Motives of urban and rural teenagers in using social media as a branding business in a disruptive era in the city of Yogyakarta

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ABSTRACT

Keywords

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This study investigates the motives driving city and village teenagers in Yogyakarta to utilize social media as a platform for business branding in the disruptive era, addressing two central questions: "What motivates teenagers to use social media in this disruptive era?" and "Are there differences and similarities between urban and rural teenagers in their use of social media in this disruptive era?"

Employing the Uses and Gratifications Theory as the theoretical framework, the research adopts a qualitative approach. Data is collected through interviews and observations conducted during August 2022. The study focuses on cognitive and affective motives, as well as personal and social integrative motives, as outlined in the Uses and Gratifications Theory.

The motives discovered are multifaceted and include seeking information, experiencing pleasure, enhancing personal status, fostering social connections, and releasing tension and stress. The disruptive era has significantly shaped user behavior, blurring the lines between social interaction and commerce. Businesses must adapt to this paradigm shift by embracing social commerce, leveraging user-generated content, prioritizing personalization, cultivating online communities, fostering emotional connections, adapting and innovating, monitoring and analyzing data, collaborating with influencers, investing in customer support, and prioritizing mobile optimization. These implications extend globally, as businesses worldwide must respond to the evolving behaviors and expectations of their audience in the disruptive era.

1. Introduction

In the ever-evolving landscape of economic development, the researcher finds themselves in an era of unprecedented disruption, a phenomenon of profound significance in the history of Indonesia. The disruptive era, a term that may confound some, has brought about both challenges and opportunities.

In simple terms, the disruptive era signifies fundamental and radical changes, akin to a paradigm shift. It has revolutionized the way business transactions occur, transitioning from traditional face-to-face interactions between entrepreneurs and consumers to an entirely new landscape where social media takes center stage. Social media has become the cornerstone for innovative business concepts, facilitating seamless transactions and reshaping the economic landscape.

The rapid advancement of science and technology has wielded a profound influence on the socio-cultural fabric of Indonesian society, leaving no corner untouched, from bustling urban centers to the tranquil villages. The pervasive impact of social media is palpable, as virtually everyone, both in urban and rural settings, has embraced its presence.

This widespread adoption of social media, especially among teenagers, bears consequences, both positive and negative, in the city of Yogyakarta. Ultimately, progress in the information sector leads to what the researcher often call the era of globalization. The unceasing march of technology and its associated conveniences are shaping our world, transcending geographical boundaries, from urban hubs to remote hamlets, bringing with them the ubiquitous influence of social media.

In today's world, a multitude of information channels, including the internet, mobile phones, radio, and television, have blossomed. However, it's the internet and its social media platforms that wield the most profound sway over adolescent behavior. The ease of accessibility and use of these platforms has made them the go-to means of communication for teenagers. The various facets of adolescent behavior, including negative aspects like juvenile delinquency, hedonism, and consumerism, are under the spotlight, with the role of internet social media being a central point of inquiry.

Communication, an intrinsic human need, is the vehicle through which thoughts, emotions, and aspirations are conveyed. Communication is manifest in all aspects of our daily lives, from the moment the researcher awaken to the time the researcher retire at night. Research underscores the immense proportion of our day dedicated to communication, surpassing activities like reading, writing, and even speaking, with listening dominating the lion's share. This underscores the pivotal role of communication in our social existence.

In light of the surging number of internet users in Indonesia, this aspect cannot be underestimated. Internet usage has exhibited remarkable growth (Reza & Toni, 2022), with over 82 million users in 2013. Notably, more than 30 million of these users are children and adolescents, reflecting a digital divide between urban and rural areas. Teenagers have three primary motivations for their online presence: seeking information, connecting with peers, and indulging in entertainment. The quest for information is often linked to academic pursuits, while social media and entertainment are steered by personal preferences.

