

# The Impact of Social Media Usage on the Effectiveness of Military Recruitment: The Moderating Role of Economic Conditions

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## Abstract

This study examines the impact of social media usage on military recruitment effectiveness and assesses the moderating role of economic conditions in the Jakarta region. By using social media usage like Facebook, Instagram, YouTube, and Tik Tok, this study investigates how these platforms enhance recruitment processes by targeting specific demographics, improving communication, and fostering engagement within various economic conditions. This study employs a quantitative research design with a case study approach focused on the Jakarta region. A simple random sampling technique was used to select 350 respondents, including military recruiters and potential recruits. Data were collected through structured questionnaires and analyzed using Structural Equation Modeling (SEM) PLS. The findings show a significant positive relationship between social media usage and recruitment effectiveness. Platforms like Instagram and YouTube demonstrated higher effectiveness due to their visual and interactive nature. The moderating analysis revealed that economic conditions significantly influenced the relationship, with areas experiencing higher unemployment rates showing a stronger impact of social media campaigns on recruitment success. The results of this study contribute to the growing literature on digital marketing and recruitment by highlighting the importance of social media utilisation in recruitment strategies in military organisations. Additionally, this research provides insights for policymakers in military organisations in optimising recruitment strategies to align with regional economic dynamics and technological trends.

**Keywords:** military recruitment, social media usage, economic conditions, recruitment effectiveness

## 1. Introduction

The rapid growth of social media has transformed how organizations communicate, interact, and reach their target audiences. For military recruitment, social media platforms such as Facebook, Instagram, YouTube, and Twitter provide innovative opportunities to engage with potential recruits, especially younger demographics who are more active on these platforms (Joachim & Schneiker, 2024). Social media allows for the dissemination of visually appealing content, interactive campaigns, and targeted messaging, all of which can influence the decision to pursue a military career. This shift represents a move away from traditional recruitment methods such as job fairs, newspaper advertisements, and direct outreach, which are becoming less effective in the digital age.

Military recruitment is a critical component of national defense, as it ensures that armed forces are adequately staffed with skilled and capable individuals. However, according to Kenzhin et al. (2023) recruitment effectiveness is influenced by various external factors, including economic conditions such as unemployment rates, income levels, and job market competitiveness. The following is Jakarta's economic growth data until the first quarter of 2024:

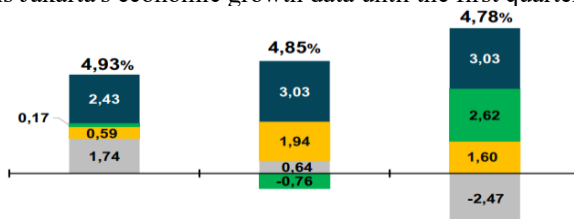


Figure 1. Jakarta's Economy In Q1-2024

Source: Indonesia Statistics Bureau (BPS)

Based on figure 1, data trends from Indonesia Statistics Bureau (BPS) (2024), Jakarta's Economy In Q1-2024 was approximately 4,78%, average income with an average monthly salary of approximately IDR 6–7 million (\$400–500 USD), depending on job type and industry, and industries like IT, finance, and services dominate the job market, while traditional sectors face slower growth.

The number of unemployment rates in Jakarta can be illustrated in the figure 2.

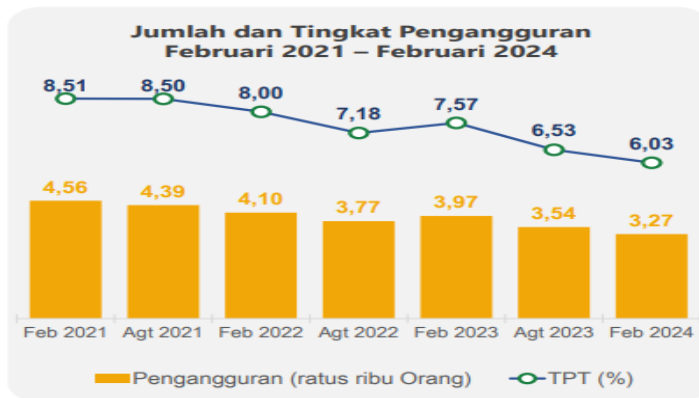


Figure 2. Unemployment rates Q1-2024

Source: Indonesia Statistics Bureau (BPS)

Figure 2 shows a steady decline in the number of unemployed people in Jakarta from February 2021 to February 2024, reflecting improving economic conditions. This shows that economic conditions have improved over the past 3 years.

