniawan, 2021; Rahayu et al., 2023; Wahyuningsih & Mustaqim, 2021). Evidence from Jayapura remains comparatively limited, despite differences in geographical conditions, logistics, market networks, and digital capability that may influence how technology is used. The present study addresses this geographical and analytical gap by examining digital appropriation in everyday business practices rather than generalizing across all women-owned MSMEs in Papua.

The study further addresses a conceptual gap by treating digital use as a graduated process. It links four stages of digital access, communicative use, relational marketing, and operational integration with business learning, customer relationships, household economic contribution, and domestic-role negotiation. This positioning clarifies why entrepreneurs using similar devices and platforms may derive different forms of value and provides an analytical bridge between new-media affordances, digital appropriation, and women's entrepreneurship.

Framework

Based on this synthesis, the study uses four analytical dimensions: access and basic use, social media affordances, business appropriation, and the gender-household dimension. These dimensions organize the interpretation of how technological possibilities are converted into communication practices and business routines. The framework is interpretive rather than causal; it is used to compare the three documented cases and to identify movement from access toward more integrated forms of digital appropriation.

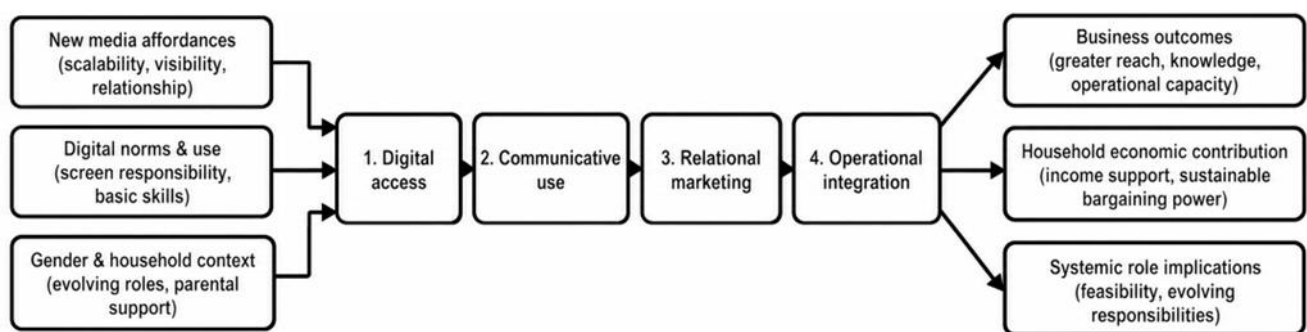


Figure 1. Analytical Framework of Digital Appropriation among Women-Owned MSMEs

Source: Authors' synthesis based on the theoretical concepts and study focus.

Table 1. Analytical Framework

Dimension	Analytical Focus	Empirical Indicators	Conceptual Reference
Access and use	Availability of devices/platforms and basic capability	Smartphone; Facebook/Instagram; posting; customer messages	Loh & Chib (2022); Lister et al. (2009)
Social media affordances	Possibilities for action used in business	Product visibility; information sharing; customer relationships; learning	Sedalo et al. (2022)
Business appropriation	Conversion of technology into business processes and outcomes	Market reach; ordering; couriers; administrators; division of labor; product diversification	Nambisan (2017); Irawan et al. (2024)
Gender and household dimension	Relationship between business activity and domestic roles	Income contribution; working from home; caregiving; time allocation; partner support	Melissa et al. (2015); Nurcahyani & Isbah (2020)

Source: Authors' synthesis based on the cited literature.

METHODOLOGY

This study uses a descriptive qualitative approach to examine how women-owned MSME operators understand and use new media in everyday business activity. The study focuses on Jayapura City and the Koya area, with field interviews conducted on 28–30 May 2023. The qualitative design was selected to capture differences in media practices, learning processes, customer relationships, household economic contribution, and the meanings attached to digital technology rather than to test relationships among variables.