The term "teenager" pertains to adolescence, a phase marked by emotional, physical, and mental development (Elizabeth B, 1967). In this work current context, the rapid evolution of communication and information technology has enabled individuals to connect seamlessly, transcending temporal and geographical constraints. This surge has been catalyzed by an array of tech products, such as computers, laptops, and mobile phones, all interconnected through the internet. The introduction of diverse social media platforms, including Facebook, Twitter, Instagram, Path, Whatsapp, and Line, has further enriched the realm of communication (Prihatiningsih, 2017)

Every social media user displays distinctive patterns of usage, defined by their duration, frequency, and underlying motives. These motivations propel individuals to engage with social media in unique ways, giving rise to personalized usage patterns.

Building on this backdrop, the research endeavors to navigate the complexities of these questions, shedding light on the intricate interplay between teenagers, social media, and the disruptive era within the unique context of Yogyakarta. Hence, based on the discussion above regarding the background of this issues, the researcher sum up the two main research questions that will be examined in this research.

a. What motivates teenagers to engage with social media in this era characterized by disruption?

b. To what extent do variances and commonalities exist between the utilization of social media by urban and rural teenagers in the context of this disruptive era?

2. Method

In the realm of research methodologies, these techniques encompass the procedures, modes, or approaches utilized to conduct investigations. They play a fundamental role in guiding the collection and organization of data. In this study, a qualitative approach has been adopted, focusing on descriptive data collection and methical data design. The researcher has employed a range of techniques, including data collection methods, data sources (both primary and secondary), data collection techniques, and data analysis methods. As the foregrounding theory that are used is in accordance to the theoretical framework below.
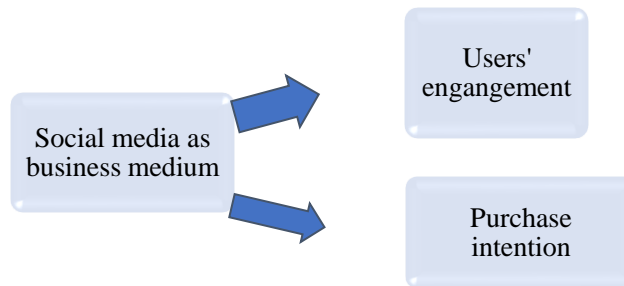
Fig 1. Theoretical Framework

The study was conducted in the city of Yogyakarta, serving as a focal point for both urban and rural teenagers. Several interviews with teenagers were conducted during the month of August 2022, providing valuable insights for the study.

Data was collected through interviews and observations. Interviews involved engaging with teenagers to gain insights into the research, while observation methods systematically selected, observed, and recorded the behavior and attributes of various entities, objects, or phenomena. This technique involved direct data collection from the field, and in the context of qualitative research, observations played a pivotal role in extracting data from event sources, places, or locations.

In terms of data analysis, qualitative research was chosen to comprehend the significance attributed to social or human issues by specific individuals or groups. The approach taken is inductive, focusing on specific meanings and translating complex situations. Data analysis began before entering the field, involving an extensive review of existing articles and journals related to Sisingaan art.

While in the field, data collection occurred in a natural setting, emphasizing processes that unfolded in the field. The research was devoid of numerical elements and emphasized descriptive and analytical presentations. Information was gathered about the core phenomena under investigation, the research participants, and the research setting. Data was collected on-site through interviews, in-depth observations, and document collection.

Subsequent to fieldwork, data collected both before and during the study was processed to extract core insights and conclusions. The post-fieldwork data analysis comprised three critical activities: data reduction, data presentation, and drawing conclusions.

Data validation was conducted through triangulation, a technique using external sources to verify and cross-reference data. This involved comparing in-depth interview results with non-repeated observations and documented findings. To ensure data reliability, source triangulation was employed by comparing observational data with interview data, contrasting public and private statements, cross-referencing individuals' statements about the researcher's situation with their statements during the research, and aligning interview outcomes with relevant materials.

3. Result and Discussion

3.1. Motives of City and Village Teenagers in Using Social Media for Business Branding

In this research, the researcher delved into the intricate motives that drive city and village teenagers in Yogyakarta to employ social media platforms for business branding during the disruptive era. Drawing upon the theoretical framework of the Uses and Gratifications Theory (UGT), the findings unveil the multifaceted motivations underlying their active engagement with social media.

In alignment with UGT, the study identified several core motives that resonated strongly with the city and village teenagers in Yogyakarta. To contextualize these motives, we draw upon the work of William J. McGuire, who categorizes them into cognitive and affective factors. Cognitive motives reflect the users' quest for information, and affective motives revolve around the desire to experience specific emotional states through social media interactions.