In economically disadvantaged regions, social media campaigns may play a more significant role in recruitment effectiveness by highlighting the benefits of military service, such as financial stability, educational opportunities, and career progression (Yusuf, 2024). Understanding the interplay between social media usage and economic conditions is therefore essential for developing efficient and targeted recruitment strategies. The following data on social media users in Jakarta is displayed in chart form:

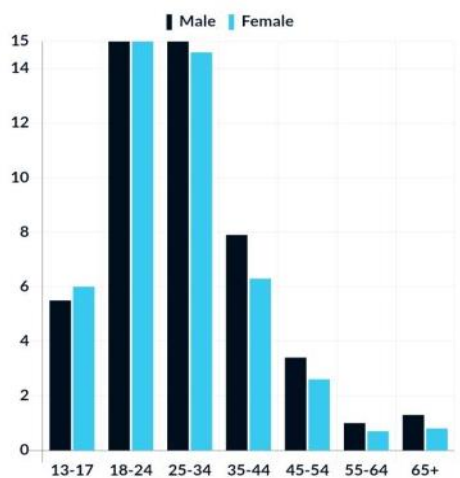


Figure 3. Number of Social Media Users

Source: Indonesia Statistics Bureau (BPS)

Figure 3 shows the number of social media usage: as of January 2024, Jakarta has 4.8 million active social media users, which is equivalent to 60.4% of the Jakarta's total population.

Jakarta, the capital city of Indonesia, serves as a unique case study for examining the effectiveness of military recruitment through social media. As a densely populated urban area with diverse socio-economic conditions, Jakarta provides an ideal setting to analyze how economic factors moderate the impact of social media campaigns. Despite the widespread availability of internet access and social media usage in the region, recruitment challenges persist, necessitating an evidence-based approach to optimize recruitment outcomes. The following applicants will take part in the military selection range 2022-2024:

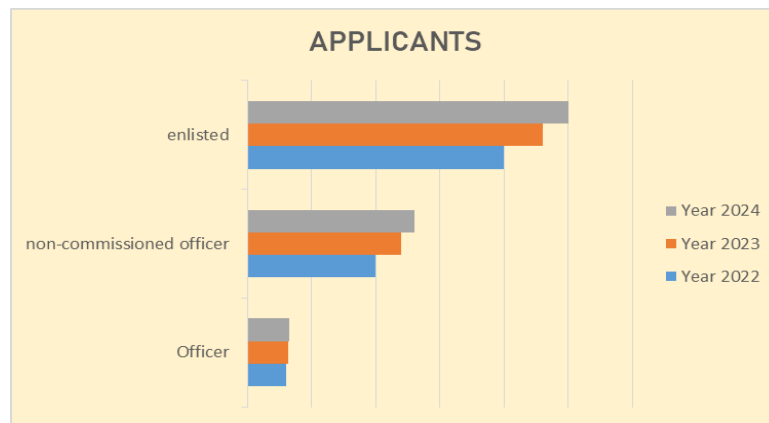


Figure 4. Number of Applicant Rates in Military 2022-2024

Data Source: Committee of Indonesian Military Recruitment

Figure 4 shows an upward trend in the number of applicants for military recruitment from 2022 to 2024. This increase indicates the growing interest in military careers during this period. This could be due to the recruitment strategy through the use of social media platforms such as Instagram, YouTube, and TikTok. Additionally, economic conditions, such as higher unemployment rates in certain regions, may encourage individuals to seek employment opportunities in the military. This trend underscores the effectiveness of digital outreach and economic factors to attract more applicants.

This study aims to investigate the impact of social media on the effectiveness of military recruitment in Jakarta while exploring the moderating role of economic conditions. Specifically, the research will address the following questions:

1. How does social media usage influence the effectiveness of military recruitment?
2. To what extent do economic conditions moderate the relationship between social media usage and recruitment effectiveness?

