

## Understanding Millennial And Social Media Trend To Promote Village Sdgs

Dimas A. R. Prawiranegara<sup>1\*</sup>

### Abstract

*Millennials make up the second largest generation in Indonesia with 25.87% of total population that become a key driver in the country's sustainable development as 80% of them concern climate change's impact. As the millennial majority use social media daily, it provides the government with a low-stakes entry point to build their initiative awareness, grow personal brands, and engage with the public, including promoting village SDGs campaigns. Hence, it is necessary to figure out millennials comprising their lifestyle, interest, and social values to accelerate village SDGs achievement. This study will discuss millennials' behaviour and recent social media trends to propose ways for promoting village SDGs among millennials through reviewing Indonesia millennial and social media trend reports. Five types of social media activities are identified including look for funny or entertaining content, research brand, keep up- to-date with news and current events, message friends and family, and share photos or videos. News and politics, entertainment, food and culinary, and sports and music are top content topics preferred by Indonesia millennials with Facebook being the most popular social media used by them (88%), followed by Youtube 84%, Instagram 70%, TikTok 38%, and Twitter 10%. Promoting content preferred topics by millennials that are appropriate with activities by platform play a pivotal role in promoting village SDGs, such as infographics in Instagram and funny videos with trending presets or music in TikTok. Moreover, stakeholders may work with digital agencies or influencer enhancing campaigns through paid ads or content. Understanding millennials and their social media behaviour enables stakeholders promoting village SDGs by using multichannel strategies that create multiple points of contact which, in turn, nurture leads and increase village SDGs awareness.*

**Keywords:** Millennial, Promoting, Social Media, Village SDGs

### 1. Introduction

Millennials make up the second largest generation in Indonesia with 25.87% of total population with the median age in the country is 29.9 years old (Hootsuite, 2021). As 80% of them concern climate change's impact on future generations, they become a key driver to achieve the country's sustainable development including achieving village sustainable development goals (Figure 1). Until 2022 more than 80% of Indonesian millennials use social media daily and are heavy users of the internet (more than 4 hours per day) according to data from IDN Research and Alvara Institute (Utomo & Heriyanto, 2019; Alvara Institute, 2020). Moreover, Indonesia is in the top 3 countries with Instagram time spent using mobile apps at 16 hours per month, above the worldwide average 11.2 hours. While Indonesia Facebook and TikTok time spent per day below the worldwide average, the country is the top three and top second largest advertising audiences of Facebook and TikTok respectively (Medlimo, Septania, Hapsari, Zuleika, & Agustin, 2022; Sulistiobudi,

---

Directorate of Special Region Development, Ministry of Village, Development of Disadvantaged Regions, and Transmigration<sup>1</sup>

Merizka, Syawie, & Paramitha, 2023; Thalib, Suaib, Lawani, & Aldi, 2024)(Hootsuite, 2022).

For government, social media bring a variety of benefits in supporting government communications and wider objectives (Information Technology Authority Oman, 2016; Mickoleit, 2014) including:

- Increase audience reach and improve the accessibility of Government communication;
- Reflect the communication channel preferences of Indonesian;
- Meet public expectations of modern service organizations and enhance reputation;
- Support government transparency and accountability;
- Support more involved relationships with citizens, partners and other stakeholders;
- Enhance Government response to quickly adjust or refocus communications;
- Increase public participation and engagement.

Since social media play a vital role in promotion and drive public opinion, it provides the government with a low-stakes entry point to build their initiative awareness, grow personal brands, and engage with the public (Alguliyef & Yusifov, 2018), including promoting village sustainable development goals (SDGs) campaigns among millennials.

On the other hand, only 30% of Asian governments fully utilized social media to communicate and disseminate information and this led to missed chances to better engage in greater community participation (Gultom, Salsabila, Lodan, Dompok, & Hairri, 2023; Khomsin, 2023)(Dominic & Gisip, 2021). Moreover, despite its pivotal role and enormous benefits, study of millennial and social media trends for promoting government policy and campaign in Indonesia are still limited. Besides, the stakeholders of village SDGs' social media accounts such as Kemendespdtt and sdgsdesa.id are still needed to support and improve their social media strategy to pass global Instagram engagement rate at 1.94% (Figure 2). Hence, it is necessary to figure out millennials comprising their lifestyle, interest, and social values as well as social media trends to accelerate village SDGs achievement through promoting village SDGs on social media effectively.



Figure 3. Village SDGs

Source: Ministry of Finance Republic of Indonesia (2020)

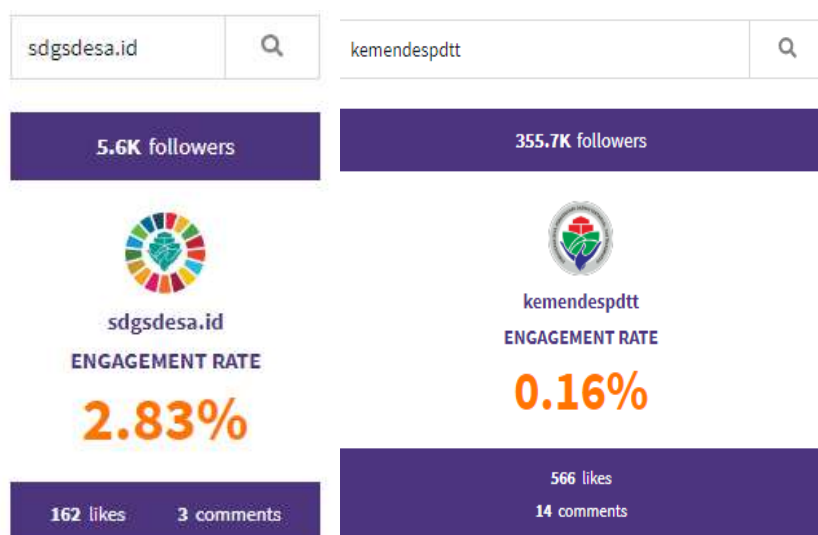


Figure 3. sdgsdesa.id and kemendesdtt engagement rate

## 2. Literature review and hypothesis development

Indonesia's millennial character as the country's key development has been portrayed by Utomo and Heriyanto (2019; 2020; 2022) and Alvara Institute (2020). Since the majority of Indonesia's millennials are social media active users, analyzing social media trends to bring comprehensiveness is needed. Recent social media trends have been analyzed by Hootsuite (2021; 2022; 2023), Hubspot (2022; 2023), and Meta (2023).

Overall, the primary objective of social media for governments is to improve communications, followed by stakeholder engagement and service delivery improvements. It is heavily used to increase public participation and helps to influence online users of social media sites to change their perception towards the government because it is cost saving and breaks the costly traditional media in the government budget (Mickoleit, 2014). Moreover, the importance of social media for promoting government policy and disseminating information to the public also has been discussed by Karakiza (2014), Alguliyef & Yusifov (2018), Hootsuite (2020), Dominic & Gisip (2021), and Setiawan (2021).

Besides, promoting Sustainable Development Goals (SDGs) through social media has been discussed by Saha and Kayal (2019) and Balaswamy and Palvai (2017). They suggested the importance of social media to achieve sustainable development and the majority of respondents that were familiar with SDGs were using facebook followed by instagram and 20% source of their knowledge of SDGs for the first time was from social media. Therefore, understanding millennial character and social media trends determine how the stakeholders promote village SDGs through social media.

## 3. Methodology

Indonesia Millennial Report and social media trend report from 2019 to 2023 were compiled to analyse Indonesia millennials' value, interest, and their social media behaviour. Those data were integrated with recent case studies to result in suggestions for promoting village SDGs among Indonesia millennials through social media.

