

**THE ROLE OF IMPROVING ENTREPRENEUR COMPETENCY,  
INNOVATION AND USE OF SOCIAL MEDIA IN THE  
SUSTAINABILITY OF MSMEs IN BANYUMAS DISTRICT**

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**Abstract**

*Every company must be able to compete in facing the challenges of globalization. Increasing business actors' competence (knowledge, skills, abilities) and innovative products is a primary concern to win the competition and achieve business sustainability. Mainly if MSMEs can utilize social media strategically in developing their business. This research focuses on MSMEs in the Banyumas Regency area to examine increasing entrepreneurial competence, innovation and the use of social media towards achieving sustainable MSMEs. The sample obtained was 51 MSME respondents. The analysis method uses multiple regression. Based on the results of the analysis, it shows that knowledge and social media have a positive and significant effect on the sustainability of MSMEs. In contrast, skills, abilities and innovation do not affect the sustainability of MSMEs. Based on the research results, the implication is that MSME actors can pay more attention to skills, abilities, and innovation, which must continue to be improved to produce better patterns, motifs and product quality and will maintain the company's existence and compete sustainably.*

**Keywords:** *Entrepreneurial Competency, Innovation, Social Media, Sustainability of MSMEs*

## 1. INTRODUCTION

Every company must be able to compete in facing the challenges of globalization. Micro, Small and Medium Enterprises (MSMEs) are a business sector that plays a strategic role in contributing to the economic growth of a country. MSMEs can survive under any conditions. By opening up job opportunities and absorbing a larger workforce, the existence of MSMEs in Indonesia has a vital role in supporting the government's efforts to overcome the problem of unemployment and fight poverty. The biggest challenge for MSMEs is to achieve competitive advantage and sustainable business.

According to the ASEAN Investment Report released in September 2022, Indonesia has the most MSMEs in the ASEAN region. The number of MSME industry players continues to increase, and by the end of 2021, the number of MSME players reached around 65.46 million units. In 2021, Indonesian MSMEs were recorded as able to absorb 97% of the workforce, contribute 60.3% to the Gross Domestic Product (GDP), and contribute 14.4% to national exports. The development of MSMEs in Banyumas has also increased along with the increase in MSMEs in Indonesia. The head of the MSME Division of the Banyumas Cooperative Manpower Service (Dinakerkop UKM) said 87,250 MSMEs in the Banyumas area in 2022. There are nine sectors, but the largest is the food or culinary sector.

The significant increase in the number of MSMEs from year to year shows that the MSME sector has considerable potential for development. The ever-increasing

development of the MSME sector requires business actors to improve their competence, produce quality and innovative products, have a competitive advantage in the global market, and be supported by social media, which can be utilized appropriately and optimally to achieve businesses that have extended survival.

Competence is a characteristic that underlies a person and is related to the effectiveness of an individual's performance in their work (Spencer & Spencer, 2008). HR competency can be defined as the abilities and skills individuals possess as employees and owners of the company. If HR competency can be managed optimally and developed, it will be possible to achieve the performance expected by the company and its impact on business continuity (sustainability).

Research related to HR competency development was conducted by Marlina (2009), who examined the influence of entrepreneurial competency and market orientation at the Doll SME centre in Bandung, finding evidence that increasing entrepreneurial competency and focusing on market orientation can improve and improve company performance. The results of Aribawa (2016) research on MSMEs in Central Java show that knowledge significantly influences performance and sustainability business. Similar research was also carried out by Widiastuti & Sulistyandari (2020), showing that HR competencies (knowledge, skills and abilities) influence the sustainability of creative industry businesses.

Rapid technological advances and high levels of competition require each company to innovate continuously. Innovation needs to be supported by the competence of business actors and how to use social media appropriately so that, in the end, it will increase business development and achieve sustainable competitive advantage. In order to take appropriate steps and methods to increase competence, innovation and use of social media, it is first necessary to know how much these three factors influence the sustainability of MSMEs.