By employing a quantitative research design with simple random sampling, this study provides empirical evidence to inform military recruitment strategies. The findings will contribute to understanding the role of digital media in recruitment and highlight the importance of economic factors in shaping recruitment outcomes.

## 2. Literature Review

### 2.1 Effectiveness of Military Recruitment

According to Asch., & Hosek (2022) the effectiveness of military recruitment is often measured by **Enlistment rates** (number of recruits) and **Quality of recruits** (educational qualifications, aptitude scores, and physical fitness). These metrics serve as fundamental indicators of how well recruitment strategies align with the objectives of the armed forces. Enlistment rates focus on the sheer number of individuals who join the military during a given period, reflecting the overall appeal of military service and the effectiveness of outreach campaigns. High enlistment rates often correlate with successful communication strategies, favorable socioeconomic conditions, and the ability to present military service as a competitive career option.

The quality of recruits delves deeper into the attributes and capabilities of individuals who enlist, focusing on their educational qualifications, aptitude scores, and physical fitness. Educational qualifications ensure that recruits possess the foundational knowledge and skills needed for specialized or technical roles within the military. Aptitude scores, determined through standardized testing, gauge cognitive abilities and problem-solving skills essential for operational readiness. Physical fitness, a cornerstone of military service, is assessed to ensure recruits can withstand the rigorous demands of training and active duty. Together, these measures guarantee that new recruits not only meet but exceed the standards required to perform effectively in diverse military roles.

According to (Hallahan, 2021) effective military recruitment depends on strategic communication and alignment with **motivational factors** such as financial benefits, career progression, and a sense of purpose. In this regard, social media campaigns highlighting these factors have proven to attract a broader applicant pool.

### 2.2 The Role of Social Media in Recruitment

Social media has revolutionized recruitment processes by providing organizations with platforms to reach and engage potential candidates efficiently. According to Jack et al. (2024), social media platforms such as **Facebook**, **Instagram**, **LinkedIn**, and **YouTube** allow organizations to create interactive campaigns, enabling direct communication with targeted audiences. Social media not only facilitates wider reach but also reduces the cost and time of recruitment

compared to traditional methods. In the military context, social media can be utilized to **promote benefits** of military service, share **success stories**, and foster **patriotism** to attract potential recruits.

Recruitment success on social media is determined by factors such as **platform choice**, **content type**, and **engagement levels**. Studies suggest that video-based content, testimonials, and interactive posts generate higher engagement and increase recruitment outcomes (Haggar et al., 2022). For military recruitment, social media plays an essential role in **targeting younger demographics**, particularly those aged **18–25**, who are most active on these platforms (Dashiell, 2024).

Based on Cheishvili & Kostava (2024) discusses how platforms like Facebook and YouTube have been leveraged for targeted recruitment, demonstrating their effectiveness in engaging broader audiences and improving recruitment outcomes. Rudolph (2024) discusses the integration of digital and social media tools in Canadian Armed Forces recruitment strategies, showcasing the transformative impact on audience (targeting and outreach. Based on some previous research results, we hypothesise as follows:

**H1:** Social media usage has a significant positive effect on the effectiveness of military recruitment in the Jakarta region.

### 2.3 Economic Conditions on Recruitment

Economic conditions, including **unemployment rates**, **income levels**, and **job market competitiveness**, play a significant role in shaping recruitment outcomes. Research shows that regions with higher unemployment rates tend to experience increased interest in military enlistment due to the job security and benefits offered (Dellinger, 2023). Similarly, in economically disadvantaged regions, the military is perceived as an **attractive career path** offering **steady income**, **educational opportunities**, and **social mobility** (Danylko, 2024). For instance, during periods of economic downturn, studies report a **positive correlation** between rising unemployment and military enlistment rates (Asch & Hosek, 2022). Jakarta, as a case study, provides a relevant setting for examining this relationship due to its dynamic job market and varying income levels across urban districts.

### 2.4 Social Media, Recruitment Effectiveness, and Economic Conditions

While social media can enhance recruitment effectiveness, its impact may vary based on **economic conditions**. Economic hardship can amplify the effectiveness of social media campaigns by appealing to individuals facing limited employment opportunities. For example, a study by Ball et al. (2024) revealed that social media recruitment in areas with high unemployment rates yielded better outcomes compared to regions with competitive job markets. Rahnama (2024) explores the interaction between economic stability and social media campaigns, suggesting that economic conditions significantly moderate the effectiveness of recruitment strategies.

