



Antecedents and Consequences of Social Media Adoption in Muslim Community Based Nonprofit Organization

Kezia Arum Sary^{a,*} , and Syarifah Hudayah^a 

^a. Department of Economics, Universitas Mulawarman, Kalimantan, Indonesia.

* Corresponding author.

Received: 16 Feb. 2024, Revised: 21 April 2024, Accepted: 14 May 2024, Published: 30 June 2026

Publisher: The University of Tehran Press.

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Abstract

This study aimed to determine the factors influencing Social Media Adoption in the Muslim Community Tourism Awareness Group (Pokdarwis) in East Kalimantan. This type of verification research uses the explanatory research method, which explains the relationship between research variables and hypothesis testing. The important results of this research are: first, Agent Personality Traits significantly positively influence the Adoption of Social Media Marketing on marketing activities in the Muslim Community Tourism Awareness Group (Pokdarwis). This shows that the higher the Agent Personality Traits, dominated by the indicator of discovering new things, the higher the Adoption of Social Media Marketing will be. Second, Adopter Characteristics significantly positively influence the Adoption of Social Media Marketing in marketing activities in the Muslim Community Tourism Awareness Group (Pokdarwis). This shows that the higher the Adopter Characteristic, dominated by organizational policy indicators, the higher the Adoption of Social Media Marketing. The adoption of Social Media Marketing significantly positively influences Relational Benefits in marketing activities in the Muslim Community Tourism Awareness Group (Pokdarwis). This shows that the higher the Adoption of Social Media Marketing, dominated by the effective indicator, the higher the Relational Benefits.

Keywords: awareness, benefits, personality, relational, tourism.

JEL Classification: O1, O4, O15.

Introduction

A major revolution has occurred in information and communication technology, especially the Internet. The very significant progress has made the Internet able to contribute to providing support and benefits in various sectors of life, including the world economy, so it is experiencing a transition (Dehkordi et al., 2012). Information and communication technology and its development are now things that are difficult to separate from society and have become a societal need. The

need to find the latest information and entertainment and establish relationships and connections becomes easier and faster with just one internet connection network (Ainin et al., 2015).

Information and communication technology development continues to move towards an era called the era of media convergence. The proliferation of channels and the portability of new computing are shaping an era where media is everywhere, and people will use all media types in conjunction. Media convergence is a combination of services from two or more media to their audiences, which have previously been different, into one integrated media (Dupagne and Garrison, 2006). For example, mobile phones, or what are known as *cell phones*, are no longer just telecommunications devices but allow individuals to read news, search for and download information, send pictures, and even play *games* (Jenkins, 2006). Revealing how media convergence not only causes technological shifts or processes but also shifts in industrial, social, and cultural paradigms that can encourage people to search for the latest information. Media convergence begins when there is interaction between individuals and each other in a social environment by utilizing various media *platforms*. Individuals then gain new experiences, create content, and discover new forms of media that can connect people socially.

The merging of *platforms* carried out by social media is an implication of visible media convergence. Social media refers to various social networking applications used as people's main media in seeking information, sources of social interaction, collaboration, entertainment, and creative expression (Abed et al., 2015). This phenomenon is reinforced by Danah's Research (Boyd and Ellison, 2008), which states that the definition of social media is a web-based tool for interaction (Cho et al., 2009); apart from being able to carry out conversations, users can also distribute information, including text, photos, videos, and links (Khan, 2017). In his book *Social Media for Government* states that, in simple terms, social media is an internet-based *platform* that is easy to use, allowing users to create and disseminate content (information, opinions, and interests) in various contexts (informative, educational, satire, criticism, and so on) to an even more diverse audience. Social media has a chain nature, so the transmission process does not stop with just one audience.

The information consumption trend in Indonesian society seems to be getting stronger in the flow of information based on social media. Based on data from *We Are Social* and *Hootsuite* in 2019 (Figure 1), of the 268.2 million population in

Indonesia, as of January 2019, internet users in Indonesia reached 150 million people with a penetration rate of 56%. Internet users in Indonesia increased by approximately 13% or as many as 17 million people from January 2018 to January 2019. Data obtained by *We Are Social* and *Hootsuite 2019* shows that as the years go by, people's interest in using social media to fulfill their needs increases daily information needs (Kemp, 2019).

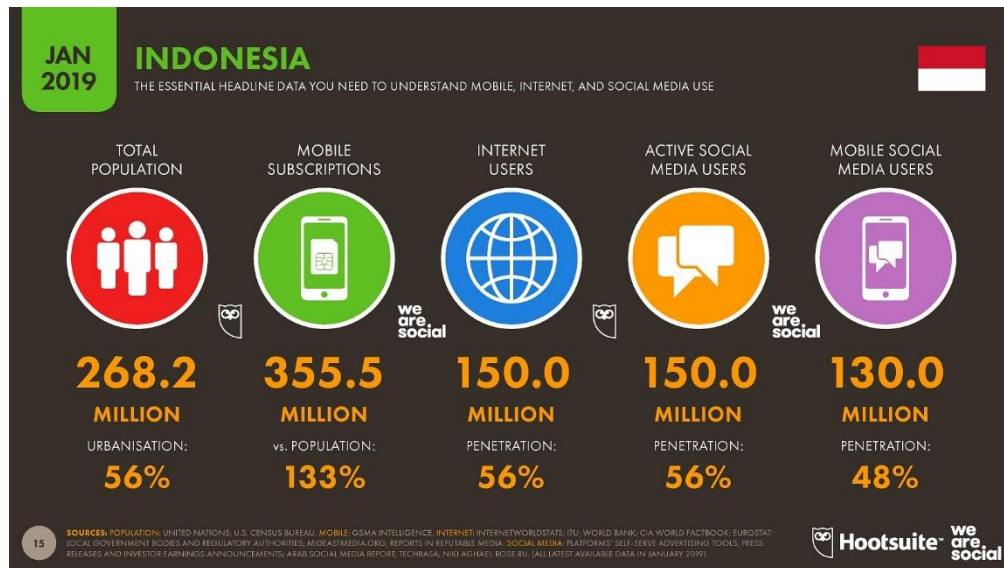


Figure 1. Cellular, Internet, and Social Media Usage Data in Indonesia

Source: Kemp (2019).

