Original Article

Digital Marketing Development by Storytelling Management Partnerships to Identify the Location Area for Urban Community Product

Sumitra Nuanmeesri[1], Shutchapol Chopvitayakun[2], Preedawon Kadmateekarun[3]

[1,2,3]*Department of Information Technology, Faculty of Science and Technology, Suan Sunandha Rajabhat University, Bangkok, Thailand.*

[1]*Corresponding Author : sumitra.nu@ssru.ac.th*

Abstract - *This study aims to develop an application to identify the marketing location area in the digital channel for increasing income in urban communities by applying the Rational Unified Process (RUP) architecture. The results found that the performance evaluations were higher than the criteria level by the experts and were consistently aligned, as evidenced by the small interquartile range and quartile deviation. In addition, it was found that it was not difficult to learn to use the application, relying on a hypothesis t-test with a significance level of 0.05 by users. Therefore, this work fosters public participation and self-reliance by using digital technology, thereby mitigating income inequality and the way for ensures economic sustainability in urban diversity.*

Keywords – Digital marketing, Identify the location area, Management partnerships, Storytelling, Urban community.

1. Introduction

The urban community embodies a landscape of urban diversity, encompassing a multitude of distinctive spaces, ranging from slums, community estates, and military zones to markets, commercial buildings, and royal palaces. This bustling riverside area is a tapestry of intellectual, cultural, and social norms, epitomizing the essence of urban living and its inherent variations. However, the presence of diverse socioeconomic backgrounds within the community, including the rich and poor, the well-nourished and underprivileged, and those with secure homes and the homeless, unfortunately, contributes to stark disparities and social isolation. In this milieu, the pursuit of financial gain has overtaken the traditional Buddhist way of life, gradually eroding the significance of self-sufficiency.The inclusion of compelling narratives is a fundamental aspect when it comes to creating value-added products. However, it is evident that products originating from urban communities currently lack the engaging storytelling necessary to captivate consumers and propel them toward the branding stage or a larger-scale digital market. While numerous producers emphasize product differentiation and packaging development, these endeavors alone fail to establish a distinctive brand identity. This deficiency arises from the fact that consumers, unaware of the product selling location area, and unaware of the authentic stories underpinning the products, are unable to discern their unique qualities, thereby placing greater emphasis on price considerations. Nevertheless, upon becoming acquainted with the intricacies of the production process or the societal impact generated by the revenues, the products gain added value that transcends their original prices [1]. Consequently, customers develop an awareness of the location of the product selling and a sense of trust in the products, cultivating a more receptive mindset, leading to heightened product recognition and establishing clearly differentiated identities.Within the Thai context, various techniques are employed to promote product recognition, often utilizing the brand name itself to designate a particular product category (e.g., 'Mama' for instant noodles, 'Liquid' for correction fluids, or 'Max' for staplers). Nonetheless, implementing such strategies presents challenges for local manufacturers operating within the Dusit District.

Without the necessary research and development support geared toward fostering a community brand or product, achieving widespread recognition for community-based offerings becomes an arduous undertaking. Hence, it is essential to provide comprehensive assistance for establishing the Dusit Brand within the Dusit District, catering to its population of 94,338 individuals [1].Based on the information provided by public agencies and prior studies focusing on urban communities, it is imperative to offer research and development support to community leaders and local entrepreneurs.

This assistance aims to foster public participation and self-reliance, thereby reducing excessive reliance on state aid. The development of urban community products that can penetrate the "digital market" assumes ensuring economic sustainability and mitigating income inequality. In this process, the active involvement of local leaders and entrepreneurs assumes a pivotal role, as they collectively contribute their intellectual and human capital to product development endeavors. Consequently, collaboration among community leaders, local intellectuals, researchers, and community developers becomes indispensable in crafting value-added products that leverage their self-reliance capacities. Such concerted efforts lay the foundation for grassroots economic sustainability in the digital era.

In a nutshell, it is crucial to manage partnerships and cultivate distinct identities for urban community products tailored to the digital market, which enables consumers to conveniently access comprehensive information about the products and the community's way of life. This can create economic opportunities for local residents, effectively and sustainably addressing urban inequalities.