## 4. Results and discussion

### 4.1. Social Media Trend 2020-2022

Facebook is the world's most used social platform followed by Youtube, Whatsapp, Instagram, Wechat and TikTok that also has the highest percentage of audience overlaps

ranging from 79% to 87,8% with Instagram in second position (Figure 3). People use social media for varied reasons and motives that lead to different types of social media activities. Hootsuite (2023) has divided social media activities into five types including for funny or entertaining content, research brand, keep up- to-date with news and current events, message friends and family, and share photos or videos (Figure 4). Tiktok ranked first for motive to look for funny or entertaining content, Instagram is used to follow or research brands and products and post or share photos or videos, while Facebook is used to keep up to date with news and current events.

However, the rapid change of social media user and behaviour lead to arising of challenges in promotion through social media such as creating engaging content, reaching target audience, and finding ideas for new content (Figure 5). Hence, three major trends are identified to overcome those social media promotion challenges comprise the king of social media, the content trend, and social media as search engine.

	UNIQUE TO PLATFORM	ALSO USING FACEBOOK	ALSO USING YOUTUBE	ALSO USING WHATSAPP	ALSO USING INSTAGRAM	ALSO USING TIKTOK	ALSO USING TELEGRAM	ALSO USING SNAPCHAT	ALSO USING TWITTER	ALSO USING REDDIT	ALSO USING PINTEREST	ALSO USING LINKEDIN
FACEBOOK USERS	0.7%	100.0%	74.7%	72.7%	78.1%	47.8%	42.0%	31.0%	48.8%	14.4%	36.1%	31.5%
YOUTUBE USERS	0.9%	79.0%	100.0%	72.4%	77.5%	45.8%	44.8%	30.0%	51.3%	16.7%	39.0%	30.7%
WHATSAPP USERS	1.5%	81.0%	76.8%	100.0%	80.2%	46.4%	48.9%	34.0%	49.0%	13.8%	37.7%	33.0%
INSTAGRAM USERS	0.1%	82.9%	77.8%	76.4%	100.0%	50.4%	47.0%	36.6%	54.2%	15.5%	40.0%	31.7%
TIKTOK USERS	0.1%	84.6%	80.5%	73.7%	83.9%	100.0%	46.9%	40.9%	56.6%	17.1%	43.6%	31.2%
TELEGRAM USERS	0.2%	83.2%	81.5%	86.9%	87.6%	52.4%	100.0%	40.0%	60.4%	18.0%	43.1%	39.3%
SNAPCHAT USERS	0.0%	83.1%	79.2%	79.3%	89.6%	60.1%	52.6%	100.0%	61.8%	23.0%	49.6%	39.0%
TWITTER USERS	0.2%	83.7%	80.1%	75.5%	87.6%	54.9%	52.3%	40.8%	100.0%	21.8%	44.1%	39.8%
REDDIT USERS	0.1%	81.2%	81.8%	69.6%	82.1%	54.6%	51.1%	49.8%	71.6%	100.0%	58.6%	50.7%
PINTEREST USERS	0.2%	82.7%	79.8%	77.5%	86.2%	56.5%	49.9%	43.6%	58.9%	23.8%	100.0%	41.8%
LINKEDIN USERS	0.2%	87.8%	77.8%	82.6%	83.3%	49.1%	55.4%	41.8%	64.7%	25.1%	50.9%	100.0%

Figure 3. Social media users overlap  
Source: Hootsuite (2022)

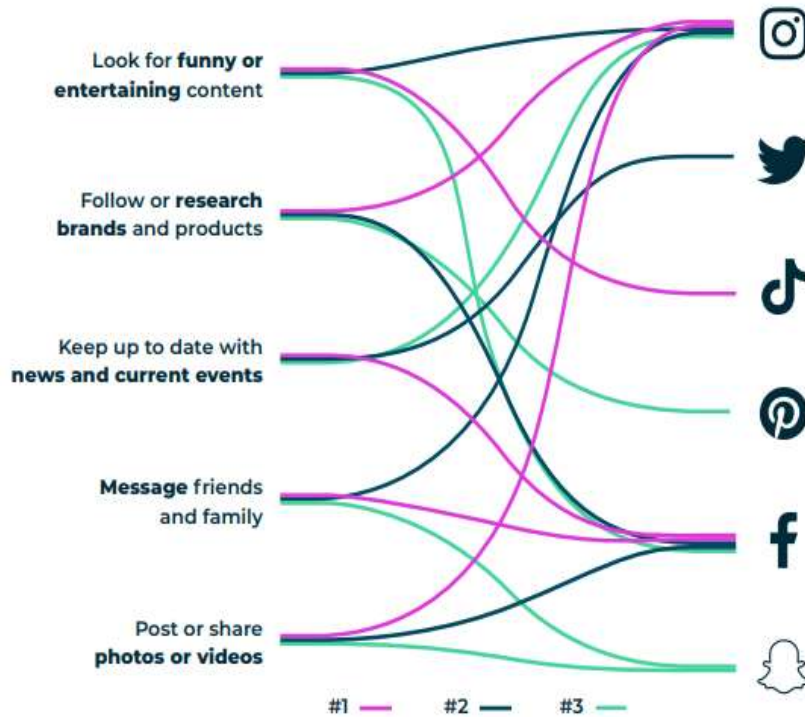


Figure 4. Social media activities by platform  
Source: Hootsuite (2023)



Figure 5. Social media promotion challenges  
Source: Hubspot (2022)

#### 4.1.1. Trend 1: Instagram Remains the King of Social Media (with Facebook)

Despite TikTok’s popularity among Gen Z, on the whole, digital marketers believe that Instagram has the greatest potential to grow in 2023. Furthermore, Instagram shows better engagement rate for all post types (1.94%) than Facebook (0.07%) that is shown in Figure 6. Instagram has proven to be the best source of Return on Investment (ROI), engagement,



and quality leads (tied with Facebook) as well as potential to grow audiences (Figure 7) up from second place after Facebook in 2022 (Hootsuite, 2022). Marketers also feel that the Instagram algorithm is the most accurate, and that it's the best place to grow a brand audience (Boubacar & Bans-Akutey, 2023; S Suharto, 2020; Tanha et al., 2023)(Hubspot, 2023). Three ways to grow on Instagram in 2023 are using Instagram latest features for organizations or business, optimizing posts for engagement with informational captions, and sharing user-generated content about brand, product, or policy. Besides, Instagram is the most favourite social platform influencer plan to work in 2023 (Figure 8) as 21% of social media users aged 18-54 have made a purchase based on an influencer's recommendation in the past three months. In addition, as Instagram and Facebook parent company, Meta (2023) reports 855% and 631% increase in growth in conversation about planetary science and Chinese astrology respectively. Moreover, there is a significant increase for home improvement for 535% as people aged 18-44 craft 75% of home improvement posts on Facebook. Reelsquotes hashtag (#) is the most used hashtag with increase 646% followed by #gymreels and #bikereels.