The analysis is based on three women entrepreneurs whose cases are documented consistently in the available field records: Tika, a tomato farmer who also develops processed products and snacks; Riski, the owner of an online shop selling toddler clothing and products for pregnant and breastfeeding mothers; and Ina, an entrepreneur producing processed seafood such as shrimp paste, salted fish, and fish floss. The three cases represent different business sectors and different levels of digital practice, allowing comparison of promotion, learning, customer management, logistics, and the organization of work and household responsibilities.

Table 2. Informant Profiles and Documented Digital Practices

Informant	Business Sector	Documented Digital Practices
Tika	Tomato farming, processed food, snacks	Facebook/smartphone use for promotion, networking, and accessing recipes and information on processing agricultural produce
Riski	Online shop selling toddler clothing and products for mothers	Product posting, customer interaction, courier services, and division of labor with two administrators
Ina	Processed seafood: shrimp paste, salted fish, fish floss	Learning to use smartphones and digital media to promote the business

Source: Field interview data.

Data were analyzed thematically following the principles of Braun and Clarke (2006). The analysis proceeded through four stages: (1) repeated reading of case descriptions and interview quotations; (2) identification of meaning units related to media functions, digital skills, customer relations, markets, household income, and domestic roles; (3) grouping of these units into recurring themes; and (4) cross-case interpretation using the access–use–appropriation framework and literature on women's entrepreneurship. The resulting themes were then compared with the four analytical dimensions presented in Table 1.

Interpretive credibility was strengthened through cross-case comparison and consistency checks between interview quotations, descriptions of business practices, and the analytical framework. The study does not seek statistical generalization. Its contribution lies in explaining variation across three documented cases and developing an interpretive account of how new media are appropriated in a specific local setting. Because the analysis is based on a small number of cases and the available records do not provide a complete account of all women-owned MSMEs in Jayapura, the findings should be read as context-specific rather than population-representative.

RESULTS AND DISCUSSION

Overview of Research Results

The thematic analysis identifies four interconnected patterns across the three cases: (1) new media operate as low-cost infrastructures for promotion, information seeking, and relationship maintenance; (2) digital appropriation ranges from communication within existing social networks to integrated customer service and logistics; (3) digital capability develops largely through informal, practice-based learning; and (4) home-based digital work strengthens women's contribution to household economic activity while leaving time pressures and domestic responsibilities in place. These patterns form the empirical basis of the digital appropriation gradient developed in this study.

Presentation of Research Results

New Media as Low-Cost Information and Promotion Infrastructure

At the most basic level, new media function as a communication infrastructure connecting promotion, information seeking, and social relationships. Tika's case shows that smartphones and Facebook are used to offer products and to obtain ideas for processing agricultural produce. The value of digital media, therefore, appears before a

transaction occurs: information obtained through social networks can support learning, product development, and the visibility of small-scale businesses.

"We work to help our husbands meet the rising cost of living. Everything is expensive now, so we cannot rely on our husbands' income alone. Thankfully, with smartphones and Facebook, my fellow women farmers and I can earn additional income. We can also obtain recipes and tips shared on social media about how to process our agricultural products" (Tika, Koya).

Tika's account illustrates three communicative functions of new media: expanding economic opportunities, providing access to practical knowledge, and sustaining networks among women farmers. These functions are consistent with the sharing and relational affordances identified by Sedalo et al. (2022). In this case, however, digital activity remains closely tied to pre-existing social networks, indicating a form of appropriation in which communication and learning are more developed than systematic market expansion.

From Friendship Networks to Digital Markets: Variations in Levels of Appropriation

Cross-case comparison shows that digital media are appropriated at different levels. At one end, social media extends existing friendship networks and supports basic product promotion. At the other end, Riski's case shows a more integrated configuration in which product posting is connected with customer interaction, courier services, order handling, and a division of labor involving two administrators. The contrast demonstrates that similar technologies can support substantially different organizational practices.

"With technology, I can work from home without having to go out. I really enjoy working as an online seller. After I upload newly arrived products, they can sell out within hours. Courier pick-up and delivery services also make things much easier because they collect the goods from my home and deliver them to customers, so I do not have to leave the house. I have even hired two administrators to handle customer inquiries and pack the orders" (Riski, Jayapura).

