

## Communication identity of digital immigrant micro-entrepreneur in adapting to promotional innovation

Amelia Widiyanti<sup>1</sup>, Indra Novianto Adibayu Pamungkas<sup>2</sup>

<sup>1,2</sup>Faculty of Communication and Social Sciences, Telkom University, Bandung, Indonesia

### ABSTRACT

The digital era requires an entrepreneur to adapt through innovation, especially in terms of promotion to the audience with an identity that adjusts to changes. Promotion adaptation plays an essential role in increasing business capacity and competitiveness. This research aims to identify the communication identities of micro business actors, including digital immigrant groups, and their adaptation to promotional innovations. This research uses a qualitative method by interviewing thirty informants of micro business actors in West Java who were born before 1981. This research uses data processing techniques through a coding process using NVivo software. The study results show that the identity formed through social interaction of micro business actors is closely related to the decision to adopt promotions. Micro-business actors have a friendly and sociable nature that makes it easier for them to access information. In addition, they are also curious and confident, so they encourage them to learn many new things that can advance their business. Micro-business actors of the immigrant digital group acquire these traits from the influence of “someah” culture and a supportive environment. The communication identity or self-concept owned by micro business actors in West Java provides opportunities for them to develop themselves in terms of receiving innovation, especially in terms of promotion. In addition, the acceptance of innovation is closely related to the character and self-concept of micro-business actors. The importance of support from the government, the surrounding environment, and stakeholders to make it easier for micro business actors to accept an innovation.

**Keywords:** Communication identity; digital immigrant; micro-entrepreneur; adaptation; promotional innovation

### *Identitas komunikasi imigran digital pelaku usaha kelompok mikro dalam adaptasi inovasi promosi*

### ABSTRAK

Era digital menuntut seorang pengusaha beradaptasi melalui inovasi terutama dalam hal promosi kepada khalayak dengan identitas yang menyesuaikan dengan perubahan-perubahan. Adaptasi promosi berperan penting dalam meningkatkan kapasitas dan daya saing bisnis. Penelitian ini bertujuan untuk identifikasi identitas komunikasi pelaku usaha mikro kelompok digital imigran dan adaptasinya terhadap inovasi promosi. Penelitian ini menggunakan metode kualitatif dengan mewawancarai tiga puluh informan yang lahir sebelum tahun 1981 pelaku usaha mikro di Jawa Barat. Penelitian ini menggunakan teknik pengolahan data melalui perangkat lunak NVivo melalui proses pengkodean. Hasil penelitian menunjukkan bahwa identitas yang terbentuk melalui interaksi sosial pelaku usaha mikro berkaitan erat dengan keputusan pengadaptasian promosi. Pelaku usaha mikro memiliki sifat friendly dan sociable yang memudahkan mereka dalam mengakses informasi. Di samping itu, mereka juga bersifat curious dan confident sehingga mendorong untuk mempelajari banyak hal baru yang dapat memajukan bisnisnya. Pelaku usaha mikro kelompok digital imigran memperoleh sifat-sifat tersebut dari pengaruh budaya “someah” dan lingkungan yang mendukung. Identitas komunikasi atau self concept yang dimiliki oleh pelaku usaha mikro di Jawa Barat memberikan peluang bagi mereka untuk mengembangkan diri dalam hal penerimaan sebuah inovasi terutama dalam hal promosi. Disamping itu, penerimaan inovasi berkaitan erat dengan karakter dan konsep diri yang dimiliki oleh pelaku usaha mikro. Pentingnya dukungan pemerintah, lingkungan sekitar dan para pemangku kompetisi untuk membuat pelaku usaha mikro lebih mudah lagi menerima sebuah inovasi.

**Kata-kata kunci:** Identitas komunikasi; digital imigran; pelaku usaha mikro; adaptasi; inovasi promosi

---

**Correspondence:** Dr. Indra Novianto Adibayu Pamungkas, SS., M.Si., Telkom University, Jl. Telekomunikasi No. 1, Terusan Buahbatu, Bojongsoang, Bandung, Jawa Barat 40257. Email: [indrapamungkas@telkomuniversity.ac.id](mailto:indrapamungkas@telkomuniversity.ac.id)

**Submitted:** October 2024, **Revised:** December 2024, **Accepted:** January 2025, **Published:** April 2025

ISSN: 2548-3242 (printed), ISSN: 2549-0079 (online). Website: <http://jurnal.unpad.ac.id/manajemen-komunikasi>

Copyright © 2025 Author(s). This is an open access article under the CC BY-NC-SA license

## INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) contribute significantly to achieving the economic pillar of the Sustainable Development Goals (SDGs) by generating decent employment opportunities. As key drivers of local economies, micro-entrepreneurs play a crucial role in addressing societal issues such as poverty and hunger. They contribute directly to work productivity, impacting the success and sustainability of the businesses they manage (Hernita et al., 2021). The government of Indonesia pays attention to the role of MSMEs in realizing the importance of adapting to innovation, especially in terms of promotion. This aims to increase business capacity and competitiveness in the digital era (Institute for Development of Economics and Finance (INDEF, 2024). In addition, the government pays attention to sustainability goals (Abduh et al., 2024), business development solutions (Armas et al., 2024), and especially in Indonesia as an empowerment strategy (Tanaya & Ekyawan, 2020). Empowerment strategies contribute to motivation (Sousa et al., 2023), access (Goldman et al., 2016), and identity (Xiang et al., 2024). Empowerment helps micro-entrepreneurs to strengthen their identities. Through their empowerment in terms of strength (Rupeika-Apoga & Petrovska, 2022)

and their business values. This is related to the identity that needs to be investigated from the side of micro-entrepreneurs as a self-concept in running a business.

Innovation is not readily accepted by micro-business actors in Indonesia. The main problems for micro-business actors in Indonesia are capital and marketing (Azizah, 2021). Marketing is still happening regarding promotion, which is essential for promoting their products (Widiastuti, 2017). The more digital media presence, the more options for micro business actors to choose which marketing communication tool they will use. However, the problem is the desire to be willing to negotiate with oneself to develop (Setini et al., 2020) and improve capabilities in line with the impact of the development of the Internet of Things (Karimova & Shirkhanbeik, 2015) on social life. Undeniably, this is related to the self of micro business actors in accepting an innovation.

In the era of digitalization, micro-entrepreneurs face challenges in adapting to very rapid technological developments. They must think about new technology management strategies, primarily related to the main problem of business, capital (Cruz et al., 2023) small-, and medium-sized enterprises (MSMEs and marketing (Buntoro et al., 2023). However, rapid change always leads to social shocks that

result in conflicts, so individuals tend to avoid them. Moreover, the micro-entrepreneurs of the immigrant digital group do not grow in tandem with technology.

Digital immigrants are the generation that began using digital technology during their adaptation process in adulthood (Fernández-De-álava et al., 2017). Globally, the digital immigrant group was born in 1967-1981 and experienced the transition from the non-digital era to the digital era (Prensky, 2001). The digital immigrant group has a slower digital learning process than the generation born after technology developed (Marzal et al., 2022) and has difficulty adapting to technology because they see it as a complicated new thing. However, adaptation must still be carried out because technology allows micro-entrepreneurs to improve their businesses.