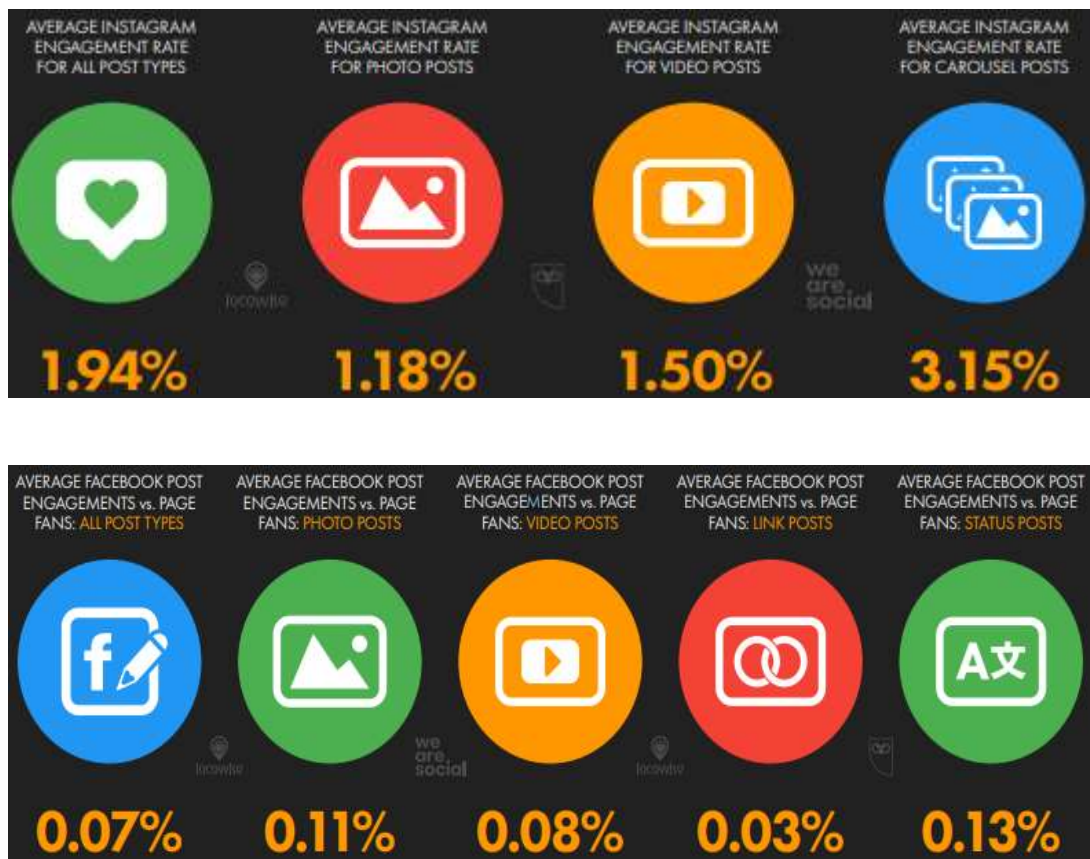


Figure 6. Instagram (above) and Facebook (below) engagement benchmarks  
Source: Hootsuite (2022)

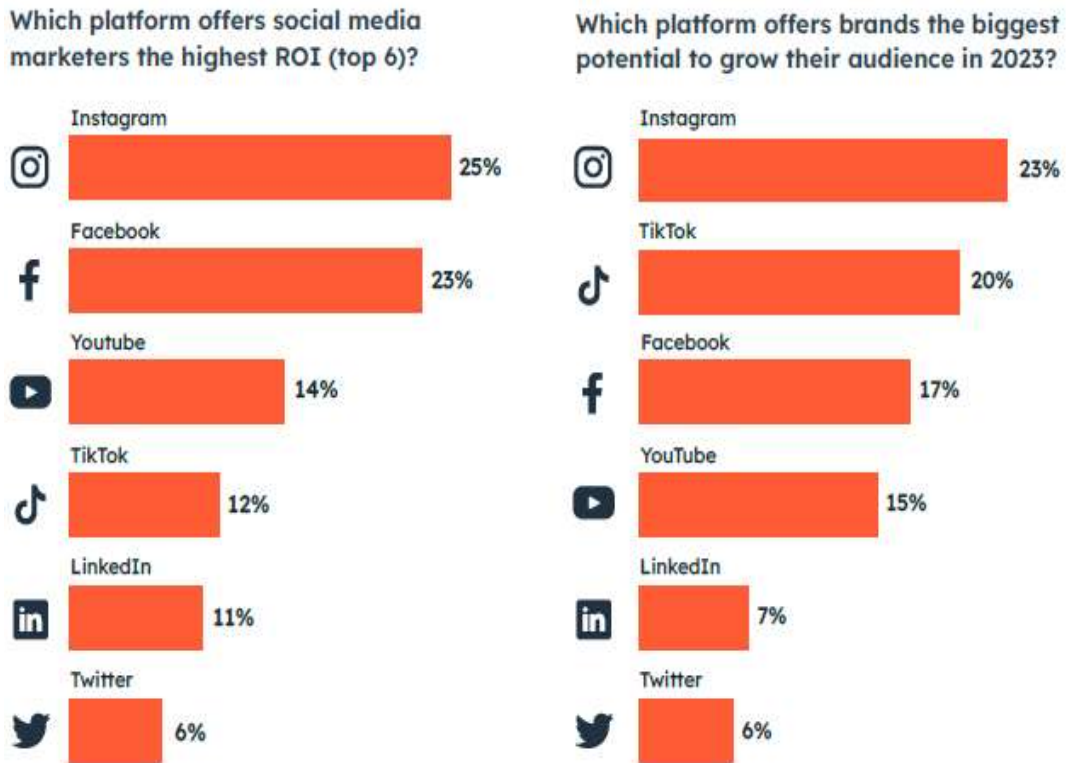


Figure 7. Top social media platform creating highest ROI and biggest potential to grow audience  
Source: Hubspot (2023)

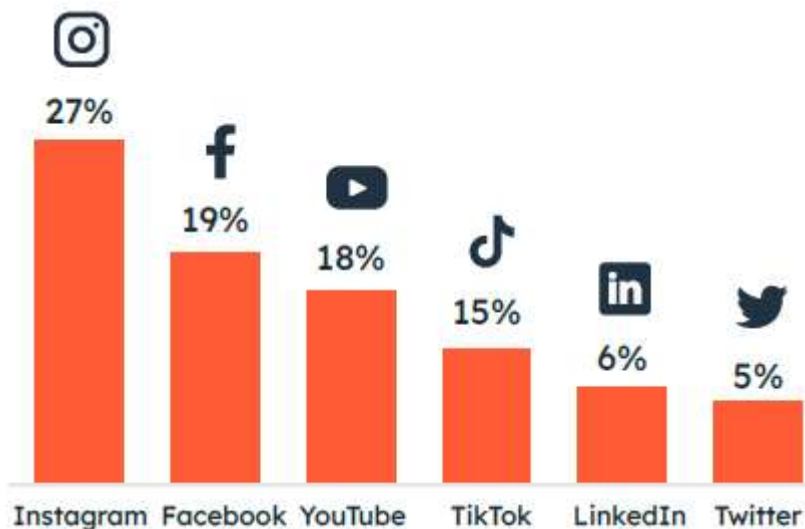


Figure 8. Top social media platform work with influencer  
Source: Hubspot (2023)

#### 4.1.2. Trend 2: Content Trend to Watch

Overall, video is the top media format for the third year in a row, but specifically, short-form video platforms like TikTok and Instagram Reels are growing the fastest (Figure 9). While marketers are most likely to use content that matches their brand identity or industry, the most effective posts are 1) funny and 2) interactive.

Furthermore, in terms of Return on Investment (ROI), short form video and live streaming video are creating high ROI, while meme and infographics result average ROI, and VR and live audio chat rooms result low ROI (Figure 10). Relatable content is the prominent way to achieve a satisfying return on social media investments (Figure 11). Relatable content shows social media target audience that they are not alone in their struggles, challenges, and successes. Being relatable is an important part of community building because when someone feels like they identify with an account posts, they will be more likely to follow and engage with that account in the future (Hubspot, 2023). Trends are great opportunities to find new audiences and reach new groups of people. Marketers who said their social media strategy was effective in 2022 are 127% more likely to look for new and emerging trends every day than ineffective marketers. Moreover, joy was the most frequent emotion that people shared on social media in 2022 (Figure 12). It is predicted that joyful content will see more engagement and mentions on social media in 2023. Besides, creating quality content is also important, 83% of digital marketers agree to focus on quality content over the quantity of content. Therefore, instead of posting on social media as often as possible, social media marketers should make the highest quality content possible, even if it means posting less often.