To accomplish the goal, this study employs the concept of "transmedia storytelling" in conjunction with contemporary digital technologies to present product narratives on a mobile application linked with diverse digital platforms. Each narrative interweaves with numerous others under the overarching Dusit Brand, resulting in an immersive and captivating user experience. Applications must be developed and designed responsively to be consistent and compatible with most smartphones and desktop needs of new-era customers who seek online product exploration and aspire to embark on cultural tourism ventures to the physical origins of these products. This work aims to help the urban community in Dusit District, Bangkok, Thailand, create economic opportunities for local residents, effectively and sustainably addressing urban inequalities with applied digital technology.

2. Literature Review

The market competitiveness of urban products in the capital area depends on their ability to attract consumers [2,3]. In today's digital age, the increasing popularity of online shopping is a significant factor in decreasing the number of shopping trips out to the city [4–6]. Digital technology helps to increase market competitiveness and attracts more consumers [7,8]. Aggregated digital marketing activities such as using the website, social media pages, applications, and Global Positioning System (GPS) provide opportunities to attract more consumers and improve the customer experience before, during, and after the visit [7,8]. As a result, digital marketing is becoming an increasingly important source of competitive advantage for shopping areas adjacent to landmark historic attractions in major capital cities [9].

The dynamic marketing technique that adapts to the digital landscape, encompassing the creation of multimedia "supersystems" based on both factual and fictional narratives on mobile devices for digital marketing [10]. Transmedia storytelling is a process involving the systematic integration of fragmented information and elements presented across multiple multimedia platforms with the aim of providing meaningful and personalized entertainment experiences. Each medium employed possesses its unique approach to conveying content [11].

While transmedia storytelling is not a novel concept, it is an integral part of integrated marketing communication, which emphasizes effective and efficient communication across various platforms for business optimization. However, transmedia storytelling places a primary focus on narrative construction and audience-centered engagement [12].

The diverse definitions presented above highlight both similarities and distinctions. Additionally, transmedia storytelling can be likened to comparing story universes or worlds within the literature, as it aims to immerse the audience in firsthand experiences within these expansive realms.

The sub-contents within the story function as independent stars or elements on Earth, harmoniously forming a cohesive universe. Notably, transmedia storytelling serves as a potent tool for driving sales and cultivating brand trust, forging deep emotional connections between the brand and its customers [13]. Transmedia storytelling has become a vital competitive advantage in highly saturated markets with the continuous advancement of communication technologies.

In this study, the conceptual framework of transmedia storytelling comprises four major components: 1) story, 2) platform, 3) experience, and 4) telling. The relationships among [13] these components can be summarized as follows:
- Linkage: The interconnectedness between sub-sections.
- Relation: The correlation between the contents of each section enhances audience comprehension of the narrative.
- Synchronization: The chronological or prioritized synchronization of the contents.
- Engagement: The connection between story sections across different platforms.
- Integration: The fusion of user experience and activities across multiple platforms.

Previous studies have highlighted the significant role of transmedia storytelling in branding, as it serves as a bridge between past customer satisfaction and their future experiential expectations.Effective branding enables companies to emotionally express their unique identity and differentiate their content from others in the same market, thereby gaining recognition.

The messaging content must be meticulously designed to process various sensory stimuli, stimulating customers to respond behaviorally to the content. Transmedia storytelling emerges as a highly effective strategy for engaging customers to a great extent. It offers a clandestine experiential encounter that brings together individuals with shared interests or similar opinions on an interactive platform. Even loyal customers can be susceptible to shifting consumer trends, rendering them replaceable by indifferent customers.

Consequently, brands are consistently in search of the most captivating communication channels to maintain long-term relationships with their customers. Modern advertising approaches, with a focus on branding, often employ surreal content or exaggerated statements to attract consumers and enhance brand recognition and credibility. In this context, transmedia storytelling actively involves customers by introducing them to the immersive 'world' of the brand, allowing them to exert control. Through interactive communication, customers can personalize the communication process and construct their own 'reality,' facilitating sustainable interaction and communication with the brand [14].