Cognitive Motives: In a world driven by information, social media serves as an invaluable source of knowledge. City and village teenagers in Yogyakarta are actively utilizing social media to satisfy their cognitive needs by seeking out relevant information. This information can range from product details, user reviews, or updates on the latest trends in the business world. These teenagers have recognized social media as a treasure trove of data that empowers them with the information they need to make informed decisions as consumers. As cited (Bryant & Oliver, 2009), cognitive motives encompass the user's need for information or knowledge.

Affective Motives: Beyond mere information, the affective dimension plays a substantial role in motivating these teenagers. They turn to social media platforms to experience a range of emotions and feelings. Whether it's the thrill of discovering a great deal, the joy of connecting with their favorite brands, or the satisfaction of engaging with like-minded individuals, affective motives underscore the emotional gratification that social media provides. As eloquently stated by McGuire (2013), affective motives revolve around aspects of the user's feelings and their need to achieve certain emotional states through social media.

These motives are intertwined with the daily lives of city and village teenagers in Yogyakarta. As the disruptive era unfolds, the integration of these motives into their social media interactions reflects not only their individual desires but also their responses to a changing world where virtual experiences are increasingly prominent.

These findings are consistent with contemporary trends. In a world where information is abundant, and social connections are paramount, social media platforms offer a fertile ground for teenagers to meet their cognitive and affective needs. According to a report by Statista, social media platforms have become central hubs for information sharing, communication, and even e-commerce. For example, Instagram has evolved into a platform where users can explore products, seek product information, and even make purchases directly within the app.

As per the Statista (2023) report, Instagram's integration of shopping features aligns with the cognitive motives of teenagers seeking product information. Additionally, the emotional satisfaction drawn from interacting with favorite brands is facilitated by platforms like Instagram. The emotional appeal of these platforms is further highlighted by the rising trend of user-generated content, which fosters a sense of connection and community. This reflects the affective motives mentioned in the research.
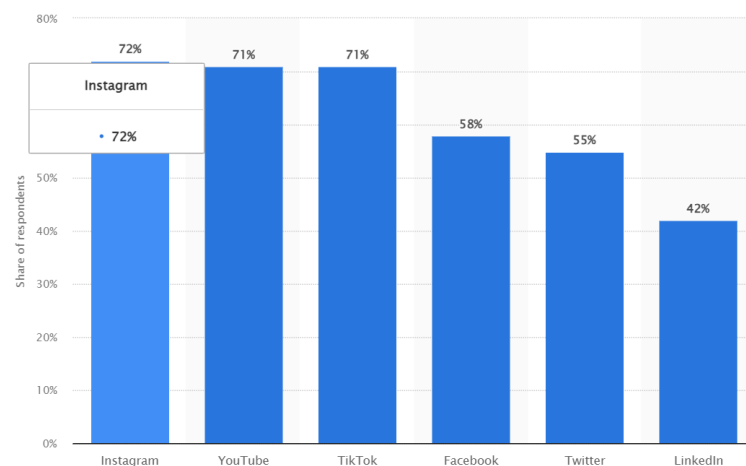

Fig 2. Percentage of Social Media influences on Teen's Shopping Behavior
Source: Statista (2023)

In essence, the findings underscore the symbiotic relationship between the motives of city and village teenagers and the dynamic landscape of social media during the disruptive era. It reveals how these platforms not only meet their cognitive and affective needs but also serve as powerful tools for business branding and engagement.

As the disruptive era continues to reshape our world, it is essential for businesses to acknowledge these underlying motives and align their strategies accordingly. Understanding that city and village teenagers actively turn to social media in pursuit of information and emotional fulfillment empowers businesses to craft branding and engagement strategies that resonate with their audience's core desires.

Moreover, it's important to recognize that these findings have implications that extend beyond Yogyakarta. They provide valuable insights for businesses worldwide, illustrating how social media serves as a bridge to fulfill cognitive and affective motives, fostering user satisfaction and brand loyalty.