According to We Are Social and Hootsuite 2019 (Figure 2), the average person uses the Internet for 8 hours 36 minutes a day in Indonesia. This time is spent using the Internet from various devices. It was also stated that to use social media, Indonesian people spend 3 hours 26 minutes a day on various devices and 2 hours 52 minutes a day watching streaming. This behavioral pattern shows a shift in people's media use in seeking information or enjoying entertainment.

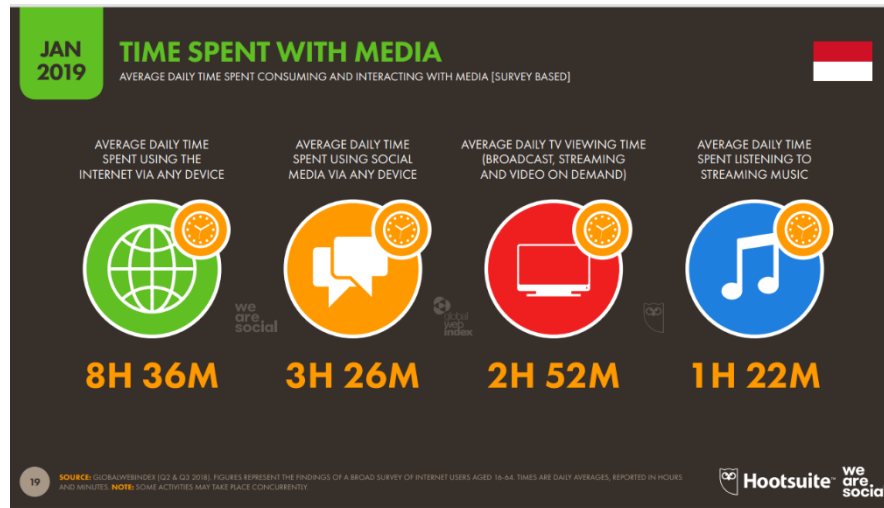


Figure 2. Data on the Average Daily Time Indonesian People Consume and Interacting with Media

Source: Appel et al. (2019).

It was revealed that social media has significant cultural value because it has become part of the majority of people, the main domain where they can receive many things, unlimited information, in any amount, anytime and anywhere, share content from all aspects of their lives with other people. However, sometimes the accuracy of this information is still questionable. In reality, social media will continue to change, different from a year ago and possibly different in the future. Innovation continues to be carried out from both sides, both from the technological side, which will continue to add service features, and from the user side which makes it possible to discover new social media functions.

Social media applications include social networking sites, blogs, wikis, multimedia platforms, virtual game worlds, and virtual social worlds (McEwan, 2012). Several well-known social media platforms among Indonesian people are Facebook, Line, Twitter, Pinterest, YouTube, Skype, Myspace, Path, Google Plus, LinkedIn, Instagram, and others. Indonesian society is quite easy to adapt to new types of social media. However, based on the annual digital report We Are Social and Hootsuite issued in January 2019 (Figure 3), Indonesian people use four social media channels: YouTube, WhatsApp, Facebook, and Instagram (Kemp, 2019).

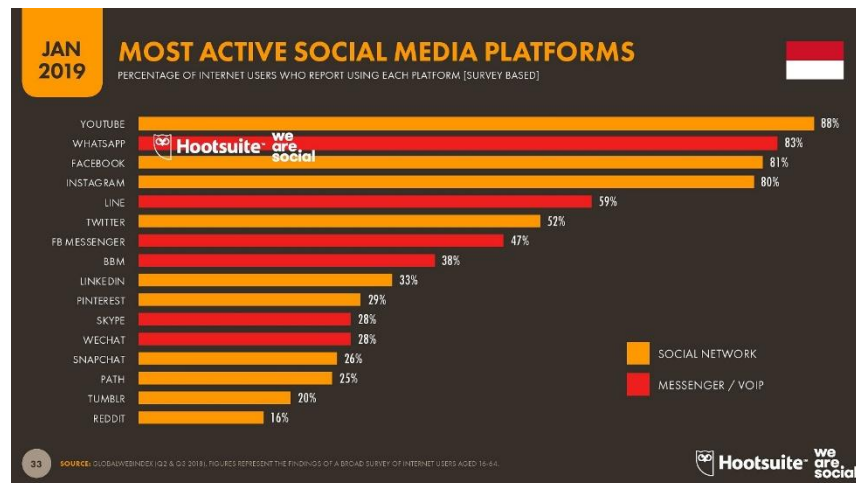


Figure 3. Data on the Percentage of Use of the Most Active Social Media Platforms

Source: Kemp (2019).

Each social media has different usage procedures, such as Instagram, which can only share photos and videos with links, captions, tags, and hashtags. Different from Facebook (Reid et al., 2005), which has various features that can be used to create Photo Status, Link Status, Video Status, Group, fan page, and others (Ahmad et al., 2016). So, the use of social media can be assumed to be an effort to create writing, images, videos, graphics, or posts on institutional social media accounts to promote products/services so that they are known to the general public (Rahadi and Zanial, 2017).

The use of social media continues to grow exponentially and is increasingly being adopted by businesses because it will increase company competitiveness (Hawkins and Vel, 2013). The business world, be it large companies or micro, small, and medium enterprises (MSMEs), needs to pay attention to how individuals are becoming increasingly closely connected, going beyond personal conversations, each individual to a large audience through social media (Rahman et al., 2020).

