

REFERENCE

- Acquity Group (2014). *The internet of things: The continuation of the internet*, Acquity Group, viewed 15 July 2020, <https://acquitygroup.files.wordpress.com/2014/08/acquitygroup_iot_infographic3.jpg>.
- Ainin, S., Parveen, F., Moghavvemi, S., Jaafar, N. I., & Shuib, N. L. M. (2015). Factors influencing the use of social media by SMEs and its performance outcomes. *Industrial Management & Data Systems*.
- Akar, E., & Topçu, B. (2011). An examination of the factors influencing consumers' attitudes toward social media marketing. *Journal of internet commerce*, 10(1), 35-67.
- Alam, S. S., & Noor, M. K. M. (2009). ICT adoption in small and medium enterprises: An empirical evidence of service sectors in Malaysia. *International Journal of Business and management*, 4(2), 112-125.
- Alduaij, M. (2019). Employing the Technology Acceptance Model to Explore the Trends of Social Media Adoption and its Effect on Perceived Usefulness and Perceived Ease of Use. *Journal of Information Technology Management*, 11(2), 129-143.
- Alfa, A. A. G., Rachmatin, D., & Agustina, F. (2017). Analisis Pengaruh Faktor Keputusan Konsumen Dengan Structural Equation Modeling Partial Least Square. *Jurnal EurekaMatika*, 5(2), 59-71.
- Amri, F. (2017). Permasalahan UMKM: Strategi dan Kebijakan. *LECTURER REPOSITORY*.
- Anggraini, D., & Nasution, S. H. (2013). Peranan kredit usaha rakyat (KUR) bagi pengembangan UMKM di Kota Medan (studi kasus Bank BRI). *Ekonomi dan Keuangan*, 1(3).
- Arifianti, R. (2011). Pengaruh promosi penjualan terhadap impulse buying pada hypermarket di kota Bandung. *Jurnal ASM Ariyanti*, 5.
- Artaya, I. P. (2019). Goodness of Fit dan Uji Independensi.

- Atanassova, I., & Clark, L. (2015). Social media practices in SME marketing activities: A theoretical framework and research agenda. *Journal of customer behaviour*, 14(2), 163-183.
- APJII (2018). Laporan Survei: Penetrasi dan Profil Perilaku Pengguna Internet Indonesia 2018. Market Report. Asosiasi Penyelenggara Jasa Internet Indonesia, <<https://apjii.or.id/survei2018s/kirimlink>>.
- Appel, G (2020). The future of social media in marketing. *Journal of the Academy of Marketing Science*, 48(1), 79-95.
- Benitez, J., Hanseler, J., Castillo, A., & Schuberth, F. (2020). How To Perform and Report An Impactful Analysis Using Partial Least Squares: Guidelines For Confirmatory and Explanatory IS Research. *Information & Management*, 57.
- Brown, I., & Russell, J. (2007). Radio frequency identification technology: an exploratory study on adoption in the South African retail sectors. *International Journal of Information Management*, 27(4), 250–265.
- Budhiasa, S. (2016). Analisis Statistik Multivariate: Dengan Aplikasi SEM PLS SMARTPLS 3.2.6. *Denpasar: Udayana University Press*, 16
- BPS (2018). *Potensi Usaha Mikro Kecil Provinsi DKI Jakarta*. Badan Pusat Statistik Provinsi Jakarta, Indonesia.
- Cahyono, A. S (2016). Pengaruh Media Sosial Terhadap Perubahan Sosial Masyarakat Di Indonesia. *Jurnal Ilmu Sosial dan Ilmu Politik*, 9(1), 140-157.
- Catriana, E (2020). Ini Yang Membuat UMKM Sulit Terjun ke Platform Digital. *kompas.com*, <<https://money.kompas.com/read/2020/07/02/151653626/ini-yang-membuat-umkm-sulit-terjun-ke-platform-digital?page=all>>
- Clow, K. & James, K. (2013). *Essential of Marketing Research: Putting Research Into Practice*, Sage, CA: USA.
- Charlesworth, A (2015). *Social Media Marketing*, *Routledge*, London & New York.
- Chatterjee, S., & Kar, A. K. (2018). Effects of successful adoption of information technology enabled services in proposed smart cities of India: From user