Transmedia storytelling has also been found to attract talent through the selection process, leveraging the theory of culture to enhance personal understanding of social and technological changes. For instance, Heineken utilized transmedia storytelling in its campaigns to not only attract new applicants but also enhance its image as an employer. This approach allowed the company to reach a broader target audience, engaging them in an empowering process that acknowledged the influence of organizational image.

Applicants were able to interact and exchange information with the company at various levels of participation [15]. The connection between branding and transmedia storytelling underscores the significance of appreciating cultural dynamics. Burger King's McWhopper campaign serves as a successful example of achieving global recognition, with support from Y&R positioning Burger King's competitors within their transmedia storytelling world [16]. Previous studies on transmedia storytelling have also demonstrated its impact on corporate social responsibility (CSR) communication across various platforms. Transmedia storytelling has the potential to unite individuals through a common theme for CSR communication. For example, Procter & Gamble's 'Thank You Mom' campaign utilized transmedia storytelling to design their CSR communication process, effectively incorporating emotional transmedia storytelling messages into their CSR messages distributed on different social media channels. This highlights the benefits of employing transmedia storytelling in CSR communication [17]. Furthermore, prior research on transmedia storytelling indicates its utility in public relations initiatives.

By synthesizing transmedia storytelling with the narrative transportation theory, it can contribute to the development of theoretical frameworks in public relations. This innovative integration has the potential to transform theoretical concepts into practical applications, fostering a culture of effective communication [18].

However, there is a scarcity of studies examining the integration between digital technology for mobile application development and transmedia storytelling for community product branding.

Therefore, the objective of this study is to leverage transmedia storytelling to develop the Dusit Brand and employ a RUP (Rational Unified Process) application architecture to facilitate the promotion of Dusit Brand community products. The research methodology is outlined in Section 4, and the findings of the study are presented and discussed in Sections 5 and 6, respectively.

3. Objective
This research has set three objectives for the study as follows:
- To develop an application to identify marketing location areas in the digital channel for increasing income in urban communities in Rattanakosin Island, Dusit District, Bangkok, Thailand, for ten entrepreneurs to be community leaders in generating income by increasing marketing channels through digital marketing.
- To assess the application's usefulness created through hypothesis testing techniques, aiming to improve users' comprehension and knowledge.
- To assess how well the designed application performs through a comprehensive evaluation by experts. This can be used to thoroughly examine and analyze the application's effectiveness.

4. Methodology
This study employs a Rational Unified Process (RUP) [19] application architecture to develop a mobile application that showcases Dusit Brand products using transmedia storytelling techniques. The research process consists of the four following stages:

4.1. Inception Process
Rattanakosin Island in Dusit District, Bangkok, Thailand, the participating community leaders shared their insights on transforming local community products into Dusit Brand products. The initial three hours of the focus group session were dedicated to establishing a common understanding among the community leaders. Subsequently, the participants were divided into smaller groups based on the selected product categories. They engaged in discussions and selected business models that could be integrated with transmedia storytelling to develop the Dusit Brand, as shown in Figure 1.

Fig. 1 Urban community leader meeting for developing an application

The consumers anticipated learning about the stories of the Dusit District and its urban communities through the narratives presented by the producers. Through the focus group, the research team gained valuable knowledge about the business models of community products in the Dusit District. The findings obtained from this stage indicated that the community leaders and local entrepreneurs of Dusit District highly anticipated the business model of introducing their products to the digital market. Accordingly, the community leaders expressed their expectations for the digital market and selected ten community products to be developed into Dusit Brand products using digital technologies such as transmedia storytelling. This value-added approach aimed to address income inequality within the urban community.

4.2. Elaboration Process

During this stage, the research team gathered user requirements from the community entrepreneurs participating in the Dusit branding program, which was based on digital transmedia storytelling, in Dusit District, Bangkok, as shown in Figure 2. The community entrepreneurs involved in this study, primarily consisting of elderly individuals, represented a diverse range of ten product categories.