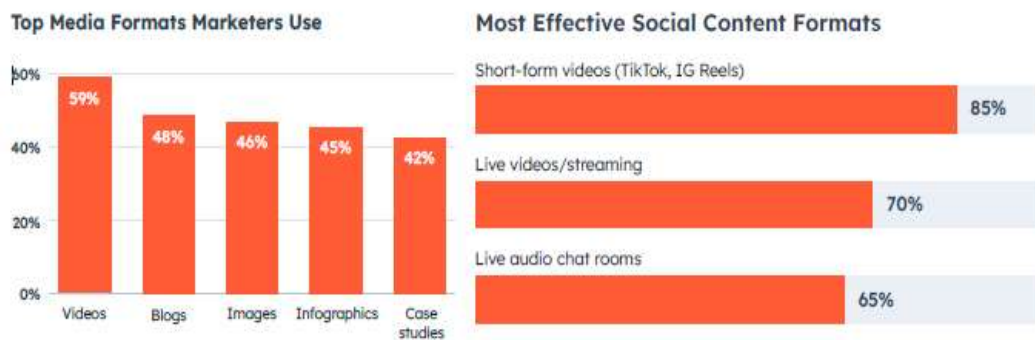


Figure 9. Top media format used (left) and most effective social content format (right)  
Source: Hubspot (2022)

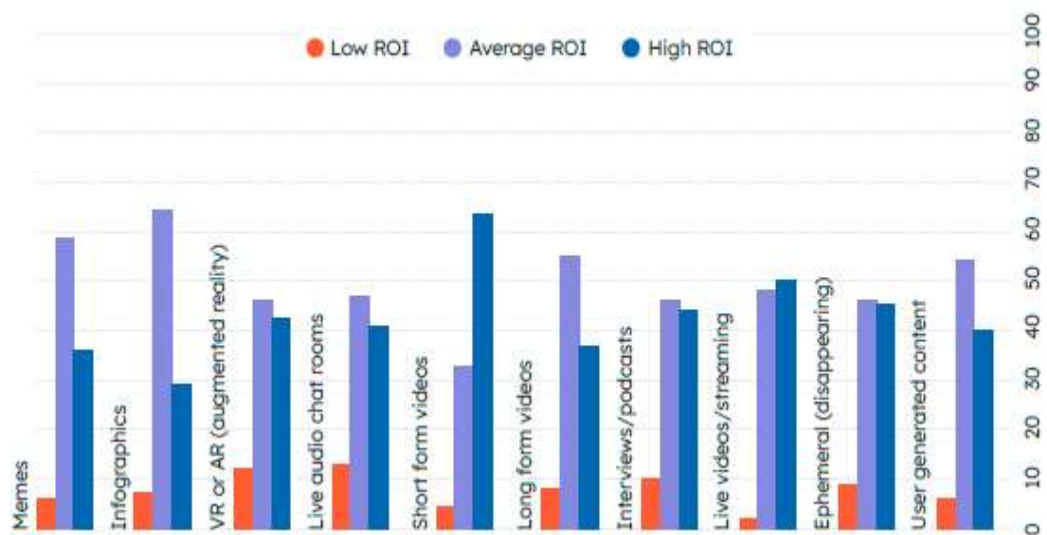


Figure 10. Content media format and its ROI  
Source: Hubspot (2023)





Figure 11. Content type offers the biggest ROI on social media  
Source: Hubspot (2023)

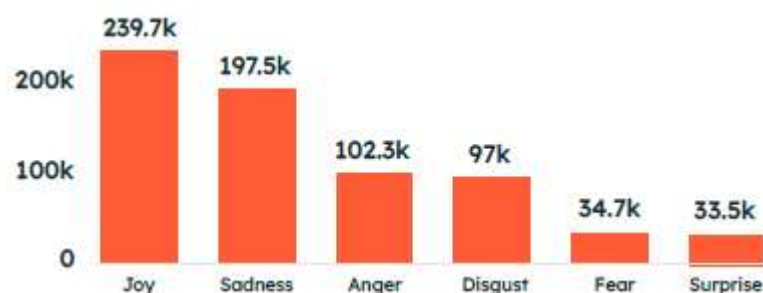


Figure 12. Consumer emotions in conversation while watched online  
Source: Hubspot (2022)

#### 4.1.3. Trend 3: Social media replace search engine

Social search is becoming more popular than search engines, and SEO has entered the social chat. Social media is the next opportunity for search optimization. In the past year, TikTok surpassed Google as the primary source of information for Gen Z, while millennials followed by 22% in second place (Figure 13). Almost a quarter (24%) of consumers aged 18-54 already go to social media first to search for brands. Many digital marketers rate Instagram, Facebook, and Youtube as the best search capabilities platform. Optimizing brand account, overall social presence, and individual post for search, use keywords, and keep a pulse on the trends in the audience. More than half of people use search on social media to find people and interesting content, followed by brands, ideas, and products to buy. As social platforms and algorithms continue to change, it is important to think through building a strategy that optimizes for search. A great starting point is choosing relevant keywords, increasing accessibility, and capitalizing on hashtags within our niche (Fitriana, Suharto, & Suwanto, 2021; Rumengan, Syarif, & Rumengan, 2020; Suharto Suharto, Japlani, & Ali, 2021)(Hubspot, 2023).

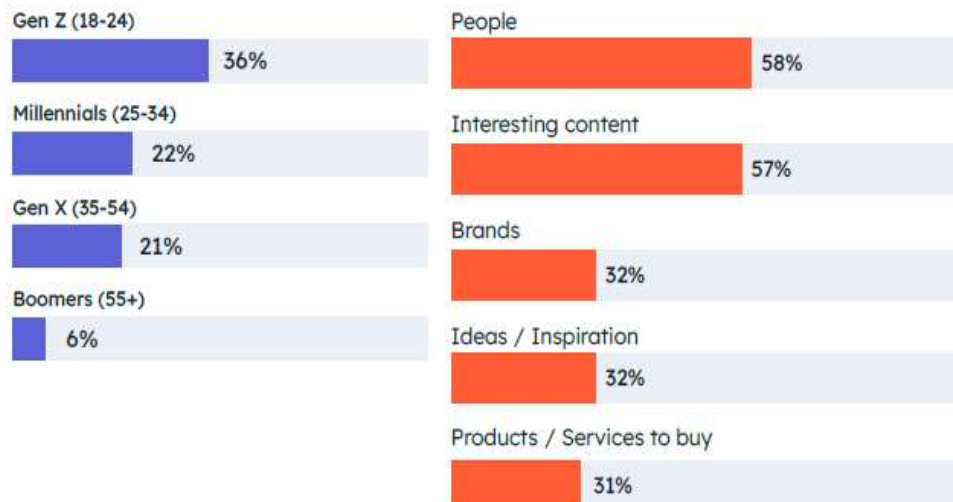


Figure 13. Percentage of consumers who search for brands on social media more often than through search engines (left) and Things to search by people on social media  
Source: Hubspot (2023)

#### 4.1.4. Social Media trend for government

There are five key social media trends for government in 2020 that have been identified by Hootsuite (2020) from delivering personalized experiences to closing the social proof gap.

##### 4.1.4.1. Government agencies deliver personalized experiences across private and public channels

Creating a seamless and engaging journey across all touchpoints is the key to build deeper community relationships at scale such as direct messaging and public social feeds.

##### 4.1.4.2. Employers take center stage in a divided world

Build strong internal cultures, amplify agency purpose with employee advocacy, and put to work the inextricable link between employee and community experience.