- experience perspective. *Journal of Science and Technology Policy Management*, 9(2), 189–209.
- Clow, K. E. & Baack, D. (2018). *Integrated Advertising, Promotion, and Marketing Communications*. Eighth Edition, Pearson, Harlow: UK.
- Cuthbertson, B., Socha, T. L., & Potter, T. G. (2007). The Double-Edged Sword: Critical Reflections on Traditional and Modern Technology In Outdoor Education. *Journal of Adventure Education and Outdoor Learning*, 4(2), 133-144.
- Davis, F. D. (1989). Perceived usefulness, perceived ease of use, and user acceptance of information technology. *MIS Quarterly*, 13 (3), 319–340.
- Dawson, C. (2009). *Introduction to Research Methods: A practical Guide For Anyone Undertaking A Research Project*, Fourth Edition, How To Book, UK.
- Derham, R., Cragg, P., & Morrish, S. (2011). *Creating Value: an SME and Social media, PACIS 2011 Proceedings*. Paper 53. Available at: <http://aisel.aisnet.org/pacis2011/53>.
- Dixon, T., Thompson, B., & McAllister, P. (2002). *The Value of ICT for SMEs in the UK: A Critical Literature Review, Report For Small Business Service Research Program*, West Berkshire: The College of Estate Management <<https://webarchive.nationalarchives.gov.uk/http://www.bis.gov.uk/files/file38315.pdf>>.
- Doll, W. J., Hendrickson, A., & Deng, X. (1998). Using Davis' Perceived Usefulness and Ease of Use Instruments For Decision Making: A Confirmatory and Multi-group Invariance Analysis. *Decision Sciences*, 29(4), 839-869.
- Dwivedi, Y. K., Rana, N. P., Jeyaraj, A., Clement, M., & Williams, M. D. (2019) Re- examining The Unified Theory of Acceptance And Use of Technology (UTAUT): Towards A Revised Theoretical Model. *Information Systems Frontiers*, 21(3), 719–734.
- Field, L., Pruchno, R. A., Bewley, J., Lemay JR., E. P., Levinsky, N. G. (2006). Using Probability vs. Nonprobability Sampling to Identify Hard-to-Access Participants for Health-Related Research: Costs and Contrasts. *Journal of Aging and Health*, 18(4), 565-583.

- Gefen, D. & Straub, D. W. (1997). Gender Differences In The Perception and Use of E-Mail: An Extension To The Technology Acceptance Model. *MIS Quarterly*, 21(4), 389-400.
- Gentsch, P. (2018). *AI in Marketing, Sales and Service: How Marketers Without A Data Science Degree Can Use AI, Big Data and Bots*, Palgrave Macmillan, Cham, Switzerland.
- Ginting, D. B. (2009). Structural Equation Model (SEM). *Media Informatika*, 8(3), 121-134.
- Glucksman, M. (2017). The Rise of Social Media Influencer Marketing on Lifestyle Branding: A Case Study of Lucie Fink. *Elon Journal of Undergraduate Research in Communications*, 8(2), 77-87.
- Goertz, G & Mahoney, J. (2012) *A Tale of Two Cultures*, Princeton UP, US.
- Gronroos, C. (1991). The Marketing Strategy Continuum: Towards A Marketing Concept For The 1990s. *Management Decision*, 29 (1), 7-13.
- Hair, J. F., Black, W. C., Babin, B. J., Anderson, R. E. (2019). *Multivariate Data Analysis*, Cengage, Eighth Edition, UK.
- Hair, J. F., Hult, G. T. M., Ringle, C. M., Sarstedt, M. (2017). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*. Sage, Second Edition, LA: USA.
- Hampson, K. S. (2014). *Using Likert-Scale Questionnaires with Vulnerable Young People: The Emotional Intelligence of Young People Who Have Offended*, SAGE Publications.
- Handika, M. R., Darma, G. S. (2018). Strategi Pemasaran Bisnis Kuliner Menggunakan Influencer Melalui Media Sosial Instagram. *Jurnal Manajemen dan Bisnis*, 15 (2), 192-203.
- Harris, L., Rae, A., & Grewal, S. (2008). Out on the pull: How small firms are making themselves sexy with new online promotion techniques. *International Journal of Technology Marketing*, 3(2), 153–168.
- Heale, R. & Twycross, A. (2015). A Validity and Reliability In Quantitative Studies. *Evidence-Based Nursing*, 18, 66-67.

