



The Influence of Social Media, Interaction, Collaboration, and Promotion on Writers' Work and Income on KBM App

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Info Artikel	Abstract
<p>Kata-kata Kunci: <i>Social Media, Social Interaction, Collaboration, Promotion, Writers' Work, Writers' Income</i></p>	<p><i>This study aimed to analyze the influence of social media, social interaction, collaborative promotion, and individual promotion on the continuity of written works and writers' income on the KBM App platform. Using a correlational quantitative method, data was collected through an online survey involving 100 KBM App writers selected using the Slovin sampling technique from a total population of 114,902 writers. Analysis was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM). The results indicated that promotion and collaborative promotion, a specific form of collaboration focusing on joint marketing strategies, significantly influenced social media usage, ultimately having a positive impact on writers' income. Additionally, social interaction directly affected the continuity of written works, although it did not significantly contribute to increased social media engagement. These findings highlighted the crucial role of digital marketing strategies in improving the financial well-being of writers on digital platforms</i></p>
<p>Sejarah Artikel: diterima : 11 Maret 2025 direvisi : 21 Mei 2025 disetujui : 28 Mei 2025</p>	<p>Abstrak</p> <p>Penelitian ini bertujuan untuk menganalisis pengaruh media sosial, interaksi sosial, kolaborasi, dan promosi terhadap keberlanjutan karya tulis dan pendapatan penulis di platform KBM App. Dengan menggunakan metode kuantitatif korelasional, data dikumpulkan melalui survei online yang melibatkan 100 penulis KBM App yang dipilih menggunakan teknik sampel Slovin dari total populasi sebanyak 114.902 penulis. Analisis dilakukan dengan menggunakan <i>Partial Least Squares Structural Equation Modeling</i> (PLS-SEM). Hasil penelitian menunjukkan bahwa promosi dan promosi kolaboratif, bentuk kolaborasi khusus yang berfokus pada strategi pemasaran Bersama, secara signifikan memengaruhi penggunaan media sosial, yang pada akhirnya berdampak positif pada pendapatan penulis.. Selain itu, interaksi sosial secara langsung mempengaruhi keberlanjutan karya tulis, meskipun tidak secara signifikan meningkatkan keterlibatan di media sosial. Temuan ini menyoroti peran penting strategi pemasaran digital dalam meningkatkan kesejahteraan finansial penulis di platform digital</p>
<p>*Corresponding Author m.fuad.hanan@gmail.com Muhammad Fuad Hanan</p>	<p>Cara Mengutip: Hanan, M. F. Hadi, S. (2025). The Influence of Social Media, Interaction, Collaboration, and Promotion on Writers' Work and Income on KBM App. Jurnal PROFIT: Kajian Pendidikan Ekonomi dan Ilmu Ekonomi, 12 (1), 14-25. https://doi.org/10.36706/jp.v12i1.68</p>



INTRODUCTION

The COVID-19 pandemic accelerated innovation across various sectors, including the creative economy. Quarantine measures compelled individuals to adapt to major behavioral changes, marked by increased digital consumption and online engagement due to extended time at home and restricted physical movement (Foustino, 2020). These changes significantly impacted industries such as digital literacy, exemplified by the rise of the *Komunitas Bisa Menulis* (KBM) App. Launched during the pandemic, this platform became a source of income, particularly for housewives, by offering an online space to share stories and sustain both literary production and writers' livelihoods. In line with the surge in digital consumption, reading preferences have shifted toward online platforms. Studies show that interest in digital reading continues to grow, supported by technological advancements that improve access to content (Fajrina & Purba, 2024). This trend opens substantial opportunities for digital writers, especially on platforms like the KBM App.

However, Indonesia's digital literacy level remains moderate, with weaknesses in security awareness and critical thinking (Bulya & Izzati, 2024). This highlights the need for community-based strategies that empower users, particularly informal writers on the KBM App, through peer-driven promotion, feedback, and collaboration. This is not an isolated trend. Globally, platforms such as Wattpad have redefined digital publishing through collaborative production and peer interaction. According to Davies (2017), Wattpad allows authors to bypass traditional publishing by utilizing direct feedback and community engagement, fostering a participatory culture that amplifies amateur voices and co-creates literary value.