The adoption of Uses and Gratifications Theory provides a valuable lens through which to understand this behavior. Cognitive motives, such as the need for information and knowledge, align with teenagers' quest to stay informed about products and brands. Affective motives, on the other hand, encompass the emotional aspects of social media usage, including experiences of joy and pleasure derived from engaging with brands. These motives underline the multifaceted nature of teenage engagement with social media in the context of business branding.

Additionally, it is essential to consider the broader social conditions that influence teenagers' motivations. Factors such as societal pressure, increased awareness due to the disruptive era, and the limitations on real-life interactions due to certain circumstances impact the motives of city and village teenagers. Social media serves as a medium for both coping with these pressures and realizing specific social values.

Understanding these complex motives is vital for businesses seeking to effectively engage with the teenage demographic on social media. By aligning their branding strategies with these motives, businesses can foster stronger connections and resonance with their target audience, ultimately driving success in the disruptive era.

This extended analysis provides a deeper insight into the motives of city and village teenagers and emphasizes the importance of businesses recognizing and catering to these multifaceted needs in their branding strategies.

3.2. The Disruptive Era: Shaping Motives and User Behavior

The disruptive era has assited in a transformative wave in the world of business and social media. It's an era where traditional business models have been upended, and the digital landscape has become the new frontier for brands and consumers alike. The researcher explores how this disruptive era shapes the motives and behaviors of city and village teenagers in Yogyakarta, shedding light on their dynamic engagement with social media for business branding.

In this era, the influence of the Uses and Gratifications Theory (UGT) becomes even more pronounced. The researcher examined how city and village teenagers navigate the disruptive landscape and adapt their motives and behaviors accordingly.

Virtual Shopping as a Norm: The disruptive era has seen a monumental shift in shopping behavior. The internet and social media have become primary avenues for consumers to explore, compare, and purchase products and services. As a result, teenagers in Yogyakarta have embraced virtual shopping as a norm. This shift aligns with the cognitive motives highlighted by (Bryant & Oliver, 2009) as users actively seek information and knowledge. In this case, social media serves as a treasure trove of product details, user reviews, and updates on the latest trends in the business world.

The Rise of User-Generated Content: A key development in the disruptive era is the rise of user-generated content. Consumers have become not just buyers but also creators, actively sharing their experiences, reviews, and opinions on social media platforms. According to a report by eMarketer, user-generated content significantly influences purchase decisions, with 76% of consumers trusting content shared by their peers. This phenomenon corresponds to the affective motives outlined by (McGuire, 2013) as users seek emotional gratification and connection through their social media interactions.

Social Commerce Integration: Social media platforms are increasingly integrating shopping features, blurring the lines between social interaction and commerce. Instagram, for instance, has

introduced shopping tags, allowing users to explore and purchase products without leaving the app. The integration of shopping within social media platforms corresponds to the cognitive and affective motives of teenagers. It fulfills their need for information while also providing a seamless and emotionally satisfying shopping experience.

Community Building and Brand Loyalty: The disruptive era has fostered a sense of community among consumers. Brands that successfully engage with their audience through social media cultivate a loyal following. This community building aligns with the social integrative motives described by (Katz, 1974), as users interact with family and friends through these platforms. The emotional connection established with brands also corresponds to the affective motives. A report by Sprout Social reveals that 74% of consumers are more likely to buy from brands they follow on social media.

Customization and Personalization: The disruptive era places a premium on customization and personalization. Users expect tailored experiences, whether it's product recommendations, content, or interactions. This aligns with the personal integrative motives highlighted by (Katz, 1974) as users aim to gain increased status or credibility. Businesses that understand and cater to these motives can forge stronger connections with their teenage audience.

In essence, the disruptive era has redefined the motives and behaviors of city and village teenagers in Yogyakarta when it comes to social media and business branding. They have become active participants in the virtual marketplace, seeking information, emotional gratification, and a sense of community. Businesses that acknowledge and cater to these motives can thrive in this new era.