Research related to innovation and business sustainability was conducted by Elfahmi & Jatmika, (2019) & Meylananda et al. (2021). Entrepreneurs are required to be able to create new ideas, offer innovative products, and improve service performance. Innovation is a way to face market competition and manage sustainable business (Perwira & Haming, 2017). It is also in line with the results of Yuhendri (2022) study, which found that the impact of innovation carried out by Sanjai entrepreneurs on business sustainability was that consumers liked the product, increased consumers, increased income, increased profits, and the business survived and was sustainable.

MSMEs must also be able to utilize available social media with various options to introduce and develop their products globally. Optimal application and management of digital media can achieve sustainable business. This related study was conducted by Tanti (2020), with the finding that the use of social media has a positive and significant influence on the business sustainability of Millennial MSMEs.

By addressing these research aims, this study seeks to provide actionable insights and recommendations that can lead to a more sustainable and thriving environment for MSMEs in the Banyumas Regency area. Furthermore, it has far-reaching implications that extend to similar regions striving for economic development and resilience. Researching the interplay between entrepreneurial competence, innovation, and social media usage in the context of MSMEs in Banyumas Regency carries significant implications. The findings could guide policy decisions and inform strategies for local economic development, potentially leading to a more vibrant and resilient business

ecosystem. Moreover, it can serve as a blueprint for similar regions looking to promote the sustainability of their MSMEs, fostering economic growth and prosperity.

## **2. LITERATURE REVIEW**

### **2.1. MSME Sustainability**

Business sustainability is a business effort to prevent adverse environmental and social effects so that future generations will have adequate resources to meet their needs (Narayan et al., 2021). The sustainability of MSMEs can be seen from the success of MSMEs in innovating, managing employees and customers and returning towards their initial capital. It shows that the company has an orientation to develop and sees opportunities for continuous innovation (Hudson et al., 2001).

### **2.2. Competence**

Competency is a set of knowledge, skills and behaviours that a person has in carrying out tasks effectively. Competency includes knowledge, skills and attitudes possessed by a person in a particular field or standard, and this will be reflected in the work context, which is influenced by organizational culture and the work environment. According to Spencer & Spencer (2008), it is stated that competence is an internal and external part of a person's personality and can predict behaviour and performance broadly in all situations and job tasks.

### **2.3. Innovation**

Liang et al. (2018) innovation is a paradigm that assumes that companies can and should use external ideas as well as internal ideas and internal and external channels to market their products as companies seek to advance their technology. Innovation, according to Ussahawanitchakit (2017), consists of two things, namely: (1) Product innovation, the level of a person's ability to offer suggestions for improvements to existing products and the individual's ability to contribute to the development of new products in order to increase customer satisfaction; (2) Process innovation, the level of a person's ability to produce a manufacturing process or service that is better than the current process.

### **2.4. Social Media**

According to Zarella (2011), social media is a new media paradigm in the context of the marketing industry. Social media is a set of Internet-based tools for building public membership in creating business networks and developing content through interaction and collaboration (Zhou et al., 2011). Social media can also involve various online applications such as social networking sites, blogs, forums, microblogs, photo and video sharing, product and service reviews, evaluation communities, and social games (Nguyen et al., 2022). Social media is a medium two or more people use to interact online (Permana, 2018). Hsu (2012) defines the use of social media as a place where a large number of consumers gather.

### 3. RESEARCH METHODS

#### 3.1. Population and Sample Research

The population of this research is all Micro, Small and Medium Enterprises (MSMEs) in the Banyumas Regency Area. Determining the sample in this study used a convenience sampling technique, namely a more accessible one. This technique is carried out by selecting samples freely according to ease and access to data.

#### 3.2. Variable Measurement

The independent variables (X) in this research are Knowledge (X1), Skill (X2) and Ability (X3), Product Innovation (X4), and Use of Social Media (X5). Variables are measured using a Likert Scale of 1 (strongly disagree) - 5 (strongly agree). Indicators in the form of business management knowledge, product knowledge, consumer knowledge, promotion knowledge and marketing strategies measure knowledge. Skills are measured using indicators such as production skills, communication, cooperation, organization, supervision, finance, administration and accounting. Ability is measured by indicators of the ability to manage business, make decisions, lead, control, innovate and manage changes in the business environment.