A comparative study by Yoesoef (2020) also examined how Gen Z in Indonesia interacts with platforms like Wattpad and Webnovel. Wattpad emphasizes interactive features and reader engagement, while Webnovel caters to more mature themes with less participation. These differences show how platform design and user behavior shape storytelling, promotion, and reader-writer relationships, providing a useful lens for analyzing KBM App. Reflecting these developments, KBM App has shown remarkable growth in Indonesia's digital literacy space. By late 2022, about 30 works on the platform were set for film adaptation, extending its market reach and giving writers access to the entertainment industry.

In 2023, KBM App's momentum continued. The platform gained traction amid the rising trend of online reading and writing. A steady increase in users fostered a dynamic literary ecosystem that supports both creativity and digital literacy among Indonesian writers and readers. This progress is aligned with broader efforts to improve digital literacy through collaborative innovation. A study by Sari et al. (2024) found that cross-sector collaboration involving teachers, parents, schools, and government significantly enhances digital literacy, paralleling the peer-based support and promotion observed in the KBM App community.

Beyond monetization, the KBM App has also been integrated into formal education to develop writing skills. Istiqomah and Rani (2023) demonstrated that using the KBM App as a medium to teach short story writing in junior high schools boosted student engagement. Its accessible interface and publishing tools gave students practical experience in digital authorship. As of now, KBM App hosts over 114,902 writers, with 10,126 of them earning income through their works. The platform's highest-earning author has accumulated up to IDR 2.5 billion, while total revenue distributed to writers has reached IDR 58.2 billion—evidence of KBM App's real impact on writers' economic welfare in the digital age.

Despite hosting over 114,902 writers, many KBM App users have yet to experience financial returns from their work. The platform's open system allows anyone to publish, subject to terms and conditions, without undergoing editorial selection. While this benefits novice writers, it also presents challenges, particularly in maintaining writing quality. Low-quality output remains a key reason why many works fail to generate income, despite the availability of monetization features and promotional support for stories with at least eight chapters. Common issues include weak grammar, repetitive phrasing, monotonous diction, and underdeveloped plotlines, often stemming from a lack of basic writing knowledge among beginners.

Conversely, senior writers capable of producing high-quality content do not always gain financial success either. One major obstacle is the lack of effective promotion. Regardless of quality, promotion remains essential to attract readers. As Shwastika and Keni (2021) assert, brand awareness, perceived quality, and marketing efforts significantly shape consumer purchasing decisions. To navigate these challenges, KBM App writers—both

experienced and novice—actively join independent WhatsApp discussion groups outside the platform. Initiated by senior writers, these groups serve as informal support networks where members exchange ideas, share promotional strategies, and collaborate to improve content. This peer-driven collaboration mirrors key factors for successful interorganizational initiatives: shared vision, mutual trust, defined roles, and consistent communication (Seaton et al., 2017). The use of WhatsApp for collaborative learning was also noted during the pandemic, especially in education, where it enabled meaningful interaction despite infrastructure limitations (Mahsusi et al., 2023).

This peer-based collaborative model finds further support in digital business literature. Nasiri et al. (2023) emphasize the role of collaborative capabilities in enhancing innovation and achieving better outcomes. In the case of KBM App, WhatsApp groups allow writers to exchange feedback and marketing tactics, boosting both creativity and visibility. This aligns with Chierici et al. (2021), who argue that social-media-driven collaboration improves performance by building social innovation capital (SIC). This collaborative dynamic extends beyond digital business contexts. Cahusac de Caux and Pretorius (2024) highlight that peer feedback in safe, collaborative environments—such as doctoral writing groups—builds academic identity, feedback literacy, and sustained motivation. Although their focus was on postgraduate students, the same mechanisms of peer trust, constructive critique, and co-learning are equally applicable to WhatsApp groups formed by KBM App writers. Originally designed for skill-building, these support systems often evolve into collective promotional networks that boost both visibility and motivation.