As per a survey by (Montgomery, 2014) average of 45% of global consumers expect brands to offer customized products and experiences. This reflects the demand for personalization, which is one of the key factors shaping motives and behavior in the disruptive era.
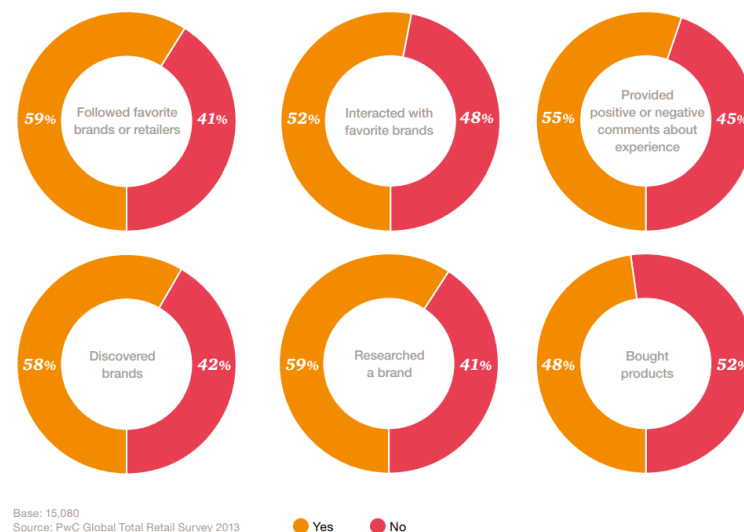

Fig 3. Social media influences the brands
Source: PwC (2014)

The researcher's findings emphasize the importance of businesses understanding the shifting landscape and aligning their strategies with the evolving motives and behaviors of their target audience. In this era, where disruption is the norm, businesses that adapt and engage effectively with city and village teenagers on social media can thrive and build lasting brand loyalty.

First and foremost, the disruptive era has blurred the lines between social interaction and commerce. The concept of social commerce, where shopping and socializing seamlessly coexist, has become increasingly prevalent. Businesses that fail to embrace this concept may find it challenging to engage effectively with their audience. Integrating shopping features within social media platforms has become essential. Social media users are now more likely to make direct purchases through

platforms like Instagram and Facebook, as highlighted by a report from eMarketer. This emphasizes the critical role of social media in the shopping process.

User-generated content has emerged as a powerful tool for building trust and brand loyalty. The disruptive era has fostered an environment where consumers actively contribute content and engage with brands. Encouraging and interacting with user-generated content has a direct impact on purchase decisions. A study by TurnTo Networks demonstrates that user-generated content is significantly more influential in driving purchases than other types of media. This shift underlines the importance of authenticity and community in the disruptive era.

Furthermore, personalization has become a hallmark of the disruptive era. Consumers now expect tailored experiences, from product recommendations to personalized marketing messages. Businesses that invest in data-driven personalization strategies can gain a competitive edge. A survey by Accenture highlights that personalized experiences significantly influence consumer behavior. Recognizing and remembering consumers can lead to a more profound connection and increased loyalty.

Online communities have gained prominence as a means of fostering brand loyalty. Businesses that focus on creating and nurturing online communities on social media platforms can strengthen their customer relationships. Engaging with customers and creating a sense of belonging can result in long-term loyalty. The Manifest's survey reveals that active social media profiles can influence purchase decisions.

Fostering emotional connections is another pivotal aspect. The affective motives of city and village teenagers in Yogyakarta underscore the importance of evoking positive emotions through social media interactions. The emotional impact of social media content is a significant driver of purchase decisions. Sprout Social's survey finds that brand content on social media can significantly influence consumer behavior. The disruptive era is marked by rapid changes and innovations. Businesses must remain agile and open to experimentation. New technologies and trends can emerge swiftly, altering consumer behaviors and expectations. Staying ahead of the curve and being willing to adapt is essential for long-term success.

Data-driven decision-making has become increasingly critical. Data analytics can provide valuable insights into audience preferences and behaviors on social media. Businesses that invest in data analysis gain a competitive advantage in understanding and engaging with their audience effectively.

Collaborating with influencers has become a potent strategy for connecting with younger audiences on social media. Partnering with influencers who align with the brand can extend reach and credibility. This approach is particularly impactful among city and village teenagers, as highlighted by a report from Influencity. Social media is not solely a marketing platform but also a customer support channel. Businesses that offer responsive and efficient customer support through social media channels can enhance the customer experience. J.D. Power's survey illustrates the significance of social media for customer service.

