

Housewife perception of gadget functions: Economy creative opportunity in woman empowerment, theory of economic sociology perspective

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ABSTRACT

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Women as housewives can provide various responses to the existence of gadgets or better known as gadgets. With her limitations as a woman who focuses on household functions, she is still able to respond to some advances in gadget functions. The longer the function of the gadget, the more sophisticated it causes changes in behavior that are different from before, sometimes even confusing in determining good attitudes and behavior according to them. The value of multiple and not absolute behavior due to changes in the function of gadgets causes housewives to reject the latest gadgets because they harm the behavior and values they believe in. This research was conducted on several housewives. Data was collected using a qualitative approach, through interviews and direct observation of housewives. The data were analyzed using a descriptive study of modern socio-economic theory to see how housewives respond to the development of gadgets. The results showed that housewives had excessive concerns about the progress of gadgets, so they tended to reject these advances. More relented to have the latest gadgets, and do not know how to use gadgets in order to take opportunities in empowering the creative economy. This study uses an economic sociology study, to be able to provide a more comprehensive analysis in looking at the phenomenon of housewives in urban areas.

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1. Introduction

Women perceptions are regulated in Islamic family law [1], while gadgets also have a new influence on women. Obedience of women in carrying out family law as Islam regulates makes women have a different response from men. If previously religion as a regulator in his life, while the information obtained on the internet can also influence it. Even with gadgets women can read the Qur'an, refer to Islamic law. Modernity in gadgets forms special specifications that apply according to the menu and function. Gadgets are items that cannot be ignored by their existence in behavioral life. According to Morris, age and gadget are inseparable so that it affects every behavior [2]. Women also follow this development, although not as extreme as the majority of men as gadget holders [3]. Previous research revealed in various activities such as digital games give multi perspective in social and cultural life of the community, especially for teenagers. As the result, negative discourses emerge as new destructive cultures such as addiction, negative emotional effects on players, and decreasing motivation [4]–[6]. Hence for women who interesting to be entrepreneurship, they will face higher risk than men. Business such as in early human civilization then now is a male-dominated arena with ceiling effect happened to woman which availability few role models and lack confidence in some business skills. Furthermore, to be successful, women need to make a fabulous track record which can be accepted as achievements equally with men [7].

Women as workers use technology and information in the platform of mobile phones and the internet. In Sirait, the modern family still maintains strict cultural customs to maintain its social solidarity and its status and role. Women use to utilize mobile phones and the internet for communication tools with friends and distant families. Mobile and internet provide benefits in socio-cultural changes, each of which influence by factors of age, gender, education, type of work and length of work [8], [9]. Thus, digitalizing give modernity life is not the easy way to be influencing individual behavior in its social system. Moderate Muslim families can strictly maintain their traditional behavior, meanwhile women consider more to adopt gadgets as purpose for information needs to build communication as well as efforts to maintain social solidarity in order to stay connected with family.

Mobile does not only have the function to call and send messages. In some high- class mobile phones (smartphones) it even has a function as a computer. The mobile phone is very helpful for the smooth running of human activities. However, only a few of the people who use mobile phones are sensitive to the symptoms of damage to the cellphone, so most people are not aware and ignorant of the symptoms of the damage until the cellphone dies. Gadget or cellular mobile phone better known by the name of a cell phone is now almost a primary need after clothing, food, and shelter. Most of the population in this country use cellphones as a communication tool, even the numbers beat the spread of home phone use. Cellphones are one of the wireless communication devices, which use radio waves as their medium. The advantage of utilizing this radio wave when compared to the use of cable is its ability to be used mobile, it can be used anywhere as long as there is a signal. Also, the use of mobile phones does not require complicated installation such as the installation of a landline using a cable. Several studies that have been conducted in several countries, such as those at the University of Arizona, state that cellphones are often thought to cause brain tumors because they are believed to be able to deliver electromagnetic waves, although honestly until now there has been no definitive evidence. But based on the latest research, it is said that cellphones that we use every day have radiation which is quite deadly in the long run if we are not careful in using it. The influence of radio radiation emitted from cell phones has the most immediate effect on health, especially in the reproductive system [10], [11]. The state also facilitates the availability of information technology for its citizens, although it is not as expected [12].