Riski's case marks a transition from media as a communication channel to media as part of the business infrastructure. Product posts function as a digital storefront, messaging supports customer service, courier services connect online interaction with physical distribution, and administrators distribute communication and packing tasks. In Nambisan's (2017) terms, technology is beginning to reconfigure the entrepreneurial process itself rather than merely support promotional activity.

This comparison explains why social media ownership or frequency of use is an insufficient indicator of MSME digital transformation. Entrepreneurs may use the same platforms yet derive different forms of value depending on how communication is connected with customer management, logistics, and work organization. The study uses the term "digital appropriation gradient" to describe this progression from technological availability to increasingly integrated business practices.

Digital Skills and Informal Learning

Digital capability is another factor differentiating the cases. Ina describes a process that began with a limited ability to use a smartphone and gradually evolved into an appreciation of its promotional value. Her experience shows that appropriation can emerge through repeated practical engagement rather than formal training and that the usefulness of technology changes as users acquire confidence and skills.

"The challenges I face are related to technology and promotion. I did not know how to use a smartphone before. Now that I understand its benefits, I have learned, and I have to keep learning because the phone is very helpful for promoting our business" (Ina, Koya).

Ina's experience indicates that the digital divide among MSME operators cannot be reduced to device ownership. The economic and communicative value of a smartphone depends on the user's skills, motivation, and opportunities for practice. This finding is consistent with Loh and Chib's (2022) distinction between access, use, and appropriation and with Olsson and Bernhard's (2021) emphasis on informal learning and continuing skill development among women entrepreneurs.

The finding also suggests that digital-support programs should distinguish between levels of capability. Entrepreneurs at a basic-use stage may require assistance with product photography, catalog management,

copywriting, account security, and customer messaging, while more advanced users may benefit from analytics, digital payments, and logistics integration. Such differentiation follows directly from observed variation in appropriation, rather than from assuming that all MSME operators face the same digital needs.

Household Economic Contribution and the Paradox of Digital Flexibility

Household economic motivations are prominent across the cases. Tika describes business activity as a means of supplementing household income amid rising living costs, while Riski emphasizes the advantage of working from home. New media, therefore, create spatial flexibility by enabling economic activity without the need for continuous physical presence in a shop or market, which is particularly relevant for entrepreneurs who combine business and domestic responsibilities.

Spatial flexibility does not necessarily produce temporal freedom. The field accounts indicate that childcare, children's illness, housework, and business activity compete for attention. When caregiving demands increase, business activity may need to be reduced. Digital entrepreneurship can therefore bring productive and reproductive work into the same physical space, creating flexibility while also intensifying the need to negotiate time.

This pattern aligns with Nurcahyani and Isbah (2020), who show that women entrepreneurs continuously negotiate between economic and domestic roles. Digital media can strengthen women's capacity to contribute to household economic activity, but that capacity remains shaped by partner support, division of labor, and available time. In this sense, digital appropriation is not an individual technological achievement alone; it is embedded in household social arrangements.

Analysis of Findings

The cross-case synthesis produces four analytical levels of digital appropriation: digital access, communicative use, relational marketing, and operational integration. These levels are not fixed developmental stages and may overlap; movement can depend on skills, market needs, supporting services, and family circumstances. The gradient is therefore an interpretive tool for distinguishing forms of digital practice that would otherwise be obscured if analysis relied only on account ownership or frequency of use.

Table 3. Digital Appropriation Gradient among Women-Owned MSMEs

Level	Characteristics	Main Practices	Business Value
Digital access	Devices and accounts are available	Using smartphones/social media	Creates the possibility of connectivity
Communicative use	Media are used for information and networking	Sharing information, viewing recipes/tips, promoting to close networks	Initial knowledge and visibility
Relational marketing	Customer interaction becomes more structured	Posting products, responding to orders, and maintaining customer relationships	Potential for wider sales and market reach
Operational integration	Digital media are connected to business processes	Administrators, customer service, couriers, packing, division of labor	Greater operational coordination and efficiency

Source: Authors' interpretation of the study findings.