A study by Mei et al. (2025) similarly found that collaborative engagement in private chat groups enhances interaction quality and writing outcomes, outperforming public forums. This reinforces the relevance of peer-driven WhatsApp groups in the KBM App community, where informal and real-time conversations foster deeper collaboration and strategic promotion. Anderson et al. (2023) support this by identifying self-presentation, communication, and community affiliation as key drivers behind peer-to-peer (P2P) engagement on platforms like Facebook and YouTube. Despite the platform differences, the principles of identity construction and peer validation apply to KBM writers' WhatsApp groups, which serve not only promotional purposes but also as social ecosystems fulfilling emotional and professional needs. Within this setting, social media acts as a strategic tool to enhance collaboration, boost visibility, and improve the quality of writers' work. While KBM App remains the main platform for publishing and monetization, WhatsApp groups—formed independently by writers—complement it by facilitating mutual support and collaborative growth.

However, further investigation is needed to assess the true effectiveness of these strategies in addressing issues of quality and promotion that influence the sustainability of literary works and writers' income. Kaplan and Haenlein (2010) assert that social media enables open, collaborative interaction, fostering direct feedback and social connectivity. Yet, Hall (2018) emphasizes that only synchronous, two-way communication—such as direct chats and meaningful comments—creates emotional closeness. This suggests that WhatsApp groups, with their dynamic interactions, offer a more impactful space for collaboration than passive social media engagement. Laing (2017) reinforces this view, finding that the most meaningful interactions among writers occur not with readers but within writer communities themselves. These groups, therefore, function not only as marketing tools but also as spaces for professional and emotional support.

Further supporting this, Cetinkaya (2017) and Koten et al. (2022) show that WhatsApp's features—text, media sharing, and live discussions—enhance participation and motivation in learning environments. Qureshi et al. (2023) add that social interaction, presence, and user engagement significantly mediate performance outcomes in digital communities. These findings align with Putnam's (1994) theory of social capital, which emphasizes the role of networks, shared norms, and trust in enabling effective collaboration. In WhatsApp groups, KBM writers cultivate such capital through open idea sharing, mutual trust, and collaborative norms.

Vanden Abeele et al. (2018) further show that private, synchronous communication like direct messaging supports bonding social capital. Though based on Facebook Messenger, these findings are directly applicable to WhatsApp groups, where peer bonding facilitates strong community dynamics. These collaborative efforts also form the basis of effective digital marketing strategies. As Shwastika and Keni (2021) suggest, brand awareness, product quality, and promotion heavily influence consumer behavior. This is echoed by Wijayanti (2020) and

Yusuf & Sunarsi (2020), who confirm the critical role of promotion in purchase decisions. Pradiani (2017) adds that shifting from traditional to social media marketing significantly increases sales for small businesses. KBM App writers adopting this model have seen similar success through peer-led promotional strategies and community-based marketing.

In this context, Andiyawan et al. (2023) find that customer testimonials and social media endorsements build trust and loyalty—an approach reflected in the KBM community's mutual sharing of story links, cross-promotion, and collective marketing. This peer-driven promotion aligns with the strategic social media marketing framework (SMMS) by Li, Larimo, and Leonidou (2021), particularly in the domains of social content and CRM strategies. Here, peer interactions and shared content improve visibility and engagement. While KBM App fosters many forms of collaboration—writing partnerships, mentoring, and feedback sharing—this study focuses solely on collaborative promotion: the deliberate effort by writers to promote one another's work via social media. Such collaboration in WhatsApp groups enhances both quality and market reach, offering not only sustainability for literary work but also expanded economic opportunities for writers.