- Henseler, J., Ringle, C. M., & Sastedt, M. (2015). A New Criterion For Assessing Discriminant Validity In Variance-Based Structural Equation Modelling. *Journal of The Academic Marketing*, 43, 115-135.
- Hofsted, G. (1997). *Culture and organizations: Software of the mind* (3rd edition), McGraw-Hill Education, USA.
- Hung, Y. H., & Lai, H. Y. (2015). Effects of Facebook Like and Conflicting Aggregate Rating and Customer Comment on Purchase Intentions. In *International Conference on Universal Access in Human-Computer Interaction* (pp. 193-200). Springer, Cham, viewed 14 November 2020, <https://link.springer.com/chapter/10.1007/978-3-319-20678-3_19>.
- Hsu, C., Lu, H., & Hsu, H. (2007). Adoption of the mobile internet: An empirical study of multimedia message services (MMS). *The International Journal of Management Science*, 35(6), 715–726.
- Isiyaku, D. D., Ayub, M. A. F., & AbdulKadir, S. (2018). Antecedents To Teachers' Perceptions of The Usefulness of ICTs For Business Education Classroom Instructions In Nigerian Tertiary Institutions. *Asia Pacific Education Review*, 19(3), 337-352.
- Jaedun, A. (2011). *Metodologi Penelitian Eksperimen*. Pusat Dikdasmen, Lemlit UNY, Makalah, Pelatihan Penulisan Artikel Ilmiah.
- Jatmiko, L. D (2019). Ini Penyebab Internet di Indonesia Lambat, *bisnis.com*, <<https://teknologi.bisnis.com/read/20190603/84/930266/ini-penyebab-internet-di-indonesia-lambat>>
- Jayani, D. H (2020). Pemerintah Beri Stimulus, Berapa Jumlah UMKM di Indonesia?, *Databoks*, <<https://databoks.katadata.co.id/datapublish/2020/04/08/pemerintah-beri-stimulus-berapa-jumlah-umkm-di-indonesia>>.
- Joyce, S. (2017). The Influence of Facilitating Conditions, Perceived Benefits, and Perceived Risk on Intention To Adopt E-Filling in Tanzania. *Business Management Review*, 50-59.
- Kamhar, M. Y & Lestari, E. (2019). Pemanfaat Sosial Media Youtube Sebagai Media Pembelajaran Bahasa Indonesia Di Perguruan Tinggi. *Jurnal Ilmu Pendidikan*, 1(2).