The gradient supports two central arguments. First, digital transformation among micro-enterprises is gradual: device ownership creates the possibility of participation but does not by itself generate market or organizational value. Second, deeper appropriation depends on combinations of digital skills, relationship management, logistics, work organization, and household time arrangements. Programs that encourage MSMEs to "go digital" therefore need to recognize that entrepreneurs enter digital environments with different capabilities and constraints.

Discussion

The findings show that the economic value of new media is generated through the interplay among technology, knowledge, customer networks, communication skills, logistics, and work organization. This extends Nambisan's (2017) argument that digital entrepreneurship reconfigures entrepreneurial activity by demonstrating how that reconfiguration can occur unevenly within micro-enterprises. The contribution of the present study lies in making

those differences visible through the digital appropriation gradient.

From a communication perspective, social media perform a dual function: they represent products and sustain relationships. Trust is built through responsiveness, personal proximity, repeated interaction, and pre-existing social ties. Friendship networks can therefore provide an entry point to digital commerce, but reliance on close networks may also limit market expansion when entrepreneurs do not develop communication strategies for broader visibility and customer acquisition.

From a gender perspective, new media expand economic participation without automatically transforming domestic labor arrangements. Working from home can reduce mobility constraints, yet business communication, caregiving, and household work remain temporally intertwined. Digital empowerment is therefore better understood as a negotiated capacity shaped by technological skills, market relationships, and household support rather than as an automatic outcome of access to digital platforms.

The study makes three linked contributions. First, it extends research on women's digital entrepreneurship to Jayapura City, a setting that remains underrepresented in Indonesian studies. Second, it develops a digital appropriation gradient that distinguishes access, communicative use, relational marketing, and operational integration. Third, it shows that movement across these forms of appropriation is shaped by both business capability and household arrangements. These contributions connect new-media affordances with the organization of everyday entrepreneurial practice.

Implications of Findings

The findings suggest that local governments, MSME support organizations, women's communities, and digital literacy providers should tailor assistance to participants' level of appropriation. Entrepreneurs at the access stage may need foundational digital and security skills; those at the communicative-use stage may need content creation, catalog development, and audience identification; and those approaching relational marketing or operational integration may require customer management, analytics, payment, and logistics capabilities. Mentoring and hands-on practice are especially relevant because the cases show that much digital learning develops through repeated use.

Support programs also need to account for household time burdens and market-network limitations. Flexible training schedules, short online modules, messaging-based consultation, and community mentoring may be more compatible with entrepreneurs who combine business and caregiving. At the same time, skills development should be accompanied by opportunities to expand market relationships beyond existing friendship networks through cross-community promotion, product curation, and stronger links with distribution services.

CONCLUSION

This study demonstrates that women-owned MSMEs in Jayapura City appropriate new media in different ways, ranging from basic access and communication to relational marketing and operational integration. Across the three cases, social media support promotion, information seeking, customer interaction, business learning, and, in the most integrated case, logistics and work delegation. These differences show that digital entrepreneurship cannot be adequately understood through smartphone ownership or social media use alone. The proposed digital appropriation gradient explains how technological access is progressively converted into communicative and organizational value through skills, customer relationships, supporting services, and work organization. The findings also show that digital flexibility can strengthen women's contribution to household economic activity without eliminating caregiving and domestic time burdens. Digital empowerment is therefore a negotiated process that links technology, market relationships, and household arrangements. Because the study is based on three documented cases, the gradient should be treated as an interpretive framework rather than a population-level model. Future research can test and refine it across a larger, more diverse sample of women-owned MSMEs in Papua and other Indonesian regions.