##### 4.1.4.3. New social platforms take the limelight

Government communicators should keep an eye on the consistent growth of platforms such as TikTok to decide whether to adapt their social media strategy, or use insights from these platforms to adapt their strategies on established networks like Facebook and Instagram for the next generation on social.

##### 4.1.4.4. Paid and organic social media converge

Social media is well established for brand awareness and community engagement. However, organic reach is declining and promoters must become fluent in conversion metrics related to paid advertising to demonstrate the true value of social media.

##### 4.1.4.5. The social proof gap closes

Three best practices that innovative government agencies are following to better measure the value of social media: take the time to identify goals and metrics that are aligned with agency's objectives, collaborate with analytics teams and other colleagues, and create a consistent system of content tags across all social initiatives.

#### 4.1. Indonesia Millennial

Overall, Indonesian millennials are divided into two groups by age, which are junior (born 1991-1998) and senior millennial (born 1983-1990). Both groups are internet heavy users with junior millennial spending more time doing online 4-6 hours per day than senior

millennial as 1-3 hours per day (Alvara Institute, 2020). Accessing social media is the second activity done by Indonesian millennials when doing online (84%) surpassed by chatting (92%) and followed by website browsing (53%) as shown in Figure 14.

Facebook is the most popular social media used by Indonesia's millennials in 2022 (88%), followed by Youtube 84%, Instagram 70%, TikTok 38%, Twitter 10%, and only 2% not using any social media platform (Figure 15). Between 2019 and 2022 the percentage of Indonesia's millennials using Facebook decreased from 93% to 88% while Instagram users increased significantly from 56.9% to 70% and 38% of them are TikTok active users in 2022.

As a one stop social platform, Facebook also offers Facebook Messenger that is used by 42% of millennials of the report survey. Moreover, the social app can be enjoyed even with minimal or no internet access (but with no picture and video), make it accessible for those with minimum internet quota or live in areas with limited coverage like rural and disadvantaged region communities. More junior millennials use TikTok (41%) compared to senior millennials (36%) with the gap between social economy class (SEC), as 43% of upper SEC use TikTok compared to lower SEC (19%). This platform is also noticeably popular among upper SEC millennials that make it the biggest economy class gap between social media platforms in Indonesia (Figure 16).

Millennials show strong preference for entertainment and lifestyle content compared to hard news. Sport, music, comedy, news and politics, entertainment, and food and culinary are the most preferred topic content by millennials with the wide gap in several topics between female and male (Figure 17). Besides, 1 of 5 Millennials consider watching sports as part of their daily routine that is dominated by soccer as nearly half of them watch Liga Indonesia followed by badminton, and English Premier League (Figure 17). After pop music, dangdut is the second genre that Millennials like the most, followed by Jazz, and rock, although there is a decrease in the percentage of millennials who like pop music from 69.3% in 2019 to 59% in 2022 with 17% of them enjoying all genres. Even though many local brands are using K-Pop idols as their ambassador, only 14% of Indonesian millennials are actually interested in listening to K-Pop (Parella, 2022; Suadun, Syarif, & Nugraha, 2020)(Utomo & Heriyanto, 2019; 2022).

Nearly a quarter of millennials are interested in playing mobile games in 2022, with more junior Millennials (25%) compared to (15%) with popular games are multiplayer online battle arena (MOBA, 32%), sports (25%), Battle Royale (23%), puzzle (18%), adventure, and action (17%). This percentage decreased significantly from 40.7% of millennials downloading online games into their smartphone in 2019 with MOBA as the top choice of games. More than a half (69%) of Millennials say that they are interested in watching local movies. Action and comedy are the most popular movie genres with 43% millennials like watching these genres, however, action genres show a declining percentage from 47% in 2019 (Figure 18).

Furthermore, Hootusite (2022) has shown Indonesia ranked 4<sup>th</sup> in countries with the percentage who follow influencers on social media (34.5% active users follow influencer) that makes influencers play an important role in millennials decision making such as buying product, interest, habit, and value. Raffi Ahmad and Nagita Slavina with their account Raffinagita1717, Ria Ricis, Atta Halilintar, Dedy Corbuzier, and Baim Wong are the most favourite influencers for millennials that share a commonality (Alvara Institute, 2020). They all have a growing YouTube account which showcases their personal lives (Yahya & Yani, 2023)(Utomo & Heriyanto, 2022).

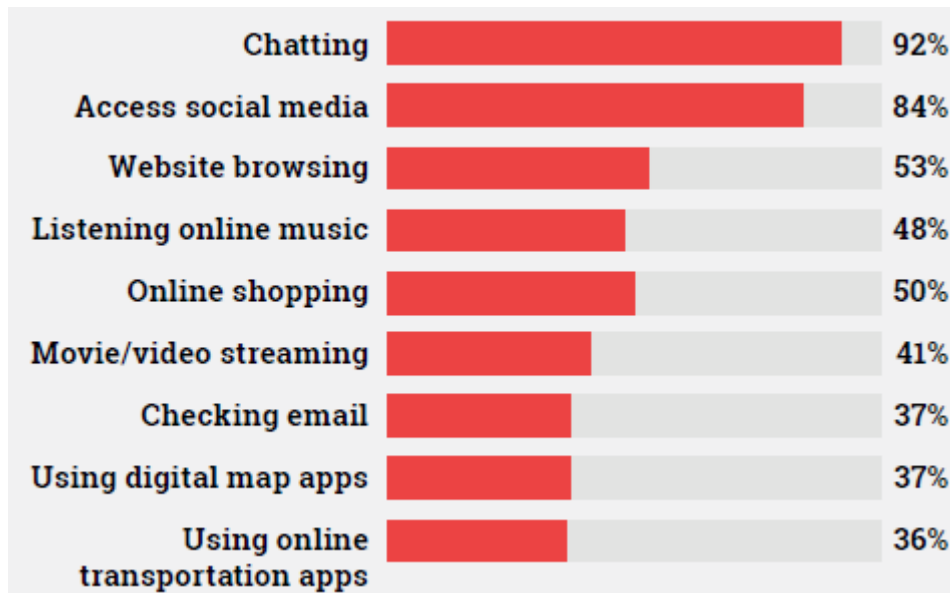


Figure 14. Online activity by Indonesian millennials  
Source: Utomo & Heriyanto (2022)

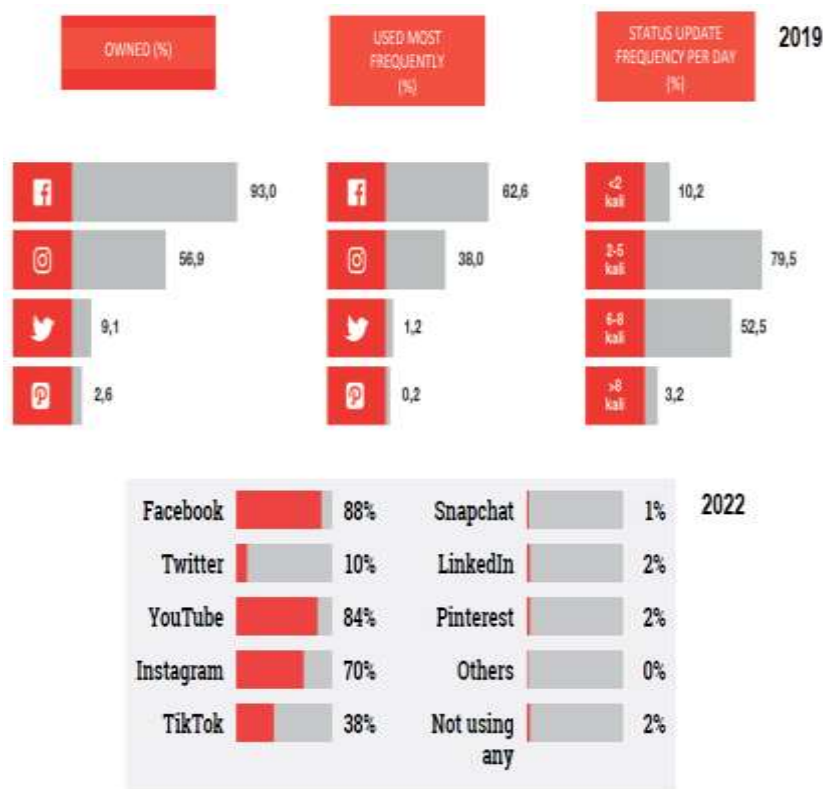


Figure 15. Social media owned by millennial between 2019 (above) and 2022 (below)  
Source: Utomo & Heriyanto (2019 & 2022)