Technology can help micro businesses expand the market and increase sales. In addition, micro-entrepreneurs feel that digital platforms can increase their numbers, strengthen relationships, and increase customer loyalty (INDEF, 2024). The government is involved in technology adaptation efforts through training targeted to be attended by 30 million businesses. Public companies have also supported digitalisation through operational assistance from digital businesses (Supriadi, 2023).

Rogers, 2003 in his book, said innovation adoption will differ in each region, motivated by the accompanying culture, such as Indonesia, Korea, and China, with their collective culture. This explanation is related to thinking about self-concept and personal identity (Jirout Košová et al., 2021) and how micro-business actors view themselves (McCarroll, 2019) when receiving an innovation. The acceptance of innovation in business is related to mindset and values (Oumlil & Balloun, 2017) embraced by micro business actors will be related to personal innovativeness (Alrishan, 2023) in the acceptance of new technology (Park et al., 2022) microbusiness actors with an open mindset have an excellent opportunity to accept innovation. Conversely, if they are conservative or risk-averse, they may reject innovation. Thus, microentrepreneurs' identity, which includes mindsets, experiences, personalities, and social influences, is vital in determining whether they will accept and implement innovation in their ventures.

Acceptance of technological changes is influenced by the perceptions, attitudes, and mindsets of micro-entrepreneurs formed through social interaction (Aldekheel et al., 2022). This condition requires researchers to review the micro-entrepreneurs' self-concept as a communication identity. Research related to communication identity can contribute to determining the right actions for the

supporting sector in providing solutions for micro-entrepreneurs by getting to know their personalities.

Researchers use the Communication Theory of Identity from Michael L. Hecht's thinking as a basis for knowing the communication identity of micro-entrepreneurs. This theory in communication science is based on the socio-cultural tradition of studying communicators. The Identity Communication Theory combines individuals, groups, and society into inseparable parts. Identity becomes a code for each person to distinguish them from others in a complex group (Littlejohn & Foss, 2008). Researchers use theory to examine how business actors' communication identities influence technology adaptation decisions. Identity can directly influence the choices and actions micro-entrepreneurs take (Upshaw, 2019).

The acceptance of innovation in marketing or promotional communication is increasingly complex due to the various media accompanying it. Micro-entrepreneurs need to negotiate with themselves to be aware and adapt (Kraja & Berberi, 2023), which requires them to do something new. If the innovation matches a person's identity, they will be more likely to make changes. Self-concept affects how micro-entrepreneurs perceive the risks they will face when receiving an innovation. People with a positive attitude tend to be bolder in taking risks,

so that they will be more open to innovation. However, collective culture is sometimes a conformist behavior or the emergence of a bandwagon effect (Gartner et al., 2022) when deciding to innovate.

Micro business actors with the character of a person who likes to participate can experience bandwagon pressure (Liu & Yang, 2018) their environment. This condition allows the researcher to research self-identity in a location with a collective cultural background, such as in West Java. Abrahamson and Rosenkopf (1997) explain that observations of previous adopters trigger the bandwagon effect and produce phenomena such as trends and fashions. Ironically, this allows for a snob effect to appear when prospective adopters reject innovation because they are trying to appear different from others with innovation (Camerani et al., 2016). For this reason, it is important to review more deeply related to the self-concept of micro business actors as a personal identity

A communication perspective is needed to understand micro-entrepreneurs' identities (Stewart, 2022). Identity Communication Theory views identity and communication as two elements of a reciprocal relationship. Identity develops through interaction and can communicate the social relationships that micro-entrepreneurs have. Identity development will occur when micro-entrepreneurs see themselves

differently from how other individuals see them. Identity can be expressed through clothing style, word choice, and how individuals respond to situations (Littlejohn & Foss, 2008).

There are several differences in people's perspectives on how identity is formed, influenced by local culture. Asian people view identity as being formed from reciprocal relationships with others in community life. Greek people see identity as developing through discovering differences between one individual and another. This difference in perspective can be answered through Hecht's study on dividing identity into four layers. Although it can be analyzed separately, each layer is a complete unit. Hecht divides identity into four layers that are interrelated and formed side by side (Littlejohn & Foss, 2008): (1) Personal layer, identity formed from a view of oneself in a social situation that can develop (Stewart, 2022). The development of self-concept in general is motivated by psychological conditions (Ferro et al., 2023), social class (Krieger et al., 2015), and culture (Horwitz et al., 2022); (2) Enactment layer, identities displayed by micro-entrepreneurs through the message exchange process. Identity is disclosed through communication, and micro-entrepreneurs will be assessed according to the behavior shown (Bergquist et al., 2019). The message conveyed is not necessarily related to

identity, but identity plays a large part in that communication (Riemenschneider et al., 2019); (3) The relational layer, identity, is not limited to how the individual perceives themselves but is closely related to the social relationships in which they live (Goode et al., 2020). In this layer, identity is formed from interactions with others in a relationship, such as friendship and family (Rubinsky, 2019); (4) Communal layer, an identity formed from an individual's membership in a community group and the existing cultural environment (Riemenschneider et al., 2019). In this layer, an individual's identity is seen from the group he adheres to, rather than the individual's behavior displayed. Individuals will have ideas and perspectives that follow certain religions, ethnicities, and fandoms (Bergquist et al., 2019).

This study will explore each identity layer of micro-entrepreneurs in the digital immigrant group. These layers of identity are interconnected and inseparable, so finding the form of connection is necessary. Researchers will analyze the relationship between these identities and the acceptance of promotional innovations, which in this case are closely related to digitalization.

## RESEARCH METHOD

This research used a qualitative method to explore complex human experiences

(Abdussamad, 2021). The researcher collected data and conducted in-depth interviews with 30 informants: owners, trainers, and microbusiness observers in West Java. Interviews were held as scheduled from July 1 to August 28, 2024. The researcher provided semi-structured questions so that the informants could freely reveal their identities. The interviews did not have a time limit to obtain broad and in-depth information.

Data processing in this study uses NVivo software to facilitate the process of coding and information analysis. NVivo software makes data processing more effective and efficient, especially in research involving many informants (Rizana et al., 2024). However, the role of researchers in interpreting data remains irreplaceable. NVivo is only a tool to support qualitative analysis, while the interpretation and the generation of findings still require the researcher's judgment and qualitative expertise. The results of data analysis will be visualized in the form of diagrams and interpreted to conclude (Bandur, 2019).

A validity test is needed to ensure that the data analyzed as a result of the research has been confirmed true. The data's validity can maintain the study's quality because it can prove that the research is scientific (Moleong, 2019). One of the techniques that can be used to support the credibility of information is data triangulation. In this study, the researcher used source

triangulation by comparing data obtained from one informant with that of another. If the data remains appropriate, then the data can be said to be valid, and the research is declared valid and credible (Firliandoko et al., 2023).