Social media is increasingly used as a marketing tool to develop the tourism sector. Tourism marketing relates to communication and publication activities to build the image of a destination, product, and tourist attraction. In the presentation of the East Kalimantan Provincial Tourism Development Master Plan (Ripparprov) in December 2020, several strategic issues for East Kalimantan tourism development were mentioned. The strategic position of East Kalimantan is in the middle of Indonesia; East Kalimantan is included in the Heart of Borneo

area, with the potential for tropical flora ecotourism, cultural diversity (Dayak, Kutai Malay, Banjar Malay, and other ethnicities), the existence of mining in East Kalimantan (degradation forest areas), become post-mining tourism opportunities, and East Kalimantan will become the country's capital, making it necessary to pay attention to the development of tourism development.

East Kalimantan Province is essential in the national tourism constellation because it includes 3 national tourism destinations, 4 National Tourism Strategic Areas (KSPN), and 8 National Tourism Development Areas (KPPN). So, it is necessary to understand tourist visit preferences to create a tourism recovery strategy for East Kalimantan, including how to carry out new normal tourism after the COVID-19 pandemic.

The Post-Pandemic Tourist Behavior and Perception Survey Results Report shows that the Google search engine is the source of information that is most widely used by the public to search for information about East Kalimantan tourism. On the recommendation of relatives, it continues at 50%, showing that it is from social media that people get information about East Kalimantan tourism (Figure 4).

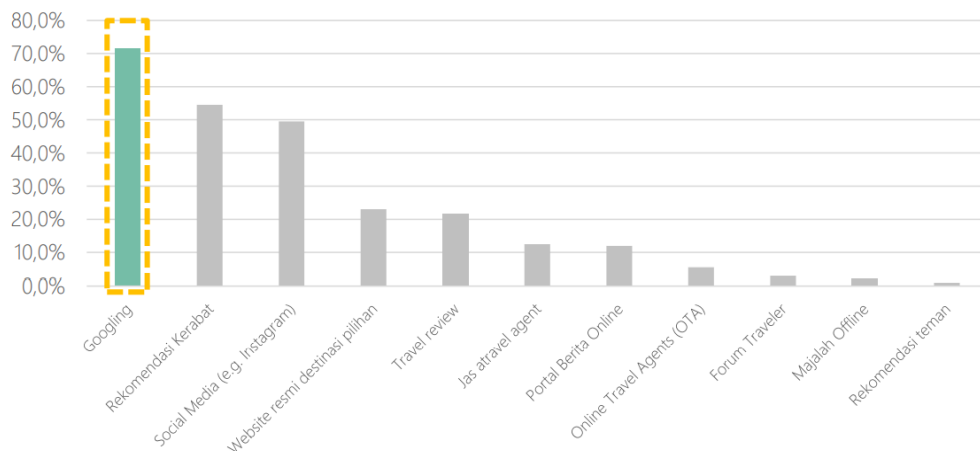


Figure 4. Information Sources Looking for East Kalimantan Tourism Info

Source: Provincial Tourism Office; East Kalimantan (2021).

A survey by the Provincial Tourism Office East Kalimantan in November 2020 showed that tourists used social media to share their experiences of traveling to East Kalimantan. Around 80% more, most tourists choose to use Facebook to share holiday recommendations, followed by other social media such as Instagram,

YouTube, Twitter, TikTok, TripAdvisor, Pinterest, and WhatsApp (seen in Figure 5).

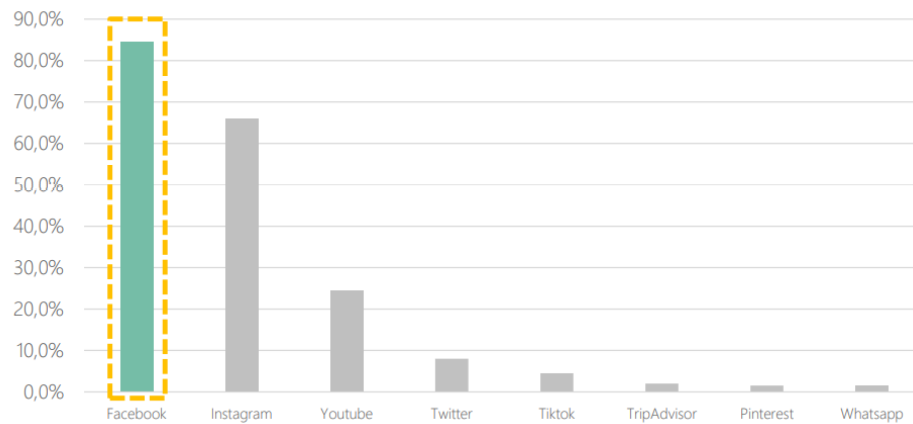


Figure 5. Social Media Used to Share Travel Experiences in East Kalimantan

Source: Provincial Tourism Office; East Kalimantan (2021).

In essence, tourism marketing requires the involvement of all stakeholders, including the Government, private sector, and society, with all their respective roles and functions. This condition shows that the community also has an important role and position in efforts to support the success of tourism. So, the community empowerment program is an important step that must be taken so that it is focused and sustainable to prepare the community to have capacity and independence and be willing to play an active role in the success of tourism development at the local, regional, and national levels.

Under the legal basis, namely, Law Number 10 of 2009 concerning Tourism (State Gazette of the Republic of Indonesia of 2009 Number 11, Supplement to State Gazette Number 4966), the Government at the Central level to the Regional Government carries out the formation of a group or institution at the community level which Its members consist of tourism actors who have concern and responsibility and act as drivers in supporting the creation of a conducive climate for the growth and development of tourism.

Self-help and community self-help groups with social activities supporting tourism and based in villages/districts around tourism destinations are called Tourism Awareness Groups (Pokdarwis). Following the President's Direction for the 2019–2024 Creative Economy Tourism Policy, the East Kalimantan Provincial Government supports the development of Human Resources (HR) in this community group.