The dependent variable (Y) used is MSME Sustainability. Variables are measured using a Likert Scale of 1 (strongly disagree) - 5 (strongly agree), with indicators of innovation capability, management of employees and customers, and return on initial capital.

#### 3.3. Data Analysis Technique

Data analysis in this study used multiple regression analysis (multiple linear regression) with the SPSS program.

##### 3.3.1. Multiple Linear Regression Analysis

This multiple linear regression analysis is used to see the influence of the independent variables (X1, X2, X3, X4, and X5) on the dependent variable (Y). This analysis is to determine the direction of the relationship between the independent variable and the dependent variable, whether positive or negative and to predict the value of the dependent variable if the independent variable increases or decreases. The regression equation model is as follows (Sugiyono, 2018):

$$Y_1 = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5 + e$$

Information:

- Y : MSME Sustainability
- a : constant of the regression equation
- b<sub>1</sub>, b<sub>2</sub>, b<sub>3</sub>, b<sub>4</sub>, b<sub>5</sub> : regression coefficients from variables X<sub>1</sub>, X<sub>2</sub>, X<sub>3</sub>, X<sub>4</sub>, and X<sub>5</sub>
- X<sub>1</sub> : Knowledge
- X<sub>2</sub> : Skills
- X<sub>3</sub> : Abilities
- X<sub>4</sub> : Innovation
- X<sub>5</sub> : Utilization of social media.

### 3.3.2. Hypothesis Testing

The Significance Test of Partial Influence, typically performed using a t-test, is a vital tool for gauging the impact of an independent variable on the dependent variable within a study. With a significance level set at 95% and an  $\alpha$  (alpha) value of 0.05, the test offers a clear decision criterion. If the significance value is greater than 0.05, the null hypothesis ( $H_0$ ) is accepted, suggesting that the independent variable exerts minimal influence on the dependent variable. Conversely, if the significance value is less than 0.05,  $H_0$  is rejected, signifying a substantial impact.

Furthermore, the Coefficient of Determination ( $R^2$ ) quantifies the proportion of the dependent variable's variance explained by the independent variable.  $R^2$  values range from 0 to 1, where an  $R^2$  of 0 indicates no influence (0%) of the independent variable on the dependent variable, while an  $R^2$  of 1 indicates complete influence (100%). These statistical tests, in conjunction with the Simultaneous Effect Significance Test using the F-test, are essential in evaluating relationships between variables and assessing the fitness of regression models in research and analysis.

## 4. RESULTS AND DISCUSSION

### 4.1. Analysis Results

#### 4.1.1. Respondent Profile

**Table 1. Respondent Profile**

Respondent Profile	Information	Total	Percentage (%)
Gender	Man	14	27.5
	Woman	37	72.5
	<b>Total</b>	<b>51</b>	<b>100</b>
Type of business	Culinary	33	64.7
	Services/trade	11	21.6
	Creative Industries	5	9.8
	Agriculture/Animal	1	2.0
	Husbandry/Fishing/Plantation	1	2.0
	Other	1	2.0
	<b>Total</b>	<b>51</b>	<b>100</b>

Based on Table 1, the majority of respondents in this study were dominated by female respondents, with 37 respondents or 72.5%. Meanwhile, respondents who are MSMEs in Banyumas Regency in this study mostly had a culinary type of business with a total of 33 people or 64.7%, followed by services/commerce with a total of 11 people, creative industries with five people, agriculture/livestock/fisheries/plantations and others, one person each.