The moderating role of economic conditions highlights the need to tailor recruitment strategies based on local socio-economic factors. Social media campaigns in high-unemployment regions can emphasize **financial stability** and **career growth** to attract recruits, whereas campaigns in competitive job markets may focus on **unique opportunities** and **professional development** offered by military service. Based on some previous research results, we hypothesise as follows:

**H2:** Economic conditions significantly moderate the relationship between social media usage and military recruitment effectiveness.

## 3. Methodology

### 3.1 Research Design

This study employs a **quantitative research design** with a **case study approach** focused on the Jakarta region. The research aims to examine the relationship between **social media usage** and the **effectiveness of military recruitment**, with **economic conditions** as a moderating variable. The study focuses on potential military recruits and military recruitment officers in the Jakarta region. **Sample Size involved a** total of 350 **respondents** were selected using **simple random sampling** to ensure equal representation and minimize bias with **Sample Criteria:** Potential recruits aged **18–21** who are eligible for military service and military recruitment officers involved in social media campaigns.

### 3.2 Data Collection

Data were collected from **survey Questionnaires** were distributed to respondents to gather information on social media exposure, recruitment preferences, and enlistment decisions. Questions focused on the following:

- a. Social media platforms used (e.g., Facebook, Instagram, YouTube).
- b. Types of content (videos, ads, testimonials).
- c. Frequency of exposure to military recruitment content.

- d. Engagement with campaigns (likes, shares, inquiries).
- e. Effectiveness recruitment (Enlistment rates and quality of recruits)
- f. Economic condition (Unemployment rates and income levels)

Table 1. Variables Type and Measurement

Variable Type	Description	Measurement
Dependent	Effectiveness of military recruitment	Enlistment rates, quality of recruits
Independent	Social media usage	Platform type, content type, frequency, engagement
Moderating	Economic conditions	Unemployment rates, income levels

### 3.3 Data Analysis Techniques Using SEM-PLS

To analyze the relationship between **social media usage**, **economic conditions**, and **military recruitment effectiveness**, **Structural Equation Modeling (SEM)** with **Partial Least Squares (PLS)** will be used. This technique is suitable for analyzing complex models with latent variables and small to medium sample sizes. A 7-point Likert scale will be used to measure the respondents' perceptions and experiences. The scale ranges 1-7 (Strongly Disagree- Strongly Agree).

### 3.4 Model Development

The following constructs will be measured:

#### 1. Independent Variable (Social Media Usage):

- a. Platform use (e.g., Facebook, Instagram, YouTube)
- b. Content type (e.g., video ads, testimonials)
- c. Frequency of exposure
- d. Engagement levels (e.g., likes, shares, interactions)

(Voorveld, 2021)

#### 2. Dependent Variable (Effectiveness of Military Recruitment):

- a. Perceived recruitment effectiveness (e.g., likelihood to apply, influence of campaigns)
- b. Quality of recruits (e.g., self-perceived readiness for enlistment)

(Asch & Hosek, 2022)

#### 3. Moderating Variable (Economic Conditions):

- a. Unemployment Rates
- b. Income Level

(Kapp, 2021)

### 3.5 Data Analysis Steps Using SEM-PLS

1. The measurement model will test the reliability and validity of the constructs (Hair et al., 2021):

- a. **Internal Consistency Reliability:** Measured using **Cronbach's Alpha** and **Composite Reliability (CR)** with acceptable thresholds  $\geq 0.7$ .
- b. **Convergent Validity:** Measured using **Average Variance Extracted (AVE)**, where  $AVE \geq 0.5$  indicates good validity.
- c. **Discriminant Validity:** Tested using **Fornell-Larcker Criterion**.

2. The structural model will test the relationships among variables:

- a. **Path Coefficients:** Assess the strength and direction of relationships between variables (e.g., social media usage  $\rightarrow$  recruitment effectiveness).
- b. **R<sup>2</sup> Value:** Measures the explanatory power of the independent variable(s) on the dependent variable (e.g.,  $R^2 \geq 0.3$  indicates moderate explanatory power).
- c. **Moderating Effect:** Interaction terms will be included to analyze the impact of economic conditions on the relationship between social media usage and recruitment effectiveness.