East Kalimantan Tourism Awareness Group (Pokdarwis). A total of 174 groups were identified. East Kalimantan Province consists of 10 regencies/cities, namely Samarinda City, Balikpapan City, Bontang City, Berau Regency, West Kutai Regency, Kutai Kartanegara Regency, East Kutai Regency, Mahakam Ulu Regency, Paser Regency, and North Penajam Paser Regency. The East Kalimantan Pokdarwis Association, which the East Kalimantan Pokdarwis initiated at the time of the East Kalimantan Pokdarwis Meeting in August 2020, agreed that this group had the goals of Solid, Speed, and Smart as well as together have mindset or thoughts for being united, synergized in attracting tourist visits from within and outside the country.

Head of the East Kalimantan Province Tourism Office, Dra. Sri Wahyuni, MPP., revealed that Pokdarwis is a community group that has an important role and contributes to tourism in their area, even though the Covid-19 pandemic and the existence of PPKM (Implementation of Community Activity Restrictions) hamper all tourism activities. Sri Wahyuni said that the most effective tourism promotion media currently is promotion via social media.

The results of the East Kalimantan Pokdarwis Communication Forum report as of October 2021 stated several obstacles and threats found in the role of Pokdarwis in facing tourism promotion competition, namely as follows: (1) Tourism Promotion Competition is increasing rapidly on a local and national scale; (2) Not all areas have built telecommunications towers due to their geographical location so that communication is not well accessible; (3) It has not been managed professionally and human resources are weak in mastering Information and Communication Technology (Digital); (4) Promotion is less communicative and creative. The article entitled Implementation of Smart Tourism in Kedang Ipil Village (Sary et al., 2021) emphasizes that socialization of the use of communication and information technology for the people of the Kedang Ipil Tourism Village needs to be carried out continuously to understand the use of communication and information/internet technology in the productive activities of the village community, especially in the implementation of smart tourism, in this case, the development of ecotourism. Pokdarwis Dewi Karya, Kedang Ipil Tourism Village, Kutai Kartanegara Regency is still unable to be independent in utilizing technology as a marketing promotion medium because it still relies on the Tourism Activist Community. However, the infrastructure of the Kedang Ipil Tourism Village is equipped with internet facilities in collaboration with the Ministry of Communication and Information and Telkomsel.

Unlike Pokdarwis Kang Bejo (Kangkung Village, Sumber Rejo Village) in Balikpapan City, Pokdarwis has utilized social media such as Instagram, Facebook, and YouTube as marketing media. Yet, as Secretary of Pokdarwis Kang Bejo, Yeti said that there is a need to divide tasks in managing social media, apart from inadequate personal devices, Yeti hopes that there will be cooperation from the Pokdarwis management so that ideas can continue to be developed. Pokdarwis Kang Bejo has won the 2021 East Kalimantan Provincial Pokdarwis competition. The assessment points are also based on community role and participation in tourism development through developing human resources as tourism drivers in the region. However, the mindset of being "not ready" to face competition means that Pokdarwis Kang Bejo still targets local and national tourists as its target tourists.

The situation is different for the Pokdarwis Mangrove Center in Balikpapan City, which focuses on Educational Tourism and Mangrove Conservation. As Chair of Pokdarwis, Agus Bei said, introducing the Mangrove Center as a tourist destination started using print and electronic media, then added social media. Regarding the use of social media, Agus Bei admitted that he did not involve other Pokdarwis administrators. Heterogeneous types of community characteristics and differences in orientation towards groups are obstacles the Pokdarwis Mangrove Center faces in strengthening human resources in developing tourist destinations.

Similar to the conditions at the Sungai Wain Protected Forest Pokdarwis, Balikpapan City, Rahman, as the Pokdarwis administrator and also as a Guide, stated that there were difficulties in getting the community to play an active role. So, the only active use of social media is through Instagram. Using the "hashtag" feature is a strategy to target international tourists who like to do "birding" or bird watching. Indirectly, social media can reach geographical areas that are infinitely distant.

Method

The author chose to take a quantitative approach to find a solution to the problem in this research. When using this approach, starting with formulating a hypothesis from the elements of the research, the author observes the phenomenon under study, collects data, and then statistically analyzes the results whether to reject or accept the hypothesis (El-Gohary et al., 2008).

Research data is collected and then studied carefully with the support of the principles of existing theories so that it will be possible to develop knowledge

regarding the object chosen and researched carefully. Based on this description, the study stems from the desire to analyze and test the influence of the Agent Personality Traits, Adopter Characteristics, Perceived Barriers, and Environmental Influences variables on Social Media Adoption as well as their further influence on the Relational Benefits of Tourism Awareness Group (Pokdarwis) in East Kalimantan.

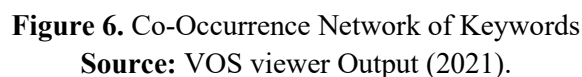
The population in this study is all Tourism Awareness Groups (Pokdarwis) in East Kalimantan. The determination of the regional area that is the object of the study, namely East Kalimantan, is related to the consideration based on the Final Report of the Review of the East Kalimantan Provincial Tourism Development Master Plan (Ripparprov), which was carried out in December 2021. In the national tourism constellation, East Kalimantan Province has an important position because it is included in 3 national tourism destinations, 4 National Tourism Strategic Areas (KSPN) and 8 National Tourism Development Areas (KPPN).

The data collection technique uses a survey method, namely a primary data collection method that uses written questions. This method requires contact (relationship) between the author and the research respondents to obtain the required data. The data collection instrument in this research used a questionnaire. The questionnaire is a list of questions that contains several questions related to the indicators distributed in the research question items.