Fig. 2 Collection of user requirements from local community entrepreneurs

4.3. Construction Process

This stage involves the development process of the application to identify the marketing location area in the digital channel for increasing income in urban communities, which includes government-approved products showcasing their narratives. This section will concentrate on a thorough UML diagram-based system analysis and design. The present application uses the advantages of a use case diagram, which has two distinct actors: the 'Marketing Manager' and the 'User' who is the customer. Within this diagram, there are five primary use cases that actors call directly and four secondary use cases that are called from the primary use case, depicting the various methods in which the system interacts and functions.

The User actor calls the use case as follows:

- View Social Media: this use case represents the customer's case of viewing products and content through the social media channels of community products. View Social Media use case will always call the Provide Social Media Links use case when the customer uses View Social Media.
- Navigate to Shop: this use case represents the customer's case of requesting the system to navigate to a store. Navigate to Shop use case will always call the Provide Navigation use case when the customer uses Navigate to Shop. Navigate to Shop use case will only call the Provide Shop Information use case when the customer wants to view the information of the desired store.
- Identify Location Area: This use case represents the customer's case of requesting the system to display the coordinates to access the store's digital marketing channels. Identify Location Area use case will always call the Mange Marketing use case, which is recorded by the actor 'Marketing Manager.' Manage Marketing use case will always call the Provide Shop Information and Provide Map use cases when the customer uses Navigate to Shop.
- View Street View: This use case represents the customer's request to view the route to the store. View Street View use case will always call the Provide Map use case when the customer uses View Street View.

The Marketing Manager actor calls the use case as follows:
- Manage Marketing: this use case represents the case of the marketing manager of the store to record the content of the store. Manage Marketing use case will always call the Provide Shop Information use case.
- View Analytics: This use case represents the case of the store's marketing manager, who views customer data to be evaluated to improve the store's content.

To see the interaction among actors and systems, the use case diagram provides an overall view of the system's functioning, as illustrated in Figure 3.
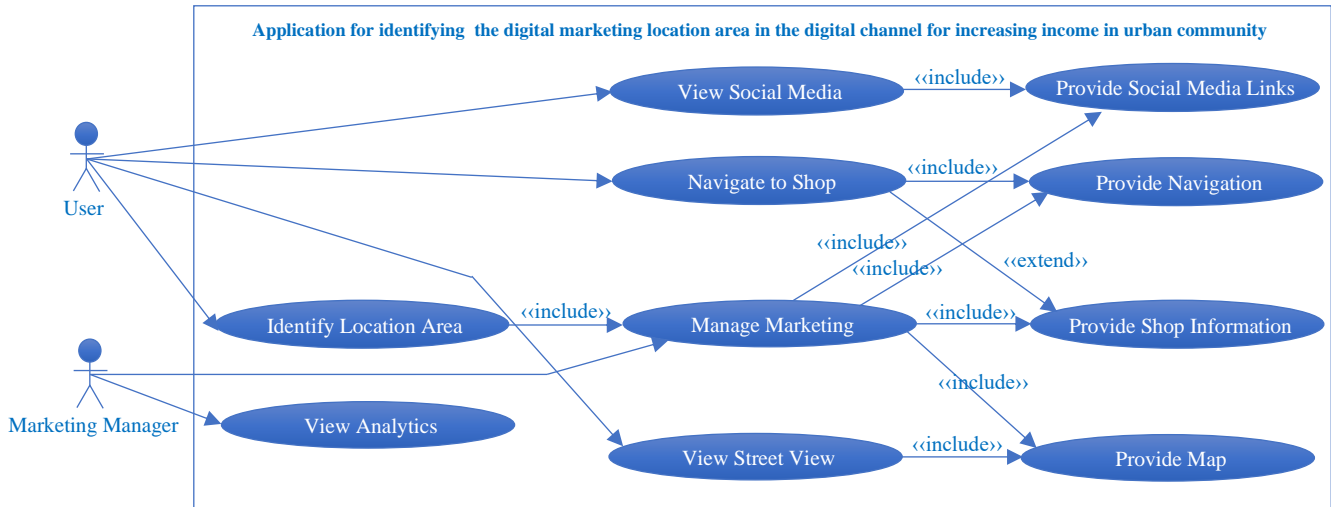
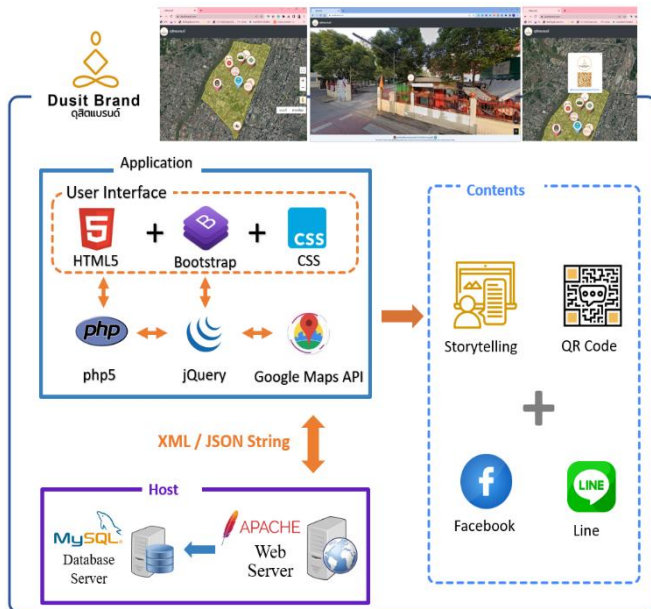**Fig. 3 Use case diagram of application**