Despite the growing body of research on digital collaboration and social media marketing, empirical studies examining how informal communication platforms, such as WhatsApp, facilitate peer-driven promotional collaboration among digital writers in Indonesia remain scarce. Most prior studies on WhatsApp focus on educational or corporate contexts, overlooking its role within independent creative communities that operate with economic goals. Although peer support and audience engagement on platforms like Wattpad have been well-documented, limited research has explored how peer-to-peer interaction and collaborative promotion affect the economic outcomes and sustainability of works on commercial platforms like KBM App.

Moreover, existing literature tends to highlight individual promotional strategies or general social media branding, with little attention given to the influence of private, close-knit groups such as WhatsApp discussion communities. This creates a significant research gap in understanding how social trust, continuous feedback, and coordinated promotion within these groups translate into tangible results, such as higher readership or consistent writing output. These gaps raise a compelling question: To what extent can social interactions within WhatsApp groups enhance promotional collaboration? Can discussions among KBM App writers meaningfully improve the quality of their literary works and increase their financial outcomes? Given their focused and intimate nature, WhatsApp groups offer a conducive space for writers to exchange ideas, offer feedback, and execute joint promotional strategies. Such settings position these groups as model communities that nurture innovation, collaboration, and sustainable creative ecosystems. In this context, WhatsApp groups serve as creative laboratories that combine fresh ideas with promising economic potential.

This study aims to explore the extent to which social interactions, such as discussion and collaboration, within KBM App writers' WhatsApp groups support the sustainability of their works, both in terms of quality and quantity. Additionally, it investigates how collaborative promotion in these groups impacts the economic well-being of the writers.

The hypotheses proposed for this study are as follows:

H1: Social Interaction has a direct influence on the writers' works and income.

H2: Collaboration has a direct influence on the writers' works and income.

H3: Promotion has a direct influence on the writers' works and income.

H4: Collaborative Promotion influences the writers' works and income through Social Media usage for promoting works on the KBM App as a mediating variable.

H5: Promotion influences the writers' works and income through Social Media usage for promoting works on the KBM App as a mediating variable.

H6: Social Interaction influences the writers' works and income through Social Media usage for promoting works on the KBM App as a mediating variable.

H7: Social Media usage for promoting works on the KBM App has a direct influence on the writers' works and income.

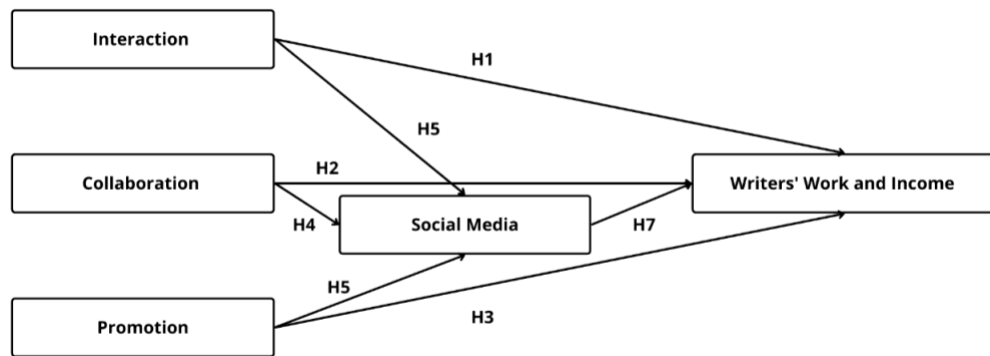


Figure 1. Conceptual Framework

By investigating these hypotheses, this study aims to provide a comprehensive understanding of how social interaction, collaboration, and promotion within WhatsApp groups contribute to the sustainability and economic success of writers in the digital era

METHOD

This study is a quantitative correlational research, which aims to measure and analyze the relationships between the variables under investigation. The sample size for this study is determined using Slovin's formula, which considers the total population size and an acceptable margin of error. Given that the total population of writers on the KBM App platform is 114,902, and the margin of error is set at 10% (0.10), the calculation yields a sample size of 100 respondents.