The questionnaire measurement scale uses a Likert scale, scoring from strongly disagree with a score of 1 to 9 strongly agree (Preston and Colman, 2000). A 9-point scale is easier for respondents to answer. The number of points 2, 3, and 4 were answered quite quickly by respondents but did not represent the respondents' answers. Respondents will tend to answer by choosing neutral (middle point) (Preston and Colman, 2000). They stated that the number of points less than 5 has poor reliability, validity, discriminatory power, and stability criteria.

The determination of the Tourism Awareness Group (Pokdarwis) is based on information from the East Kalimantan Provincial Tourism Office. The author will ask permission from the Tourism Awareness Group (Pokdarwis) to convey the aim and purpose of the study and request the administrator's willingness to fill out a questionnaire using Google Forms. The questionnaire was given to respondents according to predetermined criteria, namely, administrators of the Tourism Awareness Group (Pokdarwis) located in the East Kalimantan Province area, running (active) organizations, having been involved in using the Tourism Awareness Group (Pokdarwis) social media.

Based on data related to the phenomenon of the Tourism Awareness Group (Pokdarwis), which is in the form of a self-help group, the author tries to find updates on marketing services in the Tourism Awareness Group brand, which is a self-help group unit based on marketing personality characteristics related to the adoption of social media marketing and its relational benefits. Apart from that, as the latest research, there has been growing interest in studying the relationship between social media marketing and social media adoption over the past decade. However, despite its recent coverage, the scientific literature published so far has not evaluated the scientific activity of this relationship. In conducting this research, the author has analyzed 694 articles published from 2012 to 2021 in the Scopus database regarding the relationship between social media marketing and social media adoption.



Apart from that, the trend of the most dominant country discussing this topic is the United States (can be seen in Figure 7), with a total of 110 documents identified.



Figure 7. Countries of All Contributions

Source: VOS viewer Output (2021).

Indonesia is in sixth place out of 10 countries, which are in tenth place, namely 41 documents. However, it has a very minimal number of citations compared to other countries (Table 1).

Table 1. Ranking of 10 Countries With the Most Documents

No.	Country	Number of Documents	Number of Citations
1	United States	110	1410
2	United Kingdom	90	1854
3	Malaysia	57	451
4	India	50	443
5	China	45	531
6	Indonesia	41	82
7	Australia	40	867
8	Spain	38	242
9	Italy	30	276
10	Finland	21	296

Source: VOS viewer Output (2021).

The Muslim Community Tourism Awareness Group (Pokdarwis)

East Kalimantan Province is an area that has very abundant natural resources, including coal, oil, tropical rain forests, culture, and tourism. East Kalimantan Province is important in the national tourism constellation because it includes three national tourism destinations, four National Tourism Strategic Areas (KSPN), and

eight National Tourism Development Areas (KPPN). Tourism destinations with tourist attractions conforming to provincial scale themes (nationally competitive) and have been determined to be within the province's authority.

Tourist villages are a form of regional tourism development program in East Kalimantan. A tourist village is a rural area that offers an overall atmosphere that reflects the authenticity of the village, both in terms of socio-economic life, socio-cultural, and daily customs, as well as building architecture and typical village spatial structures.

Sadar Wisata and Sapta Pesona are developed consistently among people living around tourist destinations in order to create a conducive climate and environment. One of the community-based organizations (especially those who care about developing tourism in their region) that can play a role in socializing and implementing Sapta Pesona elements in tourism activities in East Kalimantan Province is the Tourism Awareness Group (Pokdarwis).

The number of Tourism Awareness Groups (Pokdarwis) in East Kalimantan is 174 across 10 cities/districts. Following the data identified by the East Kalimantan Pokdarwis Communication Forum in 2021, namely Balikpapan City has 15 Pokdarwis, Berau Regency has 22 Pokdarwis, Bontang City has 15 Pokdarwis, West Kutai Regency has 18 Pokdarwis, Kutai Kartanegara Regency has 40 Pokdarwis, East Kutai Regency has 16 Pokdarwis, Mahakam Ulu Regency has 6 Pokdarwis, Paser Regency has 22 Pokdarwis, North Penajam Paser Regency has 10 Pokdarwis, Samarinda City has 7 Pokdarwis (can be seen in Table 2).

Table 2. Number of East Kalimantan Pokdarwis Identification Number 2021

Regency/City	Number of Pokdarwis
Balikpapan	15
Berau	22
Bontang	15
West Kutai	18
Kutai Kartanegara	40
East Kutai	16
Mahakam Ulu	6
Paser	22
North Sharpener Paser	10
Samarinda	10
Total	174

Source: East Kalimantan Pokdarwis Forkom (2021).

The form of public awareness is described in the Tourism Awareness Group Guidebook (Pokdarwis) (Rahim, 2012). It refers to the public's understanding of their roles and responsibilities as hosts in welcoming guests or visitors (tourists). People are also aware of their rights and needs when they become tourism actors, thereby contributing to regional development and community welfare. Additionally, awareness is needed to introduce, preserve, and utilize the potential of tourist attractions in each region.

Research Data Analysis

(TOE) variables, namely Adopter Characteristics, Perceived Barriers, Environmental Influences, and Agent Personality Traits, drawing on the latest developments in Service Marketing Theory, Innovation Diffusion Theory (IDT), and personality traits on the endogenous variables, namely Social Media Marketing Adoption and Relational Benefits, based on the Technology Acceptance Model (TAM) in the Tourism Awareness Group (Pokdarwis) of East Kalimantan Province. The strength of influence between variables is then compared with empirical evidence obtained in the field and theories supporting the hypothesis, using Partial Least Square (PLS) with WarpPLS version 7 software. The following are the discussion stages based on the relationship paths between variables in the model.

The Influence of Agent Personality Traits on Social Media Adoption

The results of the data analysis show that the personality traits of Tourism Awareness Group (Pokdarwis) managers (Agent Personality Traits) — characterized by cooperation, mutual trust, being active, reliable, detailed, thorough, and goal-oriented — enable administrators to discover new things through social media. Imagination will make the use of social media as a marketing channel in the Tourism Awareness Group (Pokdarwis) more optimal, thereby supporting the development of tourism in East Kalimantan.