We are faced with a new reality where our dependence on internet access to fulfill basic civil tasks is threatened by the increasing vulnerability of personal and social cyber. This dichotomy of dependency and vulnerability requires a new framework for understanding the legal and human rights status of this evolving technological reality. Many theories have tried to explain how internet access can achieve human rights status. These include the dependence on freedom of expression offered by the International Convention on Civil and Political Rights and the Universal Declaration of Human Rights. A newer approach shows that customary international law can apply, or that internet access can achieve additional human rights status. Despite repeated demands by international institutions to overcome the challenges of modern cyberspace through the lens of human rights, these various legal approaches fail to garner a consensus view in the international community. This article reviews the benefits of each of these arguments and underpins the debate in the eyes of the reality of dependency and vulnerability [13].

We compare some approaches that influence human communication to understand what interpersonal communication means into a form of social action. Specifically, we discuss the large-scale social normativity advocated by speech act theory, the view of communication as a small-scale social interaction appropriate from Gricean's approach, and the intimate relationship between communication and cooperation maintained by Tomasello. We then argue in favor of a small-scale view of communication that can take into account the normative effects of communicative actions; for this purpose, we introduce the concept of interpersonal normativity and analyze its relationship with communicative intentions [14]. Reactions to the new media range from utopian statements about their potential for democratization to fear of social deviation. This media is to see the motivation used by someone in social media and how users describe their feelings about the list of friends of their audience or how users describe themselves as members of the audience [15].

2. Literature Review

2.1. Sociology Modern

In the development of gadgets, for example, Samsung every month always produces new gadgets with various features it offers. Everyone knows Samsung as a company producing the latest technology gadgets which are the originator of the popularity of cellphones with the Android operating system. Without getting tired, he also creates innovations from his products. In just a few months this famous cellphone vendor can launch something that always attracts the attention of its consumers. Researchers observe the birth of this technological tool will be able to be a very interesting material in seeing how modernity occurs and states in a tangible form that we are still living in a modern era and have not yet moved to postmodern.

This description of modern society has been discussed in several classical sociological theories such as Marx, Weber, Durkheim, and Simmel. The four discussed the problem of the emergence and influence of modernity. Although there are many advantages and benefits offered in modernity, there are many problems faced by modern life. The economic theory of socialism is based on the idea that by relying solely on all its tools, capitalism is economically inefficient, socially disputes and unable to develop itself in the long run [16]. Marx was analyzing that modernity was determined by capitalist economics. He acknowledged the progress made by the transition from the previous society to the society of capitalism.

Men master patriarchal cultural norms in terms of inheritance distribution, even special treatment using the latest gadgets in men is preferred over women. In Holma et al, smartphones are increasing [17]. Although the correlation is not strong enough in identifying how far the decision of the family gives these privileges. The assumption that men are in the public sector is the main reason women end up giving in not using the latest gadgets. Modernity has not prepared women in the household to take a more productive role as actors. Weber's argumentation about modernity is the most decisive problem of modern life in the development of formal rationality by prioritizing other types of rationality and resulting in the emergence of the iron cage of rationality. Humans are increasingly imprisoned in this iron cage and as a result, are increasingly unable to express some of their most basic human right. Women with the domestic sector are not ready to collaborate with gadgets without balanced abilities and skills. The technological sophistication provided by gadgets transforms women as positive consumers of capitalist development. With low awareness of women, housewives tend to fall victim to some jewelry, fashion and beauty products. All the settings made to market products are no realized, so it becomes easier to manipulate and commodify. Good and unkind women, polite and disrespectful, and the appropriateness of being a woman are determined through online media which the capital owners control.

Durkheim saw that modernity was determined by organic solidarity and the weakening of collective consciousness. Collective awareness results in greater freedom and higher productivity, but there is a unique set of problems. People will feel its existence is not meaningful to modern life in other words experiencing anomie suffering. Simmel's thinking is more detailed in seeing modernity by seeing it as two interconnected sides of the city and the money economy. Cities are places where modernity is centered or intensified, while the money economy causes the spread of modernity and its expansion. Following the flow of modernity through the use of gadgets does not use the basic principles of rational thinking. Women select gadget type not only as fashionable looks and up to date features, but function based for supporting productive activities also. This can be proven from some women claiming to use gadgets without knowing the function as a whole, only went along with friends or neighbors that others have so they also have it. So women use gadgets based only on others using them, even though they don't really need it. The feeling of organic awareness because everyone uses gadgets, allows women to adopt it without first considering it. The weakening of collective awareness, with the fading of several behaviors together talking to each other, interacting with each other and behavior that does not bother others becomes a balance for gadget users. In the past, if there were problems with transportation problems, you could borrow family or neighbors, but with gadgets, you could use on-line transportation.