Characteristics of informants in this research are micro-entrepreneurs in West Java who were born before 1981 with an initial business capital of less than Rp.1,000,000,000 (One Billion Rupiah) and business income of not more than Rp.300,000,000 (Three Hundred

**Table 1 Key Informant**

Informant		Age	Business
1	R	51	Recookies
2	W	44	Qwinz
3	Y	57	Pizza
4	Y	53	Yami Boga
5	S	54	Magenta
6	W	62	Kukupu.ku
7	A	56	Rekresekan
8	J	53	Arsa Shop
9	D	51	Wiepoenya
10	A	54	Kripik
11	T	53	Make Up
12	D	45	Crafting
13	S	50	NTIEYU
14	W	51	Dapur Bill
15	J	59	Es Kopyor
16	N	44	Tungku
17	A	44	Brownies
18	Y	50	Cokelat
19	M	53	Lia Craft
20	T	44	Jupa
21	Y	47	Cireng
22	M	72	Handicraft
23	M	45	Siomay
24	A	54	Es Krim
25	P	45	Sari Tebu

Source: Research Result, 2024



Million Rupiah) in one year. The informant does not employ or employ a maximum of four people with a maximum net worth of Rp50,000,000 (Fifty Million Rupiah) outside land ownership and buildings. Key informants in this study can be seen in Table 1.

In addition to involving key informants, researchers also involved supporting informants and expert informants. The supporting informants in this study are trainers in Rumah BUMN Bandung, Riyan Hadithya, Dany Ariyanto, Alfian Aras, and Supriatna. The expert informant is Shanty Arisyanti Devi, the head of the Small Business section of the West Java Cooperatives and Small Enterprises Office, is the expert informant in this study.

## RESULTS AND DISCUSSION

The first layer is personal identity. This layer relates to the self-concept of micro-entrepreneurs and digital immigrants as individuals. Based on the results of NVivo data processing, the researchers obtained the first layer of coding data, which showed that micro-entrepreneurs have a friendly personality, accounting for 27% of the total coding. In addition, micro-entrepreneurs have personalities as optimistic (25%) and develop (23%) individuals. Furthermore, the researchers found that micro-entrepreneurs show less initiative (14%) and are inconsistent (7%).

However, the researchers found that some informants have introverted personalities at 4% of the total coding, as seen in Table 2.

The most considerable coding in the personal identity layer was “friendly,” which was present in 19 of the 25 informants in this investigation. The word “Ramah,” which often appears from informants and reflects their friendly nature, is central to the word cloud visualization for NVivo’s data processing.

By being friendly, micro-entrepreneurs become individuals who can quickly build relationships with others. The word “ramah,” which often appears from informants reflecting the friendly nature, is often used. Friendly

**Table 2 Coding Reference Personal Identity**

Codes	Number of coding references	Percentage
Nodes\\ A1.PERSONAL\\ FRIENDLY	67	27%
Nodes\\ A1.PERSONAL\\ OPTIMIST	62	25%
Nodes\\ A1.PERSONAL\\ DEVELOP	57	23%
Nodes\\ A1.PERSONAL\\ LESS INITIATIVE	36	14%
Nodes\\ A1.PERSONAL\\ INCONSISTENT	17	7%
Nodes\\ A1.PERSONAL\\ INTROVERT	10	4%
	249	100%

Source: NVivo Research Processing, 2024

individuals usually have many friends because it facilitates approaching relationships. As a micro-entrepreneur, informants must always be friendly to each of their customers. Micro-entrepreneurs must establish strong communication to connect them with target buyers. This friendliness can build long-term relationships and increase buyer loyalty. Thus, the chances of success in buying and selling will be greater. The word “ramah” appears in several interview results:

4th informant: I am a friendly, sociable person. I can be friends with anyone. Do not look at who the person is, I am sure everyone has advantages I do not have. (Interview, 3 July 2024)

20th informant: People say I am friendly with buyers, I like to smile. (Interview, 29 July 2024)

21st informant: I am always friendly with all customers. (Interview, 29 July 2024)

23rd informant: If you serve customers, you must be friendly. (Interview, 29 July 2024)

“Friendly” coding in the view of supporting informants is a characteristic of the culture of West Java people, the majority of whom are Sundanese. The Sundanese have a “someah” culture that upholds hospitality and good manners. This culture comes from the philosophy of life “*someah hade ka semah*,” which means friendly, be kind, take care of, entertain, and make everyone happy. This philosophy has developed into a culture and values that the Sundanese people continuously

hold. This makes the Sundanese people known as friendly and sociable, even with non-Sundanese. The Sundanese people appreciate guests who can visit (Sauky & Bukhori, 2021).

The researchers observed that “*someah*” indicates that micro business actors have an open personality. Micro business actors with friendly characters are shown regarding feeling and local wisdom (Noviana et al., 2022). Micro-business actors with friendly characteristics tend to be more open-minded (Sela & Amichai-Hamburger, 2024). Open-minded thinking is needed in accepting innovation because micro-business actors must show that they are not averse to novelty. This point of view must be part of the character of a micro-business actor to avoid the effect of participating in the acceptance of innovation. By being open, micro-business actors can see innovation from various perspectives.

Furthermore, this character is mandatory for entrepreneurs to attract consumers and build relationships with partners and communities of fellow micro-entrepreneurs. This friendliness is also helpful in making the product more easily recognized by potential buyers. Moreover, micro-businesses still need market expansion, so branding becomes important. Branding can also help micro-entrepreneurs compete with their competitors (Izzah et al., 2024). This is supported by the expert informant’s statement



that:

Expert Informant: Entrepreneurs need a network to grow their business. They must be able to communicate and socialize with consumers and the community. In addition, the West Java people, as Sundanese, are also known to be friendly and open to outsiders. Others easily feel comfortable with an interview informant. (Interview, 26 August 2024)

Researchers found that micro-entrepreneurs have friendly traits related to the culture they adhere to. The Sundanese people have a culture of “*someah*” that upholds hospitality, manners, and openness (Ardiyansyah et al., 2021). This makes it easier for them to build relationships with others and expand social networks. Friendly characters are open and can develop themselves. On the other hand, informants who stated they have an “introverted” character do not like interacting with others. Therefore, micro-entrepreneurs with an “introverted” character prefer planning and production activities to marketing. Micro-entrepreneurs with a friendly nature can more easily adapt to new things. Interacting even with previously unknown individuals makes friendly people accustomed to being open and making adjustments.

In addition, micro-entrepreneurs with friendly characters can be motivated to learn (Hariandi, 2017) and have higher sensitivity (Noviana et al., 2022) to the environment. This makes it easier for people with friendly characters to adopt an innovation. On the other

hand, micro-entrepreneurs with “introverted” characters tend not to want to adapt to new things. Informants stated that they prefer to do what they usually do rather than trying to adapt.

The second layer is the enactment layer. In this layer, micro-entrepreneurs reveal their identity through the behavior shown, such as how to communicate with consumers (Fitrya et al., 2018) and dress style (Syarafa, 2020). Based on the results of NVivo data processing, the most prominent coding shows that micro-entrepreneurs are curious, which is 33% of the total coding. In addition, micro-entrepreneurs also present themselves as humble (29%), simple (14%), and assured (13%) individuals. However, coding also shows that micro-entrepreneurs have a pessimistic personality, which is 11% of the total coding as seen in Table 3.

The most considerable coding in the enactment layer is “curious,” found in 22 of 25 informants who have participated in the research process. The word that appears most in the coding “curious” is “*belajar*”. In the word cloud visualization of NVivo’s data processing, “*belajar*” is in the middle.