- Kanchanatane, K., Suwanno, N., & Jarernvongrayab, A. (2014). Effects of Attitude Toward Using, Perceived Usefulness, Perceived Ease of Use, and Perceived Compatibility on Intention to Use E-Marketing. *Journal of Management Research*, 6(3).
- Karahanna, E. & Straub, D. W. (1999). The Psychological Origins of Perceived Usefulness and Ease of Use. *Information & Management*, 35, 237-250.
- Kaplan, A. M & Haenlein, M. (2010). Users of The World, Unite! The Challenges and Opportunities of Social Media. *Business Horizon*, 53, 59-68.
- Kim, H.D., Lee, I., & Lee, C.K. (2013). Building Web 2.0 enterprises: A study of small and medium enterprises in the United States. *International Small Business Journal*, 31(2), 156- 174.
- Kim, K. J., & Shin, D. H. (2015). An acceptance model for smart watches: implications for the adoption of future wearable technology. *Internet Research*, 25(4), 527–541.
- Kotler, P., Kartajaya, H., & Setiawan, I. (2016). *Marketing 4.0: Moving From Traditional To Digital*, John Wiley & Sons, New Jersey.
- Kumar, P. (2002). The Impact of Performance, Cost, and Competitive Considerations on The Relationship Between Satisfaction and Repurchase Intent In Business Markets. *Journal of Service Research*, 5, 55-68.
- Kuo, Y. F., & Yen, S. N. (2009). Towards an understanding of the behavioral intention to use 3G mobile value-added services. *Computers in Human Behavior*, 25(1), 103–110.
- KumparanTech (2020). Riset: 64% Penduduk Indonesia Sudah Pakai Internet, Kumparan-Techno & Sains, <<https://kumparan.com/kumparantech/riset-64-penduduk-indonesia-sudah-pakai-internet-1ssUCDbKILp/full>>
- Kurniati, E. D, Susilowati, I & Suharno (2019). Sustainable Competitive Advantage of MSMEs through Resource and Institutional-Based Management: An Empirical Study of Batik MSMEs in Central Java, Indonesia, 31(1), 61–82.
- Kwong, K. & Wong, K. (2013). Partial Least Square Structural Equation Modeling (PLS-SEM) Techniques Using SmartPLS. *Marketing Bulletin*, 24.

- Lewnes, A. & Keller, K. L. (2019). 10 *Principles of Modern Marketing*, MIT Sloan Management Review.
- Li, C. C. (1956). The concept of Path Coefficient and Its Impact on Population Genetics. *Biometrics*, 12 (2), 190-210.
- Lindermann, N., Valcárcel, S., Schaarschmidt, M., & von Kotzfleisch, H. (2009). SME 2.0: Roadmap towards Web 2.0-based Open Innovation in SME Networks - A Case Study Based Research Framework', *Information Systems - Creativity and Innovation in Small and Medium-Sized Enterprises*, 301, 28-41.
- Lipsman, A., Mudd, G., Rich, M., Bruich, S. (2012). The Power of “like”: How Brands Reach (and Influence) Fans Through Social-Media Marketing. *Journal of Advertising Research*, 52.
- Lou, C & Yuan, S. (2019). Influencer Marketing: How Message Value and Credibility Affect Consumer Trust of Branded Content on Social Media. *Journal of Interactive Advertising*, 19(1), 58-73.
- Lumbantobing, P. (2020). Digital Transformation & The Future of Job: How To Stay Relevant In Jobs Market. lecture notes, Telkom Corporate University, viewed 3 November 2020, <<https://onknowledge.files.wordpress.com/2020/09/webinar-digital-transformation-the-future-of-job-selected-final-share.pdf>>.
- Luthfihadi, M. & Dhewanto, W. (2013). Technology Acceptance of E-Commerce in Indonesia. *International Journal of Engineering Innovation and Management*, 3, 9-18.
- Malhotra, N. K. & Birks, D. F. (2008). *Marketing Research: An Applied Approach*, Third Edition, Harlow: Pearson Education Limited.
- Mahoney, L. M & Tang, T. (2017). Strategic Social Media : From Marketing to Social Change. *John Wiley and Sons*, Chichester, W. Sussex.
- Main, S. (2017). Micro-Influencers Are More Effective with Marketing Campaigns Than Highly Popular Accounts, viewed on 15 July 2020, <<https://www.brandknewmag.com/micro-influencers-are-more-effective-with-marketing-campaigns-than-highly-popular-accounts/>>.

