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## The economic benefit of social media and internet use in the village head election

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### Keywords

Economic, Social, Media, Internet, Election, Marketing

### Abstract

*This paper focuses on the economic benefits of social media and Internet use in the village head election. Prospective village heads use social media and the Internet in delivering their work programs. This study aims to analyze the impact of online viral marketing use on the economic sector in the village head election campaign. This research adopts case study method. This research found that the presence of social media and the Internet makes the expenditure to finance the socialization program to be reduced. This factor became one of the drivers of the behavior of village head candidates who initially used traditional "door-to-door" campaigns to change using social media and the Internet. This research is original.*

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