The questionnaire distribution is conducted online via Google Forms and shared through WhatsApp groups to facilitate accessibility and enhance respondent participation

Tabel 1. Definition of Operational Variables

Variabel	Indicators	Items
Social Media (Z)	Social Media Usage	I regularly use social media to promote my work on the KBM App. (Z.1)
	Benefits of Social Media	I feel that social media helps expand the readership of my work. (Z.1)
Interaction (X.1)	Communication Intensity	I actively discuss with other writers in the KBM App WhatsApp group. (X.1.1)
	Support	I feel that I receive emotional and professional support from members of the KBM App WhatsApp group. (X.1.2)
	Ease of Obtaining Information	Discussions in the WhatsApp group help me understand how to improve the quality of my writing. (X.1.3)
Collaboration (X.2)	Forms of Collaboration	Other writers and I often exchange work links to be promoted on each other's social media accounts. (X.2.1)
	Success Rate	Promotional collaboration with other writers has a positive impact on the visibility of my work. (X.2.2)
Promotion (X.3)	Promotion Effectiveness	The promotional techniques I use are effective in attracting readers' interest. (X.3.1)
	Impact on Readership	My promotional efforts have successfully increased the number of readers of my work. (X.3.2)
Writers' Work and Income	Work Update	I regularly update or add new chapters to my work on the KBM App. (Y.1)
		I feel motivated to continue writing on the KBM App because of the support from the community. (Y.2)
	Income and Economic Benefits	The income from writing on the KBM App helps improve my economic condition. (Y.3)
		I feel optimistic that my income will increase in the future with the right promotional strategy. (Y.4)

Source: Created by the Authors (2024)

These indicators are used to measure the relationships between variables in the study and are analyzed using the Path Analysis method with Partial Least Squares Structural Equation Modeling (PLS-SEM). This second-generation data analysis technique allows for the modeling of complex causal relationships between independent and dependent variables simultaneously. This method accommodates latent variables, which are constructs that cannot be directly measured, by utilizing observed indicators (Hair et al., 2021, pp. 3-4).

RESULT AND DISCUSSION

Respondent Demographics

A total of 100 respondents participated in this study. The majority were female (97%), with only 3% identifying as male. In terms of age, the largest group was aged 31–40 years (31%), followed by those aged 21–30 years (18%), and 41–50 years (13%). Only 1% of respondents were over 50. Regarding membership duration on the KBM App, 37% had been members for 1–2 years, 26% for more than 2 years, and 24% for 6–12 months. The remaining 13% had joined within the last 6 months. Participation in the KBM App WhatsApp group was high, with 57% engaging daily, 21% several times a week, and 18% infrequently. Only 3% never participated, and 1% engaged just a few times monthly.

Validity and reliability tests confirmed that all variables met acceptable standards. Cronbach's Alpha and Composite Reliability (CR) values exceeded 0.7, indicating strong internal consistency. Average Variance Extracted (AVE) values were also above 0.5, satisfying convergent validity criteria as outlined by Hair et al. (2021). These thresholds align with Cheung et al. (2023), who recommend $CR > 0.70$ and $AVE > 0.50$ for acceptable measurement quality. In addition, discriminant validity was confirmed using HTMT ratios, and the use of bootstrap confidence intervals further supports the robustness of the PLS-SEM model. Collectively, the instrument demonstrates strong psychometric properties suitable for structural analysis.

Outer Model Test Results

1. Validity and Reliability

The reliability test, conducted using Cronbach's Alpha and Composite Reliability (CR), indicates that all variables exceed the threshold of 0.7, confirming strong internal consistency. Likewise, the Composite Reliability (ρ_c) values also surpass 0.7 across all constructs, suggesting that the indicators consistently measure the intended latent variables. Construct validity was assessed through Average Variance Extracted (AVE). All constructs yielded AVE values above 0.5, indicating that over half of the variance in each indicator is captured by its underlying construct. These results demonstrate acceptable convergent validity, as recommended by Hair et al. (2021) and Cheung et al. (2024).