Micro-entrepreneurs are enthusiastic about continuing to learn things that can advance their business. They attend various business trainings and try to learn how to use social media and digital marketing. Social media is an effort

**Table 3. Coding Reference of Enactment Identity**

Codes	Number of coding references	Percentage
Nodes\\ A2.ENACTMENT\\ CURIOUS	65	33%
Nodes\\ A2.ENACTMENT\\ HUMBLE	56	29%
Nodes\\ A2.ENACTMENT\\ SIMPLE	27	14%
Nodes\\ A2.ENACTMENT\\ ASSURED	26	13%
Nodes\\ A2.ENACTMENT\\ PESSIMISTIC	21	11%
	195	100%

Source: NVivo Research Processing, 2024

to disseminate information and interact with buyers (Khairunnisa & Juliadi, 2023). Micro-entrepreneurs are not easily satisfied with what has been achieved and continue to try other things. This learning process is carried out independently and through an institution's training. The word often appears in the coding "curious" is "*belajar*". The word "*belajar*" appeared in an investigation with several informants:

2nd informant: I also studied and started learning digital marketing on Instagram. (Interview, 2 July 2024)

7th informant: My culinary business is already running, so now I am learning the craft. (Interview, 4 July 2024)

14th informant: So we start trying to learn. Anything must be learned. (Interview, 9 July 2024)

17th informant: Because I saw other businesses like that, I wanted to learn too. I

joined this training because the discussion topic was interesting. (Interview, 11 July 2024)

19th informant: Because my goal is to continue learning and be able to share more knowledge. (Interview, 12 July 2024)

The "curious" coding in the view of supporting informants is present because of the urge to adapt to market changes. Micro-entrepreneurs must innovate to remain relevant to the needs of their consumers. Micro-entrepreneurs must know what society wants and needs now. This is a strength to survive amid tight market competition. Moreover, many role models are successful because they have succeeded in innovating from the learning process, so micro-entrepreneurs have the desire to follow it. In addition, unlike small and medium businesses, which are more stable, they still need business guidance and assistance. Micro-entrepreneurs are more flexible with products, so it becomes a challenge. Inconsistent habits can make the owned business change and cannot grow well. This is supported by the statement of the expert infoman that:

Expert Informant: After I participated and held socialization and training, they enthusiastically came and followed from the beginning to the end of the event. They love to learn new things, even though they are seniors, they still want to learn digitally. Those who are beginners also want to learn from their seniors. They have role models for successful entrepreneurs, so they want to be like that. (Interview, 26 August 2024)

Researchers have found that micro-

entrepreneurs have a “curious” nature and are more adaptive to environmental changes. Micro-entrepreneurs often face changes in market needs, government regulations, and the use of digital tools. In addition, micro-entrepreneurs with a “curious” character desire to continue acquiring information and learning new things (Ayub et al., 2022). In addition, they also have better psychological adaptations, so they are open to social rejection (Kawamoto et al., 2017). This makes them dare to try new things that not many people around them have done. Individuals with the “curious” trait also have better performance. This curiosity increases motivation, including in business development. In a survey conducted by Harvard Business Review, it was found that 92% of informants viewed curiosity as a catalyst to fulfill motivation and satisfaction in work (Gino, 2018).

The third layer is the relational layer. At the relational layer, the identity of micro-entrepreneurs is not only limited to how they are viewed as such, but is also closely related to the social relationships in which they live (Escobar-Farfán et al., 2024). Based on the results of NVivo data processing, the most prominent coding in this layer shows that micro-entrepreneurs have a sociable personality, which accounts for 53% of the total coding. In addition, they also have flat (23%), flexible (16%), and firm (8%) individuals, as shown in

**Table 4. Coding Reference of Relational Layer**

Codes	Number of coding references	Percentage
Nodes\\A3.RELATIONAL\\SOCIABLE	63	53%
Nodes\\A3.RELATIONAL\\FLAT	27	23%
Nodes\\A3.RELATIONAL\\FLEXIBLE	19	16%
Nodes\\A3.RELATIONAL\\FIRM	10	8%
	119	100%

Source: NVivo Research Processing, 2024

Table 4.

The most considerable coding in this layer is “sociable,” found in interviews with 22 out of 25 informants. The word that often appears in the interview results to reflect the characteristic of being “sociable” is “aktif.” The word “aktif” is in the middle of the visualization of “could,” which results from NVivo data processing.

By having a “sociable” personality, micro-entrepreneurs find it easier to build social relationships. They actively build friendships, participate in social activities, and training. Through this relationship, they introduce their products and discuss related products. New micro-entrepreneurs still need product adjustments, so by building positive relationships, they get the opportunity to get advice from other, more experienced micro-entrepreneurs. The word “aktif” appears in

several interview results:

6th informant: I actively join the community to introduce my products. (Interview, 4 July 2024)

7th informant: Alhamdulillah, I have a lot of communities, especially those related to UMKM. I am active, for example, if I get information about free training, I share it with my community friends. (Interview, 4 July 2024)

15th informant: I am very active in the business community. (Interview, 10 July 2024)

19th informant: I am active in the Dekopes community. There are many social activities there. (Interview, 12 July 2024)

21st informant: We discussed getting suggestions for the business I am developing. I am also active in the micro, small, and medium business community. (Interview, 29 July 2024)

23rd informant: I am actively looking for many friends because I live away from home. (Interview, 29 July 2024)

Micro-business actors who can communicate effectively have the opportunity to build trust between parties. In this case, the party that introduces the innovation and the party that receives it are involved in the process of diffusion of innovation in a specific area (Frei-Landau et al., 2022). Micro business actors need to think actively because innovation has the opportunity to be in an uncertain environment. In addition, good communication skills allow for delivering information about innovation in a clear, concise, and easy-to-understand manner. Good communication encourages dialogue and participation from the recipient of innovation and diffusion processes. This process is very much needed for a character who can adapt

like an “active” person. Micro entrepreneurs must be active individuals to overcome these obstacles and deliver innovation effectively.

Coding “sociable” in the view of supporting informants is a characteristic of the West Java people who like activities with togetherness and cooperation. In addition, they also need to build a vast social network to get support, information, and new business opportunities. Furthermore, this “sociable” trait is required in finding partnerships and establishing collaborations that can help business progress. This is supported by the statement of the expert infoman that:

Expert Informant: The West Java people have a culture that is easy to blend in. They must also socialize to strengthen their social networks. (Interview, 26 August 2024)

The researchers found that the “sociable” characteristic possessed by micro-entrepreneurs is related to the West Javanese people who like togetherness (Ramadhyanti & Arimi, 2024). They are “sociable” so it is easier to interact in social groups (Salain, 2021). Researchers found that informants were open to conducting in-depth interviews when collecting data. Informants willingly got to know and shared information with researchers who were new people. Micro-entrepreneurs appeared to have good social skills to build personal relationships quickly. In social interaction, information exchange can be used as a consideration in decision-making,

including managing their business.

They can also use their social group as a forum to promote their products. In addition, individuals with “sociable” traits are also considered suitable for working in a team because they have a sense of understanding and good communication (Salain, 2021). This is undoubtedly an opportunity to develop a business consisting of several individuals.