REFERENCES

- Badan Pusat Statistik Kota Jayapura. (2024, May 8). Indeks Ketimpangan Gender (IKG) Provinsi Papua 2023 [Gender Inequality Index (GII) of Papua Province, 2023]. Badan Pusat Statistik.
- Braun, V., & Clarke, V. (2006). Using thematic analysis in psychology. *Qualitative Research in Psychology*, 3(2), 77–101. <https://doi.org/10.1191/1478088706qp0630a>
- Hopkinson, G. C., & Aman, A. (2017). Women entrepreneurs: How power operates in bottom of the pyramid-marketing discourse. *Marketing Theory*, 17(3), 305–321. <https://doi.org/10.1177/1470593117704280>
- Irawan, A., Yendra, Y., Sutisna, E., Marihi, L., Mardatillah, M., & Soelistya, D. (2024). Digital inequality and digital entrepreneurship in Indonesia. *Jurnal Aplikasi Manajemen*, 22(1), 193–204. <https://doi.org/10.21776/ub.jam.2024.022.01.15>
- Laksmanawati, J., & Yuniawan, A. (2021). Women and the digitalization strategies of micro, small, and medium

- enterprises in the new normal era. *Petra International Journal of Business Studies*, 4(1), 55–64. <https://doi.org/10.9744/ijbs.4.1.55-64>
- Lister, M., Dovey, J., Giddings, S., Grant, I., & Kelly, K. (2009). *New media: A critical introduction* (2nd ed.). Routledge.
- Loh, Y. A.-C., & Chib, A. (2022). Reconsidering the digital divide: An analytical framework from access to appropriation. *Information Technology & People*, 35(2), 647–676. <https://doi.org/10.1108/ITP-09-2019-0505>
- McQuail, D. (2000). *McQuail's mass communication theory* (4th ed.). Sage.
- Melissa, E., Hamidati, A., Saraswati, M. S., & Flor, A. (2015). The internet and Indonesian women entrepreneurs: Examining the impact of social media on women empowerment. In A. Chib, J. May, & R. Barrantes (Eds.), *Impact of information society research in the Global South* (pp. 203–222). Springer. https://doi.org/10.1007/978-981-287-381-1_11
- Nambisan, S. (2017). Digital entrepreneurship: Toward a digital technology perspective of entrepreneurship. *Entrepreneurship Theory and Practice*, 41(6), 1029–1055. <https://doi.org/10.1111/etap.12254>
- Nurcahyani, A., & Isbah, M. F. (2020). Perempuan dan ekonomi digital: Peluang kewirausahaan baru dan negosiasi peran berbasis gender [Women and the digital economy: New entrepreneurial opportunities and gender-based role negotiation]. *PALASTREN: Jurnal Studi Gender*, 13(1), 27–58. <https://doi.org/10.21043/palastren.v13i1.6382>
- Olsson, A. K., & Bernhard, I. (2021). Keeping up the pace of digitalization in small businesses—Women entrepreneurs' knowledge and use of social media. *International Journal of Entrepreneurial Behaviour & Research*, 27(2), 378–396. <https://doi.org/10.1108/IJEER-10-2019-0615>
- Ozasir Kacar, S., Essers, C., & Benschop, Y. (2023). A contextual analysis of entrepreneurial identity and experience: Women entrepreneurs in Turkey. *Entrepreneurship & Regional Development*. Advance online publication. <https://doi.org/10.1080/08985626.2023.2189314>
- Rahayu, N. S., Masduki, & Ellyanawati, E. R. N. (2023). Women entrepreneurs' struggles during the COVID-19 pandemic and their use of social media. *Journal of Innovation and Entrepreneurship*, 12, Article 51. <https://doi.org/10.1186/s13731-023-00322-y>
- Sedalo, G., Boateng, H., & Kosiba, J. P. (2022). Exploring social media affordance in relationship marketing practices in SMEs. *Digital Business*, 2(1), 100017. <https://doi.org/10.1016/j.digbus.2021.100017>
- Sulistiani, I., & Syarifuddin, S. (2024). Marketing Communication Strategy in Tourism Development based on Local Wisdom of Jayapura City Communities. *Jurnal The Messenger*, 14(3), 196. <https://doi.org/10.26623/themessenger.v14i3.5190>
- Wahyuningsih, S., & Mustaqim, M. (2021). The role of social media in promoting Indonesian women's online entrepreneurship: Prospects, challenges and strategies. *Iqtishadia*, 14(2), 235–258. <https://doi.org/10.21043/iqtishadia.v14i2.9483>