#### 4.1.2. Validity tests

**Table 2. Validity Test Results**

No.	Items	R statistic	R table	Validity
1	X1_1	0.711	0.2787	Valid
2	X1_2	0.863	0.2787	Valid
3	X1_3	0.847	0.2787	Valid
4	X1_4	0.768	0.2787	Valid
5	X1_5	0.668	0.2787	Valid
6	X1_6	0.887	0.2787	Valid
7	X1_7	0.843	0.2787	Valid
8	X2_1	0.687	0.2787	Valid
9	X2_2	0.903	0.2787	Valid
10	X2_3	0.933	0.2787	Valid
11	X2_4	0.892	0.2787	Valid
12	X2_5	0.933	0.2787	Valid
13	X3_1	0.903	0.2787	Valid
14	X3_2	0.910	0.2787	Valid
15	X3_3	0.927	0.2787	Valid
16	X3_4	0.932	0.2787	Valid
17	X3_5	0.914	0.2787	Valid
18	X3_6	0.866	0.2787	Valid
19	X4_1	0.827	0.2787	Valid
20	X4_2	0.806	0.2787	Valid
21	X4_3	0.805	0.2787	Valid
22	X4_4	0.885	0.2787	Valid
23	X4_5	0.786	0.2787	Valid
24	X4_6	0.855	0.2787	Valid
25	X5_1	0.885	0.2787	Valid
26	X5_2	0.871	0.2787	Valid
27	X5_3	0.829	0.2787	Valid
28	X5_4	0.936	0.2787	Valid
29	X5_5	0.898	0.2787	Valid
30	X5_6	0.841	0.2787	Valid
31	X5_7	0.850	0.2787	Valid
32	X5_8	0.920	0.2787	Valid
33	X5_9	0.755	0.2787	Valid
34	X5_10	0.712	0.2787	Valid
35	Y_1	0.857	0.2787	Valid
36	Y_2	0.824	0.2787	Valid
37	Y_3	0.849	0.2787	Valid
38	Y_4	0.793	0.2787	Valid
39	Y_5	0.636	0.2787	Valid

Source: processed data (SPSS)

#### 4.1.3. Reliability test

**Table 3. Reliability Test Result**

N	Cronbach's Alpha	Cut off Value	Reliability
39	0.968	0.7	Reliable

Source: processed data (SPSS)

#### 4.1.4. Multiple linear regression statistical analysis

**Table 4. Multiple Linear Regression Test Results**

Variable	B	t statistic	Sig.	Information
Constant	5,837	4,008	0,000	
Knowledge (X1)	0.482	5,157	0,000	Hypothesis is supported
Skills (X2)	-0.124	-0.930	0.357	Hypothes is rejected
Abilities (X3)	-0.173	-1,530	0.133	Hypothes is rejected
Innovation (X4)	0.095	1,241	0.221	Hypothes is rejected
Social Media (X5)	0.116	3,141	0.003	Hypothes is supported
R Square	0.722			
F statistic	23,389			
Sig. F	0,000			

Source: processed data (SPSS)

Based on the tests carried out, the following equation results were obtained:

$$Y = 5.837 + 0.482 X1 - 0.124 X2 - 0.173 X3 + 0.095 X4 + 0.116 X5$$

Table 4 shows that the coefficient of determination (R<sup>2</sup>) is 0.722 and shows the model's goodness of fit. The value of 72.2% indicates that the regression equation model in this research can explain the relationship between the dependent variable (sustainability of MSMEs) and the independent variables (knowledge, skills, abilities innovation and use of social media) of 72.2%, which means that the sustainability of MSMEs can be explained by knowledge, skills, abilities, innovation and use of social media. Meanwhile, the remaining 21.8% is influenced and explained by other factors outside the model that were not mentioned or tested in this research.

Based on the results of simultaneous tests (F Test), it is known that the F value is (23,389) with a significance value of (0.000) ≤ α (0.05), which means that the independent variables (knowledge, skills, abilities, innovation and use of social media) simultaneously influences the sustainability of MSMEs.

Based on the partial test results (T-Test), the significance value of the knowledge variable is 0.000 and social media is 0.003, which is smaller than 0.05, meaning that the knowledge and social media variables significantly affect the sustainability of MSMEs. Meanwhile, the significance value of the skill variable is 0.357, the ability variable is 133, and the innovation variable is 0.221, which is greater than 0.05, so the skill, ability and innovation variables do not significantly affect the sustainability of MSMEs.