Moreover, Indonesia has a collective cultural background that causes its people to feel connected to each other. People prioritize social relationships and bonds, so that the environment will influence decisions (Schermer et al., 2023). Collective culture will affect the perception of business actors when making these decisions.

The fourth layer is the communal layer. This layer is related to the personality formed from micro-entrepreneurs’ membership in a community group and cultural environment (Upshaw, 2019). Based on the results of NVivo data processing, the researchers obtained data showing that the most prominent coding in this layer shows that micro-entrepreneurs are confident, which is 26% of the total coding. In addition, they also have adaptive (22%) and collaborative (19%) individuals. However, the researchers found several informants with non-dominant (22%) and insecure (10%) traits, as shown in Table 5.

The researchers found that the most

**Table 5. Coding Reference of Communal Layer**

Codes	Number of coding references	Percentage
Nodes\\A4.COMMUNAL\\CONFIDENT	27	26%
Nodes\\A4.COMMUNAL\\ADAPTIVE	23	22%
Nodes\\A4.COMMUNAL\\NOT DOMINANT	23	22%
Nodes\\A4.COMMUNAL\\COLLABORATIVE	20	19%
Nodes\\A4.COMMUNAL\\INSECURE	10	10%
	103	100%

Source: NVivo Research Processing, 2024

prominent coding in this layer is “confident,” which is present in 14 of the 25 informants in this investigation. A frequent word that reflects the trait of “confident” is “berhasil.” The word “berhasil” is in the middle of the NVivo data processing word cloud visualization.

Micro-entrepreneurs have confidence in the success of their business. This “confident” nature encourages them to become more active in the group of fellow micro-entrepreneurs. They confidently share business-related information both face-to-face and through social media. The word “*berhasil*” appeared in the investigation with several informants:

4th informant: Insya Allah, the marketing is successful. (Interview, 3 July 2024)

8th informant: Quite successful. (Interview, 5 July 2024)

9th informant: So far, it is quite successful



because of the wide network. The wider the social network, the greater the possibility of success. (Interview, 9 July 2024)

11th informant: I can say it is successful, but I have not reached my goal yet because of the competition, too. (Interview, 9 July 2024)

19th informant: Yes, it was quite successful. It is just that I am afraid of most orders, so I do what I can. (Interview, 12 July 2024)

22nd informant: Alhamdulillah, it has succeeded. (Interview, 29 July 2024)

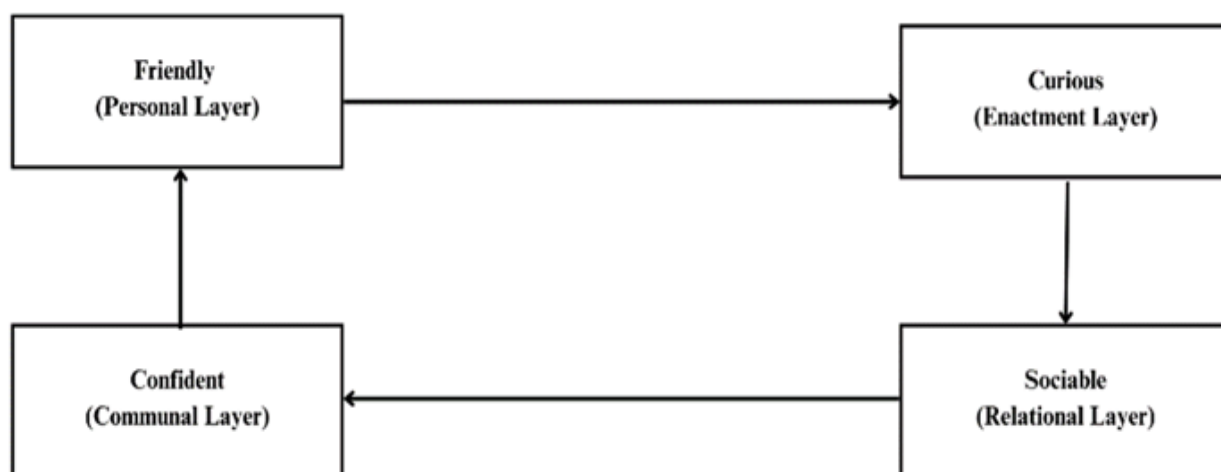
The coding of “confident” according to the supporting informant comes from the support provided by the environment owned by the micro-entrepreneur, such as family, friends, and community. This makes them feel more confident in their abilities. Micro-entrepreneurs are also bolder in making decisions that have high risks. In addition, the “confident” nature is also formed from various experiences that have been undergone and training that increases product knowledge. Those with good product knowledge will be more confident, especially when marketing their products. Micro-entrepreneurs who have just started their businesses stated that they remain confident in introducing their products because they feel that their products are worthy. With this confidence, obtaining good feedback from customers, business partners, and fellow entrepreneurs is easier. This feedback helps in the process of developing products to be even better. This is supported by the statement of the expert infoman that:

Expert Informant: They are confident in the product being sold, but cannot market it. That is why they are now learning by joining the community. They began to build the foundation from upstream to downstream. Entrepreneurs become more confident because they feel safe with community support. If they are still alone, they will even lose their confidence. (Interview, 26 August 2024)

Researchers found that micro-entrepreneurs have a “confident” personality that comes from the support of those around them (Wulandari & Wijayanti, 2023). They feel that their business can be said to have been successful. Success and confidence have a reciprocal relationship, those who feel successful will find it easier to have a “confident” nature. Furthermore, the “confident” trait is also effectively able to increase success (Banerjee et al., 2020) are included in business development. The “confident” personality encourages micro-entrepreneurs to become bolder individuals in the face of uncertainty and helps them have good public speaking (Nurmalasari et al., 2023) This ability can promote products, transact with consumers, and contribute to social networks. Entrepreneurs who are “confident” have a greater opportunity to grow. Moreover, they are open and accept suggestions from others.

The researchers found micro-entrepreneur identities based on each layer’s most considerable NVivo data processing coding results. Micro-entrepreneurs have friendly, curious, sociable, and confident traits that influence each other





Source: Research Result, 2024

**Figure 1. Illustrate for CTI In Micro-entrepreneur**

as shown in Figure 5. (1) From the “friendly” personal layer to the “curious” enactment layer, the friendly nature can be expressed through the “curious” behaviors such as opening discussions, sharing experiences, and being active listeners. (2) Enactment layer “curious” to relational layer “sociable”, to satisfy their curiosity, micro-entrepreneurs must socialize both in personal and group relationships. (3) The relational layer “sociable” to the communal layer “confident”, the easy-to-blend traits build a positive relationship with the environment that forms the individual’s confidence. (4) From the “confident” communal layer to the “friendly” personal layer, confidence can reduce anxiety in interacting with others. Individuals with a sense of confidence can comfortably bring themselves into a social situation, making it easier to be friendly.

Each characteristic highlighted in each layer

shows that micro-entrepreneurs like socializing and building social relationships. By being friendly and sociable, micro-entrepreneurs can more easily fulfill their curiosity. This social network will allow them to continue learning and developing themselves. In addition, positive relationships with the surrounding environment can foster micro-entrepreneurs’ confidence in growing their businesses. Confidence increases the success rate in accepting such innovations (Banerjee et al., 2020).