Finally, mobile optimization is of paramount importance in the disruptive era. With mobile devices accounting for a significant portion of website traffic, businesses must ensure that their online presence and shopping experiences are fully optimized for mobile use. In conclusion, the disruptive era has redefined the business landscape by shaping the motives and behavior of social media users, with particular relevance to city and village teenagers in Yogyakarta. Understanding and adapting to these transformations are critical for businesses seeking success in this rapidly evolving digital era. Aligning strategies with the motives and behaviors unveiled in this research is a pivotal step toward not only surviving but thriving in the disruptive era.

3.3. Implications for Business Strategies in the Disruptive Era

The research findings highlight several critical implications for businesses operating in the disruptive era. As city and village teenagers in Yogyakarta actively engage with social media for business branding, understanding their motives and behaviors is paramount for crafting effective strategies.

The disruptive era has introduced significant shifts in how businesses engage with their audience and formulate their strategies. These changes carry profound implications for businesses seeking to thrive in this dynamic landscape. Firstly, embracing social commerce is paramount. The blending of social interaction and commerce has created a unique opportunity for businesses to integrate shopping seamlessly into social media platforms, thus offering a more convenient shopping experience. Recent research highlights that over half of users are inclined to make direct purchases through social media platforms, underscoring the importance of this integration.

Secondly, the rise of user-generated content presents a compelling case for businesses to actively encourage and engage with such content. It is not merely about consumers creating content; it's about brands participating in and celebrating this authentic content. Studies indicate that user-generated content has a remarkable influence on purchasing decisions, surpassing other forms of media.

Personalization is the third implication. Consumers now expect tailored experiences, from personalized product recommendations to individualized marketing messages. In fact, research indicates that a substantial majority of consumers prefer brands that offer personalized experiences. This demands that businesses harness data to cater to individual preferences effectively.

The disruptive era also emphasizes the significance of cultivating online communities. By engaging with customers and fostering a sense of belonging, businesses can cultivate long-term loyalty. In a recent survey, a substantial percentage of consumers expressed a greater likelihood to buy from brands with active social media profiles. This insight highlights the importance of building a community of engaged customers.

Emotional connections have become pivotal in consumer behavior during this era. Businesses should focus on evoking positive emotions and experiences through their social media interactions. Content that resonates emotionally has been found to significantly influence purchase decisions.

Adaptability and innovation are fundamental in the disruptive era, characterized by rapid changes and innovations. Businesses that stay agile and embrace new technologies and trends will have a competitive edge. Consumer behaviors and expectations can shift swiftly, and companies that are quick to respond will be well-positioned for success.

Data analytics is another key facet of thriving in the disruptive era. Businesses that invest in data analytics gain valuable insights into their audience's preferences and behaviors on social media, allowing for data-driven decision-making.

Collaboration with influencers is also a vital strategy, particularly for engaging younger audiences on social media. The trust and influence that influencers wield make them valuable partners for brands.

Additionally, investing in responsive customer support through social media channels is crucial. It is not merely a marketing platform but also a key touchpoint for customer care.

Lastly, given the mobile-first behavior of the disruptive era, businesses must prioritize mobile optimization. Neglecting this aspect may result in alienating a significant portion of the potential audience.

1. Embrace Social Commerce: The disruptive era has blurred the lines between social interaction and commerce. Businesses must embrace the concept of social commerce, where shopping and socializing coexist seamlessly. This entails integrating shopping features within social media platforms, such as Instagram's shopping tags or Facebook Marketplace. A report by eMarketer underscores the significance of this approach, revealing that 55% of users are likely to make a purchase directly through a social media platform.

2. Leverage User-Generated Content: User-generated content is a powerful tool for building trust and brand loyalty. Businesses should actively encourage and engage with user-generated content on social media. It not only fosters a sense of community but also influences purchase decisions. According to a study by TurnTo Networks, user-generated content is 20% more influential on purchasing decisions than any other type of media.

3. Prioritize Personalization: The disruptive era places a premium on personalization. Consumers expect tailored experiences, from product recommendations to personalized

marketing messages. Businesses should invest in data-driven personalization strategies. A survey by Accenture found that 91% of consumers are more likely to shop with brands that recognize and remember them, providing a personalized experience.