Fig. 4 The framework of the application development

The application was built using Apache web server, PHP5 programming language, and MySQL database for data storage. It was designed to run on both computers and smartphones using the Bootstrap framework, complemented by HTML5, CSS3, and JavaScript. The developed applications can be used on smartphones, tablets, and computers to respond to the use of users on various devices. The Dusit Brand products framework and application can be illustrated in Figure 4.

The program is integrated with the Google Maps API, enabling users to explore production and distribution locations, access street view directions, and make purchases within the district. QR codes are generated to facilitate access to product information on social media. The application's functions are further demonstrated in Figures 5 to Figure 7.
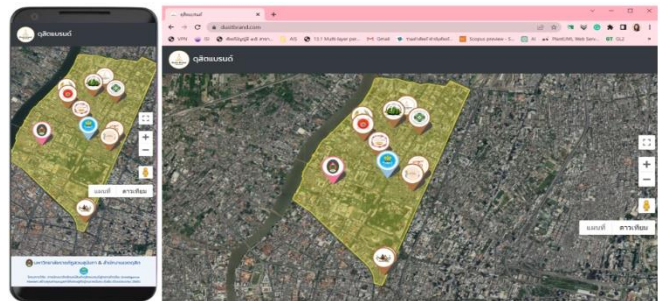

Fig. 5 The identification of the marketing location area in the digital channel on the application
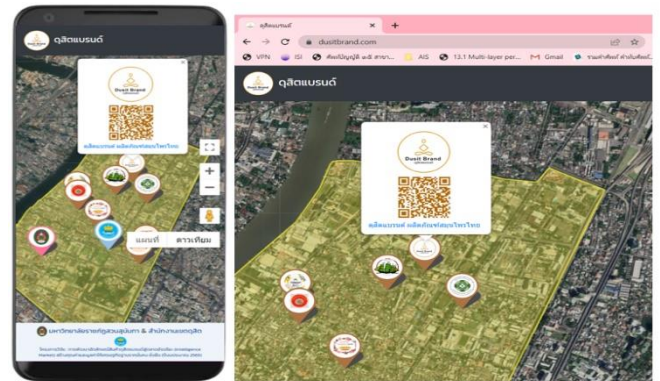

Fig. 6 Access to product information through links and QR codes in the application