## CONCLUSION

Product promotion is one of the marketing communication tools that can maintain and develop a business. Micro-entrepreneurs are expected to be able to adapt promotions that use digital media. However, they have not been fully able to accept these changes due to the influence of perceptions, attitudes, and mindsets related to

self-concept. Micro-entrepreneurs in West Java have a high level of digital adaptation. Thus, it is essential to investigate the identity of micro-entrepreneurs' communication in promotional adaptation. This research is expected to be a reference in accelerating the acceptance of adaptation. In addition, identity is dynamic, so it is important to continue exploring and learning.

The researchers succeeded in examining the communication identity of micro-entrepreneurs into four layers of identity that influence each other. Micro-entrepreneurs' identity is related to the culture and values to which they adhere. Micro-entrepreneurs have "friendly" and "sociable" characteristics, making interacting with new people and building long-term relationships easy. These social relationships also accommodate the curiosity of micro-entrepreneurs. Micro-entrepreneurs have "curious" characteristics and like to learn new things, especially business development-related ones. They enthusiastically participate in training and gather with fellow entrepreneurs to discuss. Micro-entrepreneurs support each other in the learning process. This support also makes them more confident. In addition to their product knowledge, the "confident" character is also formed from the support of those around them.

The identity of the micro-entrepreneurs of the West Java immigrant digital group supports

the process of adapting promotional innovations. The layers of identity influence each other and open individuals to new things. This openness makes it easier for them to adapt. West Java immigrant digital micro-entrepreneurs can be examples of micro-entrepreneurs in other areas, so they can also accept the adaptation of promotional innovations.

This study is a valuable reference for researchers, the government as policymakers, and micro-entrepreneurs in advancing the development of micro, small, and medium enterprises (MSMEs) in Indonesia. This study explores micro-entrepreneurs' identity in the general acceptance of promotional innovations. Thus, further research can narrow down the types of innovations to be studied, such as placing advertisements on social media or using digital applications for marketing, so that the research will be more detailed and easier to implement.

Micro-entrepreneurs need a unique approach by the government to encourage the adoption of new technologies, especially in marketing. The government should provide counseling and training in stages to effectively change business actors' decisions. Changes in individuals occur in stages, starting from the acceptance of knowledge, attitudes, and culminating in behavior. The government must understand the conditions of micro-

entrepreneurs, the environment, and the culture adopted so that counseling can achieve its goals. Moreover, micro-entrepreneurs in Indonesia have a collective culture, so that the surrounding environment will influence decisions. This study can be a basis for the government to compile appropriate training programs. Micro entrepreneurs need training on being friendly, curious, sociable, and confident. The government can build a community and consistently provide this training.

Training can be a strong bridge for micro business actors to innovate and negotiate with their self-concept. This condition occurs because many micro-business actors feel less confident in innovating. Lack of confidence, if left alone, can become a thought that, in the end, is permanently attached to a person's personality. Training often involves simulations and case studies, allowing participants to practice safely and gain constructive feedback. Training can be a good opportunity to change self-concept, starting from cognition, affect, and affecting actions. Moreover, innovation in terms of promotion has undergone changes and developments that are increasingly demanding to adapt.

## REFERENCES

- Abduh, T., Remmang, H., Abubakar, H., Ridwan, & Karim, A. (2024). Increasing the competitiveness of MSMEs in the era of revolution 5.0 at Makassar City. *The Seybold*, 19(08), 193–206. <https://doi.org/10.5281/zenodo.13319539>
- Abdussamad, Z. (2021). *Metode penelitian kualitatif* (P. Rapanna (ed.); 1st ed.). Syakir Media Press.
- Abrahamson, E., & Rosenkopf, L. (1997). Social network effects on the extent of innovation diffusion: A computer simulation. *Organization Science*, 8(3), 289–309.
- Aldekheel, A., Khalil, O., & AlQenaei, Z. M. (2022). Factors impacting teachers' continued adoption in pre-college education. *Journal of Information Technology Education: Research*, 21, 465–500. <https://doi.org/10.28945/5029>
- Alrishan, A. M. H. (2023). Determinants of intention to use ChatGPT for professional development among Omani EFL pre-service teachers. *International Journal of Learning, Teaching and Educational Research*, 22(12), 187–209. <https://doi.org/10.26803/ijlter.22.12.10>
- Ardiyansyah, A., Suryantoro, D. N., Sutrisna, P., & Kadir, S. S. M. A. (2021). Penerapan filosofi Sunda “soméah hadé ka sémah” dalam interaksi virtual. *Jurnal Kewarganegaraan*, 5(2), 642–650. <https://doi.org/10.31316/jk.v5i2.1958>
- Armas, K. L., Cruz, C. Dela, Navarro, J. E., & Vilorio, V. (2024). Triple helix for sustainable development goals: An impact assessment of shared service facility for the competitiveness of micro, small, and medium enterprises in the Philippines. *International Review of Management and Marketing*, 14(3), 65–73. <https://doi.org/10.32479/irmm.16103>
- Ayub, A., Scheunemann, M., Mavrogiannis, C.,

- Rhim, J., Dautenhahn, K., & Nehaniv, C. L. (2022). Robot curiosity in human-robot interaction (RCHRI). *2022 17th ACM/IEEE International Conference on Human-Robot Interaction (HRI)*, 1231–1234. <https://doi.org/10.1109/HRI53351.2022.9889478>
- Azizah, N. (2021). *Survei: UMKM bertahan selama pandemi*. Republika.
- Bandur, A. (2019). *Penelitian kualitatif studi multi-disiplin keilmuan dengan NVivo 12 Plus*. Mitra Wacana Media.
- Banerjee, R., Gupta, N. D., & Villeval, M. C. (2020). Feedback spillovers across tasks, self-confidence, and competitiveness. *Games and Economic Behavior*, 123, 127–170. <https://doi.org/https://doi.org/10.1016/j.geb.2020.07.002>
- Bergquist, G., Soliz, J., Everhart, K., Braithwaite, D. O., & Kreimer, L. (2019). Investigating layers of identity and identity gaps in refugee resettlement experiences in the midwestern United States. *Western Journal of Communication*, 83(3), 383–402. <https://doi.org/10.1080/10570314.2018.1552009>
- Buntoro, G. A., Astuti, I. P., Widhianingrum, W., Arifin, R., Winangun, K., & Selamat, A. (2023). Knowledge management system for handcrafted reog ponorogo products. *The Electronic Journal of Knowledge Management*, 21(2), 130–139. <https://doi.org/10.34190/EJKM.21.2.3026>
- Camerani, R., Corrocher, N., & Fontana, R. (2016). Drivers of diffusion of consumer products: empirical evidence from the digital audio player market. *Economics of Innovation and New Technology*, 25(7), 731–745. <https://doi.org/10.1080/10438599.2016.1142125>
- Cruz, N. A. Dela, Villanueva, A. C. B., Tolin, L. A., Disse, S., Lensink, R., & White, H. (2023). Protocol: Effects of interventions to improve access to financial services for micro-, small- and medium-sized enterprises in low- and middle-income countries: An evidence and gap map. *Campbell Systematic Reviews*, 19(3), 1–12. <https://doi.org/10.1002/cl2.1341>
- Escobar-Farfán, M., Cervera-Taulet, A., & Schlesinger, W. (2024). Destination brand identity: challenges, opportunities, and future research agenda. In *Cogent Social Sciences* (Vol. 10, Issue 1). Cogent OA. <https://doi.org/10.1080/23311886.2024.2302803>
- Fernández-De-álava, M., Quesada-Pallarès, C., & García-Carmona, M. (2017). Use of ICTs at work: An intergenerational analysis in Spain. In *Culture and Education* (Vol. 29, Issue 1, pp. 120–150). Fundacion Infancia y Aprendizaje. <https://doi.org/10.1080/11356405.2016.1274144>
- Ferro, M. A., Dol, M., Patte, K. A., Leatherdale, S. T., & Shanahan, L. (2023). Self-concept in adolescents with physical-mental comorbidity. *Journal of Multimorbidity and Comorbidity*, 13(1), 1–10. <https://doi.org/10.1177/26335565231211475>
- Firliandoko, R., Sarwoprasodjo, S., & Saleh, A. (2023). Peran politik dalam komunikasi gerakan sosial komunitas perubahan iklim. *Jurnal Ilmu Komunikasi*, 12(2), 406–425. <https://doi.org/10.14710/interaksi.12.2.406-425>
- Fitrya, S., Unde, A., & Aziz, S. (2018). Pengungkapan identitas diri melalui media sosial: Studi mengenai etnografi virtual melalui vlog. *Jurnal Komunikasi Kareba*, 7(1), 83–92.
- Frei-Landau, R., Muchnik-Rozanov, Y., & Avidov-Ungar, O. (2022). Using Rogers' diffusion of innovation theory