Figure 16. TikTok user by SEC  
Source: Utomo & Heriyanto (2022)

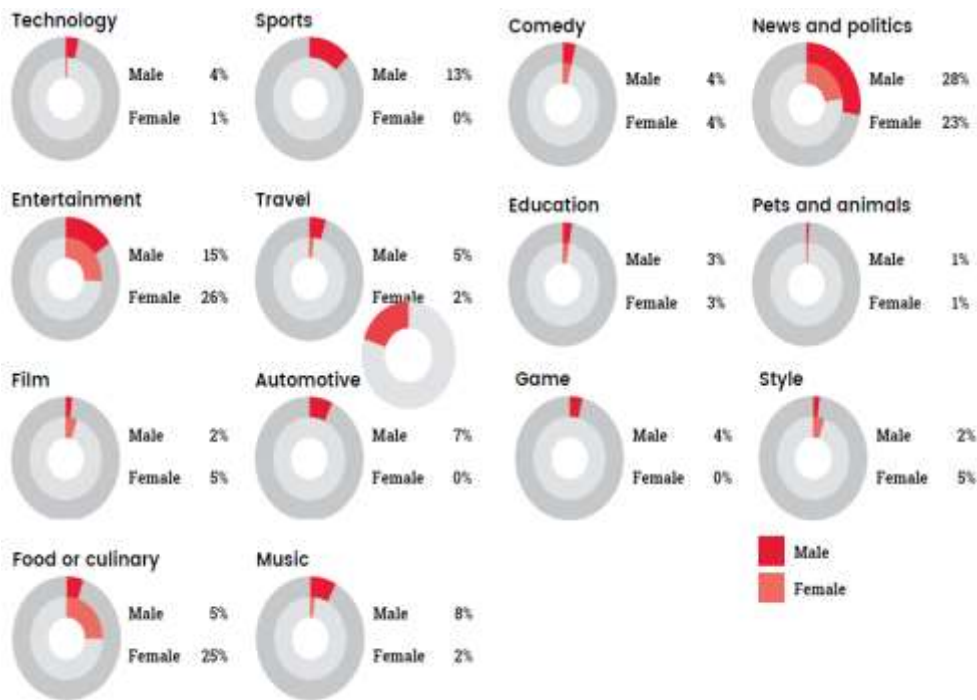


Figure 16. Most preferred topic by Indonesian millennials in 2022  
Source: Utomo and Heriyanto (2022)

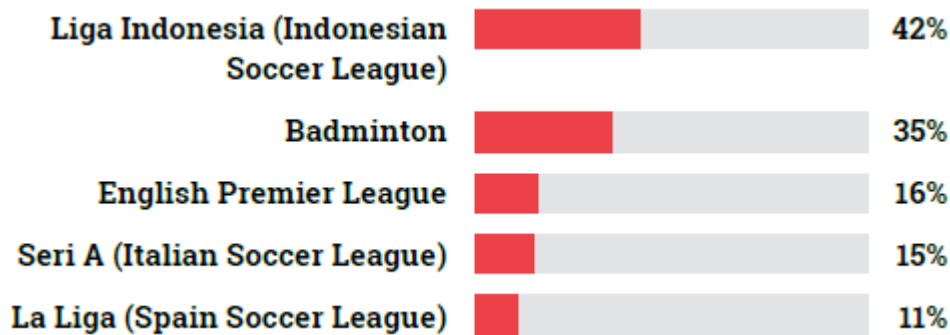


Figure 17. Top 5 sport league in Indonesia  
Source: Utomo & Heriyanto (2022)



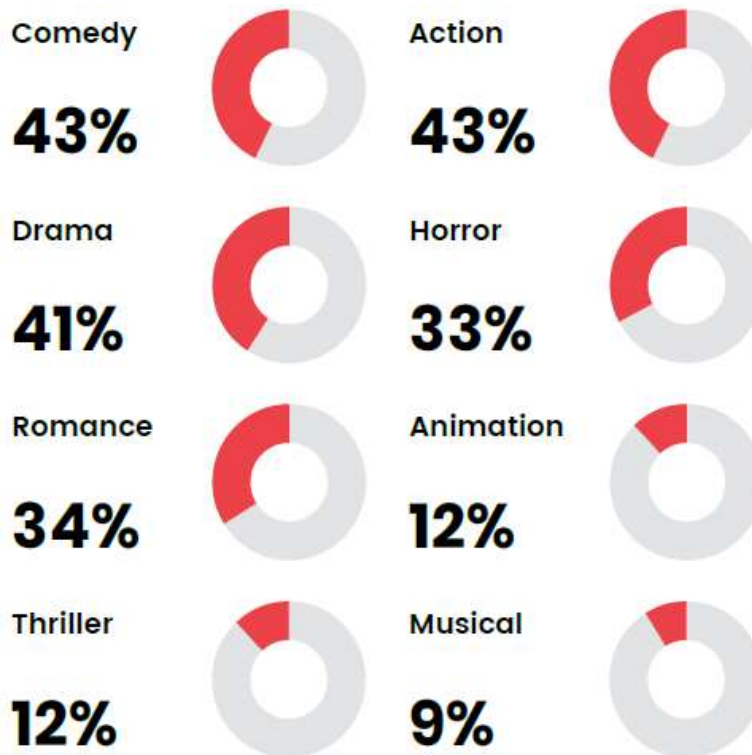


Figure 18. Preferred movie genre by millennial in Indonesia  
Source: Utomo & Heriyanto (2022)

#### 4.3. Discussion

Between 2020 and 2022, Facebook, Instagram, and YouTube have become the most used platform by Indonesian millennials. Therefore, focusing on promoting on Facebook and Instagram creates a better way to promote village SDGs to Indonesia millennials as their objectives for researching brands and keeping up to date with news and events. However, the growing number of TikTok users should be watched since the number of millennial users are increasing and Facebook active users are declining between 2019 and 2022. There are five steps that stakeholders may able to increase engagement, effectiveness, participation, and reach of village SDGs comprises:

1. Adapt with newest topic and trending content type
2. Promoting content preferred topics by millennials that are appropriate with activities by platform
3. Schedule social media post based on the most effective time for each platform
4. Collaborate with influencer or digital agency
5. Converge organic and paid social media content

As short video format and relatable content and funny content are the most effective content type, the stakeholders should make content by following this trend and use viral audio, filter, or video style. Funny memes and live stream video are also able to create engagement with audiences and high ROI.

Those content preferred by millennials must distribute through different social media that are appropriate with activities by platform. Publish events or newest updates and information with photos or graphics are suitable on Facebook, while infographics, animation, and videos are suitable for Instagram as well as funny or entertaining content are suitable for TikTok. Action and comedy movies, soccer, soft news, and pop music are topics that are liked by most Indonesian millennials. Using these topics differently in every platform may create better engagement and promotion of village SDGs.