Innovation diffusion theory (Rogers, 1971) states that managing knowledge requires good information management to facilitate the creation of new knowledge, encourage information sharing between actors in the system, and promote the implementation of new knowledge. The personality of Pokdarwis management, particularly their willingness to be open to new things when adopting social media, contributes positively to actively utilizing social media as a marketing channel. When the management has a high sense of curiosity about new

things, it indicates that they recognize the massive revolution in information and communication technology and view social media as an effective channel for marketing activities.

New knowledge can be discovered through the interaction process between administrators and social media users. The knowledge-sharing process can occur through observation, imitation, efforts to practice marketing activities, and participation in marketing programs by other tourism actors. Management's knowledge about social media, which can reach consumers without distance and time limitations, will encourage administrators to use social media more intensively.

When knowledge has been obtained, the organization should strive to transfer (share) and implement it. Therefore, Pokdarwis needs to pay attention to and maintain this character to increase the adoption of social media as a marketing channel. However, the Tourism Awareness Group (Pokdarwis) also needs to build habits of imagination and a willingness to think creatively so that the level of social media usage as a marketing channel improves. With social media, administrators can easily create promotional materials and tell stories about the conditions of their area more quickly and effectively.

The research found several factors that influence administrators' personality in deciding to adopt social media as a marketing channel: (1) High mobility, as evidenced by the active role of male administrators in marketing activities who can allocate time for Pokdarwis management; (2) Millennial generation, where management values the speed of innovation and quickly adapts to technology; (3) Educational background, as management is dominated by individuals with elementary, junior high, senior high, or vocational school education; (4) Employment status, as employees have the authority and capacity to manage marketing activities at Pokdarwis; and (5) Goal-oriented nature, since management is voluntary and committed to the development of tourism in East Kalimantan.

McElroy et al. (2007), in a study conducted on students, concluded that personality plays a role in the use of social media. By identifying the administrators of the Tourism Awareness Group (Pokdarwis), who are also educated, it was revealed that analytical individuals are more likely to develop their knowledge by discovering new things than intuitive individuals. Personality characteristics are determining factors in adopting social media, ranging from interest and willingness to take risks, to making suggestions and influencing the decision to adopt social media as a marketing channel.

The Influence of Adopter Characteristics on Social Media Adoption

Pokdarwis is a community-level institution whose members consist of tourism actors. It has concern and responsibility and serves as a driving force in creating a conducive climate for the growth and development of tourism and the realization of Sapta Pesona. In terms of organizational structure, Pokdarwis has a Public Relations and Resource Development Section whose duties and functions are to: (1) develop forms of information and publications on tourism and Pokdarwis activities; (2) develop partnerships for tourism training activities for Pokdarwis members and the community, including hospitality and excellent service; (3) involve group members in training courses, lectures, and discussions organized by institutions and tourism organizations; and (4) hold tourism knowledge and skills competitions.

However, the research data show that 47.7% of those who adopted social media for marketing activities were the Chairpersons of the Tourism Awareness Groups, indicating the flexibility of the organizational structure in Pokdarwis. Pokdarwis needs to increase its efforts to find innovative ideas so that marketing activities carried out via social media can be more effective. There is a connection between the organizational structure of Pokdarwis and the decision to adopt social media as a marketing activity. The limited number of administrators in the organizational structure who are willing to play an active role, combined with the voluntary nature of management, gives rise to the assumption that administrators are not fully and optimally carrying out their duties and roles in the organization.

The Tourism Awareness Group (Pokdarwis) is a nonprofit organization that does not consider profit (nonprofit-oriented) and depends on government and community support for its organizational programs. Nonprofit organizations are defined as civil society organizations that solve community problems. For example, Non-Governmental Organizations (NGOs) have played a significant role as agents that help the government focus on efficiency and performance in serving the Indonesian people. The development of nonprofit organizations in Indonesia has gained international recognition for contributing to the social, educational, service, cultural, and welfare aspects felt by society (Widiantara, 2020).

The existence of information and communication technology, such as social media, provides new opportunities for nonprofit organizations to strategically use information and communication technology platforms in core activities that have a direct impact on their mission. Organizations can develop profiles and public content to connect with others on online platforms (Guo and Saxton, 2014). This

condition reflects the role of the digital world, which has developed rapidly and enables instant interaction between community members in real time and across different locations.

The Influence of Perceived Barriers on Social Media Adoption

The function of social media as a marketing channel has many positive impacts, especially in an organization or group whose goal is development and raising travel awareness. However, many considerations must be taken into account when using it. A lack of understanding of regulations, such as Law Number 11 of 2008 concerning Information and Electronic Transactions (ITE Law), or information technology in general, may lead tourism industry players to act unlawfully. For example, using social media to spread fake news or hoaxes or to defame other areas in order to promote their own tourist destinations. Moreover, there are many risks associated with social media due to security concerns and the complexity of technology, especially given the different characteristics of social media platforms, which can give rise to potential problems. Therefore, organizations need to maintain their digital security.

Due to the differences among social media platforms, administrators often feel uncertain whether social media can effectively support marketing. This indicates that administrators must properly identify which platforms are appropriate for use in their organization. Facebook and Instagram, which were found to be the most widely used platforms by Pokdarwis, indeed offer advantages as the most effective media for building and managing communities, providing numerous features, and reaching the largest audience.

Perceived barriers shape perceptions about the usefulness of social media in organizational marketing practices. Perceived barriers, such as cost and uncertainty about the benefits of social media, prevent organizations from using it as a marketing tool. Further survey findings revealed additional barriers to social media adoption by organizations, such as concerns about reputational risks, legal issues, and lack of knowledge or training.