2.2. Gadget Modernity and its Consequences

Giddens defines modernity from four basic institutional angles, first is capitalism which is characterized by commodity production, private ownership of capital, labor without property and the class system. Second is industrialism which involves the use of natural resources and machinery to

produce goods. Industrialism is not limited to the workplace and industrialism affects a range of other environments such as transportation, communication, and even domestic life. Third, the ability to supervise, "the ability to supervise refers to the supervision of the activities of individual citizens. Fourth, is military power or control over the means of violence, including the industrialization of war equipment. Gadgets are a result of industrialism using humans as laborers in working on the manufacturing process in the field of technology and information. These workers are paid by their master, the Samsung company owner, who can manage when the product is released on the market by adding new features that are considered as innovations even though by the experts these features have long been found along with previous features. This is the power of the owner of capital in controlling the market to get as much profit as possible.

Besides, Giddens' also sees that modernity provides three essential aspects in Giddens' structuration theory, namely: first is detour, which is a separation between space and time. Second, is the release or revocation is the revocation of social relations from the local contexts of interaction and rearrangement across an unlimited span of time-space. Third, reflexivity is a fundamental feature of structuration theory about human existence, but it takes on a special meaning in modernity, namely "social practices are constantly examined and renewed within the framework of new information coming in about very practical matters, thus constitutionally change their character. The sophistication of the gadget as a communication tool has brushed away the boundaries between space and time, where there is no longer a limit for anyone to carry out social interaction anytime, anywhere and with anyone. The world is like being folded to the point of being destroyed between space and time. As a practical tool that can change the character of the owner where individuals will have very different characters based on the type of gadget they have. Someone who only has gadgets that can only phone and send SMS will be very different when compared to other people who have gadgets that function not only for SMS and telephone but can browse, social networks like FB, what apps, line, BBM, email, camera, and others. The more complete the features of the gadget, the individual will be and depends on the device. With these gadgets, everything can be done such as studying, watching TV or movies (video), sending news to friends or chatting with everyone in the world, writing articles and sending them wherever and wherever the place, camera photos, singing and others, this is which is called the world in your hand.

The market is a constantly moving machine, which only requires a legal framework without government intervention to produce growth without obstacles. Gadgets are markets created by capitalism in the struggle for modernity, so who can stop them? Because the Panzer has been opened wide and shot without control. Therefore, we need an understanding of cultural capital in fending off and understanding the cultural changes that are happening. Awareness of cultural changes as an effort to understand in the form of utilizing these changes. Efforts to understand cultural capital in the face of digital development can be done by, first, increasing knowledge about digital technology, by media literacy, not only as passive consumers but can be productive as digital businesses. Second, improving technology mastery skills, according to separate digital equipment properly and prioritize tools as needed. And the third, processing information data, using digital to master information data. In the millennial era which means that data is not information about money anymore, it is better to use data as a means of production in achieving life success, as capital in increasing the ability and readiness to continue living in the millennial era.

2.3. Economy Creative Opportunity in Theory of Economic Perspective

An area is considered to have used creative abilities in its economy based on three indicators, namely the creative economy's Gross Regional Domestic Product (GRDP), labor absorption in the creative economy sub-sector, and measurement of the value of the creative economy's exports. GRDP is the overall amount of added value created in all production business units in an area, whereas the GRDP creative economy is total added value derived from the economic sectors, as illustrated in Fig. 1. Industry, trade, food and beverage accommodation, information and communication, corporate services, government administration, education services, and other services are among the 16 economic sectors that make up the creative economy sub-sector. In this context, Mahakam Ulu's creative economy can be centered on these industries, which are projected to be a catalyst for the development and growth of other sectors.