Tabel 2. Cronbach's Alpha, Composite Reliability and AVE Values

Variabel	Cronbach's Alpha	Composite Reliability (ρ_a)	Composite Reliability (ρ_c)	AVE
Social Media	0,727	0,727	0,880	0,786
Writers' Work and Income	0,745	0,759	0,837	0,564
Promotion	0,796	0,798	0,907	0,830
Interaction	0,804	0,813	0,884	0,718
Collaboration	0,830	0,865	0,921	0,853

Source: SmartPLS 4.1.0.9 Software Output Data Processed (2025).

2. Discriminant Validity

Discriminant validity was evaluated using the **Heterotrait-Monotrait Ratio (HTMT)**. All values fall below the threshold of 0.90, signifying that each construct is conceptually distinct and does not overlap with others. This affirms that the model's constructs reflect unique theoretical concepts.

Tabel 3. Discriminant Validity

Variabel	Interaction	Writers' Work and Income	Collaboration	Social Media
Interaction				
Writers' Work and Income	0,698			
Collaboration	0,647	0,649		
Social Media	0,701	0,878	0,835	
Promotion	0,589	0,849	0,572	0,843

Source: SmartPLS 4.1.0.9 Software Output Data Processed (2025).

3. VIF Test Results

To assess multicollinearity, Variance Inflation Factor (VIF) values were examined. All indicators recorded scores below 5.0, indicating the absence of multicollinearity issues. These findings confirm that the regression model is stable and suitable for subsequent structural analysis.

Based on the results of reliability, convergent validity, discriminant validity, and multicollinearity testing, the measurement instrument in this study fulfills standard psychometric requirements and is considered both valid and reliable for further analysis using the PLS-SEM approach.

Tabel 4. VIF Values

	VIF
X1.1	1.619
X1.2	1.742
X1.3	2.035
X2.1	2.011
X2.2	2.011
X3.1	1.775
X3.2	1.775
Z1	1.484
Z2	1.484
Y1	1.554
Y2	1.670
Y3	1.489
Y4	1.492

Source: SmartPLS 4.1.0.9 Software Output Data Processed (2025)

4. R-Square Test Results

R² values were used to determine the explanatory power of the independent variables. The construct Social Media recorded an R² of 0.585, meaning that 58.5% of its variance is accounted for by social interaction, collaboration, and promotion efforts. Meanwhile, the construct Writers' Work and Income had an R² of 0.577, indicating that it is moderately explained by the predictors in the model. These values reflect a satisfactory level of predictive relevance, based on Hair et al. (2021).

Tabel 5. R-Square Values

Variabel	R-Square	R-Square Adjusted
Writers' Work and Income	0,401	0,388
Social Media	0,406	0,398

Source: SmartPLS 4.1.0.9 Software Output Data Processed (2025)

Hypothesis Test Results

The PLS-SEM analysis reveals several significant relationships among the variables tested. A path is considered statistically significant if the t-statistic exceeds 1.96 and the p-value is below 0.05. The following summarizes the direct and indirect effects observed in this study:

Tabel 6. Bootstrapping Results

	ρ	t-stat.	P-val.	Inference
Direct Effects				
Interaction (X.1) -> Social Media (Z)	0.138	1.091	0.275	Not Significant
Collaboration (X.2) -> Social Media (Z)	0.402	4.872	0.000	Significant-Positive
Promotion (X.3) -> Social Media (Z)	0.384	4.378	0.000	Significant-Positive
Interaction (X.1) -> Writers' Work and Income (Y)	0.229	2.337	0.019	Significant-Positive
Collaboration (X.2) -> Writers' Work and Income (Y)	0.046	0.465	0.642	Not Significant
Promotion (X.3) -> Writers' Work and Income (Y)	0.321	2.877	0.004	Significant-Positive
Social Media (Z) -> Writers' Work and Income (Y)	0.314	2.154	0.031	Significant-Positive
Indirect Effects				
X.1 -> Z -> Y	0.043	0.922	0.357	Not Significant
X.2 -> Z -> Y	0.126	2.003	0.045	Significant-Positive Partial Mediation
X.3 -> Z -> Y	0.121	2.111	0.035	Significant-Positive Partial Mediation