## 4.2. Discussion

### 4.2.1. The Effect of Knowledge on the Sustainability of MSMEs

The partial test results show that knowledge positively affects the sustainability of MSMEs, so the first hypothesis is supported. MSME business actors in Banyumas Regency already have adequate knowledge in various aspects related to their business. The knowledge possessed is in the form of business management knowledge, product knowledge, consumer knowledge, promotion knowledge and marketing strategies. MSMEs' increasingly extensive marketing knowledge will be able to promote their products with adequate and appropriate strategies to increase their product sales results and impact the sustainable profitability of their business. In this way, MSMEs in Banyumas Regency will have the potential to continue to develop and sustain their business.

### 4.2.2. The Effect of Skills on the Sustainability of MSMEs

The partial test results show that skills do not affect the sustainability of MSMEs, so the second hypothesis is rejected. The skills of MSME entrepreneurs in Banyumas Regency in managing their businesses must be improved to improve the sustainability of MSMEs. To achieve business sustainability, MSME players must be able to continue to improve the skills they have by participating in training that can hone the skills they need. If collaborating with other factors, such as knowledge and ability to innovate and adapt to environmental changes, these skills will ultimately help increase the sustainability of MSMEs.

### 4.2.3. The Effect of Ability on the Sustainability of MSMEs

The partial test results show that ability does not affect the sustainability of MSMEs, so the third hypothesis is rejected. Ability is an individual's capacity to carry out various tasks in one job. Based on respondent data, it is known that MSME business actors in Banyumas Regency do not have sufficient abilities to manage their businesses, the ability to innovate, the ability to lead businesses and the ability to adapt to environmental changes that occur. Thus, the capabilities possessed by MSME actors still need to influence the sustainability of their business. However, it needs to be supported by other competencies to achieve business performance and sustainability. These results differ from research conducted by Widiastuti & Sulistyandari (2020), with results showing that HR competency (knowledge, skills and abilities) influences the sustainability of creative industry businesses.

### 4.2.4. The Effect of Innovation on the Sustainability of MSMEs

The partial test results show that innovation does not affect the sustainability of MSMEs, so the fourth hypothesis is rejected. Innovation is a paradigm that assumes that companies must be able to use their creative ideas to market their products, because companies strive to advance their technology. In this research, MSME players still need to optimize their innovation in running their business, even though innovation can be a competitive advantage that can improve their business performance to achieve sustainability. These results are not in line with Yuhendri (2022) study results, which found that the impact of innovation carried out by Sanjai entrepreneurs on business sustainability was that consumers liked the product, increased consumers, increased income, increased profits, and the business survived and was sustainable.

#### **4.2.5. The Effect of Social Media on the Sustainability of MSMEs**

The partial test results show that social media influences the sustainability of MSMEs, so the fifth hypothesis is supported. Social media is a set of Internet-based tools for building public membership in creating business networks and developing content through interaction and collaboration. MSME players have used social media to promote products and interact with consumers to provide feedback on their purchased products. The better and more optimal use of social media in promoting business products can increase sales and affect business sustainability. These results follow research conducted by Tanti (2020), with the finding that the use of social media has a positive and significant influence on the business sustainability of Millennial MSMEs.

### **5. CONCLUSION**

Upon thorough examination and detailed presentation of the tabulated data, this study draws several discerning conclusions regarding the determinants of sustainability among Micro, Small, and Medium Enterprises (MSMEs) in the Banyumas Regency. It is evident that the possession of knowledge and competencies by MSME proprietors plays a substantial role in influencing business sustainability. A positive and direct correlation is observed between the level of knowledge competency and the overall performance of MSMEs, highlighting that heightened intellectual capital fosters improved business outcomes.

In contrast, skills, often regarded as pivotal in business, do not significantly influence MSME sustainability in Banyumas Regency. Despite the array of skills held by MSME actors, they show no substantial impact on the enterprises' long-term viability. Similarly, the innovative capacity of MSME actors does not significantly affect sustainability, necessitating further exploration of innovative strategies. Significantly, optimal social media use enhances MSME sustainability, underscoring its strategic importance in fostering local business growth and resilience.

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