- Mamun, A. A. & Fazal, S. A. (2018). Effect of Entrepreneurial Orientation on Competency and Micro-Enterprise Performance. *Asia Pacific Journal of Innovation and Entrepreneurship*, 12(3), 379-398.
- Mothersbaugh, D. L. & Hawkins, D. I. (2016). *Consumer Behavior: Building Marketing Strategy*, McGraw Hill Education, Thirteenth Edition, NY.
- Mumtaha, H. A. & Khoiri, H. A. (2019). Analisis Dampak Perkembangan Revolusi Industri 4.0 dan Society 5.0 Pada Perilaku Masyarakat Ekonomi (E-Commerce). *Jurnal Ilmiah Ilmu-Ilmu Teknik*, 4(2), 55-60.
- Owsinski, B. (2013). *Social Media Promotion For Small Business and Entrepreneurs: The Manual For Marketing Your Products and Business Online*, Bobby Owinski Media Group, California, CA.
- Paniagua, J. & Sapena, J. (2014). Business Performance and Social Media: Love or Hate?. *Business Horizons*, 57(6), 719-728.
- Paris, C., Lee, W., & Seery, P. (2010). The Role of Social Media In Promoting Special Events: Acceptance of Facebook's Events. *Information and Communication Technologies in Tourism*, 14, 531-541.
- Patty, G. Y., Manurung, A. D. R., & Badawi, A. (2017). Pengaruh Budaya Organisasi, Motivasi Intrinsik, dan Motivasi Ekstrinsik Terhadap Prestasi Kerja Karyawan Pada PT. Bringin Srikandi Finance. *Jurnal SWOT*, 7(3), 506-522.
- Permana, A (2020). Inilah 8 Permasalahan UMKM Yang Sering Terjadi, S.E.O Anak Soleh, <<https://seoanaksholeh.com/bisnis/permasalahan-umkm>>.
- Permana, S. H (2017). Strategi Peningkatan Usaha Mikro, Kecil, dan Menengah di Indonesia. Pusat Penelitian Badan Keahlian DPR RI, Aspirasi, 8(1), 93-103.
- Putra, A. & Basri, H. (2019). Representasi Kehidupan Sosial Ekonomi Pelaku Usaha Mikro Kecil Menengah (UMKM) Dikawasan Objek Wisata Pecandian Muaro Jambi-Provinsi Jambi. *Jurnal Bisnis, Manajemen dan Perbankan*, 5(1).
- Putra, I. G. A. A. S & Saskara, I. A. N (2013). Efektivitas dan Dampak Program Bantuan Kredit Usaha Rakyat (KUR) Terhadap Pendapatan dan Kesempatan

- Kerja Usaha Mikro Kecil dan Menengah (UMKM) di Kota Denpasar. *E-Jurnal EP Unud*, 2(10), 457-468.
- Putri, A. S. (2019). Peran UMKM Dalam Perekonomian Indonesia. *kompas.com*, viewe 24 September 2020, <<https://www.kompas.com/skola/read/2019/12/20/120000469/peran-umkm-dalam-perekonomian-indonesia?page=all>>.
- Purnomo, M. (2011). Adopsi Teknologi Oleh Usaha Mikro, Kecil dan Menengah. *Jurnal Dinamika Manajemen*, 2(2), 109-117.
- Pradana, M. (2015). Klasifikasi Bisnis E-Commerce di Indonesia. *Modus*, 27(2), 163-174.
- Pradiani, T. (2017). Pengaruh Sistem Pemasaran Digital Marketing Terhadap Peningkatan Volume Penjualan Hasil Industri Rumahan. *JIBEKA*, 11(2), 46-53.
- Priambada, S. (2015). Manfaat Penggunaan Media Sosial Pada Usaha Kecil Menengah (UKM), *SESINDO*.
- Priatna, A. & Suprajang, S. E. (2014). Analisa Faktor-Faktor Yang Mempengaruhi Inovasi Produk Terhadap Volume Penjualan. *Riset Mahasiswa Ekonomi (RITMIK)*, 1(1), 37-51.
- Raja, R. & Nagasubramani, P. C. (2018). Impact of Modern Technology In Education. *Journal of Applied and Advanced Research*, 3, S33-S35.
- Rahayu, R. & Day, J. (2015). Determinant Factors of E-Commerce Adoption by SMEs in Developing Country: Evidence from Indonesia. *Social and Behavioral Sciences*, 195, 142-150.
- Raman, A. & Don, Y. (2013). Preservice Teachers' Acceptance of Learning Management Software An Application of The UTAUT2 Model. *International Education Studies*, 6(7), 157-164.
- Ridha, N. (2017). Proses Penelitian, Masalah, Variabel, dan Paradigma Penelitian. *Jurnal Hikmah*, 14(1), 62-70.
- Saeed, K. A. & Helm, S. A (2008). Examining The Effects of Information System Characteristics and Perceived Usefulness On Post Adoption Usage of Information System. *Information & Management*, 45(6), 376-386.