Fig. 7 Street-view access to production bases and product distribution
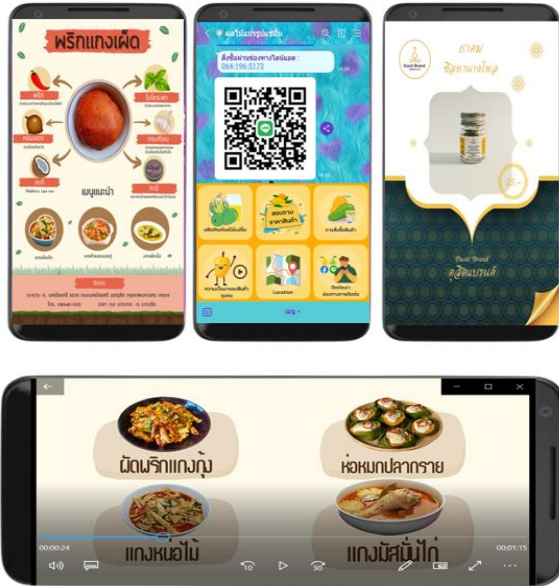
Fig. 8 Example of product digital storytelling utilizing graphics and videos through social media on the application

The application integrated storytelling that encompassed an overall depiction of the Dusit District community, product recognition, and guidance to the production and distribution centers. These narratives were conveyed through visual elements, such as graphics and videos, shared on the social media accounts of the community enterprises (refer to Figure 8). In cases where an enterprise did not possess a social media account, the application developer created one on their behalf. The data was securely stored and could be accessed via QR codes. The findings from this elaboration process revealed that the majority of community entrepreneurs were elderly individuals who primarily relied on community product distribution centers to sell their goods. The purpose of employing transmedia storytelling was to facilitate their existing practices rather than instigate behavioral changes.

4.4. Transition Process

This stage involves the presentation of the developed application to experts and users for the purpose of evaluating its effectiveness. The testing phase lasted for a duration of 90 days and involved the participation of 7 experts from various disciplines, including information technology, community development, digital technology, and media production. These experts were queried regarding the seven elements of transmedia storytelling [20]. Their responses were assessed using a 6-point Likert scale scoring [21], with the following interpretations assigned to each rating:

- A rating of 1 indicated 'Strongly dissatisfied.'
- A rating of 2 indicated 'Very unsatisfied.'
- A rating of 3 indicated 'Unsatisfied.'
- A rating of 4 indicated 'Satisfied.'
- A rating of 5 indicated 'Very satisfied.'
- A rating of 6 indicated 'Strongly satisfied.'

The data were collected through an online survey using Google Forms. A 6-point Likert scale was utilized to evaluate the effectiveness of the application. Ratings of 1 to 3 indicated user dissatisfaction with the application, while ratings of 4 to 6 indicated user satisfaction. The acceptable passing threshold was set at 0.8 [22]. If the overall result for any indicator fell below 0.8, the features associated with that indicator were subjected to the reconstruction process following the principles of the RUP application architecture. To enhance the validity of the results, this study also employed quartiles, interquartile range, and quartile deviation for data analysis.

This study examined the user experience and recognition of Dusit Brand This study examined the user experience and recognition of Dusit Brand product narratives via an application. A total of 27 participants, consisting of community leaders and members, students, and representatives of the general public, took part in the study. Prior to the online test administered through Google Forms, the training session was conducted. The pre-test and post-test were conducted 30 minutes apart, during which time users familiarized themselves with the application. The test comprised 14 questions, with the question order re-versed in the post-test compared to the pre-test. The results obtained from the test were utilized to assess the effectiveness of learning in accordance with the research hypotheses. The results were further analyzed using a t-test. Ethical approval for this research was obtained from the Institutional Review Board (IRB) of Suan Sunandha Rajabhat University, Thailand.