- d. **Bootstrapping:** Performed with 5,000 resamples to determine the significance of path coefficients (p-values < 0.05).

3. Hypothesis Testing

The hypotheses will be tested as follows:

- a. **H1:** Social media usage → Recruitment effectiveness (direct effect).
- b. **H2:** Economic conditions → Moderation of the relationship between social media usage and recruitment effectiveness (interaction effect).

4. Results

4.1 Descriptive Statistics

Descriptive analysis was conducted to summarize the demographic characteristics of respondents, social media usage, and perceptions of recruitment effectiveness.

Table 2. Demographic Characteristics of Respondents

Category	Subcategory	Frequency (n)	Percentage (%)
Group	Potential Recruits (18–21)	300	85.7%
	Recruitment Officers	50	14.3%
Gender (Potential Recruits)	Male	180	60%
	Female	120	40%
Social Media Engagement (Recruits)	High	200	66.7%
	Medium	70	23.3%
	Low	30	10%
Military Experience (Officers)	<5 Years	20	40%
	5–10 Years	15	30%
	>10 Years	15	30%
Recruitment Effectiveness Campaign	Positive Responses (Recruits)	220	73.3%
	Neutral Responses (Recruits)	50	16.7%
	Negative Responses (Recruits)	30	10%

The results of the study reveal key insights into the effectiveness of military recruitment efforts and the characteristics of the target population. The majority of the sample (85.7%) consists of potential recruits aged 18–21, with recruitment officers making up 14.3%. Among the recruits, 60% are male and 40% are female, reflecting a higher proportion of male recruits but also a notable level of female representation, highlighting the inclusivity of recruitment efforts.

Social media plays a significant role in recruitment, with 66.7% of potential recruits reporting high engagement, 23.3% reporting medium engagement, and only 10% reporting low engagement. This underscores the importance of leveraging social media platforms as a primary channel for recruitment campaigns. Recruitment officers bring a mix of experience levels, with 40% having less than five years of experience, and the remaining equally split between 5–10 years and over 10 years of experience. This balance ensures a combination of fresh perspectives and seasoned expertise in recruitment strategies.

The effectiveness of recruitment campaigns is evident, with 73.3% of potential recruits responding positively, 16.7% responding neutrally, and only 10% responding negatively. While the majority of responses are favorable, addressing the factors behind neutral and negative perceptions can further enhance campaign impact. Overall, the findings highlight the success of current recruitment strategies while identifying areas for optimization, particularly in improving social media engagement and refining campaign messaging.

4.2 Measurement Model Evaluation

4.2.1 The Measurement Model Was Assessed for Reliability and Validity

The validity of the instrument was evaluated using Outer Loading. The overall validity coefficient for the scale was  $\geq 0.7$ , indicating the instrument's items are highly effective in measuring the underlying constructs, supporting its suitability for the study (Hair et al., 2021).

Table 3. Outer Loading

Variable	Code	Outer Loading	Summary
Effectiveness of Military Recruitment	ER11	0.960	Valid
	ER12	0.971	Valid
	ER13	0.957	Valid
	QR21	0.975	Valid
	QR22	0.979	Valid
	QR23	0.958	Valid
Social Media Usage	PT11	0.992	Valid
	PT12	0.992	Valid
	CT21	0.983	Valid
	CT22	0.984	Valid
	F31	0.976	Valid
	F32	0.975	Valid
	E41	0.977	Valid
	E42	0.978	Valid
Economic Conditions	UR11	0.969	Valid
	UR12	0.889	Valid
	UR13	0.898	Valid
	IL21	0.856	Valid
	IL22	0.692	Valid
	IL23	0.887	Valid