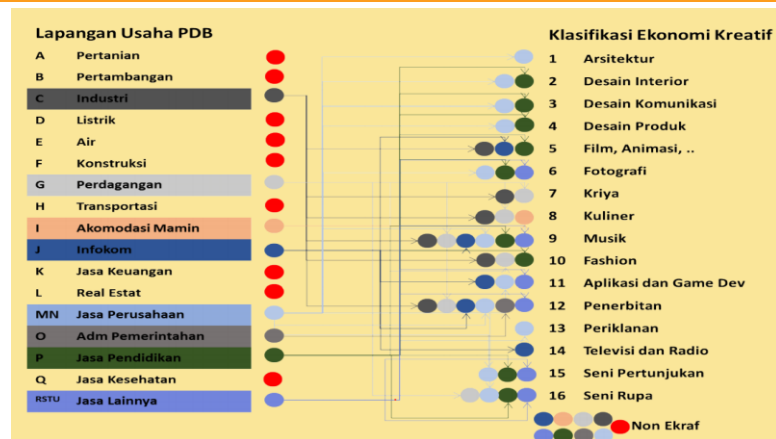


Fig. 1. Derivation of Creative Economy Sub-Sector Based on Business Field

According to the OPUS research on the 2020 creative economy, the creative economy sub-sector contributes IDR 1,211 trillion to the national GDP. With the contribution of the creative economy sector to GDP, this figure places Indonesia among the top three countries in the world. Although the data shows that Indonesia is capable of becoming a country through creating opportunities in the creative economy. Then, what about women in their home space, often known as housewives? Women with the competence and skills to use the gadgets to carry out activities in a creative economy should be able to take advantage of this opportunity. By utilizing the Balanced Scorecard Approach [18], the assessment of creative economy entrepreneurs on women can be carried out with (1) financial perspective performance on creative economy entrepreneurs, (2) economic creative entrepreneur, evaluate customer perspective performance, (3) the internal business process performance of Creative Economy Entrepreneurs, whether these women have the potential to innovate in their production processes to experience growth, and (4) the learning and growth perspective's performance on women creative economy entrepreneurs might motivate women to enhance their talents.

The creative sector necessitates a multidisciplinary approach, particularly in areas such as culture, creativity, innovation, and local development. In international literature, creativity is defined as an aggregation of creative sector firms that are not evenly spread across the region but concentrated in a single location. In agglomeration economic theory, three theories emerge as the dominant theoretical perspectives. First, how to articulate the process of institutionalizing economic institutions. The goal is to use a combination of new institutional economics (NIE) and new economic sociology (NES) to describe the processes involved in establishing institutional practices in the creative industries cluster. Second, institutional theory states that economic organization is socially constructed. And third, provide a framework text that better depicts the socioeconomic context and more clearly discusses the dynamics of enacting, embedding, and modifying organizational features and processes in the creative industries grouping [19]. The ability of the women's community to participate in the creative economy has been demonstrated, for example, in community-based women's activities. However, the community's creative economy is fueled by a partial industrial company growth model that isn't yet integrated with policymakers and other businesses like travel agencies and mass media [20].

3. Method

This study uses a descriptive qualitative research design, which is categorized as a case study on women living in urban areas, Surabaya. The women who were interviewed in depth were housewives with an age range of 21 to 45 years. That range is still young enough to develop her capacity in understanding and functioning of gadgets in his economic empowerment. The type of data used in this study is qualitative data sourced from primary data, directly from the participants. Participants' selection in this study using purposive sampling technique, with certain considerations, where the sample is taken based on the characteristics of housewives and lives in urban areas. Data were collected using in-depth interviews with 10 women who are housewives in urban environments.

4. Result and Discussion

Based on a participant who has spent her life in prudent and purity rural area convince that modern collective life is like a giant armored vehicle that is moving to a certain extent can be driven, but also threatened to go out of control to cause itself to be destroyed. This giant Panzer will destroy those who oppose it and although it will take an orderly path, it can also turn at times unimaginable at any time. The journey is not entirely unpleasant or not useful, sometimes it is fun and changes as expected. But as long as these institutions of modernity continue to function, we will never be able to fully control both the direction and speed of the journey. We too will never feel safe at all because the area being explored is full of danger. This is what happens to products offered by Samsung as a gadget manufacturer that is always in the name of being able to meet the needs of its consumers by increasing the ability of these gadgets to more and more for example, this time a gadget modern with specifications which is a refinement of the cellphone S4 This cellphone has upgraded many features from the camera to its super AMOLED capacitive touchscreen security features, 16M colors, screen size: 5.1 ", external memory can be up to 128 GB, even large internal memory 16/32 GB storage, 2 GB RAM. The main camera is 16 MP, 5312 x 2988 pixels, phase detection autofocus, LED flash, front camera 2MP. The latest type of android KitKat. 2.5 GHz Krait 400 Quad-core CPU. As if Samsung is emphasizing consumers to always change their gadgets in just a few months because there will be new and new again. Then who dares to stop the freedom from Samsung with all its innovations? If the system does not want to stop the giant Panzer from the gadget industry will continue to escape without any control.