5. Research Finding

The findings of the application development were consolidated following stages outlined in the RUP application development process, as illustrated in Figure 9. Moreover, the efficacy of the developed application was evaluated by a panel of seven experts representing various disciplines, including IT, community development, digital technology, and media production. The evaluation was conducted using the content validity index (I-CVI) [23] and the scale-level content validity index (S-CVI/Ave) based on the average method. The results indicated that all indicators received ratings higher than 0.8. The application successfully conveyed the identities of urban community products (subjectivity), engaged users and allowed them to expand their stories (performance), and introduced the urban community and their products in both the real and digital realms (world building), with all these indicators receiving a rating of 1. The following indicators received a rating of 0.86: spreadability, drillability, continuity, multiplicity, immersion, extraction, and seriality. Overall, the experts' opinions were consistently aligned, as evidenced by the small interquartile range and quartile deviation. According to the experts' evaluation, this result implies that the developed application was deemed adequate, as shown in Figure 10.
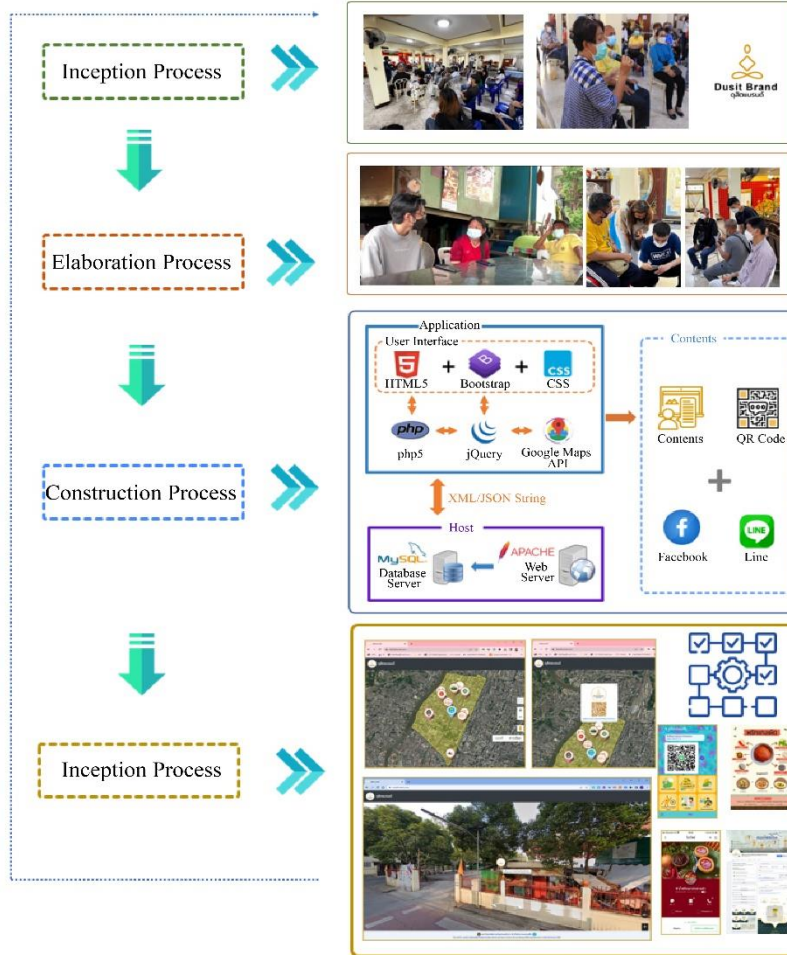
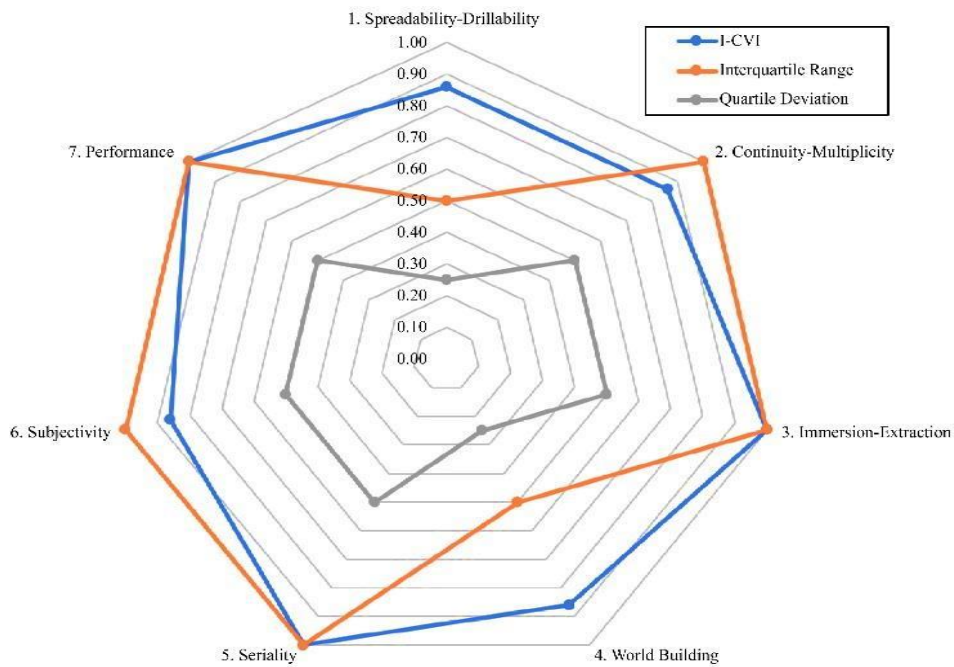**Fig. 9 Overview of the RUP application development process**