- Saravanakumar, M. & Lakshmi, T. S. (2012). Social Media Marketing. *Life Science Journal*, vol. 9 no. 4, pp. 4444- 4451.
- Sarwono, J. (2010). Pengertian Dasar Structural Equation Modeling (SEM). *Jurnal Ilmiah Manajemen Bisnis*, 10(3), 173-182.
- Sarwono, J (2012). Mengenal PLS-SEM. 3-15.
- Sekaran, U. & Bougie, R. (2016). *Research Methods For Business*. Seventh Edition, Wiley, UK.
- Scheinbaum, A. C. (2016). Digital Engagement: Opportunities and Risks for Sponsors. *Journal of Advertising Research*, 56(4), 341–45.
- Schiffman, L. G. & Wisenblit, J. (2015). *Consumer Behavior*, Pearson, Eleventh Edition, Harlow, England.
- Shareef, M. A., Kumar, V., Kumar, U., & Dwivedi, Y. K. (2011). E-Government Adoption Model (GAM): Differing Service Maturity Levels. *Government Information Quarterly*, 28(1), 17–35.
- Siamagka, N. T., Christodoulides, G., Michaelidou, N., & Valvi, A. (2015). Determinants of Social Media Adoption By B2B Organizations. *Industrial Marketing Management*.
- Siswanto, T (2013). Optimalisasi Sosial Media Sebagai Media Pemasaran Usaha Kecil Menengah. *Jurnal Liquidity*, 2(1), 80-86.
- Sitorus, O. F. (2017). *Strategi Promosi Pemasaran*, Jakarta: Fakultas Keguruan dan Ilmu Pendidikan Universitas Muhammadiyah Prof. Dr. HAMKA.
- Solomon, M. R. (2017). *Consumer Behavior: Buying, Having, and Being*, Twelfth Edition, Pearson, Harlow: England.
- Subramanian, G. H. (1994). A Replication of Perceived Usefulness and Perceived Ease of Use Measurement. *Decision Sciences*, 25(5), 863-874.
- Suci, Y. R. (2017). Perkembangan UMKM (USAha Mikro Kecil Dan Menengah) Di Indonesia. *Jurnal Ilmiah Cano Ekonomos*, 6(1), 51-58.
- Sugiyono, (2015). *Metode Penelitian Pendidikan*, Alfabeta, Indonesia.