Source: SmartPLS 4.1.0.9 Software Output Data Processed (2025)

1. Direct Effects

The path coefficient between social interaction (X.1) and social media usage (Z) is 0.138 ($t = 1.091$; $p = 0.275$), indicating no significant effect. This suggests that while interaction occurs within the KBM App community, it does not directly lead to increased social media activity for promotion. Therefore, H6 is rejected. In contrast, collaboration (X.2) significantly affects social media usage ($\beta = 0.402$; $t = 4.872$; $p < 0.001$), as does promotion (X.3) ($\beta = 0.384$; $t = 4.378$; $p < 0.001$). These findings support H4 and H5, indicating that collaborative and promotional efforts are more likely to drive active social media engagement.

Regarding direct effects on writers' work and income (Y), social interaction (X.1) is significant ($\beta = 0.229$; $t = 2.337$; $p = 0.019$), suggesting that community support positively contributes to writing consistency and motivation. Thus, H1 is supported. Promotion (X.3) also shows a strong effect on writers' income ($\beta = 0.321$; $t = 2.877$; $p = 0.004$), confirming that marketing efforts are critical to visibility and economic outcomes. Hence, H3 is accepted. However, collaboration (X.2) does not significantly affect income ($\beta = 0.046$; $t = 0.465$; $p = 0.642$), indicating that collaboration without strategic media use may not suffice to improve financial performance. Thus, H2 is rejected. Finally, social media usage (Z) significantly impacts writers' income ($\beta = 0.314$; $t = 2.154$; $p = 0.031$), supporting H7 and reaffirming the role of digital platforms in expanding reach and earnings.

2. Indirect Effects (Mediation Analysis)

The mediation analysis reveals that social interaction (X.1) does not significantly influence writers' work and income (Y) through social media usage (Z) as a mediating variable ($\beta = 0.043$, $t = 0.922$, $p = 0.357$). This suggests that while social interaction may foster engagement within the KBM community, it is not sufficient to encourage active use of social media for promotional purposes. Consequently, H6 is rejected. In contrast, collaboration (X.2) shows a significant indirect effect on writers' outcomes through social media ($\beta = 0.126$, $t = 2.003$, $p = 0.045$), supporting H4. This implies that collaborative efforts are more impactful when they are channeled through social platforms, where peer-based promotional activities such as sharing links and joint campaigns gain visibility.

Similarly, promotion (X.3) also exerts a significant indirect effect via social media ($\beta = 0.121$, $t = 2.111$, $p = 0.035$), confirming H5. These findings reinforce the mediating role of social media in amplifying promotional activities, demonstrating that promotional strategies are more effective when supported by active social media use. The results of this study highlight the complex relationship between social interactions, promotional collaboration, and the economic sustainability of digital writers on the KBM App platform. While some variables showed significant effects, others revealed nuanced dynamics that align with, and also extend, existing theories.

From a social interaction standpoint, the direct influence of writer-to-writer engagement on work sustainability was significant (H1), confirming the importance of community support in enhancing motivation and writing consistency. This finding reinforces Kaplan and Haenlein's (2010) theory that social media fosters collaborative feedback and connectivity, particularly when the platform enables interactive communication. However, the absence of an indirect effect via social media (H6) aligns with Hall's (2018) argument that not all online interactions translate into meaningful engagement, especially when they are passive or unstructured.

In contrast, promotional efforts showed consistently strong effects, both directly (H3) and indirectly through social media (H5). This confirms previous research by Shwastika and Keni (2021) as well as Pradiani (2017), who found that targeted marketing and digital promotion significantly influence purchasing behavior and sales growth in creative industries. Social media acted as a partial mediator, suggesting that its role is crucial in amplifying promotional reach, supporting the CRM and social content strategies within the SMMS framework proposed by Li et al. (2021).