- to conceptualize the mobile-learning adoption process in teacher education in the COVID-19 era. *Education and Information Technologies*, 27(9), 12811–12838. <https://doi.org/10.1007/s10639-022-11148-8>
- Gartner, J., Fink, M., & Maresch, D. (2022). The Role of Fear of Missing Out and Experience in the Formation of SME Decision Makers' Intentions to Adopt New Manufacturing Technologies. *Technological Forecasting and Social Change*, 180(June), 121723. <https://doi.org/10.1016/j.techfore.2022.121723>
- Gino, F. (2018). The business case for curiosity. *Harvard Business Review*, 1(September-Oktober), 48–57. <https://hbr.org/2018/09/the-business-case-for-curiosity>
- Goldman, M. J., Davis, A., & Little, J. (2016). Controlling land they call their own: Access and women's empowerment in Northern Tanzania. *The Journal of Peasant Studies*, 43(4), 777–797. <https://doi.org/10.1080/03066150.2015.1130701>
- Goode, J. R., Radovic-Fanta, J., & Cipra, A. (2020). Dissonance, detachment and college student identity: An exploration of identity gaps in the emerging majority student. *Qualitative Research Reports in Communication*, 22(1), 80–88. <https://doi.org/10.1080/17459435.2020.1853205>
- Hariandi, A. (2017). Meningkatkan nilai karakter bersahabat melalui model teams games tournaments di SDIT Al-Azhar Kota Jambi. *Jurnal Gentala Pendidikan Dasar*, 2(1), 19–35. <https://doi.org/https://doi.org/10.22437/gentala.v2i1.6780>
- Hernita, H., Surya, B., Perwira, I., Abubakar, H., & Idris, M. (2021). Economic business sustainability and strengthening human resource capacity based on increasing the productivity of small and medium enterprises (SMES) in Makassar city, Indonesia. *Sustainability (Switzerland)*, 13(6), 1–37. <https://doi.org/10.3390/su13063177>
- Horwitz, I. M., Matheny, K. T., Laryea, K., & Schnabel, L. (2022). From bat mitzvah to the bar: Religious habitus, self-concept, and women's educational outcomes. *American Sociological Review*, 87(2), 336–372. <https://doi.org/10.1177/00031224221076487>
- Institute for Development of Economics and Finance (INDEF). (2024). *Peran platform digital terhadap pengembangan UMKM di Indonesia*. Institute for Development of Economics and Finance (INDEF).
- Izzah, N., Sumartias, S., & Perbawasari, S. (2024). Maximizing brand image building as a semi-pub café through emotional branding. *Jurnal Manajemen Komunikasi*, 8(2), 159–179. <https://doi.org/10.24198/jmk.v8i2.49682>
- Jirout Košová, M., Kopecký, R., Oulovský, P., Nekvinda, M., & Flegr, J. (2021). My friend's true self: Children's concept of personal identity. *Philosophical Psychology*, 34(1), 47–75. <https://doi.org/10.1080/09515089.2020.1860209>
- Karimova, G. Z., & Shirkhanbeik, A. (2015). Society of things: An alternative vision of Internet of things. *Cogent Social Sciences*, 1(1). <https://doi.org/10.1080/23311886.2015.1115654>
- Kawamoto, T., Ura, M., & Hiraki, K. (2017). Curious people are less affected by social rejection. *Personality and Individual Differences*, 105, 264–267. <https://doi.org/https://doi.org/10.1016/j.paid.2016.10.006>
- Khairunnisa, P. K., & Juliadi, R. (2023). Social media marketing strategy to increase brand awareness of local fashion brands. *Jurnal*



- Manajemen Komunikasi*, 8(1), 21–38. <https://doi.org/https://doi.org/10.24198/jmk.v8i1.43548>
- Kraja, Y. B., & Berberi, A. (2023). Female entrepreneurs and motivational factors. *Journal of Law and Sustainable Development*, 11(4), 1–18. <https://doi.org/10.55908/sdgs.v11i4.899>
- Krieger, J. L., Palmer-Wackerly, A. L., Krok-Schoen, J. L., Dailey, P. M., Wojno, J. C., Schoenberg, N., Paskett, E. D., & Dignan, M. (2015). Caregiver perceptions of their influence on cancer treatment decision making: Intersections of language, identity, and illness. *Journal of Language and Social Psychology*, 34(6), 640–656. <https://doi.org/10.1177/0261927X15587556>
- Littlejohn, S. W., & Foss, K. A. (2008). *Theories of human communication* (J. Perkins (ed.); 9th ed.). Lyn Uhl.
- Liu, Y., & Yang, Y. (2018). Empirical examination of users' adoption of the sharing economy in China using an expanded technology acceptance model. *Sustainability (Switzerland)*, 10(4). <https://doi.org/10.3390/su10041262>
- Marzal, J., Huda, N., & Hasibuan, M. H. E. (2022). Digital immigrant lecturers' perceived easiness about and acceptance towards e-learning during the pandemic era. *JPI (Jurnal Pendidikan Indonesia)*, 11(3), 552–560. <https://doi.org/10.23887/jpiundiksha.v11i3.41248>
- McCarroll, C. J. (2019). Looking at the self: Perspectival memory and personal identity. *Philosophical Explorations*, 22(3), 259–279. <https://doi.org/10.1080/13869795.2018.1562087>
- Moleong, L. J. (2019). *Metodologi penelitian kualitatif* (Suryani (ed.)). PT Remaja Rosdakarya.
- Noviana, M., Maftuh, B., & Wilodati, W. (2022). Friendly feeling sebagai modal sosial siswa dalam warga sekolah multikultural pada mata pelajaran sosiologi. *Jurnal Pendidikan Sosiologi Dan Humaniora*, 13(2), 380. <https://doi.org/10.26418/j-psh.v13i2.54861>
- Nurmalasari, Tahir, M., & Korompot, C. A. (2023). The impact of self-confidence on students public speaking ability. *International Journal of Business, English, and Communication (IJoBEC)*, 1(2), 53–57. <https://journal.unm.ac.id/index.php/ijobec/article/view/70>
- Oumlil, A. Ben, & Balloun, J. L. (2017). Cultural variations and ethical business decision making: a study of individualistic and collective cultures. *Journal of Business and Industrial Marketing*, 32(7), 889–900. <https://doi.org/10.1108/JBIM-08-2016-0194>
- Park, I., Kim, D., Moon, J., Kim, S., Kang, Y., & Bae, S. (2022). Searching for New Technology Acceptance Model under Social Context: Analyzing the Determinants of Acceptance of Intelligent Information Technology in Digital Transformation and Implications for the Requisites of Digital Sustainability. *Sustainability (Switzerland)*, 14(1). <https://doi.org/10.3390/su14010579>
- Prensky, M. (2001). Digital natives, digital immigrants. *MCB University Press*, 9(5), 1–6.
- Ramadhianti, Z., & Arimi, S. (2024). Sapaan sebagai ungkapan fatis pada masyarakat Sunda. *Literasi: Jurnal Ilmiah Pendidikan Bahasa, Sastra Indonesia Dan Daerah*, 14(1), 80–88. <https://doi.org/https://doi.org/10.23969/literasi.v14i1.10098>
- Riemenschneider, C. K., Buche, M. W., & Armstrong, D. J. (2019). He said, she