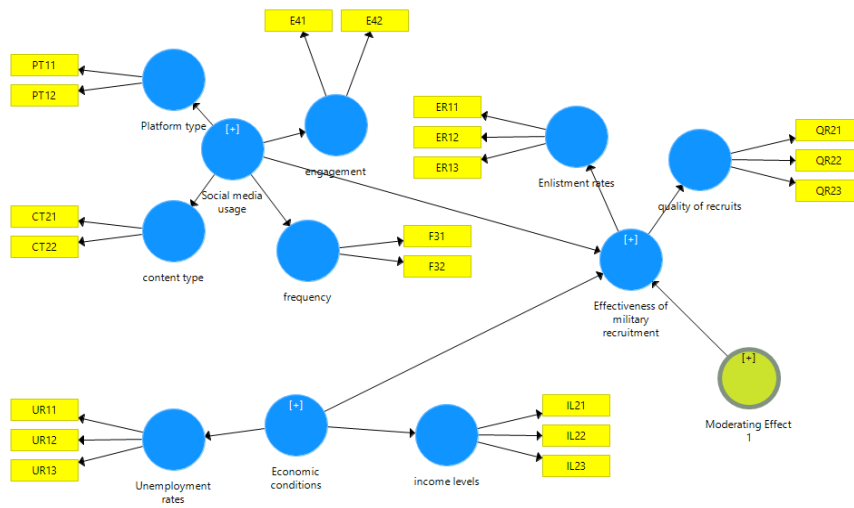


Figure 5. Theoretical Concept

Source: pls data processing

**Convergent Validity.** Average Variance Extracted (AVE) for all constructs was above 0.5, confirming convergent validity.

Table 4. Average Variance Extracted (AVE)

	AVE	Summary
Economic conditions	0.710	Valid
Effectiveness of military recruitment	0.866	Valid
Enlistment rates_	0.926	Valid
Moderating Effect 1	1.000	Valid
Platform type	0.985	Valid
Social media usage	0.887	Valid
Unemployment rates	0.845	Valid
content type	0.967	Valid
Engagement	0.955	Valid
Frequency	0.951	Valid
income levels	0.666	Valid
quality of recruits	0.942	Valid

The AVE value above 0.5 indicates that, on average, the indicators on the construct can explain more than 50% of the variance of the measured construct, which means convergent validity is achieved (Hair et al., 2021).

**Discriminant Validity. Fornell-Larcker Criterion** indicated sufficient discriminant validity between constructs.

Table 5. Fornell-Larcker Criterion

	Effectiveness of military recruitment	Social media usage
Economic conditions		
Effectiveness of military recruitment	0.931	
Social media usage	0.668	0.942

From the data in table 5, it is obtained that the  $\sqrt{AVE}$  of a construct is greater than the correlation value with other constructs, so Discriminant Validity is achieved (Hair et al., 2021).

**Internal Consistency Reliability:**

- a. **Cronbach’s Alpha:** All constructs exceeded the threshold of 0.7, ensuring internal consistency.
- b. **Composite Reliability (CR):** Values ranged between **0.85 and 0.92**, indicating high reliability.

Table 6. Cronbach's Alpha & Composite Reliability

	Cronbach's Alpha	Composite Reliability	Summary
Economic conditions	0.914	0.935	Reliable
Effectiveness of military recruitment	0.969	0.975	Reliable
Enlistment rates	0.960	0.974	Reliable
Moderating Effect 1	1.000	1.000	Reliable
Platform type	0.984	0.992	Reliable
Social media usage	0.982	0.984	Reliable
Unemployment rates	0.908	0.942	Reliable
content type	0.966	0.983	Reliable
Engagement	0.953	0.977	Reliable
Frequency	0.949	0.975	Reliable
income levels	0.748	0.856	Reliable
quality of recruits	0.969	0.980	Reliable

From data in table 6, Cronbach's Alpha and Composite Reliability values above 0.70 indicate that the construct has internal consistency (Hair et al., 2021) and is declared reliable.

4.2.2 Inner Measurement

R Square

Coefficient determination (R-Square) measures how much other variables influence endogenous variables. According to Hair (2021) changes in the R-Square value can be used to assess whether the effect of certain independent latent variables on the dependent latent variable has a substantive effect. There are three classifications to determine the R<sup>2</sup> criteria, namely: R<sup>2</sup> value of 0.67 as substantial, 0.33 as moderate, and 0.19 as weak. The R<sup>2</sup> value in this study can be seen in Table 6 below

Table 7. R Square

	R Square	R Square Adjusted
Effectiveness of military recruitment	0.520	0.510

The Adjusted R<sup>2</sup> of 0.510 indicates that the model explains 51% of the variation in the dependent variable (Hair et al., 2021), and other variables outside this study explain 44.9% of the influence.