Collaboration presented a more mixed result. Although it did not significantly influence income directly (H2), it had a significant indirect effect via social media (H4). This supports the findings of Chierici et al. (2021), who emphasize that peer collaboration in digital spaces contributes to social innovation capital when supported by strategic online platforms. The implication is that collaboration in itself may not be impactful unless embedded in active promotional environments, such as WhatsApp groups, where visibility and engagement are amplified. The insignificant impact of social interaction on social media usage (H6) also echoes Seaton et al. (2017), who noted that collaboration without clear roles and shared vision tends to produce weak outcomes. The findings here suggest that while KBM writers may engage in interpersonal communication, such interactions do not automatically lead to increased promotional activity unless structured toward shared goals.

Interestingly, the WhatsApp groups formed outside the KBM App ecosystem appear to offer more than just networking spaces. As shown in the findings, they serve as peer-driven laboratories where strategies are tested, visibility is cultivated, and trust is nurtured. These results resonate with Anderson et al. (2023), who highlighted identity construction and community affiliation as drivers of sustained engagement in peer-to-peer platforms. Taken together, this study affirms that promotional collaboration—particularly when mediated by social media—plays a pivotal role in sustaining literary work and enhancing writers' income. It also shows that while interaction and collaboration are important, their success depends on how strategically they are channeled through collaborative and digital marketing infrastructures..

CONCLUSION

The findings of this study provide valuable insights into the dynamics of social interaction, collaboration, and promotion within informal digital communities, particularly in the context of KBM App writers. The results reveal that while social interaction significantly enhances writers' consistency and motivation, it does not directly influence their use of social media for promotion, underscoring that engagement alone is insufficient without strategic application. In contrast, both collaboration and promotion prove more effective when mediated through social media platforms, affirming the critical role of digital tools in amplifying peer-based promotional efforts. The strongest impact is observed when writers actively utilize social media as part of a deliberate marketing strategy, suggesting that the sustainability of literary work in digital ecosystems depends on more than just content quality or community support—it requires intentional visibility-building practices.

These findings contribute theoretically to the development of social interaction theory by illustrating how peer relationships within informal online groups influence motivational consistency and creative engagement, even when not directly mediated by structured platforms. Additionally, the results advance digital marketing theory by highlighting the effectiveness of community-based promotion and peer-to-peer strategies in increasing content visibility and monetization on informal platforms like WhatsApp, outside of formal marketplace ecosystems. Practically, this study offers implications for digital writers, the KBM App platform, and writing communities. For writers, it demonstrates that optimizing the use of social media can significantly enhance the visibility of their works and expand income opportunities. Writers are thus encouraged not to rely solely on community support for improving content quality, but also to engage proactively in broader promotional

strategies. For the KBM App, the findings highlight the importance of equipping writers with educational resources and platform features that support effective digital marketing. Introducing training sessions or integrated promotional tools could empower writers to better navigate the competitive online landscape. For digital writing communities, the results underscore that social interaction and collaboration yield different outcomes depending on how closely they are aligned with promotional strategies. Therefore, communities should consider leveraging social media features that enhance reach, engagement, and audience targeting when planning collective promotions.

Nonetheless, this study has limitations in sample scope, focusing only on KBM App writers, which may restrict generalizability to other digital writing platforms. The study also does not examine the long-term impact of promotional strategies on sustained income. Future research is encouraged to expand the sample by incorporating writers from other platforms, such as Wattpad, Fizzo, or GoodNovel, to determine whether similar patterns hold across different ecosystems. Further studies could also refine the measurement model by exploring more granular variables related to promotional techniques, such as the role of visual content, platform-specific engagement trends, and reader behavior. Additionally, longitudinal research would provide a deeper understanding of how promotion and social interaction evolve over time in relation to the economic well-being of digital writers. With these insights, it is hoped that future research will continue to uncover more effective models for sustaining literary production and improving the economic resilience of writers in the evolving landscape of digital authorship

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