Table.1 Housewife Perception of Gadget Functions

No.	Initial Name	Housewife Perception of Gadget Functions
1.	Um	Yes, as a means of easy and fast communication Help to work both in school and business Help provide information that is not limited by space and time. Negative internet: pornography (Youtube), Digital interactions that have an impact on social media information in society. Ex: baby digital. The development of social media / internet is increasingly widespread in children.
2.	Tk	Yes, because the internet can speed up communication, information and relationships, family, business, education quickly. And the internet can make us live critically, creatively and innovatively. Digital literacy that has an impact on information, skills/skills in the use of digital media. The very rapid development of social media has created a culture in society.
3.	St Um	Yes, because the internet has a bad effect, some has a good effect, because the desire to see what is good can also be bad. Yes, we can find out all the information, for example, if we want to make a cake, we can see our phone.
4.	END	Yes, but we all take the positives because with the internet it can speed up communication and information in our daily lives. Using social media as a place to obtain information and communication for family and friends.
5.	DN	No, because we do not live in cyberspace, the value of mutual cooperation. Unity value.
6.	ST JL	Yes, because to some extent using the internet, it really affects behavior, for example, children who are addicted to playing games using on-line, imitating tattoos, wearing unnatural clothes.
7.	ZC	Yes, because the internet can make it easier for us to communicate well. Yes, because with social media it can make it easier to see news, and from news or other info it can affect people's lifestyles.
8.	STH	Yes, because in an influential family I don't study and I can't control what children see, good or bad There are advantages to obtaining information quickly, saving time and enriching skills. Values of gotong royong, unity, friendship, cultural and religious civilization.
9.	RA	With the internet, you can sell via the internet and can see the virtual world (just to know). No, because of dependence on ourselves.
10.	YA	Because the internet has many benefits, we can do various things using the internet. No, because it depends on ourselves in doing social media.

We emphasized the study using semantic approach to descript woman perceives on their gadget. The analysis based on triangulation on physical data such as types of mobile phone or gadgets and tabulation of in-depth interviews to ten participants with criteria who faced harassment from their

spouse because they enacted to use mobile phone in daily life. Table 1 illustrates how women see the use of gadgets, demonstrating that women already know a lot about how to use these technologies for communication and company development. However, it has not been encouraged in the form of abilities that can increase the gadget's actual function.

Based on Table 1, women's perceptions of gadgets are as a means of easy and fast communication, can help to work both at school and in business, provide information that is not limited by space and time, maintain relationships, family, education quickly, think critically, creatively, and innovatively, digital literacy, skills/skills in the use of digital media, and think critically, creatively, and innovatively. Gadgets contribute to bad perceptions of pornography, digital infants, cultural shifts in society, addiction to online gaming, and alterations in young people's lifestyles such as hair coloring, tattoo copying, and wearing strange clothing. Getting information rapidly has advantages in terms of saving time and improving abilities.

According to this statement, women place a higher importance on cultural values such as mutual cooperation, unity, lifestyle, the collapse of friendly ties, and cultural and religious civilisation when it comes to the function of devices. Despite the fact that the perception of creative economic empowerment is still low, some people believe that gadgets can be utilized to sell on the internet and foster creativity. Through social media, we may see the virtual world. Because of this low perception, it is critical to promote the institutionalization of women's groups that empower women through the creative economy.

5. Conclusion

Gadgets, as a form of modernity, need human quality along with these advancements. This thing that created man to help ease his duties. The higher quality and expensive gadget require knowledge and skills for the owner. In addition, the gadget is also a determinant of social and economic status for those who have it. Because the high cost is only able to be bought by people with the high economic class, high economy class women prefer menus and gadget features that are bigger ram and quality of ingredients and appearance. The findings in this study are in the class of women who work as housewives with their religious beliefs, first, they are more concerned about the progress of gadgets, so they tend to reject these advances. Secondly, not concerned with new functions and features so that they refuse to own the latest gadgets. Third, do not know how to use it to be more useful and more productive.

This research illustrates that women have high concerns about modernity, specialization and the speed of social change that occurs with capitalist economic control. With limited skills and education making him choose to reject the novelty, the changes offered by the gadget are considered as a threat that damages the system that is believed so far. Some accept gadgets but are not willing to use the latest features and menus listed in the gadget, more use for consumption, self- exhibition and social media communication functions. While what makes women housewives do not know how they use more detailed and productive functions is because women are more closed to these changes and are not facilitated by means and infrastructure.

In these conditions, women still need assistance in improving the development of skills to have the ability in the creative economy. In terms of cultural culture, housewives who tend to refuse the technology for the development of the creative economy should change their perspective on gadgets that are more sensitive to their respective cultural conditions. Also, government should ensure that the technology is safe to access, and that the content does not conflict with cultural customs. In the economic view, the state must be present in providing policy umbrellas in increasing women's abilities in the creative economy. These policies can be in the form of institutionalizing women's communities in the creative economy, cultural synergy and Indonesian women's culture.

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