Although the use of social media has grown rapidly, nonprofit organizations still face challenges in integrating social media applications into their organizational activities. Nonprofit organizations usually have limited resources, such as knowledge, time, funds, equipment/infrastructure, and personnel. For instance, the time factor often becomes an obstacle in using social media in nonprofit organizations (Schneider, 2003).

Tourism Awareness Groups (Pokdarwis) that have used social media platforms effectively could develop case studies focusing on practices adopted to increase perceived usability within and across their organizations, thereby encouraging more organizations to establish a presence on social media platforms. Regarding training, the government could provide programs designed to equip organizations with the skills necessary to overcome identified barriers and use social media more widely.

The Influence of Environmental Influences on Social Media Adoption

Environmental Influences in marketing activities within the Tourism Awareness Group (Pokdarwis), which are formed from Competitive Pressure and Social Pressure, increase the adoption of social media marketing in Pokdarwis as a community self-help group. These findings provide new insights that the adoption of social media marketing in the tourism industry sector is influenced by Environmental Influences, which answers the findings of Pentina et al. (2012) in their study of the MSME sector in the United States, where Environmental Influences were found to be less relevant in certain sectors.

East Kalimantan Pokdarwis, as a community self-help group, consists of people who voluntarily gather into groups due to a unifying bond — namely the same vision, interests, and needs — so that Pokdarwis has the same goal of playing a role in helping develop tourism in East Kalimantan Province. Adopting social media will help disseminate information about Pokdarwis, such as the village's potential in the form of natural beauty, agricultural products, flora and fauna, customs and culture, traditions, or other distinctive and unique features that other regions do not have, thereby giving Pokdarwis a competitive advantage.

Changes in marketing activities resulting from the major revolution in information and communication technology have led East Kalimantan Pokdarwis to use social media as a marketing platform. As shown by the data in this study, 46.7% of the Tourism Awareness Groups in East Kalimantan use Facebook and Instagram simultaneously (in an integrated manner) in their marketing activities. East Kalimantan Pokdarwis chose to adopt social media driven by the desire to remain competitive with other regional tourism groups and actors. Similarly, businesses increasingly adopt social media in their marketing activities to enhance their competitiveness.

The Influence of Social Media Adoption on Relational Benefits

Social Media Adoption can increase marketing effectiveness in Tourism Awareness Groups (Pokdarwis). Pokdarwis received support for realizing and sustaining tourism development from interactions with stakeholders through social media. This phenomenon is also observed in the business world, whether in large companies or Micro, Small, and Medium Enterprises (MSMEs), where individuals are increasingly connected beyond personal conversations to reach a large audience through social media (Siamagka et al., 2015).

Social media is a technological force that influences the functioning of government, private or industrial organizations, and nonprofit organizations. In this increasingly complex era of global competition, efficiency is critical to tourism development. The movement towards efficiency demands managerial abilities, professionalism in organizational management, and the use of advanced technology. Thus, the role of information technology, promotions, and the ability to navigate the market with its various characteristics will be important components that must always be considered.

This is very important in the tourism industry because the products or services desired in the tourism sector do not appear or “exist” when the transaction occurs. Consumers can now connect directly with information sources without going through intermediaries. Social media is an ideal channel and a powerful tool for promoting tourist destinations at very low costs. However, in this competition, the quality of the information must be considered because tourists will base their decision to visit a tourist attraction only on the various information available on social media.

The Influence of Agent Personality Traits on Relational Benefits

Consistent with Shih (2016), community administrators must consider how to recruit new members and encourage loyalty among existing members. Tourism Awareness Group administrators must develop a mindset to discover new things when continuously carrying out marketing activities. The uniqueness of tourism marketing lies in the marketer’s ability to find, identify, respond to, and anticipate consumers. Marketers can implement this by combining promotion, price, access, and branding messages to encourage buying behavior by presenting the attractiveness of unique and complete destination attributes to meet tourist demand and satisfaction that is superior to competitors (Hasan, 2015).

As previously mentioned, tourism products contain many service components. Therefore, managing human resources is a challenge in tourism marketing. Service culture and creativity in packaging and programming require strategic human resources and intellectual capital management. In this case, training, quality control, qualification standardization, and resource compensation certification in tourism marketing are important in determining a tourist destination's marketing success.

Building the capacity of Tourism Awareness Group administrators will enable them to participate actively and effectively in establishing long-term relationships with consumers. The more involvement and interaction with consumers, the greater the possibility of doing what marketers do or even more than their network. The information provided consistently and with quality will help consumers become familiar with the marketing activities of the Tourism Awareness Group.

The Mediating Role of Social Media Adoption on Agent Personality Traits and Relational Benefits

The adoption of Social Media Marketing serves as a channel or medium for Pokdarwis administrators to explore new developments in the marketing world. The existence of marketing, which is in a transition period due to technological developments, causes organizations to move from one stage of developing integrated marketing communications to another as a result of the ability of organizational administrators to capture and manage information technology in this social media (Schultz and Schultz, 1998). In this case, Social Media Marketing Adoption is a strategic process for Pokdarwis management to manage brand messages better in order to create, maintain, and grow relationships.

Pokdarwis management knows that by adopting social media as a marketing channel, they can easily disseminate information so that Pokdarwis' goal of creating long-term relationships with consumers will be achieved (Gremier and Gwinner, 2015). Experiences in utilizing social media while serving as an administrator have shaped the personality of Pokdarwis administrators, which can improve their skills and make marketing work more effective. Organizations gain competitive advantages, including a positive image of their tourist area, long-term profits, and growth for tourism development. Management can easily obtain up-to-date information about developments in the tourism industry and receive

suggestions regarding Pokdarwis, one of which is through comments that can easily be received via social media.