For example, the Staffing and Organization Bureau of Ministry of Village, Development of Disadvantaged Regions, and Transmigration and Health Minister of Singapore made relatable content about activities in offices. Besides, they also used Wes Anderson video style for their social media content that were trending in May 2023 (Figure 19). The posts show the highest play and engagement rate among their recent posts and videos (Figure 20). It may be resulted because following the trend allows the post appear in explore, timeline, and similar audio and hashtag that indirectly boost the post reach and visibility

In addition, it is considered by many that the time of posting on social media will determine the engagement rate and ROI of a promotion as well as engagement within the first hour of posting will determine audience reach. Therefore, scheduling the best times to post on social media is critical for a campaign. Best hours and days to post on social media for different platforms is shown in Figure 21 with most platforms on Thursday at 6 to 9 pm. As influencers play a significant role with millennial decisions and perceptions, collaborating with them by using Instagram, Facebook, or YouTube is an effective way of promoting the Village SDGs campaign.

Lastly, since most social media algorithms allow declining organic content, paid content or digital ads are needed to boost reach, engagement, and goals of a campaign. Creating meaningful and measured paid content may be worked to boost village SDGs promotion that are measured through digital tools with google analytics as the most popular tools (Figure 22). However, the success of government programs and policies are measured through community response. (Rahadi, 2019) and the best source of guidance in using social media in the public sector comes from major mistakes and the technological change or change in local behaviour of specific social media platforms (Mishaal & Emad, 2015).

#### 4.3.1. Type of Social Media to Create for Promoting Village SDGs

1. Relatable post  
Try to campaign village SDGs with daily events that are experienced by millennials. For example, activities when going to work, school, or doing chores.
2. Behind-the-scenes content  
Make a video that shows the village SDGs content creation process or the organizations, people, and stakeholders working to achieve that goals
3. Meme + funny content  
Use humour to engage and expand the audience. In this type, we can use popular music, meme, or topics that is liked by millennials
4. Interactive content like polls and games  
This or that content, ask audience to vote something or giving them attractive quiz that related with village SDGs
5. Educational content and news stories  
Start a series that explores a news article related with village SDGs each week and why it's relevant.
6. Content that reflects village SDGs values  
Interview founder or leadership team, employee stakeholders, and beneficiaries
7. Trendy content  
Select sources carefully to avoid burned out and misunderstanding content



Figure 19. Trending content style from Birokepo.kemendesdtt (left) and Health Minister of Singapore (right) both were using #wesanderson trending style and receive good reception from audiences

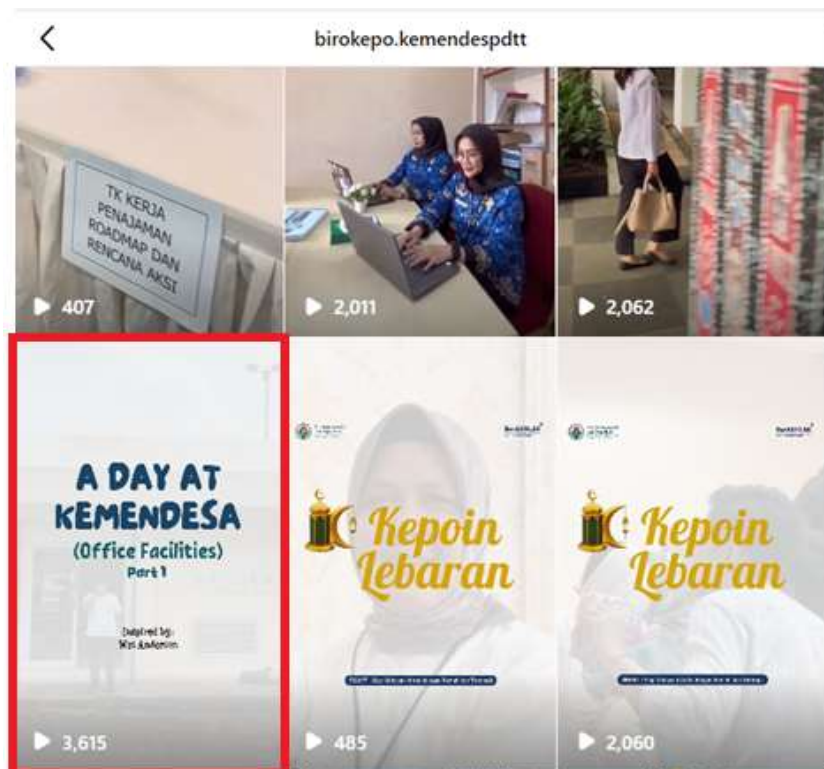


Figure 20. Comparison played video between Birokepo.kemendesdtt reels shows the highest number of plays and engagement rates are those that follow trending styles, presets, music, and hashtags



Figure 21. Best times to post on social media for different platform  
 Source: Hubspot (2022)

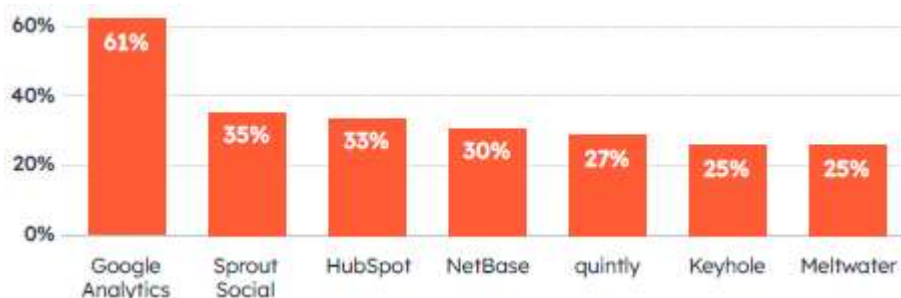


Figure 22. Tools to track social media metrics  
 Source: Hubspot (2023)

## 5. Conclusion

### 5.1. Conclusion

Action and comedy movies, soccer, soft news, and pop music are topics that are liked by most Indonesian millennials. Focusing on promoting on Facebook and Instagram creates a better way to promote village SDGs because these are the most used platforms by Indonesia’s millennials especially in rural areas. There are five steps that stakeholders may able to increase engagement, effectiveness, participation, and reach of village SDGs comprises: adapt with newest topic and trending content type; promoting content preferred topics by millennials that are appropriate with activities by platform; schedule social media

post based on the most effective time for each platform; collaborate with influencer or digital agency; and converge organic and paid social media content with best hours and days to post on social media for most platforms on Thursday at 6 to 9 pm. Understanding millennials and their social media behaviour enables stakeholders promoting village SDGs by using multichannel strategies that create multiple points of contact which, in turn, nurture leads and increase village SDGs awareness.

## 5.2. Limitation

This study uses data based on in-depth interviews in 34 Indonesian provinces, where most of the data is in 12 cities and agglomerates between 2019 and 2022 as well as global reports of major digital industries. Besides, the study focused on the most popular social media platforms including Facebook, Instagram, and TikTok.

## 5.3. Suggestion

Stakeholders should focus on topics, interests and social media that are most used by Indonesian millennials such as Facebook and Instagram. However, TikTok should also pay attention because its active users continue to increase. Proper placement of content and topics on each platform is a key for successful village SDGs promotion. Further study requires in-depth interviews focused on rural areas so as to produce more accurate data to describe millennials and their social media trends in rural areas for promoting village SDGs.