4. Cultivate Online Communities: Community building is a key driver of brand loyalty. Businesses should focus on creating and nurturing online communities on social media platforms. Engaging with customers and fostering a sense of belonging can lead to long-term loyalty. A survey by the Manifest revealed that 72% of consumers say they are more likely to buy from brands with active social media profiles.

5. Foster Emotional Connections: The affective motives of city and village teenagers in Yogyakarta highlight the importance of emotional connections. Businesses should aim to evoke positive emotions and experiences through their social media interactions. According to a survey by Sprout Social, 58% of consumers say that brands' social media content has influenced their purchase decisions.

6. Adapt and Innovate: The disruptive era is characterized by rapid changes and innovations. Businesses must remain agile and open to experimentation. New technologies and trends can emerge swiftly, altering consumer behaviors and expectations. Staying ahead of the curve and being willing to adapt is essential for long-term success.

7. Monitor and Analyze Data: Data is invaluable for understanding consumer behavior. Businesses should invest in data analytics to gain insights into their audience's preferences and behaviors on social media. This data-driven approach can inform decision-making and lead to more effective strategies.

8. Collaborate with Influencers: Influencer marketing is a powerful strategy to connect with younger audiences on social media. Partnering with influencers who align with your brand can extend your reach and credibility. According to a report by Influencity, 70% of teenagers trust influencers more than traditional celebrities.

9. Invest in Customer Support: Social media is not only a platform for marketing but also for customer support. Businesses should provide responsive and efficient customer support through social media channels. A survey by J.D. Power found that 67% of consumers have used a brand's social media for customer service.

10. Prioritize Mobile Optimization: The disruptive era is characterized by mobile-first behavior. Ensure that your online presence and shopping experience are fully optimized for mobile devices. A report by Statista highlights that mobile devices accounted for 54.8% of website traffic worldwide in the fourth quarter of 2021.

In conclusion, the disruptive era has redefined the landscape of business and social media interaction. To thrive in this era, businesses must align their strategies with the motives and behaviors of city and village teenagers in Yogyakarta. Embracing social commerce, leveraging user-generated content, prioritizing personalization, cultivating online communities, fostering emotional connections, adapting and innovating, monitoring and analyzing data, collaborating with influencers, investing in customer support, and prioritizing mobile optimization are key steps toward success.

These strategies are not only relevant in Yogyakarta but also have global implications. Businesses that understand and adapt to the dynamics of the disruptive era are poised to flourish in an ever-changing digital landscape. The researcher's findings emphasize that businesses must remain proactive and attentive to the evolving behaviors and expectations of their audience in the disruptive era. By aligning strategies with the motives and behaviors uncovered in this research, businesses can not only survive but thrive in this era of disruption.

4. Conclusion

In conclusion, this research delves into the motives of city and village teenagers in Yogyakarta for using social media as a platform for business branding in the disruptive era. The study adopts the Uses and Gratifications Theory, emphasizing cognitive and affective motives, as well as personal and social integrative motives. The disruptive era has reshaped the social media landscape, where users actively

engage in various activities, including shopping and connecting. The motives discovered in this research are multifaceted, including seeking information, experiencing pleasure, enhancing personal status, fostering social connections, and releasing tension and stress.

The disruptive era has had a profound impact on the way teenagers in Yogyakarta utilize social media for business branding. As the era blurs the boundaries between social interaction and commerce, businesses must adapt to this paradigm shift. Embracing social commerce, leveraging user-generated content, prioritizing personalization, cultivating online communities, fostering emotional connections, adapting and innovating, monitoring and analyzing data, collaborating with influencers, investing in customer support, and prioritizing mobile optimization are key strategies that businesses should consider.

The implications extend beyond Yogyakarta, as these strategies hold relevance in a global context. The disruptive era has assisted in a new era of business and social media interaction, and businesses worldwide must adapt to these changing dynamics. The researcher's findings emphasize the need for businesses to remain proactive and responsive to the evolving behaviors and expectations of their audience. Success in the disruptive era requires a holistic approach, aligning strategies with the multifaceted motives of social media users.

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