Fig. 10 Evaluation results of the developed application provided by the experts

Table 1. User experience evaluation results used for testing research hypotheses

	Mean	*S.D.*	*N*	*t*	*df*	*p-value*
Pre-test	6.81	1.16	27	15.37	26	1.44E-14
Post-test	11.26	1.27				

The user experience evaluation was conducted based on two hypotheses:

H0: The learning outcomes obtained before and after utilizing the proposed application do not significantly differ.

H1: The learning outcomes obtained before and after utilizing the proposed application significantly differ.

The results of the user experience evaluation tests were analyzed using a t-test to compare the users' knowledge before and after using the developed application. The significance level was set at 95% ($p < 0.05$). With a 95% confidence level ($p < 0.05$), the results showed a significant difference in learning outcomes between the pre- and post-application uses, as shown in Table 1.

6. Conclusion and Discussion

The purpose of this work is to create an application for locating digital marketing locations in the digital channel for increasing income in urban communities, including the storytelling-based of the product with digital media. It utilized digital technology to enhance the value of urban community products, aiming to reduce income inequality in Dusit District, Bangkok. The research findings demonstrated that the developed application effectively presented the spatial map of the district, marking the locations of each community product on the map. These markers, so-called "pins," were linked to relevant content on social media platforms, providing an integrative user experience (integration). Users could access this experience through web links and QR codes (linkage). The user interface was designed to guide users through a chronological narrative by clicking on a navigator, ensuring a cohesive storyline (synchronization). Brand recognition was achieved by consistently using outlines, colors, and logos across different social media platforms (relation). To put it simply, the application presented the spatial stories of the Dusit District community in chronological order, with pins indicating the locations of production bases and distribution centers for community products. These pins served as gateways, leading users to the content associated with each product on social media platforms.

These positive outcomes of the transmedia storytelling-based branding approach align with a study conducted by [16,18,19]. It is evident that integrating digital technology, application, and transmedia storytelling effectively informs users about product narratives and enhances user experience, increasing brand recognition and promoting urban community tourism.

While this approach may not be novel or complex for those specializing in computer science, it provides valuable support for elderly individuals in finding business opportunities and contributing to society. This support is achieved through collaboration between community leaders, members, relevant government agencies, and academic institutions such as Suan Sunandha Rajabhat University. The primary objective is to facilitate elderly individuals in producing and selling their products within their community, enabling them to support their families conveniently. Consequently, this research serves as a crucial step towards the sustainable reduction of income inequality in urban areas, as elderly individuals can become self-sufficient and not be a burden on their families. For future studies, exploring the relationship between behavioral patterns and the spatial lifestyle of urban communities in other areas is recommended. Additionally, it is essential to investigate the application of machine learning in predicting and modeling income increases, utilizing digital technology to address income inequality in other districts of Bangkok and other provinces in Thailand.

Acknowledgments

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