The variable has been proven to mediate between the Personality Traits of Marketing Agents (Agent Personality Traits) and Relational Benefits in marketing activities in the Tourism Awareness Group (Pokdarwis), with the management's awareness and commitment to continuously add value to tourism products produced by tourist areas. Optimization of the use of social media can occur through a caring attitude of management toward their organization based on the concept of personality with an approach of agreement, comfort, awareness, and openness to experience. Make connections with people who have seen news releases and social media posts. Ask them what they want to see via social media; administrators respect and respond well to their interests. The more you engage and interact with them, the greater the possibility of expanding your network.

Apart from that, tourism is an industry that involves many organizations and actors globally, so information technology is something very fundamental and plays a major role in the tourism industry, which is increasingly competitive and continues to strive to be effective in providing services. Unlike manufactured products, the nature of tourism products makes information technology vital in providing information to potential consumers about products, times, and services they will receive while traveling to or in tourist destinations.

Research Finding

This research has applied the Technology Acceptance Model (TAM) theory to examine the antecedents and consequences of social media adoption. In previous studies, TAM was derived from three antecedents: Perceived Barriers, Organization Readiness, and Competitor Pressures (Lim et al., 2018). In this study, however, the author produced new findings for the TAM literature by adding the personality traits of marketing agents (Agent Personality Traits) as another important driver from the results synthesis of Service Marketing Theory, Diffusion of Innovation Theory (Innovation Diffusion Theory/IDT), and personality traits (Personality Traits) (Boontarig, 2016).

The research results show that the Personality Characteristics of marketing agents (Agent Personality Traits), Organizational Characteristics (Adopter Characteristics), and Environmental Influences positively and significantly affect TAM. From the results, the Personality Traits of marketing agents ($\beta = 0.267$) must be seen as an antecedent of TAM in digital social media. More importantly, the

author found that the influence of Perceived Barriers had an insignificant negative effect ($\beta = -0.072$) on TAM.

Based on the results of the analysis, hypothesis testing, and research discussion, new findings were obtained in this research, presented in Figure 8.

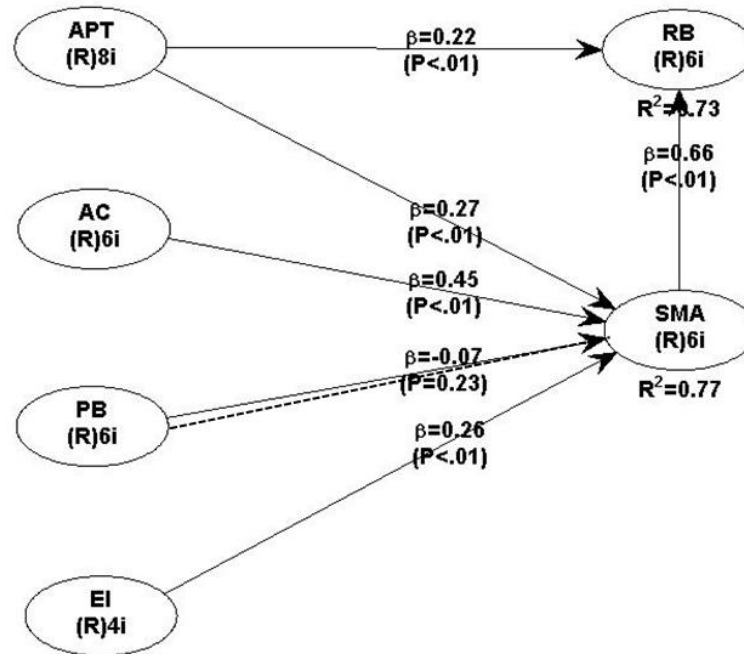


Figure 8. Research Finding
Source: WarpPLS Output (2021).

Information:

- > New findings
- > Not a new finding

From the research findings, it has become a new paradigm of the influence of Perceived Barriers, which does not have an influence on administrators in the Tourism Awareness Group to adopt social media in their marketing activities because administrators feel the investment costs incurred when adopting social media not worth the potential benefits that administrators can and believe that social media can help with marketing activities.

The author also found that the influence of Organizational Characteristics ($\beta=0.446$) on TAM was greater than the other three factors. Personality Characteristics of marketing agents (Agent Personality Traits) ($\beta=0.267$), Perceived Barriers ($\beta= -0.072$), Environmental Influences ($\beta=0.255$). As suggested

by Wamba and Carter (2014), company innovation and size are significant factors in adopting social media. In the author's context, the policies in force in the organization encourage administrators to adopt social media for their marketing activities. To increase social media adoption and long-term relationships, organizations must remain oriented toward organizational goals.

Conclusion

This study found several important things: first, when a marketing agent is open to new things, their adoption of social media marketing will be better. Second, Adopter Characteristics significantly and positively influence the Adoption of Social Media Marketing in marketing activities at the Muslim Community Tourism Awareness Group (Pokdarwis). This shows that the higher the Adopter Characteristics, dominated by organizational policy indicators, the higher the Adoption of Social Media Marketing. Adopting social media marketing significantly and positively affects the relationship benefits of marketing activities in the Muslim Community Tourism Awareness Group (Pokdarwis). This shows that the higher the Adoption of Social Media Marketing, which is dominated by the Effective indicator, the higher the Relational Benefits.

Thus, the innovative aspect of this study is that the personality traits of the management of the Tourism Awareness Group (Pokdarwis) significantly and positively influence Relational Benefits in marketing activities at the Muslim Community Tourism Awareness Group (Pokdarwis). The better the personality, the more successful the marketing carried out by the agent of the Tourism Awareness Group (Pokdarwis). The higher the Agent Personality Traits are dominated by the indicator of finding new and innovative things, the higher the adoption of social media marketing.

Statements and Declarations

- Funding: This work does not receive any funding.
- Conflict of interest: The authors declare that there is no conflict of interest.

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Cite this article: Sary, K. A., & Hudayah, S. (2026). Antecedents and Consequences of Social Media Adoption in Muslim Community Based Nonprofit Organization. *Iranian Economic Review*, 30(2), 480-505.