- said: Communications theory of identity and the challenges men face in the information systems workplace. *The Data Base for Advances in Information System*, 50(3), 85–115. <https://doi.org/10.1145/3353401.3353407>
- Rizana, A. H., Sumartias, S., & Mirawati, I. (2024). Revitalizing kebaya in the digital era : Qualitative analysis of Rania Yamin's TikTok. *Jurnal Manajemen Komunikasi*, 9(1), 1–25. <https://doi.org/10.24198/jmk.v8i2.53529>
- Rogers, E. (2003). *Diffusion of Innovation* (5th ed.). Free Press.
- Rubinsky, V. (2019). Identity gaps and jealousy as predictors of satisfaction in polyamorous relationships. *Southern Communication Journal*, 84(1), 17–29. <https://doi.org/10.1080/1041794X.2018.1531916>
- Rupeika-Apoga, R., & Petrovska, K. (2022). Barriers to sustainable digital transformation in micro-, small-, and medium-sized enterprises. *Sustainability (Switzerland)*, 14(20). <https://doi.org/10.3390/su142013558>
- Salain, P. P. P. (2021). *Kepemimpinan transformasional dan transaksional dalam pengembangan budaya organisasi serta kinerja karyawan pada organisasi bisnis* (W. Kurniawan (ed.); 1st ed.). Pena Persada.
- Sauky, M. A., & Bukhori, B. (2021). Makna sosial dalam nilai-nilai budaya Sunda pada lakon wayang golek Ki Dalang Wisnu Sunarya. *Temali: Jurnal Pembangunan Sosial*, 4(2), 155–167. <https://doi.org/10.15575/jt.v4i2.12722>
- Schermer, J. A., Branković, M., Čekrljija, Đ., MacDonald, K. B., Park, J., Papazova, E., Volkodav, T., Iliško, D., Włodarczyk, A., Kwiatkowska, M. M., Rogoza, R., Oviedo-Trespalacios, O., Ha, T. T. K., Kowalski, C. M., Malik, S., Lins, S., Navarro-Carrillo, G., Aquino, S. D., Doroszuk, M., ... Kruger, G. (2023). Loneliness and vertical and horizontal collectivism and individualism: A multinational study. *Current Research in Behavioral Sciences*, 4, 1–14. <https://doi.org/10.1016/j.crbeha.2023.100105>
- Sela, Y., & Amichai-Hamburger, Y. (2024). “Baby, I Can’t Drive My Car”: How Controllability Mediates the Relationship between Personality and the Acceptance of Autonomous Vehicles? *International Journal of Human-Computer Interaction*, 40(17), 4698–4708. <https://doi.org/10.1080/10447318.2023.2219965>
- Setini, M., Yasa, N. N. K., Supartha, I. W. G., Giantari, I. G. A. K., & Rajiani, I. (2020). The passway of women entrepreneurship: Starting from social capital with open innovation, through to knowledge sharing and innovative performance. *Journal of Open Innovation: Technology, Market, and Complexity*, 6(2), 25. <https://doi.org/10.3390/joitmc6020025>
- Sousa, M., Santos, E., Santos, T., & Oliveira, M. (2023). The influence of empowerment on the motivation of Portuguese employees—A study based on a structural equation model. *Administrative Sciences*, 13(11). <https://doi.org/10.3390/admsci13110230>
- Stewart, C. O. (2022). STEM identities: A communication theory of identity approach. *Journal of Language and Social Psychology*, 41(2), 148–170. <https://doi.org/10.1177/0261927X211030674>
- Supriadi, D. (2023, August 24). *Pelatihan dan pendampingan UMKM, dukung target digitalisasi pemerintah (Training and mentoring for MSMEs, support government digitalization targets)*. Radio Republik Indonesia. <https://www.rrri.co.id/>

dki-jakarta/daerah/333450/pelatihan-dan-pendampingan-umkm-dukung-target-digitalisasi-pemerintah

- Syarafa, D. A. (2020). Fashion sebagai komunikasi identitas sosial mahasiswa FISIP Universitas Bengkulu. *Jurnal Kaganga: Jurnal Ilmiah Sosial Dan Humaniora*, 4(2), 1–10. <https://doi.org/10.33369/jkaganga.4.2.20-29>
- Tanaya, D. R., & Ekyawan, F. (2020). Empowerment strategy on Micro, Small, and Medium Enterprises (MSMEs) during covid-19 pandemic in Indonesia: A case study of BRI Microfinance Center. *E3S Web of Conferences*, 202. <https://doi.org/10.1051/e3sconf/202020203022>
- Upshaw, S. J. (2019). Using communication theory of identity to evaluate decision aids: Focus group research with African American prostate cancer survivors. *Health Communication*, 36(4), 457–467. <https://doi.org/0.1080/10410236.2019.1700437>
- Widiastuti, T. W. (2017). Analisis elaboration likelihood model dalam pembentukan personal branding di Twitter. *Jurnal ASPIKOM*, 3(3), 588. <https://doi.org/10.24329/aspikom.v3i3.107>
- Wulandari, A., & Wijayanti, F. (2023). Dukungan teman sebaya dengan harga diri pada remaja. *Health Sciences and Pharmacy Journal*, 7(1), 148–154. <https://doi.org/10.32504/hspj.v7i1.801>
- Xiang, X., Wei, Y., Lei, Y., Li, W., & He, X. (2024). Impact of psychological empowerment on job satisfaction among preschool teachers: Mediating role of professional identity. *Humanities and Social Sciences Communications*, 11(1), 1–10. <https://doi.org/10.1057/s41599-024-03706-x>