## References

- Alvara Institute. (2020). *Indonesia Gen Z and Millennial Report: The Battle of our Generation*. Alvara Research Center
- Balaswamy, B., & Palvai, R. (2017). Role of Social Media in Promoting Sustainable Development. *International Conference People Connect: Networking for Sustainable Development Nov 2017* | ISSN: 2320-2882 53, 172-180.
- Boubacar, A. I., & Bans-Akutey, A. (2023). Influence of banking regulation and supervision on banks' performance. *Annals of Management and Organization Research*, 5(2), 99-113.
- Dominic, D., & Gisip, I. A. (2021). Effect of Social Media Usage in Government Agencies' Communication Effort. *International Journal of Academic Research in Business and Social Sciences*, 11(3), 1452-1467
- Fitriana, L., Suharto, S., & Suwanto, S. (2021). Pengaruh Brand Images dan Fashion Involvement terhadap Consumer Buying Decision Process Sepatu Bata Dikalangan Mahasiswa FEB UM Metro. *Jurnal Manajemen DIVERSIFIKASI*, 1(1), 12-22.
- Gultom, D. N., Salsabila, L., Lodan, K. T., Dompok, T., & Hairi, M. I. A. (2023). Peran Humas Pemerintah terhadap Peningkatan Kesadaran Masyarakat dalam Membayar Pajak di Kota Batam. *Jurnal Studi Pemerintahan dan Akuntabilitas*, 3(1), 17-29.
- Hootsuite. (2020). *Government 2020 Social Trends*. Hootsuite
- Hootsuite. (2021). *Digital 2021 Global Overview Report: The Latest Insights into How People Around the World Use the Internet, Social Media, Mobile Devices, and Ecommerce*. Hootsuite
- Hootsuite. (2022). *Digital 2022 Global Overview Report: THE ESSENTIAL GUIDE TO THE WORLD'S CONNECTED BEHAVIOURS*. Hootsuite
- Hootsuite. (2022). *Social Trends 2022*. Hootsuite
- Hootsuite. (2023). *Social Media Trends 2023: Your guide to the future of social marketing, commerce, and customer service*. Hootsuite
- Hubspot. (2022). *State of Inbound Marketing Trends. All the latest benchmarks, insights, + resources you need to build a smarter marketing strategy*. Hubspot
- Hubspot. (2023). *Global Social Media Trends Report*. Hubspot
- Information Technology Authority Sultanate Oman. *Social Media in Government: High Level Adoption Guidelines*. Information Technology Authority, December 2016, Version 3.0
- Karakiza, M. (2014). The impact of Social Media in the Public Sector. *Procedia - Social and Behavioral Sciences* 175, 384 – 392, Elsevier
- Kayal, S. & Saha, R. (2019). Role of Social Media in Creation of Awareness for Sustainable Development Goal in Higher Education. 9. 131-142. 10.24247/ijcmsjun201914.



- Khomsin, M. A. (2023). Analisis Yuridis Perlu Tidaknya Peraturan Desa tentang Penyertaan Modal BUM Desa: Studi Kasus di Kabupaten Kudus. *Jurnal Studi Pemerintahan Dan Akuntabilitas*, 3(1), 31-39.
- Medlimo, R. A., Septania, A. D., Hapsari, H. O., Zuleika, M. F., & Agustin, T. (2022). Measuring the future of NFT as digital asset in realizing economic revitalization. *Annals of Justice and Humanity*, 1(2), 59-67.
- Meta. (2023). *Meta 2023 Trends Report*. Meta
- Mickoleit, A. (2014), "Social Media Use by Governments: A Policy Primer to Discuss Trends, Identify Policy Opportunities and Guide Decision Makers", OECD Working Papers on Public Governance, No. 26, OECD Publishing. <http://dx.doi.org/10.1787/5jxrcmghmk0s-en>
- Ministry of Finance Republic of Indonesia. (2020). Sosialisasi Permendesa PDTT tentang Prioritas Penggunaan Dana Desa 2021. Ministry of Finance. Retrieved from <https://djpk.kemenkeu.go.id/wp-content/uploads/2020/12/sosialisasi-permendesa-13-2020.pdf>
- Mishaal, D. & Emad, A. (2015). The Effect of Using Social Media in Governments: Framework of Communication Success. 10.15849/icit.2015.0069.
- Parella, E. (2022). Pengaruh Pengembangan kompetensi dan Pengembangan Kompetensi terhadap Budaya Kerja Pegawai pada Kantor Kecamatan Semaka Kabupaten Tanggamus. *Jurnal Relevansi: Ekonomi, Manajemen dan Bisnis*, 6(1), 42-56.
- Rahadi, D. R. (2019). MODEL OF SOCIAL MEDIA IN THE PUBLIC SECTOR: A LITERATURE STUDY. *Journal of Management and Leadership*, Vol 2, No.2, Nov 2019
- Rumengan, J., Syarif, A., & Rumengan, A. E. (2020). The Effect Work Autonomy, Feedback, Responsibility, and Work Knowledge on the Work Motivation of Employees at Batam University with Partial Least Square(PLS). *Talent Development & Excellence*, 12(1).
- Setiawan, A. (2021). The Use of Social Media in Public Services Delivery: A Case in Selected West Java Local Governments. *Jurnal Ilmiah Ilmu Administrasi Publik: Jurnal Pemikiran dan Penelitian Administrasi Publik*, Volume 11 Number 2, July-December 2021. Page 411-417, p-ISSN: 2086-6364, e-ISSN: 2549-7499
- Suadun, J., Syarif, A., & Nugraha, A. P. (2020). AN EVALUATION OF THE HUMAN RESOURCE PERFORMANCE OF PUBLIC HEALTH SERVICE UNIT: A CASE STUDY OF COMMUNITY HEALTH CENTERS IN BATAM. *Asia Proceedings of Social Sciences*, 6(3), 199-203.
- Suharto, S. (2020). VIRAL MARKETING, E-WOM AND CUSTOMER LOYALTY. *International Journal of Management*, 11(8).
- Suharto, S., Japlani, A., & Ali, K. (2021). Pengukuran Minat Berwirausaha Menggunakan Self Efficacy, Lingkungan Dan Pendidikan Kewirausahaan Pada Mahasiswa Feb Universitas Muhammadiyah Metro. *Jurnal Bisnis Darmajaya*, 7(1), 52-69.
- Sulistiobudi, R. A., Merizka, S., Syawie, M. Z., & Paramitha, S. P. (2023). Comparing The Online Video Review and Written Review on Increasing Intention to Purchase. *Journal of Digital Business and Marketing*, 1(1), 1-12.
- Tanha, M., Siddique, M. A., Sumon, M. M. I., Nurulhoque, M., Sazin, R., & Hossain, P. (2023). Cash Recycling Machine (CRM) & its impact on customer satisfaction: A study on UCB PLC. *Annals of Management and Organization Research*, 5(2), 72-97.
- Thalib, M. A., Suaib, R., Lawani, N. L., & Aldi, M. (2024). Understanding Capital Accounting Practices by Laundry Entrepreneurs Based on Local Wisdom Values. *Studi Akuntansi, Keuangan, dan Manajemen*, 3(2), 71-81.
- Utomo, W., P., and Heriyanto, D. (2019). *Indonesia Millennial Report 2019*. IDN Research Institute
- Utomo, W., P., and Heriyanto, D. (2020). *Indonesia Millennial Report 2020*. IDN Research Institute
- Utomo, W., P., and Heriyanto, D. (2022). *Indonesia Millennial Report 2022*. IDN Research Institute
- Yahya, Y., & Yani, D. A. (2023). Pengaruh Pengembangan Sumber Daya Manusia dan Motivasi Kerja terhadap Kinerja Pegawai pada Kantor Kelurahan Blambangan Umpu Kecamatan Blambangan Umpu. *Jurnal Relevansi: Ekonomi, Manajemen dan Bisnis*, 7(1), 47-62.
- Yusifov, F. & Alguliyev, R. (2018). The Role and Impact of Social Media in E-Government. 10.4018/978-1-5225-5326-7.ch002.