F –Square

In structural equation modeling (including Partial Least Squares SEM) and related quantitative research contexts, Hair and colleagues often refer to Hair (2021)) guidelines for interpreting the magnitude of the effect size (f<sup>2</sup>):

- a. f<sup>2</sup> ≥ 0.02: Small effect size
- b. f<sup>2</sup> ≥ 0.15: Medium effect size
- c. f<sup>2</sup> ≥ 0.35: Large effect size



Table 8. f-Square

	Effectiveness of military recruitment	Summary
Effectiveness of military recruitment		
Moderating Effect 1	0.025	weak
Social media usage	0.207	Medium

In summary, the moderating effect on military recruitment effectiveness is small, while social media usage demonstrates a medium-level impact.

Standardized Root Mean Square Residual

The **Standardized Root Mean Square Residual (SRMR)** is a widely used goodness-of-fit index in structural equation modeling (SEM) that measures the average discrepancy between the observed correlations in the data and the model-implied correlations. It is derived by comparing the residuals of the observed and predicted correlation matrices. A lower SRMR value indicates a better fit.

Table 9. SRMR

	Saturated Model	Estimated Model
SRMR	0.069	0.079

SRMR ≤ 0.08: Generally acceptable model fit

Hypothesis Test

The structural model was analyzed to examine the relationships between social media usage, economic conditions, and recruitment effectiveness.

Table 10. Hypothesis Test

	Original Sample (O)	Standard Deviation (STDEV)	T Statistics ( O/STDEV)	P Values	Summary
Social media usage -> Effectiveness of military recruitment	0.556	0.123	4.505	0.000	Supported
Moderating Effect 1 -> Effectiveness of military recruitment	-0.118	0.071	1.665	0.048	Supported

5. Discussion

The findings of this study provide important insights into the factors affecting the effectiveness of military recruitment, specifically focusing on **economic conditions, social media usage**, and the moderating role of economic conditions.

**Social Media Usage → Effectiveness of Military Recruitment**

The study identifies a strong and positive relationship between social media usage and recruitment effectiveness (**β = 0.556, T = 4.505, p < 0.001**). This finding confirms that social media platforms are highly effective tools for reaching potential recruits and improving the overall perception of military recruitment. The use of engaging content, such as video advertisements, testimonials, and interactive live sessions, appears to play a significant role in attracting younger demographics and fostering positive attitudes toward military service.

This result suggests that military organizations should prioritize their investment in social media platforms such as Instagram, YouTube, and Facebook to maximize engagement. Additionally, using data-driven approaches to refine content and target specific audience segments will further enhance the impact of social media recruitment campaigns.

The moderating effect of economic conditions on the relationship between social media usage and recruitment effectiveness. The moderating effect of economic conditions on the relationship between social media usage and recruitment effectiveness is negative and significant (**β = -0.118, T = 1.665, p < 0.05**). This suggests that while social media usage generally has a positive impact on recruitment effectiveness, this impact is diminished in areas with challenging economic conditions. In such regions, individuals may perceive social media recruitment campaigns as less relevant or aligned with their immediate priorities, reducing their effectiveness.

This underscores the importance of contextualizing social media campaigns to account for economic disparities. Recruitment strategies in economically disadvantaged areas should include not only digital campaigns but also complementary initiatives such as community outreach programs, local job fairs, and direct engagement with potential recruits.

6. Conclusion

The study highlights the interplay between economic conditions, social media usage, and the effectiveness of military recruitment. While social media is a powerful tool for recruitment, its impact is influenced by economic factors that must be carefully addressed. Recruitment strategies that combine tailored digital campaigns with localized, context-sensitive

approaches are likely to yield the best results. These findings provide actionable insights for military organizations aiming to optimize their recruitment processes and adapt to varying economic landscapes.