- Susanti, S. & Kuntadi, S. (2016). Partial Least Squares-Structural Equation Modelling (PLS-SEM) Untuk Kepemimpinan, dan Motivasi Sebagai Variabel Intervening Terhadap Peningkatan Kinerja Dosen STIE Ekuitas. *Prosiding SENTIA*, 8, 43-49.
- Tambunan, T (2019). Recent Evidence of The Development of Micro, Small, and Medium enterprises in Indonesia. *Journal of Global Entrepreneurship Research*, 9(18).
- Tavakol, M. & Dennick, R. (2011). Making Sense of Cronbach's Alpha. *International Journal of Medical Education*, 2, 53-55.
- Vanderstoep, S. W. & Johnston, D. D (2009). *Research Methods For Everyday Life*, Jossey-Bass, Wiley, San Fransisco, CA.
- Venkatesh, V., Brown, S. A., Maruping, L. M., Bala, H. (2008). Predicting Different Conceptualizations of System Use: The Competing Roles of Behavioral Intention Facilitating Conditions, and Behavioral Expectation. *MIS Quarterly*, 32(3), 483-502.
- Venkatesh, V., Morris, M. G., Davis, G. B., & Davis, F. D. (2003). User Acceptance of Information Technology: Toward A Unified View. *MIS Quarterly*, 27(3), 425-478.
- Venkatesh, V., Thong, J. Y., & Xu, X. (2012). Consumer Acceptance And Use of Information Technology: Extending The Unified Theory of Acceptance And Use of Technology. *MIS Quarterly*, 36(1), 157-178.
- Vernia, D. M (2017). Peranan Pendidikan dan Pelatihan Media Sosial Dalam Pemasaran Online Untuk Meningkatkan Daya Saing Usaha Mikro Kecil Menengah (UMKM), *Lectura Jurnal Pendidikan*, 8(2), 193-203.
- Voorveld, H. A. M, Noort, G. V, Muntinga, D. G, & Bronner, F (2018). Engagement With Social Media and Social Media Advertising: The Differentiating Role of Platform Type. *Journal of Advertising*, 47(1), 38-54.
- Walsh, M., & Lipinski, J. (2009). The Role of The Marketing Function In Small And Medium Sized Enterprises. *Journal of Small Business and Enterprise Development*, 16(4), 569-585.

- Wang, Y. M., Wang, Y. S., & Yang, Y. F. (2010). Understanding The Determinants of RFID Adoption In The Manufacturing Industry. *Technological Forecasting and Social Change*, 77(5), 803–815.
- Wardiana, W. (2002). 'Perkembangan Teknologi Informasi di Indonesia' In Seminar dan Pameran Teknologi Informasi 2002, Fakultas Teknik Universitas Komputer Indonesia (UNIKOM) Jurusan Teknik Informatika, Bandung, West Java (Indonesia).
- Ware, J. (2018). Wearable Technologies And Journalism Ethics: Students' Perceptions of Google Glass. *Teaching Journalism & Mass Communication*, 8(1), 17–24.
- Widoyoko, E. P. (2017). *Teknik Penyusunan Instrumen Penelitian*, Pustaka Pelajar, Yogyakarta.
- Worthington, R. L., & Whittaker, T. A. (2006). Scale Development Research. A Content Analysis For Recommendations For Best Practices. *The Counselling Psychologist*, 34(6), 806–838.
- Yang, K. & Forney, J. C. (2013). The Moderating Role of Consumer Technology Anxiety in Mobile Shopping Adoption: Differential Effects of Facilitating Conditions and Social Influences. *Journal of Electronic Commerce Research*, 14(4), 334-347.
- Yi, C., Liao, P., Huang, C., & Hwang, I. (2009). Acceptance of Mobile Learning: A Re-specification And Validation of Information System Success. *World Academy of Science, Engineering and Technology*, 53, 726–730.
- Yoon, S. B., & Cho, E. (2016). Convergence Adoption Model (CAM) In The Context of A Smart Car Service. *Computers in Human Behavior*, 60, 500–507.
- Yuliani, A (2017). Kemenkop UKM: 3,79 Juta UMKM Sudah Go Online, Kementerian Komunikasi dan Informatika Republik Indonesia, <https://www.kominfo.go.id/content/detail/11526/kemenkop-ukm-379-juta-umkm-sudah-go-online/0/sorotan_media>.
- Zaenudin, A. (2018). Influencer Di Media Sosial, Penantang Tangguh Iklan Konvensional, *tirto.id*, <<https://tirto.id/influencer-di-media-sosial-penantang-tangguh-iklan-konvensional-cEfr>>.

Zhang, C., Fan, C., Yao, W., Hu, X., & Mostafavi, A. (2019). Social Media For Intelligent Public Information And Warning In Disasters: An Interdisciplinary Review. *International Journal of Information Management*, 49, 190–207.