Implications

### Theoretical Implications

The findings of this study contribute to the understanding of **social media's role in military recruitment** under varying economic conditions. The research supports:

- a. **Uses and Gratifications Theory:** Individuals engage with social media content that fulfills their needs, particularly in times of economic uncertainty. Recruitment campaigns highlighting financial stability and career opportunities are more likely to resonate with individuals facing job insecurity.
- b. **Recruitment Effectiveness Models:** By incorporating **economic conditions** as a moderating variable, this study extends recruitment models and demonstrates the significance of contextual factors in influencing the effectiveness of social media strategies.

### Practical Implications

The study provides actionable insights for military organizations to improve recruitment strategies:

#### a. Targeted Social Media Campaigns:

1. Focus recruitment efforts on regions experiencing **high unemployment rates** and **economic hardships**.
2. Emphasize financial benefits, job stability, and career progression opportunities in these areas.

#### b. Platform and Content Optimization:

1. Prioritize platforms popular among younger demographics, such as **Instagram, YouTube, and Facebook**.
2. Use engaging content formats like **video ads, testimonials, and interactive Q&A sessions** to enhance campaign reach and impact.
3. **Regional Strategies.** Tailor recruitment strategies to regional economic conditions. For instance, in economically disadvantaged areas, emphasize job security and educational opportunities, while in competitive job markets, highlight leadership training and skill development.

Recommendations for Further Study

Future research should include **multiple regions** across Indonesia or other countries to compare the impact of social media campaigns in diverse socio-economic contexts and conduct a longitudinal study to observe changes in recruitment effectiveness over time, particularly in response to fluctuating economic conditions and evolving social media trends.

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### Authors contributions

Toni searched the literature and wrote the article's first draft. Haliansyah analyzed statistically the quantitative data. All authors were involved in completing the final draft of the article.

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The data supporting this study's findings are available on request from the corresponding author. However, due to privacy or ethical restrictions, the data are not publicly available.

### Data sharing statement

No additional data are available.

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### Questionnaire List

Below is a structured questionnaire with dimensions and indicators for measuring the Effectiveness of Military Recruitment, Social Media Usage, and Economic Conditions. Respondents will answer each item on a 5-point Likert scale:

1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree.

Instructions for Respondents:

Please rate each statement on a scale of 1 to 5 based on your agreement:

1 = Strongly Disagree

2 = Disagree

3 = Neutral

4 = Agree

5 = Strongly Agree

Be honest in your responses as they will help improve the effectiveness of recruitment strategies.

#### Section A: Effectiveness of Military Recruitment

Dimension: Enlistment Rates

ER11: I am aware of the military recruitment campaigns conducted through social media.

ER12: Social media campaigns have motivated me to consider enlisting in the military.

ER13: The number of people I know joining the military has increased due to social media campaigns.

Dimension: Quality of Recruits

QR21: Social media recruitment campaigns provide clear information about military qualifications and requirements.

QR22: I believe the recruits obtained through social media campaigns are highly capable and well-prepared.

QR23: Military social media campaigns emphasize the quality of life and training offered to recruits.

#### Section B: Social Media Usage

Dimension: Platform Type

PT11: I frequently see military recruitment campaigns on social media platforms like Facebook or Instagram.

PT12: The choice of social media platforms used for recruitment is effective in reaching young people.

Dimension: Content Type

CT21: Video advertisements on social media effectively communicate the benefits of military service.

CT22: Testimonials and success stories from military personnel motivate me to consider joining.

Dimension: Frequency

F31: I often see military recruitment advertisements on my social media feed.

F32: The frequency of military-related posts on social media keeps me informed about recruitment opportunities.

Dimension: Engagement

E41: I often engage with military recruitment posts by liking, sharing, or commenting.

E42: I have interacted with military recruitment campaigns by asking questions or participating in live sessions.

#### Section C: Economic Conditions

Dimension: Unemployment Rates

UR11: The current unemployment situation has influenced my consideration of military service.

UR12: Military service provides a stable career option during times of job market uncertainty.

UR13: Social media military campaigns are more appealing during periods of high unemployment.

Dimension: Income Levels

IL21: The financial benefits of military service, as shown on social media, are attractive to me.

IL22: My current income level makes military service a more viable career option.

IL23: Military recruitment campaigns highlight income stability as a key advantage of joining the military.